New hope for stability on renewals
The President's pipeline to the people

Broadcasting
Mar14
The newsweekly of broadcasting and allied arts

For the second successive year
"Gunsmoke" is the highest rated
dramatic hour in syndication.

ARB syndicated program analysis and NSI Report on Syndicated Programs, Nov. 1976.
Audience estimates subject to qualifications available on request.
Viacom! Television’s new major source for movies.

“Charly” Academy Award to Cliff Robertson for Best Actor of the Year.
'SUBSTANTIAL' IS IN ☐ And quantitative guidelines are out as the FCC issues its latest policy on comparative renewals. PAGE 21.

SIEGE STORY ☐ The local and national broadcast news corps turns out in full force to cover the dramatic events in Washington as more than 100 hostages are held in three separate buildings. PAGE 22.

CHANGE OF COMMAND ☐ CPB has a new chairman, Allen Wallis, and a new vice chairman, Gloria Anderson. PAGE 23.

WINDING DOWN ☐ The FCC's payola investigation hears from WOL's Mel Edwards, who denies any wrongdoing. PAGE 24.

MULTIMEDIA PRESIDENCY ☐ Jimmy Carter's call-in on CBS Radio is hailed as a success and White House weighs proposals for a follow-up. Latest wrinkle is President's determination to use broadcasting to stay close to the people. PAGE 25.

VAN DEERLIN'S RECRUI TS ☐ With the proposed rewrite of the Communications Act in the offing, here's a look at the six new members of the House Communications Subcommittee that will be involved. PAGE 28.

FOUR MARKETS FOR DROP-INS ☐ The FCC issues its rulemaking to consider short-spaced assignments in Johnstown-Altoona, Pa.; Charleston, W. Va.; Knoxville, Tenn., and Salt Lake City. PAGE 32.

NO LONGER FENCED IN ☐ Commissioner Margita White has full latitude to participate in FCC matters now that her husband has moved to a law firm not involved in broadcasting. PAGE 34.

REPEAT WITH EMPHASIS ☐ FCC Commissioner James Quello again denounces petitions to deny that are used as a threat. He also criticizes agreements by broadcasters with groups that are not representative of their communities. PAGE 37.

EEO COMPLAINTS ☐ Employment practices prompt filings at the FCC against 40 stations' licence renewals. PAGE 38.

POST MORTEM ☐ Top figures in American politics, the press and other observers participate in NBC's Forum. that analyzes the primaries, campaign financing, the debates and related issues. PAGE 40.

BASEBALL '77 ☐ Broadcasters will pay more than $52 million for the rights to cover the major leagues in 1977. A special report tells the who, how and how much that will be involved. PAGE 51.

ERASE ONE FOURTH NETWORK ☐ The Metronet trial balloon is quietly deflated. The reason: no customers. PAGE 54.

SEAMAN'S FEARS ☐ Testifying at the FTC, the SSC&B executive describes the proposed rule on over-the-counter drug advertising as a threat to trade. PAGE 54.

THE HAPPY DETAILS ☐ TVB offers some additional information on network television's closest approach yet to a $3-billion sales year. Thirty-two new accounts in 1976 contributed to the $600-million gain. PAGE 56.

'THIRD SEASON' ACTION ☐ Though dominant in the ratings, ABC-TV plans its replacements for marginal shows. At the same time, NBC-TV comes up with reasons to crow. PAGE 58.

CLEAN-UP TIME ☐ The Multimedia stations, along with others in those six markets, start a drive to ban records with obscenities and profanities. PAGE 60.

MIXED RESPONSE ☐ President Carter's request for suggestions on how to alleviate the deal's TV problem prompts ABC to propose a conference. NBC questions the worth of closed-captioning. PAGE 61.

RCA'S SALARIES ☐ Griffiths, Conrad and Goodman top the scale, according to a company statement. RCA also issues its annual report that shows broadcasting led all other divisions in a year that saw over-all income up 57%. PAGE 62.

FCC TOO STRICT ☐ That's the charge cable makes as it fights a proposal that would prevent its use of navigational frequencies. PAGE 65.

HAPPY TIMES FOR MARSHALL ☐ Garry Marshall, one of the hottest writers-producers in TV, has no urge to head his own production company, and is happy being part of Paramount Television in charge of three ABC-TV comedies. PAGE 85.
It's just a mile to the nearest barber. But it costs him $17 base charge plus $1.06 a mile to get there using a wheelchair transportation service. Double that for round-trip. Add on a $5.00 waiting charge. That's $40 he's spent before the barber even cuts one single hair.

Steve Dawson and Eric Anderson of WTLV-TV, the Harte-Hanks station in Jacksonville, decided to find out who was responsible for this tragedy.

Their investigation uncovered the culprit. The Florida state government. Under a new state law, the Florida Public Service Commission has imposed fixed prices on the wheelchair transportation companies.

Instead of stabilizing or lowering the prices, they raised them. They've even forced non-profit organizations to charge the fixed price. In effect, they've cut these people off from the outside world.

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We're proud of the effort WTLV's Action News team made to bring this problem out into the open. WTLV has given top priority to improving its news product. A new anchor team, an aggressive attitude and new ENG facilities will help keep Jacksonville residents well-informed about daily local events.

This copyrighted story has caused concerned citizens to call for an investigation by the Governor. Now more than ever, Floridians understand that while being handicapped is a hardship, to also be handicapped by politics is an injustice.

Opening new channels of understanding

HARTE-HANKS TELEVISION GROUP
KENS-TV, San Antonio, Texas; WTLV-TV, Jacksonville, Florida; WFMY-TV, Greensboro, North Carolina.
**Convention crunch**

National Association of Broadcasters is bracing for monster convention in Washington March 27-30. Preregistration (more than 3,000 last week) is running far ahead of last year's for convention in Chicago. All hotel rooms originally reserved by NAB have been snapped up; association is on trail of 500-1,000 more. NAB has found 90,000 square feet of exhibit space in three headquarters hotels, says it could sell 125,000 if space were there. (At Chicago last year 95,000 feet of exhibits set record.)

Measured by size, convention looks successful, but NAB staff is complaining that arrangements are pain in neck—largely because of dispersion of exhibits among three main hotels. Not only that, dates of Washington's annual Cherry Blossom Festival have been picked to coincide with NAB's. Festival draws tourists in abundance. It's not likely NAB will return to Washington in future until city builds convention center, staffers say.

**Curtain raiser**

Top brass at National Association of Broadcasters is optimistic that President Jimmy Carter will appear at opening session of convention. If hopes prove true, it'll be coup. Mr. Carter ditched annual banquet of Radio Television Correspondents Association fortnight ago, though it's traditional for Presidents to attend that event at least in their first year in office.

**Spotty spot**

Combination of severely cold weather early this year and high level of sales year ago is keeping first-quarter spot TV picture from looking as bright as many broadcasters had hoped for. Sales authorities say there was perceptible cutback in many areas where bitter cold curtailed store traffic and energy shortage cut store hours. Some, however, report big gains in warmer markets.

Another factor making comparisons difficult is that last year's first quarter was so good—up nearly 30% over 1975's. Even so, sampling indicates first-quarter national business is running from flat to about 10% ahead of year-ago level. Network sales activity meanwhile is said to be mostly matter of backing and filling, making adjustments here and there in schedules that are basically sold through third quarter.

**Confeds are coming?**

Revival of talk about "confederation" is being heard, largely in radio station circles, stimulated by approach (March 27-30) of annual convention of National Association of Broadcasters in Washington. First step presumably would be effort toward fusion of what is now National Radio Broadcasters Association with NAB's radio division. Managing director of NRBA since last September is Al King, who few months earlier left NAB after 21 years. He reports that NRBA membership increased by 25% in past year and now totals 850 stations, about equally divided between AM and FM. This is far cry from NAB's radio membership of 2,409 AM and 1,694 FM stations.

**Off the road**

FCC is moving, but cautiously, toward adoption of regulations permitting general use of roadside radio. Staff last week submitted proposal that would limit roadside radio use to governmental or semi-governmental (such as municipal airport) authorities at low power (sufficient only to carry voice mile or mile and a half). Enticement would be prohibitive. Aim would be to provide motorists with specialized information (what airport parking lots are available, for instance).

Nevertheless, commissioners, apparently heeding broadcasters' expressions of concern, were not persuaded protections against service turning into competitive medium were adequate. So now consideration is being given to policy that would require applicant for roadside radio service to seek waiver of existing rules. Commissioner James Quello is said to be leading spokesman for restricted service.

**Raising voices**

President Carter is expected soon to ask Congress to appropriate $48 million for additional transmitters for Voice of America and Radio Free Europe/Radio Liberty. Plan, submitted to White House shortly before President Ford completed his term, was produced by representatives of various cabinet officers and international broadcasting groups. It calls for 28 new transmitting facilities—11 for RFE/RL in Europe and, for VOA, five in Europe, eight in western Pacific and four in Africa.

**Waiting to see**

Reports from affiliates who attended CBS-TV regional "miniconference" at Houston weekend indicate network officials made persuasive case for their efforts to achieve prime-time ratings turnaround. President Robert Wussler also reportedly told them changes in network's program philosophy include not only greater emphasis on miniseries and made-for-TV movies but determination to grab young audience early, avoid clustering weaker shows late in evening. Affiliates were told about programs in development but won't get to see them until, probably, general affiliates meeting in May.

**Extended vacancy**

There is still no decision on person to fill revived position of TV vice president at National Association of Broadcasters. Staff reportedly has two or three possibilities, one of whom, official with another trade association in Washington, was discussed at NAB executive committee meeting in Washington last week. Committee was never told his name, though, and no decision was made.

Not everybody on NAB board wants TV vice president. Kitty Broman of Springfield TV Broadcasting, Springfield, Mass., vice chairman of NAB TV board, says she wouldn't care if position wasn't filled and that several others on TV board agree with her. She is deferring, however, to joint board chairman, Wilson Wearn of Multimedia Inc., Greenville, S.C., who is said to want post filled.

**Meeting the people**

Executive committee of National Association of Broadcasters last week endorsed idea of conducting conversations with public next fall to discuss TV sex and violence. Point would be to talk with public about expanded TV code guides against offensive programming, which NAB executives hope to have finished by fall. Meetings would take form of hearings, much like FCC's regional meetings in recent years, and would be piggy-backed on NAB's regular fall regional conference.

**Back to the forest**

First major casualty of highly touted new access shows introduced at NATPE last month is Sandy Frank Film Syndication's Robin Hood. Mr. Frank started marketing Robin as straight cash sale at NATPE, soon concluded that not enough stations would buy, got tentative commitment from Nabisco and its agency, Parkinson Advertising, to go with barter-type arrangement. But Parkinson said budget wasn't there for Nabisco when time came to sign contracts earlier this month, so series, which was to be produced by Yorkshire/Trident of Great Britain, dies aborning. It's said to be $200,000 loss for Sandy Frank.
Phillips □ Petroleum company is planning 13-week spot-TV campaign starting in late March. Tracy-Locke Advertising, Dallas, will place spots in 40 markets in fringe and sports time periods, aiming towards men, 18-49.

Unroyal Tires □ Tire manufacturer is arranging 34-week spot-TV campaign beginning in early April. Ogilvy & Mather, New York, will place spots in 65 markets during special and fringe-time viewing, gearing spots to men, 18-49.

Allegheny Airlines □ Airlines is arranging four-week spot-TV drive beginning in early April. J.W. Thompson, Washington, will place TV spots in 21 markets during fringe, special and news hours, targeted to men, 18-54.

Sunbeam □ Company has two-week spot-TV campaign set for its small appliances beginning in mid-April. Foote, Cone & Belding, Chicago, will schedule spots in eight markets, zeroing in on women, 25-54.

General Electric □ Appliance firm will place three-week TV spotlight on its dishwashers and microwave ovens beginning in mid-April. Fromm Inc., Kansas City, Mo., will place spots in about 30 markets during fringe and daytime viewing hours, aiming to reach all women.

Borden □ Sacramento tomato juice will be featured in three-week spot-radio promotion beginning in mid-April. Campbell-Ewald, Detroit, is gearing commercials to adults, 18-34.

Renault □ French car manufacturer is arranging six-week spot-radio drive starting in April. Marsteller, New York, will place spots in about 18 markets, gearing spots to adults, 18-34.

Hasbro □ Game and toy company will launch 13-week spot-TV promotion for various products starting in early April. Benton & Bowles, New York, will place spots in at least 20 markets during children's time periods.

Lifesavers □ Candy will get eight-week spot-radio campaign beginning in late March. Dancer-Fitzgerald-Sample, New York, is gearing spots to teen-agers.

Dannon □ Yogurt company will feature Frozen Danny yogurt in three spot-TV flights in mid-March, late April and June, running three to four weeks each. Marsteller, New York, will place spots at fringe-time periods in 20 markets, seeking adults, 18-49.

Levi Strauss □ Boys' clothing will get four-week spot-TV promotion beginning in late March. Foote, Cone & Belding/Honig, San Francisco, will place TV spots in at least 30 markets in daytime and children's time viewing, seeking to reach children, 2-11.

Dr. Pepper □ Soft drink will get six-week spot-TV promotion starting in mid-April. Eagle Advertising, Dallas, will arrange spots in daytime, fringe and prime-time hours to reach viewers, 12-49.

Allen Products □ Company is planning TV flights in early and mid-April for its Alpo dog food. Weightman Advertising, Philadelphia, will place spots in 23 markets to reach women, 25-64.

Miller □ Beer company is planning six-week spot-radio buy beginning in early April. McCann-Erickson, New York, will schedule spots in 15 markets to reach men, 18-49.

Citibank □ Bank corporation is mapping 10-week spot-radio drive beginning in late March. Wells, Rich & Green, New York, will place spots in five markets including Albany and Syracuse, both New York, Men, 25-49, are target audience.

Schick Personal care products company is arranging five-week spot-TV campaign for its hair styler beginning in mid-April. Dancer-Fitzgerald-Sample, New York, will seek spots in top-20 markets, gearing them to women, 18-34, in daytime, access, news, weekend, prime, early and late fringe periods.

Jack in the Box □ Division of Ralston Purina is planning five-week spot-TV promotion for its Jack-in-the-Box restaurants starting in late March. Gardne Advertising, St. Louis, will buy spots in about four markets in news, fringe and prime periods, looking for adults, 18-49.

Curtis Candy □ World Series candy bars will be featured in 18-week spot-radio campaign starting in late March. Lee King & Partners, Chicago, will place spots in three markets, gearing them to teen-agers and adults, 18-49.

Ace Hardware □ Hardware corporation readsies five-week spot-radio buy starting late in March. D'Arcy-MacManus & Masius, Chicago, will place spots in about 18 markets, searching for men, 25-49.

Firestone □ Tire manufacture is arranging seven-week spot-radio flight beginning in late April. Sweeney & James, Cleveland, will place spots in 15 top markets, zeroing in on men, 18-24.

Cadbury □ Chocolates will get three, three-week spot-TV flights beginning in mid-March, early April and May. Young & Rubicam, New York, will place spots in 20 markets in daytime and fringe periods, searching for women, 18-49; and children, 6-17.

White Castle □ Restaurant chain is scheduling three-month spot-TV promotion starting in late March. Warner & Simpson Advertising, Columbus, Ohio, will place spots in fringe-time hours in about six markets to reach children, teen-

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**BAR reports television-network sales as of Feb. 20**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ended Feb. 20</th>
<th>Total dollars 1977</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday Sign-on 10 a.m.</td>
<td>153</td>
<td>$909,200</td>
<td>997</td>
<td>$5,713,700</td>
<td>$5,143,100</td>
</tr>
<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>1,016</td>
<td>15,647,900</td>
<td>6,927</td>
<td>101,220,400</td>
<td>88,406,200</td>
</tr>
<tr>
<td>Saturday-Sunday Sign-on 6 p.m.</td>
<td>318</td>
<td>7,579,700</td>
<td>2,563</td>
<td>66,478,900</td>
<td>54,072,200</td>
</tr>
<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>100</td>
<td>3,913,700</td>
<td>731</td>
<td>27,610,700</td>
<td>22,370,900</td>
</tr>
<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>28</td>
<td>1,349,700</td>
<td>178</td>
<td>9,792,000</td>
<td>8,362,700</td>
</tr>
<tr>
<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>418</td>
<td>35,636,400</td>
<td>3,030</td>
<td>239,244,600</td>
<td>196,980,900</td>
</tr>
<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>207</td>
<td>4,544,600</td>
<td>1,434</td>
<td>29,964,500</td>
<td>25,398,600</td>
</tr>
</tbody>
</table>

Total 2,240 $59,581,100 15,860 $480,024,800 $409,734,600 +17.2

Source: Broadcast Advertisers Reports
Eager to help.

Citizens of East Michigan rely on natural resources for their major economic activity—tourism.

Years ago, the management of WWTV in Cadillac recognized the importance of tourism throughout their vast viewing area. And their long-standing policy of presenting news concerning tourism has not gone unnoticed.

WWTV News was recently honored with the East Michigan Tourist Association’s Beaver Award. The award cites the station’s informative coverage of natural resource topics and their leadership in the development of tourism in East Michigan.

Calling attention to a community’s assets is all part of the Fetzer tradition of total community involvement.
When you're trusting people shouldn't you know

We'd like to insure that you do.

We're the Life Insurance Companies. And we believe you have a right to know exactly who you're trusting with your family's security. So we're going to tell you. As openly and honestly as we can.
with your family’s future, who you’re trusting?

After all, you’re no stranger to us. We know you well. We have to. How else could we create the personal kind of coverage that meets each American’s individual need for financial security.

ACCOUNTABILITY IS OUR POLICY
This is the first in a series of reports. And this initial message has two goals. To restate our commitment to public accountability. And to alert you to upcoming reports. Reports that will be as informative as we can make them. As complete as space allows. And frequently on subjects you might expect to be confidential.

WATCH FOR THESE REPORTS

WHY THE LIFE INSURANCE BUSINESS STILL MAKES HOUSE CALLS
The agent as the family counselor on financial security.

WHAT INSURANCE COMPANIES DO WITH ALL THAT MONEY
Investing to help lower insurance costs.

GETTING MORE SECURITY INTO SOCIAL SECURITY
What we think should be done to strengthen the Social Security System.

PLAIN TALK ABOUT POLICIES
Making insurance policies understandable to everyone.

THE SOCIAL RESPONSIBILITY OF THE INSURANCE BUSINESS
Using resources to improve the quality of American life.

GETTING DOWN TO INDIVIDUAL CASES
There’ll be more. Much more. Until we’ve covered just about everything we think and do that has any bearing on your financial security.

But should we miss a topic you want to know about, or fail to answer all your questions, write us. We’ll answer you. Personally.

And if you think you’d be interested in an insider’s portrait of the insurance business, send us this coupon. We’ll send you the Life Insurance Fact Book. It’s not just light reading. It’s a unique, 136-page picture of the industry drawn through tables, charts, and interpretive text. We’ve published it for 31 years to support our commitment to full disclosure.

But whether you have a question, or just want our Fact Book, please don’t hesitate to ask. After all, it’s not as though we’re strangers.

American Council of Life Insurance
277 Park Avenue, New York, N.Y. 10017

Please send a copy of the Life Insurance Fact Book to:

NAME

ADDRESS

CITY STATE ZIP

We want you to know more about life.

THE LIFE INSURANCE COMPANIES IN AMERICA
REPRESENTED BY THE AMERICAN COUNCIL OF LIFE INSURANCE
engages five-week spot-radio campaign beginning early April. Yaffe Stone August, Southfield, Mich., will place spots in 12 markets. Demographic target is women, 25-64.

**Super Foods**

- Food service is scheduling 17-week spot-TV drive beginning in late March. Byer & Bowman Advertising, Columbus, Ohio, will buy spots in four markets during daytime and fringe-time hours to reach women, 25-54.

**Empire**


**Crown Zellerbach**

- Consumer products division will place nine-week TV spotlight on its Marina bathroom tissue beginning in mid-April. D'Arcy-MacManus & Masius, San Francisco, will schedule spots during daytime, prime, access, news, weekend and early fringe periods in 20 western markets, aiming to reach women, 25-54.

**Staley**

- Company will feature Sno-Bol cleaner in two-week spot-radio push beginning in mid-April. SMI, Chicago, will schedule spots in eight markets to reach women, 25-49.

**Durand**

- Cristal d'Arques, imported French glassware, will get five-week spot-TV campaign starting in mid-April. Normand, Craig & Kummel, New York, will place spots in four markets during fringe-time, daytime and prime-time hours, seeking women, 18-49.

**Gas Appliance Manufacturers Association**

- Trade association is planning promotion beginning in early May. Holland-Wallace Co., Little Rock, Ark., will gear spots to adults, 25 and over, in at least 100 markets.

**Elaine Powers**

- Figure salon is planning two four-week spot-TV campaigns beginning in April and May. Stephon & Brady, Madison, Wis., will place spots in at least 15 markets during fringe-time, daytime and prime-time periods, searching for women of all ages.

**Supersweet Feeds**

- Feed company for farm animals is mapping 13-week spot-radio push beginning in August. Wm. L. Baxter Advertising, Minneapolis, will seek spots in 20 markets, gearing them to men, 18-49.

**Ciba Geigy**

- Company will feature Alfatox alfafla in three-week spot-radio campaign starting in early April. Keenan & McLaughlin, New York, will place spots in 29 markets to reach farmers.

**Leaney**

- Game and toy company has five-week drive vehicle for its matchbox cars beginning in mid-March. Air Time, New York, will gear spots to children, 6-11, and adults, 18-49, in fringe-time and prime-time hours.
METROMEDIA vs METROMEDIA

Once again, in the 1976 International Radio Programming Forum Competition, sponsored by Billboard Magazine, the Metromedia Stations discovered that their greatest competition was their sister stations. It was virtually Metromedia versus Metromedia. In 18 categories Metromedia received 27 nominations, 12 awards.

Metromedia station managers take pride in their independent thinking -independent programming. We aren’t shackled by network edicts. We aren’t strangled by corporate bureaucracy. Intent CAN become action. What does this mean to media planners? This vitality results in listener involvement. Each Metromedia station is an integral part of the community it serves. Yes, we win many awards, but most importantly by delivering loyal listeners we win in the marketplace.
America's always-popular show is now poised to set new heights.

LET'S
longest-running, audience participation game-show
records for local programmers every day of the week.

MAKE A DEAL

After 13 smashing years on network television, 5 years on NBC daytime and 8 years as the key-
stone of ABC’s daytime block in addition to 2 years in network primetime and 6 glorious years as
America’s favorite primetime access game-show...

LET’S MAKE A DEAL—for the first time in the
long history of this program phenomenon—is now
available to local stations on a Monday-Friday
basis.

LET’S MAKE A DEAL—starring television’s most
popular, most loved host, Monty Hall—is the best
deal around.

Deal today for the biggest blockbuster strip now
available in your market.

WORLDVISION
ENTERPRISES INC.
The World’s Leading Distributor
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome
Taft the medium and Taft the advertiser

Taft Broadcasting Company, one of the original group broadcasters, has expanded its range of operations into other phases of entertainment and family leisure-time activities. We now have companies involved in the design, construction and operation of high quality family amusement-park complexes, network sales, mobile film equipment, program syndication sales, character licensing and merchandising, as well as condominium development, travel, tennis and swimming centers.

In 1966, Taft became involved in the field of cartoon animation through the acquisition of Hanna-Barbera Productions. Hanna-Barbera, part of the Taft West Coast Group, produces popular television programs and characters—Scooby Doo, Yogi Bear, the Flintstones, the Banana Splits. As a natural evolution of our Hanna-Barbera involvement, Taft entered the amusement-park industry in 1969. The Taft Amusement Park Group incorporates the Hanna-Barbera characters as an integral part of each of its theme parks. Children can come see Yogi or Scooby where they "live," in the Taft parks.

Presently, the Taft Amusement Park Group operates three regional theme parks: Kings Island, the company’s wholly owned park, located near Cincinnati; Kings Dominion near Richmond, Va., and Corowinds, near Charlotte, N.C. Taft and Top Value Enterprises, a division of Kroger Co., own the latter two theme parks through a joint venture, Family Leisure Centers Inc.

The creative diversity of the company has enabled it to build on the awareness and excitement already generated by the popularity of the Hanna-Barbera television characters. Taft’s years of broadcasting experience have also proved to be an invaluable asset in planning and executing an aggressive marketing strategy for its Amusement Park Group. This strategy places heavy emphasis on television and radio.

Kings Island, the first and largest of the Taft family entertainment centers, serves as an example of Taft’s use of broadcasting in its marketing strategy. Kings Island established four major advertising goals for 1976: (1) Build awareness of new attractions; (2) generate repeat business; (3) create greater awareness of Kings Island as a family entertainment complex, and (4) develop awareness of special events. Four basic media were then selected to achieve these objectives: television, radio, print and outdoor.

Research among Kings Island’s patrons indicated that our target audience is defined as follows: adults 18-49 (heavy emphasis on 18-34), children 2-11 and teens-agers, 12-17. The common denominator that appeals to all segments of the market is the over-all concept of Kings Island as being a place to escape and have fun.

To reach our target audience, Kings Island’s marketing strategy emphasized broadcast media, especially television. Because of television’s universal, all-family appeal, it was used as our primary medium. During April and May, Kings Island purchased 400-500 GRP’s per week in each of the primary markets and during June, July and August ran sustaining schedules of 200-300 GRP’s per week. In order to achieve our relatively high GRP levels we used a combination of 10’s and 30’s. We used early and late prime time, plus Saturday and Sunday mornings, which were used to appeal directly to children. While reach was the purchasing intent, the prime objective remained frequency.

In all instances, radio buys accompanied television. One of radio’s great assets is its flexibility and thus radio was used not only to convey our general selling message, but also for all promotional activity. The radio commercials were mostly 60’s, using a 10-second doughnut for special promotional announcements. Spots were scheduled throughout the week during morning and afternoon drive time. Our sustaining schedules were placed primarily on MOR stations, while the promotional buys were directed to country or rock stations, depending on the promotion. We also were a partial sponsor on the Cincinnati Reds baseball network.

Broadcast had the highest media priority as indicated by the media spending schedule for 1976. TV was allocated 57%, radio 28%, print 12% and outdoor 3%.

With the above goals and media mix in mind, the proper positioning of the creative selling message for Kings Island’s advertising can be somewhat difficult to achieve. The product being offered is neither a consumer goods item nor a retail item. The nature of its value rests somewhere in between, in a world of fantasy. The advertising, therefore, needs to communicate all of the fun, happiness, excitement, fantasy and escape inherent in the enjoyment of Kings Island.

Jonathan Winters was chosen as our commercial spokesman, because he was perceived to be a recognizable performer who stands for entertainment and enjoyment. He embodied those attributes Kings Island offers in the experience of its product. In addition, his various characters could provide numerous opportunities to show the entertainment experiences available at Kings Island.

In addition to the characterizations, Jonathan Winters also appeared in some segments himself, adding his very credible personal endorsement. Utilizing a mixture of 30’s and 10’s in television, and 60’s in radio, the cumulative effect was both informative, in terms of highlighting specific features of the park, and entertaining. The end result was a "bigger-than-life" impression of the Kings Island complex.

The strategy of using name talent to increase recall and the effectiveness of message delivery of copy points was very successful. Our research indicated that over 89% of the respondents recalled Kings Island advertising, the majority remembering Jonathan Winters as the spokesman and the majority of the respondents felt Jonathan Winters was a suitable spokesman for Kings Island.

Taft’s use of broadcast has increased both awareness and usage dramatically. Our record of growth substantiates this. Having fun is easy. But marketing fun can be more difficult. We feel that the best way to sell fun and family entertainment is through broadcasting. That’s not surprising, however, Broadcasting is our middle name.

John D. Chapman is responsible for coordinating the marketing efforts of Taft Broadcasting and its three groups. Mr. Chapman was elected to the newly created position of vice president-marketing last July. Previously, he had served as director of sales and marketing of Taft’s Amusement Park Group. Mr. Chapman has been with Taft for eight years, serving first as manager of the Broadcast Group’s Cleveland sales office. He left the company in 1968 to serve as vice president of the Welcome Radio group. In 1971, Mr. Chapman returned to Taft as general manager of its WKRC-AM-FM Cincinnati.

John D. Chapman is vice president, marketing, of the Taft Broadcasting Company, Cincinnati.
How do you sell $125,000 worth of powerboats with a 30-second spot? Get the creative film look.

Hess Marine of Pensacola, Florida, reeled in a lot of sales in a 10-day promotion to the powerboat market.

Jack McAndrews, owner of Hess Marine, took a friend, a camera and a lockerful of ideas out for four days of filming boats doing what boats do best.

He brought back a catch of running shots with all the beauty and color of white hulls against a blue-water background, flashy turns and foamy wakes—everything that could turn a landlubber into an old salt.

The footage was edited for broadcasting and an exciting 30-second spot resulted. It brought in prospects from more than 100 miles away—as many as 1000 prospects on one Sunday alone.

"The promotion made big waves," says Jack. "We sold about $125,000 worth of Hess merchandise, two months before my regular season.

"Using film for my commercial gave me a lot of confidence. I knew I could do the job with film because it gives me creative freedom. It's easy to handle. I get bright colors, and I've found it's the least-expensive, most reliable medium for my purposes."

It's solid proof that you don't need a million-dollar budget to look like a million dollars.

For more on the film look and how it's bringing in business for retailers and clients, call or write your local Kodak office.

The creative film look. It sells.
March 14—CC's new deadline for comments to Westinghouse Broadcasting's petition for reconsideration of part of network inquiry (Doc. 21049). Petition requests separate proceeding to consider adoption of rules requiring networks to give affiliates "reasonable opportunity" to preview entertainment programming. Replies are due March 24. FCC, Washington.

March 14—Georgetown University Law Center seminar on "Selling to Children: Is There a Need for Public Intervention?" Participants will include representatives of government agencies and committees concerned with the issue and who will discuss 10 or 11 specific topics. Locale will be various Washington places at the end of the working day. Follow-up seminars will be held every other month, concluding in spring of 1978. Contact: Professor Gerald Train or Judith Oldham, Georgetown University Law Center, 300 New Jersey Avenue, N.W., Washington 20001, (202) 824-8000.

March 14—CC's new deadline for replies to Worldvision Enterprises petition concerning television network practices, including consideration of additional proposals aimed at strengthening competition in domestic syndication market and fostering greater diversity of program sources and prohibition of domestic syndication by companies owning one or more television stations or cable systems. FCC, Washington.

March 14—CC's new deadline for comments to petition to amend its rules regulating rates and conditions for leased channel access (RM-2825). FCC, Washington.


March 15—Deadline for application forms for Radio Television News Directors Association's annual awards. Information, awards committee chairman, WSAM (COLUMBIA, S.C.

March 15—Association of National Advertisers workshop on advertising research, Plaza hotel, New York.

March 15-16—Alabama Cable Television Association "Citizen of Year" award meeting. Recipients will be Dr. David Mathews, secretary of Health, Education and Welfare, and Mrs. Mathews, member of the President's Committee on Aging, Washington, D.C. Handicapped Downtown hotel, Montgomery.


March 16—Canadian Broadcasters Association sales and management seminars, Waveny Inn, Cheshire.

March 17—CC's new deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Document 21010). Replies are now due April 29. FCC, Washington.


March 18—Pacific Pioneer Broadcasters luncheon salute to TV actress-singer Gale Storm. Sportmen's Lodge, Studio City, Calif.


March 18-19—Region two conference of The Society of Professional Journalists, Sigma Delta Chi for Maryland, District of Columbia, North Carolina and Virginia, Richmond, Va.


March 19—Annual "Date With the Press," sponsored by Women in Communications Inc. Miami chapter. Liz Carpenter will be speaker. Sheraton Four Ambassador, Miami.


Also In March


March 21-23—First of series of hearings before Senate Communications Subcommittee on telecommunications policy issues, subject of this being common carriers. Room 235, Russell Senate Office Building, Washington.


March 27—Annual membership meeting of the Association of Maximum Service Telecasters 1 p.m., Delaware suite, Sheraton-Park hotel, Washington (Special meeting of the present board of directors of AMST will be held March 28, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton to elect officers.)


March 27—Annual membership meeting of the Association of Maximum Service Telecasters 1 p.m., Delaware suite, Sheraton-Park hotel, Washington (Special meeting of the present board of directors of AMST will be held March 28, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton to elect officers.)


March 28—Louisiana Association of Broadcasters annual convention and awards.
There is a New Wave Breaking in San Diego

Creativity
Quality
Ideas
Teamwork

Without a doubt... the main reasons we are becoming broadcasting's fastest growing creative center

Creators of:

Total Radio Formats
- Music... Just For The Two of Us
- Country Lovin'
- The Great Ones
- The Love Rock

Station Logos
- Radio
- Television
- Custom
- Syndicated

Commercials
- Custom
- Syndicated Commercial Package
- Campaign Maker

Total Image Concepts
- Complete Marketing Plan
- Television
- Radio
- Newspaper

Consultation
- Programming
- Promotion
- Sales
- Management
March 29—Ohio Association of Broadcasters' "Salute to Congress" dinner. Hyatt Regency Washington, D.C.


March 31—FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

March 31-April 2—Region three conference of The Society of Professional Journalists, Sigma Delta Chi, for Alabama, Georgia, South Carolina, Florida and East Tennessee Knoxville, Tenn.

April 1-2—Region four conference of Society of Professional Journalists, Sigma Delta Chi, for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

April 1-2—Region five conference of Society of Professional Journalists, Sigma Delta Chi, for Indiana, Illinois and Kentucky Chicago.

April 1-2—Region seven conference of Society of Professional Journalists, Sigma Delta Chi, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Columbia, Mo.

April 1-2—Region nine conference of Society of Professional Journalists, Sigma Delta Chi, for Wyoming, Utah, Colorado and New Mexico. Albuquerque, N. M.


April 1-3—Women in Communications Inc., region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas,UPI correspondent. Ohio University, Athens.

April 2-5—International Tape Association's seventh annual seminar, "Audio/Video Update." Keynote speakers will be NBC's David Brinkley and syndicated columnist Art Buchwald. Hilton Island Hotel, S.C.


April 11-12—Television Bureau of Advertising Communications seminar for sales and management personnel. TVB headquarters, New York.

April 12-14—Klief "Lighting for Television" seminar. Site to be determined, Little Rock, Ark. Contact: Wheeler Bait, Klief Brothers, New York. (212) 796-7474.

April 13—New England Cable Television Association spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

April 14-15—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Hyatt Regency, Chicago.

April 15-16—Region six conference of Society of Professional Journalists, Sigma Delta Chi, for North Dakota, Minnesota and Wisconsin. Marquette University, Milwaukee.

April 15-18—Women in Communications Inc. region seven meeting. Sheraton-Century hotel, Oklahoma City.


April 15-17—Women in Communications Inc. region six meeting. Speakers will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington, D.C.

April 16—California Associated Press Television-Radio Association 50th annual meeting. Hotel del Coronado, Coronado.

April 16-17—Women in Communications Inc. region one meeting. Washington State University, Pullman. Second day at University of Idaho, Moscow.

April 17-19—Canadian Association of Broadcasters annual meeting. Winnipeg Inn, Winnipeg, Man.

April 17-20—National Cable Television Association annual convention. Conrad Hilton hotel, Chicago.

April 18-19—Board of Advertising Communications seminar for sales and management personnel. TVB headquarters, New York.

April 18-21—Ninth annual conference of Southern Educational Communications Association. Host will be the Videtron ETN Network, Gulf State Park Resort and Convention Center, Pleasure Island, Ala.


April 20-22—Spring meeting of Indiana Broadcasters Association. Brown County Inn, Nashville, Ind.

April 21-23—Louisiana Association of Broadcasters spring convention. Sheraton hotel, Baton Rouge.


April 22-23—Region eight conference of Society of Professional Journalists, Sigma Delta Chi, for Oklahoma and Texas, Dallas.


April 22-24—National Association of Farm Broadcasters South Central regional meeting. Hilton Inn, Amarillo, Tex.


April 24-29—San Francisco State University's 27th Annual Broadcasting Industry Conference. San Francisco State University, San Francisco.


April 27-May 1—American Women in Radio and Television's 21th annual convention. Speakers will include FCC Commissioner Margite White, ABC Inc. President Elton Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.

April 28-29—Minnesota Broadcasters Association spring meeting. REGI hotel, Bloomington.

April 29-30—Sigma Delta Chi Distiguished Service in Journalism Awards ceremonies. To be held in conjunction with SIGMA CHI convention. Sigma Delta Chi, San Francisco.

April 29-30—Women in Communications Inc. region five meeting. Press Club, San Francisco.

April 30—Pennsylvania Associated Press Broadcasters Association annual meeting and awards presentation. Host Town Inn, Lancaster.

April 30—White House Correspondents Association 53rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington, D.C.

May 1—Deadline for entries in Howard W. Blakeuse Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: American Heart Association, 7320 Georgia Avenue, Dallas 77231.

May 1-3—Chamber of Commerce of the U.S. 56th national annual meeting. Washington.

May 2—FCC's deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1. FCC, Washington.


May 4-6—Washington State Association of Broadcasters spring meeting. Rosario Resort hotel, Orcas Island.


May 7—Iowa Broadcast News Association 1977 seminar. Adventura Inn, near Des Moines.

May 7-8—Illinois Broadcasters Association spring convention. Forum 30 hotel, Springfield.

May 7-8—Kansas Association of Broadcasters annual convention. To be held in conjunction with the Association of News Broadcasters of Kansas. Hutchinson.

May 8-12—Annual meeting. ABC-TV affiliates Century Plaza hotel, Los Angeles.


May 15-18—National Retail Merchants Association annual convention. Hilton hotel, Atlanta.

May 15-18—Annual meeting. NBC-TV affiliates Century Plaza hotel, Los Angeles.


May 19-21—Kansas Association of Broadcasters annual convention. Remada Inn, Topeka.

May 20-22—Northeast regional meeting of National Association of Farm Broadcasters. Site to be announced, Cincinnati. Contact: Davonna Oskarson, WVLW(Am) Cincinnati.


May 23-26—Canadian Cable Television Association annual convention and trade show. Four Seasons hotel, Calgary, Alberta.

May 24-25—Annual meeting. CBS-TV affiliates Century Plaza hotel, Los Angeles.


June 2-4—Associated Press Broadcasters annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. Chase-Park Plaza, St. Louis.

June 2-5—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.


What Wright wrote

EDITOR: Your article about the National Association of Broadcasters election in the Feb. 28 issue was misleading pertaining to my role in the district nine election.

I sent out the same letter to the broadcasters of Wisconsin and Illinois, and nothing could be construed as "emphasizing" the geographic matter on representation, which contributed to a tug-of-war between the two states.

My letter contained 14 points of information about my qualifications and this paragraph: "Many broadcasters in Illinois and Wisconsin have expressed the desire we should return to alternating representation and therefore after six years of representation from Wisconsin, it is now time for an Illinois broadcaster to represent both states."—Charles E. Wright, general manager, WBYS-AM-FM Canton, Ill.

Introducing

EDITOR: In its first exposure to the general public, AM stereo proved to be the hit of the 1977 Washington Hi Fi Stereo Music show [BROADCASTING, Feb. 21, 1977].

Our Hi Fi Shows, introduced in Washington in 1954 and since produced in other major cities, have been used as a means of introducing new technology to the general public. The first 1954 show included a closed-circuit transmission of stereo from a Library of Congress concert. We sponsored an experimental transmission of FM-multiplex stereo in February 1961. In April of that year the FCC adopted the rule that gave broadcasters and consumers the blessings of stereo music via the airwaves over FM. We would like to see the same thing happen for AM broadcasting in 1977.—M. Robert Rogers, WANY(AM) Waynesboro, Va.

More than four

EDITOR: Three cheers for Jim Mehrling’s letter ("Open Mike," Feb. 21) concerning another radio network and a revitalization of radio programming.

Too often many stations are so rigidly locked into a format that experimentation with radio drama or comedy is taboo. Although most program directors are out to program a number-one station, many ignore the fact that the public occasionally looks for something a little bit different.

Recently I made an appearance on a talk program on WMEX(AM) Boston, and I asked listeners what they thought of bringing back the old radio shows on a day-to-day sustaining basis. The response was incredible. Many old timers and radio buffs wished that there was more of that kind of programming. Younger listeners were astounded at the variety and imagination that was radio in the 30's, 40's and 50's.

Why not another radio network? Why not a combination of old and new programs? Since the cost of a TV minute is getting higher and higher, advertisers might find another radio network a better investment.—Gary Dixon, WCAP(AM) Lowell, Mass.

Export-import

EDITOR: Television program producers and writers in this country who criticize the volume of imported programs (British primarily) featured on public television should consider the following.

First, reruns of American television programs make up the bulk of the broadcast schedules in many foreign countries. Just as writers and producers profit from these exports, the importation of programs must also be expected.

And second, many of the survey forms returned to this station in February praised public television’s quality and variety of programming—a combination not regularly afforded by the three commercial networks.—Les Smith, development director, WMUL-TV Huntington, W. Va.

Backwards

EDITOR: Regarding your article ("A finding against cable deregulation," Feb. 21) purporting to summarize the report by Mitchell, Noll, Owen, Park, Rosse and myself: What you report as our bottom line—that existing knowledge is insufficient to support a decision to deregulate cable—is not that of our study but of Paul MacAvoy, with whom our paper takes issue. Our actual conclusion is just the reverse—that the evidence does permit a judgment that there will be few, if any, harmful effects from deregulation and that the principal effect of cable growth will be to increase competition in the television industry, a prospect which we look upon with pleasure.—Stanley M. Besen, professor of economics, Rice University, Houston.

Born again broadcaster

EDITOR: Here’s a message to media executives who started their career at a little radio station 'way back when: Why not hurry out and buy yourself an AM and FM station, or both, in some small to medium market? It may turn your sunset into a sunrise. You may recapture your youth.

I was 53 when I returned to radio, after 15 years of producing films. I bought 49% and a job as general manager of a nearly defunct radio station in one of the nation's most crowded radio markets. The past four years have been the most interesting of my life.

Yes, a radio station operates seven days a week; yes, it entails the filing of forms with the FCC; yes, it is a business with all the basics of profit and loss and the inevitable confrontation with taxes, federal state and local.

But it is also closely attached to the entire business spectrum of the community it serves. What the country editor once was, the radio station owner can now be: his own man, shaping his individual entity to command the attention of a surprising number of persons.

When you’re looking out your office window and dreaming of a tiger hunt, think about breathing your spirit and experience into a radio station back where the basics matter, where you can get a grasp on a real slice of life. It could be the most gratifying episode of your career.—Tom Hotchkiss, vice president-general manager, KYME(AM) Boise, Idaho.

Looks are deceiving

EDITOR: An article in the Feb. 28 issue stated that a Minority Task Force created by the Corporation for Public Broadcasting is predominantly black. This statement was based on the journalist’s prima facie impression of the task force members as they conferred. Some Latin Americans look black, some blacks look white, some Asians look Latin American. The task force is not predominantly black.

There are 11 blacks, eight Latin-Americans, four Asians, two American Indians and three whites.—Vicki Assenower, executive director, Minority Task Force, Corporation for Public Broadcasting, Washington.

Underwriting

EDITOR: We are surprised you were displeased by our print ads seeking underwriting support for exciting, unique and innovative programming, plus encouragement for aspiring artists ("Editorials," Feb. 28). We would have thought as an industry leader you would have applauded our quest for quality. Program underwriting is sanctioned by FCC rules.

Also, you overlooked that to get $1 of “government subsidy,” KCET must raise $2.50 from non-federal sources. What alternative do you suggest to substantial underwriting—more taxes or no public television?—James L. Lopez, president, KCET(TV) Los Angeles.

(The point of the editorial was that program underwriting is being transformed into program sponsorship, thus putting the so-called noncommercial system into advertising competition with commercial television.)
The Night
ASCAP Members
Raided the Grammys.

Awards are nothing new to ASCAP members. Over the years they’ve won 108 Oscars, 71 Tonys and uncounted Emmys, Rockies, Golden Globes and Grammys. So when 36 ASCAP members won 43 Grammys on the night of February 19th, including Song of the Year, Album of the Year, Best New Artist of the Year, Best R&B Song, Best Cast Show Album, and two Hall of Fame awards, it came as a surprise to none of us.

Stevie Wonder topped the proceedings with 5 Grammys, while Chick Corea, Starland Vocal Band, and the late Duke Ellington each won two.

Besides our multiple winners, the 32 others read like a Hall of Fame in their own right. They include the Amazing Rhythm Aces, Count Basie, Eubie Blake, Chicago, Ella Fitzgerald, Benny Goodman, James William Guercio, Jimmie Haskell, Earl “Fatha” Hines, Hugo & Luigi, Bruce Johnston, Emme Kemp, Lillian Lopez, Loren Maazel, Irving Mills, Ronnie Milsap, David Paich, Mitchell Parish, Gary S. Paxton, Les Paul, Maceo Pinkard, Andre Previn, Andy Razaf, Edgar Sampson, Boz Scaggs, Artie Shaw, Noble Sissle, Billy Strayhorn, Frankie Trumbauer, Thomas “Fats” Waller, and Paul Francis Webster.

Their fellow members would like to take this opportunity to say, “Well done!”
'Substantial' service is in, quantitative guidelines are out in new comparative policy at FCC

Decision was foreshadowed by WESH-TV 'clarification'; program percentages held unworkable

Six years after it opened the docket, the FCC last week terminated an inquiry aimed at establishing a policy on comparative license-renewal cases. The product of the six years: A statement designed to give a measure of protection against competing applications at renewal time to broadcasters who can demonstrate a record of "substantial" service.

Quantitative standards—the use of non-entertainment program percentages as a means of determining whether a renewal applicant has earned a preference in a comparative hearing—are out. They are "a simplistic approach to a complicated problem, and would constitute an unwarranted government intrusion into broadcasters' programing decisions, the commission said.

A case-by-case approach in which the commission will focus initially on the renewal applicant's record is in. "Where the renewal applicant has served the public interest in ... a substantial fashion," the commission said, it will be entitled to the expectancy of renewal that the courts have held is "implicit in the structure of the [Communications] Act."

The statement is the second one in seven years the commission has issued in an effort to maintain "predictability and stability" of broadcast operation. The first, in January 1970, came in the wake of the commission's decision denying renewal to WDBH-TV Boston and awarding a license for the channel-5 frequency to Better Broadcasting Inc. (WCVB-TV)—a decision that rocked the industry and led to the filing of a number of other challenges to renewal applicants.

That statement, however, was overturned by the U.S. Court of Appeals in Washington. The statement called for a bifurcated hearing, one that would be terminated in an initial decision that favored the renewal applicant if it could demonstrate that its service had been substantially attuned to the needs of the community and that the station's operation had not been marred by serious deficiencies. But the court held that the policy would deny the competing applicant its statutory right to a full hearing.

In the meantime, the commission had begun its inquiry into the possibility of using local, news and public affairs programing percentages as prima-facie indicators of the kind of substantial service that would warrant renewal of a television license without a full-scale hearing. (The inquiry did not include radio service.) Despite the court decision on the policy statement, the commission held to the hope that program percentages might provide an answer to the question of what constitutes substantial service, and it sought additional comments on the concept in three further notices.

But now, in a 7-to-0 decision, with Commissioners Benjamin L. Hooks and Joseph Foyart concurred, the commission has rejected that approach. The commission cited two reasons:

■ Out of concern to protect their licenses at renewal time, the commission said broadcasters would "artificially increase" public affairs programing to meet the percentages contained in the policy statement. "Such general increases were not our purpose in this proceeding and would represent a restriction on licensees' program discretion, a result we would eschew in the absence of clear and substantial public-interest benefits," the commission said.

■ The quantitative standards would not provide the hoped-for certainty in the comparative-renewal hearing process and might, in fact, "well complicate" that process further. For the proposal involved not a single standard applied to all stations but a range of percentages for each program category, with the precise figure to hinge on various factors, such as station revenue and market size.

Thus, selecting the appropriate standard

Out of the shadows. The FCC was busy last week, grinding out a number of items before the start, this week, of the sunshine era Congress has proclaimed for government agencies. The policy statement on comparative-renewal proceedings was the major piece of business, but there were others of importance. The commission also:

■ Redeemed a cable television system. Commonly owned systems that serve more than one community will be defined in terms of the headend at which their signals are received. Systems consisting of 10 to 499 subscribers remain outside the definition, and those with between 50 and 499 subscribers will be relieved of most restrictions; they will be required only to carry local signals and to abide by minimal technical and reporting requirements. The commission also issued a notice of rulemaking to determine whether the same relief should be given to systems with up to 999 subscribers. The commission chose not to assert jurisdiction over master antenna television systems.

■ Repealed most of the network radio rules that were adopted in 1941, and issued a policy statement for radio. One rule retained involves "territorial exclusivity" and limits a station's exclusivity as against stations in different areas and with respect to the network programs the station does not clear. The policy statement, which reflects the concepts underlying the rules and the 1969 small market policy statement, stresses the licensee's affirmative, nondelegable duty to choose programing designed to fulfill its public interest obligations.

■ Authorized its staff to use revised criteria in evaluating a renewal applicants' compliance with the commission's equal employment opportunity rules. Under the criteria, which become effective April 1 and will be used in conjunction with the commission's new 10-point model EEO program (Broadcasting, June 28, 1976), the staff will conduct an in-depth review of a station's EEO program if the station's minority and/or female employment represents less than 50% of their respective percentages in the local labor force, as well as 25% of those percentages in the top-four job categories. Cases in which a station is found to have a passive program but neither an adequate explanation nor a "corrective action plan" will be presented to the commission for its consideration.

■ Decided against releasing a new 10% multiple-ownership rule in favor of issuing a further notice of inquiry. The rule, adopted in February (Broadcasting, Feb. 7) but never published, would permit a passive minority stockholder to own up to 10% in each of several stations or newspapers which could not be commonly controlled under multiple-ownership rules.
from the ranges would provide a point of contention between competing applicants, the commission said, and once that problem was settled, it added, the parties would doubtless argue over whether other factors overcame the prima-facie showing of substantial or insubstantial service. Then, too, the FCC added, percentages carry with them no guarantee of quality.

Quantitative standards, the commission summed up, "are a simplistic, superficial approach to a complex problem, and we will not adopt them."

The policy the commission has chosen to adopt was foreshadowed in the commission's "clarification," issued Jan. 4 (Broadcasting, Jan. 10), of the decision renewing the license of Cowles Florida Broadcasting's WESH-TV Daytona Beach, Fla., and denying the application of a competitor for the frequency.

As it did in that ruling, the commission said its focus will initially be on program service and added that the record "should be measured by the degree to which the licensee's program performance was sound, favorable and substantially above a level of mediocre service which might just minimally warrant renewal." A renewal applicant that provides that kind of service, the commission said, is entitled to the expectancy of renewal "implicit in the structure" of the Communications Act.

That consideration will not end matters. The commission will then turn to the comparative factors contained in the 1965 policy statement governing comparative hearings involving new applicant qualifications of possession of mass media and integration of ownership and management, among them. But the weight to be given "the legitimate renewal expectancy of the incumbent licensee" and the significance of other comparative matters will depend on the facts of each case, the commission said.

Commission officials concede privately that the new statement does not solve the problem of how subjective judgments can be avoided in deciding cases. Indeed, the statement suggests that avoiding subjectivity is, by the nature of things, impossible: Since each applicant is entitled to a full hearing, the statement says, "the outcome of the hearing must depend on the evidence adduced."

But the commission would prefer to do without comparative-renewal proceedings. It feels that a comparative renewal challenge will operate effectively as an incentive to spur broadcasters to better service and that the "subjectivity" inherent in the proceeding carries the threat of government intrusion into broadcaster discretion—sentiments the commission expressed to Congress and repeated in the commission's statement last week.

Butting against congressional action to eliminate such hearings, the commission will operate under its new policy—provided it escapes successful challenge in the courts.

Several citizen groups have asked the commission to reconsider the WESH-TV decision, and are expected to appeal if reconsideration is denied, which is virtually certain.

**WHUR newsman**

Tense dramas in Washington and Cleveland point up touchy role of radio-TV in covering hostage situations

A WHUR-FM Washington reporter was killed last week as Hanafi Muslim terrorists held 134 persons hostage at three locations in the Capital—the latest in a wave of hostage episodes that often involve the media as participants as well as reporters.

The police, press and public vigil began at 11 a.m. Wednesday (March 9) when gunmen raided the B'nai B'rith headquarters and, soon after, the Islamic Center and the city hall. An early casualty of the third takeover was 24-year-old Maurice Willians, on his regular city beat for the Howard University radio station at the District Building, who was "in the wrong place at the wrong time"; he was shot to death as he stepped off an elevator on the fifth floor.

But Washington was not the only town with a terrorist story last week. Shortly before the hostages were taken there, President Carter, via TV, became involved in bargaining for the release of a police captain held captive by an ex-Marine in Warrensville Heights, Ohio. During his televised news conference Wednesday morning, the President promised to honor the gunman's request for a telephone call, if he released his captive. The President said, "Perhaps it is a dangerous precedent but I have weighed my decision." The man surrendered and President Carter made the call that afternoon. Earlier, the gunman had released his other hostage, an 18-year-old woman, in exchange for a telephone set so he could watch the coverage.

Back in Washington, journalists were coming in from across the nation and from foreign countries. NBC-TV assigned 18 minicam crews to the story. Like other networks, it had the manpower and facilities from its Washington bureau readily accessible. NBC used eight minicams based in Washington, one from its owned WRC-TV there and brought in personnel and equipment from Chicago, New York and Burbank, Calif. NBC Washington news director Ed Fouhy said about 100 NBC personnel were assigned to the story but wouldn't estimate the costs of the coverage. At
dies in terrorist siege of Washington

**WTOP-TV** Washington, news director Jim Snyder gave a ballpark figure for his station's expenses at $70,000-$75,000.

The Washington area all-news radio stations came out in force. At **WRAM** news director Frank Barnako claimed that 95% of all news during the 39-hour siege period, and for several hours thereafter, concerned the terrorism. WRC supplied stories to the remaining NBC News and Information Service members. **WTOP** there—which fed the CBS and Westinghouse owned-and-operated stations, and WAVA-AM-FM Arlington, Va., also 'broke' their news 'wheels' (normal schedules) to stay with the story.

**WTOP** anchor Max Robinson became personally involved in the drama when he received a call from Hanafi Muslim leader Hamaas Abdul Khaalis, who in a live telephone call spelled out the chief demand: that authorities deliver to the B'nai B'rith building five Black Muslims serving life terms and, another who was acquitted, for the murder in 1973 of seven Hanafi. While reporting on the 1973 murders and trial, Mr. Robinson had established a rapport with the Hanafi leader.

Another demand, the first to surface, was that the film "Mohammad, Messenger of God" be halted. The film had premiered in New York that Wednesday and was considered sacriligious by the Hanafi. At 3:35 Wednesday afternoon, RKO Washington bureau chief Clifford Evans, who contacted Khaalis by telephone, was told that the film should be stopped. Mr. Evans said he put the Hanafi leader on hold and called RKO's WORAM New York, which then contacted the producer of the film.

The drama ended in the early hours of Friday. At 1:30 a.m., WMAL-TV reporter Neil Friedman, at the mayor's command center, encountered Iranian Ambassador Arshir Zahedi, who had negotiated personally with Khaalis. The ambassador confirmed that the hostages would be set free soon. Mr. Friedman immediately filed a story, giving his station a beat on the settlement.

During the 39-hour watch, reporters, while having to make split-second decisions, appeared extremely conscious of their responsibility not only to inform the public but also to not endanger the lives of those held hostage. **WTOP**'s Max Robinson said he reported "with great restraint."

Early in the story, **WTOP** reporter Jim Bohannon quoted a wire story calling the group "Black Muslims," the Hanafi leader called the station and demanded an apology or "I'm going to kill someone and throw him out the window." The apology was immediate. At **WTOP-AM** news director Bruce MacDonell claimed to have the telephone numbers for some persons hiding inside the B'nai B'rith headquarters; he didn't use them for fear that the phone rings would give away their location. At **WTGV** Washington, news director Harold Levenson chose not to rerun a 40-second clip from the "Mohammad" film after a first broadcast drew viewer protests.

After the hostages were freed, WMAL-TV news director, Sam Zelman, said that "while we weren't privy to information we thought might be dangerous," we "can't bear the responsibility of self-censorship."

To **WTOP-AM**'s news director Jim Snyder, "we demonstrated that it should be covered and can be covered well."

**CPB leadership changes hands**

Wallis and Anderson elected chairman and vice chairman, respectively; boat won't be rocked on accord with PBS

The Corporation for Public Broadcasting board last week chose W. Allen Wallis, chancellor of the University of Rochester (N.Y.), to succeed Robert S. Benjamin as CPB chairman. Gloria Anderson, chemistry department chairman at Morris Brown College, Atlanta, was elected vice chairman.

The Wallis selection came as a surprise to several CPB staffers. They did not consider Mr. Wallis, a 64-year-old political independent, a front-runner for the post. The only public campaigner for the chairmanship, however, was Washington attorney Donald Santarelli. Board member Lillie Herndon, immediate past president of the National Congress of Parents and Teachers, and a Republican, was understood also to have been considered for the post.

Mr. Wallis, who has been chairman of the CPB education committee, is an economist by training as well as an educator. His resume outlines service on various boards and presidential commissions; from 1959-61 he served as a special assistant to President Eisenhower. Aside from membership on the Rochester Area Television Educational Association more than a decade ago, his actual broadcast experience has been limited to guest appearances on radio and television shows. His most recent book is "An Over-governed Society."

Dr. Anderson, a Democrat and a black, succeeds Thomas Moore, who resigned the vice chairmanship in a surprise move at the board meeting (Mr. Benjamin tendered his resignation last month [Broadcasting, Feb. 7]). Dr. Anderson also has served on numerous boards and commissions, including several involving human relations and black education. She was appointed to the CPB board in 1972 by President Nixon.

Both she and Mr. Wallis will be up for re-election in September, when the regular annual CPB voting takes place. By that time, the three open seats (held now in lame-duck status by Messrs. Benjamin, Moore and Virginia Duncan of KQED-TV (San Francisco) should be filled. CPB-watchers continue to hold that the seats will go to former FCC Chairman Newton Minow, New York Times editorial page writer Roger Wilkins ("Closed Circuit," Feb. 28) and either Kathleen Nolan, president of the Screen Actors Guild, or Sharon Rockefeller, WETA-FM's Washington board member and wife of West Virginia Governor Jay Rockefeller.

Although there was speculation that the new chairman would be a moderate to avoid splitting the board on the CPB-Public Broadcasting Service dispute, Mr. Wallis told the PBS that his "doubts" it was a consideration. He is quick to characterize the board as "unified. There are no cliques on it or I'm very naive." The PBS camp was relieved, however, that Mr. Santarelli, considered a hard-line in the struggle over program power, was not chosen.

While hesitant to outline specific issues or the course of action the board will take under his chairmanship, Mr. Wallis did say: "I don't think there will be any discontinuous changes."
In Brief

Senate Communications Subcommittee has scheduled "broadcast oversight" hearing May 2-4, intended, for benefit of new subcommittee members, to review main problems in entire industry. Invitations to testify will likely go to networks, National Association of Broadcasters, Justice Department, FCC, citizen groups, maybe PTA (to talk about TV violence), others. Children's advertising may also figure in hearings. Hearings on funding for Corporation for Public Broadcasting and educational broadcasting facilities are scheduled April 5 and 6. Subcommittee, which held organizing session last Thursday, also plans hearings on cable television (in June), international telecommunications, computers and privacy, possibly on fairness doctrine. It also indicated willingness to take up specific legislation in future, such as license renewal bills, AM-FM all-channel radio bill, sports antiblackout.

Taking exception to speech by CBS Washington Vice President Bill Leonard (BROADCASTING, March 7), Representative Barbara Mikulski (D-Md) said last week that network representatives "overreact to Congressional initiatives, seeing any questioning as an attack." She said in letter to Mr. Leonard that TV violence is proper area for Congress to examine because, even though TV isn't responsible for all youthful misbehavior, it clearly does have impact on viewers. Regarding Mr. Leonard's protest of FCC's network inquiry, Ms. Mikulski said it would be healthy to shed some sunlight on network practices. "Nowhere is it written in stone that current network operations are the embodiment of the essential preordained answer to how nationwide commercial broadcasting may best serve itself and the public." (See "Mr. Van Deerlin's new recruits," page 28.)

John A. Schneider, () president, CBS/Broadcast Group, collected two International Radio and Television Society Gold Medals at annual awards dinner Tuesday night (March 8) in New York: one honoring CBS Inc. in its 50th anniversary year for "consistent visions of the future, the implementation of opportunities by its people and its contributions to the arts and sciences of broadcasting," other for himself "for his profound sense of industry and public responsibility, for added dimensions he has developed among his associates and for expanding the stature of broadcasting as a social and economic force." He's shown with Jerome Feniger, president of Horizon Communications and of IRTS.

National Association of Broadcasters and FCC will seek Supreme Court review of appeals court decision generally requiring breakup of commonly owned broadcast-newspaper holdings in same city (BROADCASTING, March 7). NAB's decision was made by working group on media structure with executive committee concurrence. Appeal is expected to cost up to $30,000; working group will conduct fundraiser among affected parties. FCC may have to proceed without Justice Department, which normally represents it in Federal Communications Commission. Department has opposed crossownership rules court overturned. FCC also will seek remand of case challenging television-cable crossownership rules. One group of broadcasters not unhappy with crossownership decision are those 23 whose holdings FCC had ordered divested by 1980 on grounds of "egregious" monopoly. Court's ruling vacates that part of commission's rule as well as part "grandfathering" other combinations.

Signed up by NAB last week: two radio and six TV stations of Rust Craft group, eight radio and two TV stations of Starr Broadcasting. NAB will also pick up Westinghouse's five TV stations (they dropped out over mandatory TV code subscription rule, now revoked) when first official dues check comes in (WBC stations will mean $40,000 to NAB in TV dues alone).

International Video Corp., Sunnyvale, Calif, now in discussion "with several companies" regarding acquisition of IVC, said Friday that "all current discussions contemplate continuation of IVC's business and product line without substantial change." It's known that West Germany's Robert Bosch Corp. (Fernsehen) is among prospective purchasers ("Closed Circuit" March 7).

Washington attorney Aaron Fleischman, Chairman of National Cable Television Association's Rural Telecommunications Committee, is urging FCC to issue notice of proposed rulemaking covering translator regulations. Most recent alarm: application by Spanish International Communications for 1 kw translator in Denver to rebroadcast signal of SIC's KMEX-TV Los Angeles, brought in by satellite. NCTA has asked commission to apply same regulations on translators as cable, including importation of distant signal rules (BROADCASTING, Feb. 7).

Executives of Independent Television News Association are exploring possibility of sending out fully packaged 30-minute nightly news show. Reese Schonfeld, managing director, said WNEW-TV New York could serve as originating station.

Jay Bowles appointed general executive of Associated Press, will handle all aspects of broadcast membership activities, reporting to Roy Steinfort, assistant general manager in charge of broadcast services. Jonathan Hall, assistant general director of National Association of Broadcasters Radio Information Office, named director... Carl Lindemann Jr., former head of NBC-TV sports (story page 59), will continue with network as independent producer, with NBC financing.

FCC huddles over payola hearings

The FCC is temporarily winding down its "payola/plugola" hearings. Today's (March 14) session will be the last until March 30, when the hearings are scheduled to reconvene with appearances by WOL (AM) Washington General Manager James Kelsey and Program Director Conte T. Thompson.

The FCC's decision to temporarily stop the hearings has been prompted, in part, because Keith Fagan, the chief counsel conducting the investigation, is leaving the hearings. Mr. Fagan is being transferred to another division of the FCC, and is being replaced by Ted Kramer, who said the halt is being called "so we can reassess our position." Mr. Kramer would not comment on what exactly that means, but other FCC officials have indicated that the commission is in the process of examining the way in which it has conducted the WOL phase of the hearings. "We have to decide whether we want to go into this much detail everywhere," one said.

Prime witness WOL disk jockey Melvin Edwards, who headed the now disbanded DJ Productions (a concert promoting firm owned by WOL air personalities), testified through most of the fourth week of the hearings and denied allegations that DJP had extorted payments from Washington promoters William Washington and Jack Boyle (BROADCASTING, Feb. 21, 28). He denied that he received a $14,000 payment from Messrs. Boyle and Washington for plugging an April 1975 concert by the rhythm-and-blues group Earth, Wind & Fire. Mr. Edwards produced a contract DJP had with EWF granting the disk jockeys right of first refusal for a Washington-area appearance by the group. Mr. Edwards said he was "forced" to sell his rights to Mr. Boyle's Cellar Door Productions because Mr. Boyle had "blocked out" DJP from booking the group in the Washington area's largest arena, the Capital Center.

Thus far, the inquiry has concentrated on the promotion activities of the disk jockeys and the controls placed on them by station management. The FCC attorneys are, understandably, hesitant to comment on what they are learning from the witnesses they have called, but one did indicate they are not altogether convinced the disk jockeys did anything illegal.
CBS's Walter Cronkite and President Carter

Carter's multimedia presidency

CBS Radio call-in hailed as success on all sides, is but latest wrinkle in President's determination to stay close to the people via broadcasting

President Jimmy Carter, who came into office promising to keep in touch with the American people, is demonstrating, with the aid of an aggressive staff, the will to do just that in a number of imaginative ways—ways that the mass media cannot resist covering extensively.

Last week, the President gave his third televised news conference. But news conferences are relatively routine for chief executives. Four days earlier, he had been the guest and star of the CBS-produced Ask President Carter radio show, an event that generated an enormous amount of coverage, in the press as well as on the rival networks.

And this week, the President leaves Washington for a quick trip through the Northeast, during which he will attend a town meeting in Clinton, Mass., Wednesday night, and a round-table discussion, with local residents and government officials, on the subject of energy in Charleston, W.Va., the heart of a major coal-producing area, on Thursday afternoon. Both events were arranged by the White House (Clinton has a town meeting form of government, but Wednesday's is a special one to give the townspeople an opportunity to question the President) and will be available for broadcast coverage. ABC plans to present delayed coverage of the Clinton meeting, from 11:30 p.m. to 1 a.m., while the Public Broadcasting Service will cover the meeting live. CBS and NBC will cover the meeting routinely. The Charleston meeting apparently will be covered only for pieces to be included in the evening news programs.

Nor are those the only presidential events this week. On Thursday night, President Carter will address the United Nations, an appearance the commercial networks were considering covering live.

But those are upcoming. Last week, the White House and CBS were still basking in the glow of what most observers said was the success of the Carter call-in show—those two hours on Saturday, March 5, during which the money-making format of radio stations across the country became an instrument of presidential communication with the people. (Millions of television viewers had an opportunity to watch the program later in the day, when the Public Broadcasting Service broadcast a video tape supplied by CBS.)

Of the millions of people who attempted to take the President at his word and call him—AT&T says about nine-and-a-half million attempts were made—42 actually beat the awesome odds to get through to the Oval Office, which had been transformed into a radio studio.

With old pro Walter Cronkite sitting at his right and serving as moderator, the President proved himself something of an old pro himself. He had done call-in shows before, as governor of Georgia and as a candidate. With that experience, plus his years of campaigning for the presidency behind him, he had rejected advisers' suggestions that he cram for the broadcast. He felt ready. And the program, most observers and critics agreed, showed the President to good advantage—knowledgeable, warm and as respectful of his callers as they proved to be of him.

Jonathan Ward, associate producer of the CBS Evening News program who served as Oval Office producer on the show and sat at Mr. Cronkite's right (Barry Jagoda, a former CBS News producer who is now a special assistant to the President, sat at Mr. Carter's left), pronounced the President's performance as "perfectly splendid. He's a good talk show host. He's not the least bit stiff; he seemed to enjoy himself. I don't know of anything he could have done better."

The questions ranged from Uganda President Idi Amin and the danger he might pose for Americans in that country to why Amy goes to public rather than private school in Washington to problems individuals were experiencing with Social Security, income tax forms and in getting a job with the government. There were even some hard questions of the kind the press corps had not yet gotten around to asking, such as, how come the President's son and daughter-in-law and their new baby live in the White House at taxpayers' expense.

There was one question, too, that enabled the President to restate his support for the establishment of a Consumer Protection Agency (he favors such an agency "to focus on the consumers' interests in one agency as much as possible") and has determination to appoint consumer-oriented individuals to the regulatory agencies ("I wish you would examine every one of my appointments to these regulatory agencies that have taken place now and that will take place over the next four years, and I believe in every instance you will see the people that I appoint have their obligation to the consumer")

The President entered the Oval Office about 20 minutes before the 2 p.m. N.Y.T. scheduled start of the broadcast and, as he chatted easily with the CBS crew (he predicted 25% of the questions would deal with personal matters that would be difficult to answer), he appeared relaxed and confident.

The same could not be said of the CBS people. The program was CBS's idea—specifically, CBS News President Richard Salant's—and CBS officials were said to be nervous about the program. Mr. Cronkite, in his introduction, described it as an "experiment," and experiments, by definition, can fail. Mr. Salant, William Small, CBS News senior vice president, and others from New York watched the program on closed-circuit television in the White House's Roosevelt Room. The atmosphere, according to one who was present, was tense.

A considerable effort had been made to make sure things went well. A small corner of a room in the Executive Office building, where CBS had installed its telephones and electronic equipment, was sectioned off as a test Oval Office, where duplicates of the equipment that

A local call-in. Governor Richard A. Snelling (right) did the "Jimmy Carter bit" on WJOY Burlington, Vt. Saturday, March 5, starting a few minutes after CBS's Ask President Carter broadcast from the Oval office went off the air at 4 p.m. N.Y.T. With the CBS affiliate's Jack Barry playing the Walter Cronkite role, the governor answered questions from Vermonters on a variety of state issues.
was to be used were tested. The men and women who were to serve as operators went through a number of dry runs, calling friends around the country to familiarize themselves with the procedures. And technicians and producers worked from 7:30 p.m. on Friday until 3 a.m. Saturday installing and testing equipment while trying not to mess up the office furniture. Drop cloths protected the rug, and the tables—every one was, it seemed, an antique—were protected with pads before equipment was placed on them. The room is "so live," the plaster walls so hard, that a "sibilant sound goes around and around," said Mr. Ward. By 3 a.m., the sound system was declared under control.

But the CBS officials and technicians knew the possibility of a disaster could not be ruled out. And on the first question, it seemed one was in the making. The quality of the sound coming from the speaker below the President's and Mr. Cronkite's matched wing chairs was poor. The problem, technicians said later, was in the telephone company line, but that was little comfort. The President cocked his head and managed to hear the question. But Mr. Ward said his reaction was, "Oh my God. This is going to be the longest two hours of my life." Mr. Cronkite shot a glance at Mr. Ward but Mrs. Ward, who was wearing the stenographic mike that permitted him to confer with CBS in the EOB without being heard on the air, simply looked back. "There was nothing I could do."

The problem was a passing one, however. The rest of the program went without incident. Indeed, Emerson Stone, vice president for radio news, whose job was to guard against obscenities reaching the air—the program operated on a six-and-a-half-second-delay basis—never had to depress the silver-colored button that would have interrupted the program and cut in a tape message apologizing for the interruption. The President had urged CBS officials to be lenient on the matter of language; hell's and damn's, he said, were not necessarily meant to be disrespectful. But Mr. Stone never even had to make that kind of a judgment call.

As the program came to a conclusion, the mood in the Roosevelt room changed. The members of the CBS delegation were said to be "thrilled."

But last week, Mr. Salant was determinedly restrained when asked for comment. "My reaction isn't important," he said. "It's like asking my reaction to my first born. I'm prejudiced." But he did allow as how he was pleased "it wasn't a disaster." And he said that what had particularly impressed him was "how great the American people out there are. They are not in awe of the President. They asked direct, relevant questions."

A somewhat less euphoric judgment of the quality of the supporting cast was passed by Mr. Ward. The program, he said, "was as good and as decent and as boring as the American people."

The President was as pleased with the results as anyone, "I liked it," he said. "The questions that come in from people all over the country are the kind that you would never get in a press conference… . I think it is very good for me to understand directly from the American people what they are concerned about."

His inclination is to do a call-in show again. But he said he would assess the public's reaction before making a decision on doing another.

The program proved to be one of the highest rated shows ever measured by Arbitron Radio, according to an official there. Arbitron's coincidental study, covering 10 major markets, indicates that the program reached 30% of all in-home listeners, or 1,054,463 households. A more thorough national survey by Trendex is expected to be released this week.

White House is weighing proposals
networks submitted on what Carter's
follow-up performance will be

Mr. Cronkite said CBS would be happy to sign up the President for another show. But CBS will have to get in line, for the White House will be siting through program ideas it invited the networks to offer for formats that would enable the President to communicate with the public or help open up the government to the public. William Sheehan, president of ABC News, declined to discuss the two ideas he said ABC had offered. But Richard Wald, president of NBC News, was not as reticent. He said NBC had suggested minicam coverage of President Carter for an entire day, with the resulting material edited down for a one-hour prime-time program.

Barry Jagoda, the President's adviser on media matters, said no decisions had yet been reached on the next presidential special. "There will be nothing else this month," he said—other than the coverage of events this week. "Maybe in April."

But things look promising for NBC. Mr. Jagoda mentioned television's value as an educational tool. "Television," he said, can "let people find out how the White House works, and how government works. It can take people to the White House in a way that's never been done before."
We have more than beautiful music.
Mr. Van Deerlin's new recruits

The proposed rewrite of the Communications Act of 1934 has increased the glamour rating of the House Communications Subcommittee by more than half. At least, that is how much the membership increased—from nine members last year to 14 this year. Republicans and Democrats alike on the panel have expressed enthusiasm for the idea, which, if loyal aides are to be believed, sprang jointly from the minds of the chairman, Lionel Van Deerlin (D-Calif.), and the ranking Republican, Lou Frey (Fla.).

Six of the 14 on the subcommittee are new on the block; four are new to Congress. But their votes in the reshaping of the Act will count just as much as the veterans'. Several of the freshmen have come into contact with broadcasting and other communications media before, while for others it is all new.

Following, in seniority order, are first impressions of the six new members on the subcommittee, with glimpses of what they have done and what they think.

Edward John Markey (D-Mass.) — Representative Markey took a seat on the Communications Subcommittee despite feelings that it might look as if he is following in the footsteps of his predecessor, the late Communications Subcommittee chairman, Torbert Macdonald. The field holds a particular fascination for him, although he says he isn't sure why.

But he sees communications almost as some sort of legislative frontier, a field with profound impact on the shape of society, yet one that has gone relatively unattended by government. As for the subcommittee's planned rewrite of the Communications Act, he says, "I think it makes sense to try to put some order to something that until now has only been through an amendingary process."

The opposite of flamboyant, Mr. Markey speaks so softly as to be barely audible in an informal setting. A bachelor, he says he is conservative, reserved in private and spends as much time as he can reading—reading "anything." He considers his public posture much less orthodox, however, and in fact his quietness masks a combativeveness that won him his reputation in Massachusetts politics.

In two terms in the state legislature, to which he was elected while in his third year of law school, Mr. Markey made his name as an advocate of legislative and judicial reform. His best known fight, over a bill to remove part-time judges from district courts, was won in the face of strong opposition in the Massachusetts house. He was rewarded by the Massachusetts Bar Association for that and other efforts with the association's Legislator of the Year Award in 1975. He was rewarded by the house leadership by being kicked off the Judiciary Committee—a move that provoked a flurry of press commentary in Mr. Markey's favor.

Today, Mr. Markey encourages the impression that no institution is sacrosanct to him. If he has a particular concern in communications at the moment it is TV violence, which he feels should be curtailed considerably. "There is something wrong with a country that sends generation after generation to fight wars and then expects them to come back and be compassionate," he says. "And similarly there's something wrong with a country that shows 15,000 murders to the young before they even reach puberty and then expects them to be able rationally to resolve situations of human conflict."

Mr. Markey says his decisions are motivated by the facts, not party or ideological allegiances. "It's difficult to foresee where his next fight will be. And won't some people find that facet of him to be unsettling? "I hope so," he says.

Thomas A. Luken (D-Ohio) — A lawyer and former mayor of Cincinnati, Representative Luken overturned an eight-year Republican incumbent to win his seat in the House last November. He had prior service in the House, winning a special election to fill an unexpired term in another Cincinnati district in 1974.

The congressman has been in politics continuously since 1961 when he was appointed U.S. attorney for the southern district of Ohio under President John Kennedy. The remainder of his political career, except for the partial year in the House in 1974, has been in the city of Cincinnati.

He says he gets along well with the local broadcasters there, better at any rate than with the local newspapers, which he says are extremely conservative. He rates himself moderate in political outlook.

His voting record during his previous stint in Congress gives some clue to his thinking. The AFL-CIO gave him a 100% rating score on issues supported by labor. Mr. Luken says that score, when measured over a two-year period, however will likely be diluted, he guesses by as much as 50%. Labor contributed about 30% of the funds for his campaign treasure chest last year.

Also in his previous House term, he voted for the broadcast license renewal bill that passed the House that year.

Mr. Luken says he is "very strongly against" government censorship and is "not proud of Cincinnati's record in that regard," a reference to the recent conviction in that city of Hustler magazine publisher Larry Flynt on conspiracy and obscenity charges.

Mr. Luken is one of only two on the Communications Subcommittee who has dissented to the idea of renovating the entire Communications Act. Like John Murphy (D-N.Y.), he says "I guess I'd rather look at the individual items." Still he adds, "I cannot think of a more important field to be working in."

Albert Gore Jr. (D-Tenn.) — In his 2 years, Representative Gore has already had a varied career, encompassing journalism, divinity school, law school homebuilding, and now politics. His decision to enter the last, he says, was snap judgment made a year ago when the seat in the district next door to Nashville became vacant. But some who know him in Nashville say it was inevitable. The seat he now holds was his father's for 1 year before he became Senator Albe Gore. Last year's successful campaign
available evidence that violence projects that concern the committee's Communications Subcommittee—especially those relating to broadcasting. Instead it should be regulated as a public utility, he says. Those, incidentally, are very brief summaries of very long answers. Mr. Gore says the prospect of making new policy in the Communications Act rewrite is "very exciting."

Barbara Ann Mikulski (D-Md.) outspoken, colorful, feisty, energetic, this politician/social worker, one of a few freshman representatives with a national reputation, probably has the least in common with broadcast managers of any of the new members of the Communications Subcommittee—except perhaps with the small market broadcaster, "the guy whose control room doesn't look like the set of Star Trek," she says. "I have a real feeling for guys like that."

The comment is in keeping with the populist tradition she embraces. Holder of an MA in social work from the University of Maryland, Ms. Mikulski earned her political spurs from years of neighborhood organizing. She is extraordinarily popular among blue collar workers and particularly in the ethnic neighborhoods in Baltimore, where she served six years on the city council. And she flaunts her own Polish descent like a badge of honor.

"I'm a people's person," she says. "I think that the best voice is the citizen's voice...and that philosophy is exactly what I'd like to bring to this committee."

Communications was Ms. Mikulski's second choice of subcommittees, behind Health, but she says that does not diminish her enthusiasm for the Communications Subcommittee's planned rewrite of the Communications Act. Although not yet familiar in detail with the vocabulary and chief actors of the field, she nevertheless has definite ideas...
about what she wants to contribute. She wants to bring the "interests of the little guy and the neighborhood group" to the fore in legislation such as license renewal reform. She wants to know how broadcasting and other communications technologies can be used in the future in education and community development. And she is "going to be very much interested in broadcasting's approach to women"—in programing and hiring.

"I'm crazy about TV," Ms. Mikulski adds. Although she watches little herself, she says she is impressed with television's ability to open new worlds (the moon, the Olympics) to children.

Ms. Mikulski is the first woman to serve on the House Commerce Committee and at 4 feet, 11 inches she may be the shortest member, too.

Among the past activities on her resume, the two that probably contributed the most to her national reputation were her chairmanship of the Democratic party convention delegate selection commission in 1973 and her strong, but losing, bid to unseat Senator Charles Mathias (R-Md.) in 1974.

But on the road, Ms. Mikulski is known another way. The owner and user of a citizen band radio set, she can be reached by calling for White Eagle. She chose the "handle," she says because in the Polish culture, it symbolizes valor and defense of the home.

Carlos John Moorhead (R-Calif.) □ Representative Moorhead is not reluctant to admit that assignment to the Communications Subcommittee was not his idea. He considers his strengths to be on the Energy and Power Subcommittee and on the Judiciary Subcommittee on Administration, Law and Government Relations, where he is ranking Republican. But when the opening on Communications came to him (two more Republicans were needed to balance an increased number of Democrats) he willingly accepted, and he says he is interested in the panel's planned rewrite of the Communications Act.

A lawyer in general practice in Los Angeles before his election to Congress in 1972, Mr. Moorhead is described as being conservative, quiet, low-profile. His expressed attitude about the Communications Act rewrite project reflects that picture of him. He says that although the current act is "awfully old"—it doesn't mention many communications technologies introduced since radio, he points out—nevertheless the subcommittee should make sure that in whatever it does to the document "it really benefits people...We surely wouldn't want to just jump into something overnight and put a lot of people out of work."

Mr. Moorhead's selection to the subcommittee brings to three the number of members on the panel from California. The other two are the chairman, Lionel Van Deering (D-San Diego), and Henry Waxman (D), whose district next door to Mr. Moorhead's, like Mr. Moorhead's, embraces Hollywood writers, producers, directors and actors. Mr. Moorhead's district, which includes Burbank, has two motion picture studios (the Disney and Burbank facilities) and the West Coast headquarters of NBC within its bounds.

Mr. Moorhead says he has cordial relations with the production community. "We try to meet the needs of the people we represent."

Asked about family viewing, Mr. Moorhead steers his answer down the middle of the road. It isn't right for government to decide what should be on TV, he says, but he thought the idea had merit. He also has a liking, however, for TV shows such as Mannix and Hawaii 5-0, which contain considerable violence. At bottom, he says he thinks that selection of TV programing should be left to the discretion of the TV industry, and further, that the industry should be free to police itself.

Marc Lincoln Marks (R-Pa.) □ Mr. Marks's election last November was notable in that it was an occasion—rare in the last two congressional election years—where a Republican stole a seat from an entrenched Democrat, in this case six-term Joseph Vigorito. It was even more remarkable in that it was Mr. Marks's first campaign for any kind of public office.

Some of his appeal to the voter is apparent at first meeting. It's visible (from his well-trained shock of white hair) and it's audible (to his equally well-trained radio-baritone voice). One of his chief aides says there weren't any issues in his campaign, other than that Mr. Marks, a lawyer, former solicitor for Mercer county and Republican party activist, could do more for the district than the incumbent.

Mr. Marks calls himself a moderate, averaging a conservative outlook on economic issues with liberalism on civil rights matters.

It was, in fact, his liberalism in an issue of individual liberty that launched him into a statewide spotlight and for a couple fleeting moments onto national television. He brought suit against his home town, Sharon, Pa., on learning one evening that there was a wiretap on a telephone at the police station that a would-be client used to call Mr. Marks. Contending that the eavesdropping by the police was a breach of privacy in what should have been a privileged lawyer-client relationship, Mr. Marks eventually won his case in the Pennsylvania Supreme Court and brought about a change in the state's privacy law.

During the four years the case was in court, Mr. Marks appeared twice on NBC's Today show. They constituted his first exposure on national TV, but they were not the first times he faced a microphone.

Although he has devoted his entire career to law, Mr. Marks held brief claim to the title broadcaster. That was in 1949, '50 or '51—he's not entirely certain—when, while an undergraduate at the University of Alabama, Tuscaloosa, he worked as a disk jockey and announcer for a local commercial radio station. He says he enjoyed it, and although he says it casually, one gets the feeling he really must have. Because today, more than 25 years later, as he sits in customary shirtsleeve attire behind his desk where he regularly puts in 16-hour days as a servant of the people, he adds: "If I had it to do over again I would stick with radio."
In the 61st television market, all activity points to...

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FCC whittles drop-ins to four markets, for time being

Rulemaking is issued eyeing Johnstown-Altoona, Salt Lake City, Charleston and Knoxville as possibilities for short-spaced assignments; dedication to UHF is reaffirmed, but additional VHF channels are not ruled out

The FCC's rulemaking proposing short-spaced VHF drop-ins in four markets was finally issued last week by a predictably bitterly divided commission. Commissioners Robert E. Lee and James Quello, who fear the action's impact on the development of UHF, issued a dissenting statement written by Commissioner Lee that is headed "The Stench." On the other hand, Commissioner Benjamin L. Hooks, who concurred in the decision, complained that the commission declined to include other possible drop-ins because of what he said were economic rather than technical considerations.

The final 4-to-2 vote was reached last week after Commissioner Abbott Washburn, who had been unable to make up his mind on the issue for more than a week, cast his vote with Chairman Richard E. Wiley and Commissioners Joseph Fogarty and Benjamin L. Hooks (Broadcasting, March 6). Commissioner Margita White, the seventh member, did not participate.

The four markets involved—Charleston, W. Va. (ch. 11); Johnstown, Pa. (ch. 8) or Altoona, Pa. (ch. 12); Knoxville, Tenn. (ch. 9), and Salt Lake City (ch. 13)—survived a several-tiered screening process devised by the commission staff that rejected 92 other possible markets, at least for the time being.

The Office of Communication of the United Church of Christ had sparked the rulemaking with a request for the addition to the table of assignments of as many VHF drop-ins as possible. The petition was based on an Office of Telecommunications Policy study that indicated that 62 channels in the top-100 markets could be added to the table of assignments; a later study increased the total to 96.

UCC had two principal goals in mind: Provide communities that do not have them with VHF noncommercial stations and open the door to minority ownership of VHF stations. (UCC said applicants with minority ownership should be favored in comparative hearings for the drop-in channels.)

But the commission, in the notice, does not offer much hope for the accomplishment of either goal. It does not propose to reserve any of the four channels for non-commercial purposes (although noncommercial interests are said to be interested in applying for all of the channels except the one proposed for Salt Lake City). Furthermore, the commission is too cautious in its approach to permit the addition of drop-ins on a wholesale basis.

The present mileage separations are to be retained; drop-ins, if any, would be allowed only through waivers of the rules. And stations ultimately authorized to operate at less than normal separation from an existing station would be required to afford it the same degree of protection—through some technical means, such as the use of a directional antenna— as would be ensured through the prescribed separation.

The staff applied various technical criteria in reducing the number of possible markets from 96 to 18. (For instance, drop-ins that would reduce co-channel separation by more than 17.63% of that permitted by the rules and adjacent-channel separation by more than 15%, or that would be located in all-UHF markets were rejected.) Eight more were dropped because they did not offer "large-scale public benefits"—they would not, for instance, provide a network service or a first or second nonnetwork service to a substantial new area.

The four finalists emerged from a cost-

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benefit analysis:
- A channel-11 drop-in at Charleston-Huntington, W. Va., the commission said, would be the fourth VHF allocation to the market and offer the opportunity to serve about 834,200 viewers with a first commercial independent service.
- Assignment of channel 12 at Johnstown-Altoona, Pa., would provide the third VHF channel and a potential new network VHF service to almost 594,000 viewers in its grade B contour, but it could also replace an existing UHF station. A channel B drop-in in the market might be able to provide even greater service than channel 12. (The commission asked for comments on the channel-8 as well as the channel-12 proposal.)
- The proposed channel-8 drop-in at Knoxville, Tenn., could provide grade B coverage to one million people, compared to the estimated 730,000 within the grade B signal of the local UHF, WTVD (ch. 26).
- A channel-13 drop-in assignment at Salt Lake City could provide a fifth VHF station there and a potential first commercial nonnetwork service to 772,000 people in its grade B contour. The major impact would be felt by operators of 19 VHF translators, which would have to be switched to different channels, 10 of them to UHF.
- The commission, in its notice of rulemaking, attempts to ease the fears of those who see the proposal as dealing a blow to the future development of UHF. The notice says the commission remains committed to the full development of UHF.
- However, the notice also says the proposal would not foreclose future drop-ins.
- The criteria used in selecting the four being considered, the notice says, were simply tools to narrow the list to the most promising drop-ins in the proceeding; they were not meant to serve as tests for future proposals.
- And Commissioners Lee and Quello fear that there will be additional proposals. "I don't see how any UHF commitment is renewed in this notice," Commissioner Lee wrote in the opinion in which Commissioner Quello joined.
- "Indeed, this may be just the beginning of a serious erosion of UHF service," Commissioner Lee added. "With the criteria used in this notice, it may be extremely difficult to limit drop-in interest to the four proposed markets." He also saw the action as a blow to the commission's television standards: "I have tried with little success to explain that television interference is subtle and pernicious. Like pollution, it builds up slowly until it permeates the atmosphere."

Commissioner Hooks, in his statement, expressed support for Commissioner Lee's view that the commission's "off-again, on-again machinations" regarding UHF have played a role in harming its development. But the main thrust of his separate statement is that the commission could have, and should have, considered additional VHF drop-ins. To the extent that the commission's "conservative approach" is "based on an economic analysis of a hypothetically optimum number of stations supportable in a given market rather than on chiefly technical considerations," he said, "I must dissent."
- The basis of Commissioner Hooks's

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criticism is not immediately apparent from a review of the notice. At one point, it says it would be arbitrary to reject a drop-in solely on the evidence of an economic model, and adds that the commission believes “potential entrepreneurs” are more sensitive to the realities of the marketplace than any “generalized model.”

Commissioner Hooks, in elaborating on his statement, said he based it principally on “lengthy discussions" with the staff and on language throughout the notice, rather than on specific statements in it.

Commissioner Washburn said in his concurring opinion that the ch. 8 Johnstown-Altoona proposal is "the most potentially useful" one. He said it would not only provide interference-free grade B service to 237,000 more persons than would be served by the proposed channel 12 drop-in, but would also provide a third VHF network service. (The proposed channel-12 drop-in, he noted, would not provide interference-free service to Johnstown.) And he said it would become the first black-controlled VHF station in the country. (A black-controlled group-The Group for the Advancement of Television Service (GATS)—has petitioned for the drop-in.)

Commissioner Washburn attributed his indecisiveness on the drop-in question to his feeling that the commission, before issuing the rulemaking, should have evaluated terrain-shielding measurements GATS had submitted in connection with the channel B proposal. The commission decided instead to conduct the tests while the rulemaking is under way. To that extent, Commissioner Washburn said, the rulemaking notice is incomplete.

Regardless of his feeling about the value of the drop-ins, Commissioner Washburn stressed the importance of UHF to the growth of television—the theme Chairman Wiley struck in his separate statement. The chairman restated his “determination to bring about...the full comparability of UHF to VHF" and said the commission's new rulemaking is "not inconsistent" with that objective.

"Despite the euphoria and overstatement which has attended this docket from the outset," the chairman said in the statement in which Commissioner Fogarty joined, “I am advised that the potential for VHF drop-ins is very limited...Accordingly, the hope on the part of some for a fourth network, for new minority-owned stations, or for the further growth of public television must lie primarily in the UHF band.""Chairman Wiley added a cautionary note as to the four drop-ins being considered. Although the commission’s "statutory mandate" requires the approval of VHF drop-ins where technically feasible, he said, “such feasibility remains to be proven on this record." Accordingly, he added, the commission should “review carefully the material submitted by the parties” before making a decision on drop-ins or granting final station approval.

The broadcaster group most likely to play a leading role in opposing the drop-in proposal—the Association of Maximum Service Telecasters—issued a statement expressing disappointment at the commission’s action. "We believe that...all four [drop-ins] will be shown to be contrary to the public interest," said the statement by AMST’s executive director, Lester Lindow. "Unfortunately, in the meantime," the statement added, "UHF will be impaired in these markets, in other nearby areas and nationwide." However, AMST finds "encouraging" the reaffirmation by the commission "of its commitment to UHF".

Margita White is no longer fenced in

Husband moves to law firm not involved in broadcast, nullifying conflict-of-interest situation that had restricted FCC commissioner since September

FCC Commissioner Margita White is out from under the conflict-of-interest problem that followed her into office in September. Her husband, Stuart White, has left the law firm with which he had
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been associated since 1966 and which represents clients before the FCC, to join one with no communications practice.

Mr. White's association with Hamel, Park, McCabe & Saunders, of Washington, proved a serious obstacle to Mrs. White's confirmation by the Senate because of the firm's representation of clients before the commission. The fact that Mr. White, a tax lawyer, had no communications clients did not ease the concern of the members of the Senate Commerce Committee. To avoid the appearance of a conflict of interest, Mr. White agreed not to participate in fees received by the firm from communications clients, and Commissioner White committed herself not to participate in any matter in which the firm was representing a client.

But last week, Commissioner White informed the Senate Commerce Committee that her husband had joined Wilkes & Artis, a Washington firm that specializes in real estate law and has no communications clients, and that, as a result, it would no longer be necessary for her to disqualify herself on matters involving Hamel, Park, McCabe & Saunders.

Commissioner White said her husband's move was not a result of the conflict-of-interest problem but was to advance his own career. He is joining Wilkes & Artis to build up its tax department. However, Commissioner White agreed the move "makes everything easier, particularly for the commission staff, which was obliged to identify the firms involved in matters that went on the agenda."

Commissioner White says she disqualifed herself from participating in matters because of the conflict-of-interest problem "about a half-dozen times." In most cases, the lack of participation was not critical. However, it was important in the VHF drop-in proceeding, in which her husband's former firm represents a client; because she was not participating, it appeared for a time that the proposal to issue the rulemaking might fail on a 3-to-3 tie vote. However, Commissioner Abbot Washburn, who had been wavering, finally decided to concur in issuance of the notice (Broadcasting, March 7).

Changing Hands

Announced

The following station sales were announced last week, subject to FCC approval.

- KOLE (AM) Port Arthur, Tex.: Sold by Gulf States Broadcasting Co. to Northstar Broadcasting Inc. for $500,000 plus $100,000 covenant not to compete. Sellers are Robert D. Hanna (one-third) and Joseph P. Driscoll (two-thirds). Mr. Hanna owns 49% of KRAM(AM) Las Vegas. Mr. Driscoll has no other broadcast interests. Buyer is wholly owned by Leighton Enterprises Inc., Alver G. Leighton, president and 67.9% owner.

- W2AN(AM)-WBBF(AM) Danville, Ill.: Sold by First Danville Radio Inc. to Sangamon Broadcast Co. for $555,000. Seller is owned by J. Max Shaffer and group of local businessmen, none of whom has other broadcast interests. Buyer, Shelby T. Harbison, president, owns WTAK(AM)-WDBR(AM) Springfield, Ill. W2AN operates on 1490 kHz with 1 kw day and 250 w night. W2BBF operates on 102.1 mhz with 11 kw horizontal, 9.4 kw vertical and antenna 380 feet above average terrain. Broker: Richard A. Shaeheen.

- WABK(AM)-WKME(AM) Gardiner, Me.: Sold by Abenaki Corp. to Kennebec-Tyron Communications Corp. for $375,000. Sellers are Bruce Saunders, Jon Lund and Richard Morrell, none of whom has other broadcast interests. Buyer is wholly owned subsidiary of Northeast Communications Corp., owner of WFTN(AM) Franklin, N.H. Principals in Northeast are brothers Jeffrey Fisher, chairman and president; Phillip Fisher, attorney, and Chris Fisher, professor. WABK operates on 1280 khz full time with 5 kw. WKME is on 104.3 mhz with 14.5 kw and antenna 340 feet above average terrain, Broker: Keith W. Horton Co.

- WEXT(AM) West Hartford, Conn: Sold by WEXT Inc. to 1550 Country Radio Inc. for $365,000. Seller is Harry L. Reiner (100%), who also owns WYPR(AM) Danville, Va. Buyers are Barry R. Chaiken, his wife, Marylou, and Louis J. Alfonse. Mr. Chaiken is certified public accountant, and Mr. Alfonse is attorney. Both live in Old Bridge, N.J., and neither has other broadcast interests. WEXT is 1 kw daytimer on 1550 khz. Broker: Blackburn & Co.

- WFOM(AM) Marietta, Ga.: Sold to Woofum Inc., licensee, sold by James A. Davenport III to S.M. Landress and Lloyd Gerald Crowe for $347,473.98. Seller has no other broadcast interests. Mr. Landress is Marietta attorney, and Mr. Crowe is WFOM general manager. Neither has other broadcast holdings. WFOM operates on 1230 khz with 1 kw day and 250 watts night. Broker: Chapman Associates.

- Other station sales reported at FCC last week include: WKKJ(FM) Green Cove Springs, Fla., and KBHU-AM-FM Brigham City, Utah (see page 69).

Approved

The following station sales were approved last week by the FCC:

- WDBT(TV) Panama City, Fla.: Sold by Panhandle Broadcasting Co. to Octagon Broadcasting Co. for $2.1 million. Principals in seller are Mrs. Eugenia S. Brannen, Luther Thomas, Dick Arnold and Julian Bennett. Mrs. Brannen also has interest in KHIN(AM)-KClil(FM) Houma, La. None of other sellers has other broadcast interests. Buyer is Anthony C.
Kupris, owner of Atlanta fertilizer firm, with no other broadcast interests. WDTB is NBC affiliate on channel 13 with 316 kw visual, 63 kw aurial and antenna 1,403 feet above average terrain.  

- Will-TV Terre Haute, Ind.: Sold by Alpha Broadcasting Corp. to Bahakel Broadcasting Co. for $649,000. Seller, which has no other broadcast interests, is owned by more than 50 stockholders with John M. House (23.35%) as president. Buyer is owned by Cy N. Bahakel (100%)., who also owns KXEL-AM-FM Waterloo, Iowa; WLBX-AM Bowling Green, Ky.; WWDD-AM-FM Lynchburg, Va.; WABG-AM-FM Greenwood, Miss.; WCCB-TV Charlotte, N.C.; WKB-TV Montgomery, Ala.; WLOL-TV Columbia, S.C.; WDDO-AM-FM Chattanooga, and WGIN(AM) Kingsport and WBBJ-TV Jackson, both Tennessee. Will-TV is ABC affiliate on channel 38, with 2,310 kw visual, 191 kw aurial and antenna 976 feet above average terrain.  

- WSAV(AM) Savannah, Ga.: Sold by WSAV Inc. to Beasley Broadcasting Group of Savannah Inc. for $755,000. Seller also has sold WDTB-TV for $5,250,000 (Broadcasting Oct. 4, 1976). Its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lucas estate. Buyer is owned by George C. Beasley, who also owns WFM(AM)-WOKN(FM) Goldsboro, N.C.; WMOO(AM)-WLX(AM) Mobile, Ala.; WFNA(AM) Fayetteville, N.C.; WGC(AM) Augusta, Ga.; WDMT(AM) Cleveland; WJNC(AM)-WRCM(AM) Jacksonville, N.C.; WHNC(AM)-WNCI(AM) Henderson, N.C., and WKGX(AM) Lenoir, N.C., which Mr. Beasley has sold (see below). WSAV is on 630 kw with 5 kw full time.  

- WKGX(AM) Lenoir, N.C.: Furniture City Broadcasters Inc. sold by George C. Beasley to R.L. Bush Jr. (27.56%) and Bush Inc. (72.43%) for $136,000. Mr. Beasley has purchased WSAV(AM) Savannah, Ga. (see above), and disposed of his interests in WKGX to conform with FCC ownership rules. Mr. Bush owns 10% of WFNA(AM) Fayetteville, N.C., and WMOO(AM)-WLX(AM) Mobile, Ala. Other principals are Jeanne and Thomas Bush, buyer's wife and brother. WKGX is 1 kw daytime on 1080 kHz.  

- KDXX-AM-FM Denison-Sherman, Tex.: Sold by B.V. Hammond and Loften L. Hendrick to Grayson County Broadcasters Inc. for $525,000. Messers. Hammond and Hendrick, who are retiring from broadcasting, have no other broadcast interests. Buyer, owned by John B. Mahaffey, with his wife, Fredina B., also owns KCII(AM) Shreveport, La.; KGR(AM)-KGRDFM) Las Cruces, N.M., and KICA(AM) Clovis, N.M. KDXX operates on 950 khz with 500 w full time. KDXX-FM operates on 101.7 mhz with 3 kw and antenna 260 feet above average terrain.  

- Other station sales approved by FCC last week include: WODE(AM) Albany, Ga.; KWN(AM) Winnemucca, Nev.; KFCC(AM) Waco, Tex., and WCWC-AM-FM Ripon, Wis. (see page 70).
statted minority hiring and programming in the late 1940's and early 1950's, "before it was fashionable or deemed mandatory by the EEOC," as he said, the executive director of the Detroit Urban League had said.

Commissioner Quello also conceded that the commission has not yet done all it must, if its practice is to match its preaching. Although the commission encourages groups to file complaints, either with the station or the commission, it sometimes fails to devise complaint procedures that are effective. In that failure, he said, "we may simply demonstrate to concerned citizens that the 'complaint process is unproductive.'" And that, he said, leaves "the costly and time-consuming legal petition to deny as an alternative."

**EEO complaint tops the latest batch of FCC renewal protests**

NOW files informally against 35 Colorado stations; some are also hit in Minnesota

There may have been only three filings but 40 broadcast station licenses were challenged by station owners or employees this month for petitions to deny renewals in the states of Colorado, Minnesota, Montana, North Dakota and South Dakota.

Stations in the latter three states went untouched. Faith Broadcasting Network, an applicant for channel 29 in Minneapolis-St. Paul, asked that the renewals for KMSP-TV, WCCO-TV, KSTP(TV) and WTCN(TV) be denied or held in abeyance. KWMN Inc., licensee of an AM station of the same call in Northfield, Minn., requested that KDHL-FM Faribault, Minn.'s renewal be deferred.

The most sweeping petition came in the form of an informal objection from the Media Monitoring Task Force of the Colorado chapter of the National Organization for Women. The NOW chapter called for an investigation of an alleged "continuing pattern and practice of discrimination against employees, applicants and potential applicants" at 35 Colorado stations.

Among the accusations made were that the stations have excluded women and minorities from higher-paying jobs, segregated them primarily into clerical positions and given them little or no chance for job improvement.

The 35 stations together, the petition said, employ 1,043 persons. Although women make up more than 43% of the Colorado workforce, it claimed, females make up only 24% of the 35 stations' total workforce.

It also charged that minorities make up about 14% of the full-time Denver workforce (statewide figures were said to be unavailable), but only 12% at the stations.

Sixty-eight percent of the female employees at the challenged stations hold clerical jobs, while 98% of the white males there are employed within the top-four job categories, the filing said. Those, with the exception of four, were said to be minority females. The petition asserted that these females hold only 5% of the jobs at the stations, three-quarters of them in clerical positions.

The stations challenged were:

- KBTV(TV), KMGH-TV, KOA-AM-TV-KDAO-FM, KWON-TV, KADX(FM), KDEN(AM), KFSC(AM), KHOW(AM), KLEZ-AM-FM, KTLK(AM) and KXKK(AM) all Denver; KWBZ(AM)-FM Englewood; KRDO-AM-FM-TV KSSS(AM) and KOAA-TV, all Colorado Springs; KCCL-FM and KXIX(AM)-KTCF(AM), all Fort Collins; KSJI(AM)-KJDQ(AM) and KDZA(AM)-KZLO(AM), all Pueblo; KQIL(AM)-KQIX(FM), KREX-AM-FM and KSTP(AM), all Grand Junction; KREY-TV Montrose, and KREZ-TV Durango.

In Minnesota, Faith Broadcasting challenged the Minneapolis-St. Paul commercial VHF stations (United Television Inc.'s KMSP-TV, Midwest Radio-Television Inc.'s WCCO-TV, Hubbard Broadcasting Inc.'s KSTP(TV) and WTCN Television Inc.'s WTCN(TV)) should not be renewed until an agreement is worked out for their antenna site sharing with permittee KTMA-TV (channel 23) and Faith Broadcasting's proposed channel 29.

Faith Broadcasting cited commission rules that say renewals will not be made when a station controlling a site unduly excludes other stations by limiting shared access. It claimed that United Television has said it is in disagreement with the site's owner on how to fulfill its "obligation" to the two prospective UHF's. Faith Broadcasting asked the FCC for an evidentiary hearing.

KWMN Inc., Northfield, Minn., asked the FCC to defer renewal of KDHL-FM Faribault, Minn., until the commission resolves a change of city-of-license dispute. KDHL Inc., according to the petitioner, is seeking to switch its license to North Faribault-Northfield which currently has no FM allocation. KWMN Inc. believes that, if the FCC wants new service for Northfield, it should open up a channel.

**Wasilewski advises NAB employees to reject union**

His memo provokes complaint to labor board by organizer

National Association of Broadcasters President Vincent Wasilewski broke NAB management's silence on the effort to unionize the NAB nonsupervisory staff last week. He sent a memo to "all staff" decrying the "impersonal relationship" he said would develop between staff and executives if a union were present at NAB.

"We have all regarded the NAB as a close-knit group of co-workers, all sharing the same goals," Mr. Wasilewski wrote, adding later, "The presence of a union...would seek to pit 'management' against the 'employees' in an adversary relationship, with the union seeking its own independent aims. Hard and fast rules would be sought and imposed on all!"

Those words and some further criticisms of unions that followed became the basis of an unfair labor-practice charge filed immediately at the National Labor Relations Board by the chief proponent of a union, NAB legislative counsel Michael Barry.

Earlier in the week, Charles Jones, NAB vice president for radio affairs, was interviewed by an investigator from the National Labor Relations Board in connection with a complaint filed by Ginger Carnahan, a former NAB special projects writer who alleges she was fired by Mr. Jones because of her work on behalf of the union effort. Her departure Feb. 28, subject of some controversy within the NAB, was specifically mentioned in Mr. Wasilewski's memo. "Ginger agreed to leave NAB," he said, adding that the term of her employment was even extended a month to give her time to find another job.  

**Media Briefs**

**Pay personnel.** National Subscription Television, which will begin over-air broadcasting on KBSC-TV Los Angeles April 1 (Broadcasting, March 7) has announced executive appointments for new pay TV station: Bruce Johansen, general manager, KBSC-TV, remains in that post under new management; David Costello, from Oak Industries (NST co-owner), named director of installation and service; Craig Gosden, Los Angeles attorney, secretary/general counsel; David Horn, in sales/marketing for IBM, director of marketing, and Andrew Wald, freelance producer, director of programming.

In Hooks mold, Tennessee Association of Broadcasters has emerged as backer of Tennessee Judge for appointment to FCC. TAB's choice is Adolf A. Birch Jr., judge of Court of General Sessions, of Davidson county, who is black. Harold Crump, WTVF(TV) Nashville, president of TAB, has sent letters to White House, endorsing Judge Birch as well as to members of Tennessee congressional delegation and to networks. Judge Birch, who is 44, was assistant district attorney from 1966 to 1969, when he was appointed to bench. He was elected in 1970, and re-elected in 1974 to eight-year term.

On the air. After nine-year wait, Pacifica Foundation's WPFW(FM) Washington went on air Feb. 28. Format is jazz and talk, 8 p.m. to 5 a.m. on 89.3 mhz. Greg Millard is general manager; Pam Peabody, development director, and Denise Oliver, program director.
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The unbelievable new VPR-1 produces spectacular high-band color pictures in a one-inch helical format. Viewed side-by-side against a quad machine, it astounds professional engineers.

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VPR-1 is the one-inch helical recording system from Ampex, designed for users who can't take chances.

Visit Ampex at NAB. We'll be in the Lincoln and Monroe Rooms of the Washington Hilton Hotel.
Politics-as-usual will, more likely than not, remain just that. That was the thread of reality woven through the two-day rhetoric of the NBC Forum at Washington's Capital Hilton hotel.

On March 4 and 5, NBC News was host to an unprecedented examination of American politics and the press with 70 invited participants representing government, political parties, business, labor groups, education and the media.

The week-end's activities were divided into four panel discussions, each moderated by an NBC correspondent, ranging from an across-the-board examination of our system of presidential primaries, to campaign financing, the role of the media and Section 315 of the Communications Act. There were extra discussions on the two-party system and the selection of vice presidential candidates. NBC Radio presented a special program last night (March 13) on the forum, and next Sunday (March 20) there will be a two-hour presentation on NBC-TV. (1 p.m. NYT.)

NBC's idea was to bring together a large group of decisionmakers and have them talk about how the country goes about picking its leaders. As NBC President Herbert S. Schechter said in his opening remarks: "What we expect to develop here is a recognition of the issues ...."

Each of the four sessions was presided over by a panel of four or five individuals who set the tone of the discussion and fielded questions and comments from the 50 or so participants sitting in.

The primaries: minor adjustments or a major overhaul?

The first panel concerned itself with a discussion on the country's system of political primaries—whether the present method functioned adequately and should be kept, or if there shouldn't be a streamlining and shortening of it.

Moderator of the session was Tom Brokaw, who had as panelists Representatives Barbara Jordan (D-Tex.) and Morris Udall (D-Ariz.), lawyer and Ronald Reagan campaign manager John Sears, and newspaper columnist George Will.

Most of the discussion among the participants and the panelists raised the idea that the primary system needs some tinkering in order to make it run smoother. The disagreement centered on the degree of change.

Representative Udall offered a plan of four days of primary elections—one day in each of four consecutive months. Each state would have the option to choose which date it wanted for its primary. Candidates would have to enter all of the elections on a given day.

Mr. Sears advocated a greater emphasis on state conventions and caucus systems. This is because, he said, the primaries "should be a proper mix between the opinions of party leaders and the opinions of the rank and file. In the past that has been out of whack in terms of the number of primary states there are. . . . I think what we have right now is a far too unstructured system that does not lend itself to the parties having proper identity in the form of candidates as they go to the election."

These changes were not accepted by the other two panelists. Representative Jordan, when asked if the present system affords enough access to the political system to women, blacks, and other minorities, replied that the primary system we have should not be changed. "The primary system," she said, "for nominating candidates remains the most democratic of the systems or the alternatives which have been suggested by others. A primary which is open to all registered voters within a state or a congressional district or however it takes place, certainly opens the door and does not allow the imposition of some barrier that would deny participation. [The system], is democratic, it's open, it's fair and I don't see any other way to conduct the . . . nominating."

Syndicated columnist George Will also was in favor of keeping the status quo. "It does seem to me," Mr. Will said, "that the nomination process does not so much reflect the nation's will as create it. And I think it does a rather good job."

When asked why he did not think a small change like the four primary dates advocated by Mr. Udall would be appropriate, he replied, "By forcing a number of states, guaranteeing really, that a number of states will hold their primaries on a given day, you're almost certain to eliminate the small battlefield, the Iowa, the New Hampshire. And it is on the small battlefield alone that the unknown candidate, like Jimmy Carter, or the dissident candidate like Eugene McCarthy, can hope to slay Goliath."

Mr. Udall put down the importance of the small states, however. "The 80,000 voters who cast votes in New Hampshire were more important than all the voters in California . . . I don't think they [the New Hampshire voters] ought to have the power to say as they did this year, that Gerald Ford would be the nominee, without that narrow, narrow win in New Hampshire."

Getting away from the basic topic of the primaries for a while was Senator Birch Bayh (D-Ind.) who called for the abolition of the Electoral College and the direct election of the President.

Washington Post columnist David
Broder, one of the participants, said he felt the main problem with the present system "is that it keeps the politicians out of the process to a greater degree than is healthy." These people, Mr. Broder went on, probably "know more about the real abilities, the real qualifications of other politicians and other officeholders than the average citizen knows, particularly back in January, February and March of a presidential primary or election year when there are 12 or 14 or 15 different candidates all jumping up and down at once saying, 'choose me, choose me.'"

Mr. Brokaw characterized the discussion of Mr. Udall's plan by saying that while "it is tidy" and popular with the group, the question remained, was it legal? "The objections," as Mr. Brokaw summed them up, "to both the Udall and Bayh proposals are that they deny the states the right to govern their own elections." And, he continued, "The objections to the national primary system included the possibility that it would have a destructive effect on political parties. It also would give the greatest weight, the greatest advantage, to candidates who are already nationally known, and the prospect, of course, would be that we would have four or five elections for presidential candidates in a year with a presidential primary because there would have to be a run-off system of some kind."

Public financing of campaigns: In or against the public interest?

Public financing of political campaigns was the subject kicked around by the second panel, composed of Senator John Tower (R-Tex.), Representative John Anderson (R-III.), former Senator Eugene McCarthy and Brookings Institution Senior Fellow Stephen Hess. Moderating was Catherine Mackin.

Nearly everyone agreed that public funding for presidential campaigns is here to stay. The debate centered on whether parts of it should be changed and if it should be expanded to congressional elections.

Mr. Anderson was in favor of widening public funding through the use of matching grants to cover congressional races since, he said, "the evidence is that the special-interest money that used to flow into presidential campaign and candidates' coffers is now flowing into House and Senate races."

According to Mr. Anderson, "One estimate is that there was $22 of special-interest money going into congressional campaigns for every dollar of special-interest money that went into the last presidential campaign. The further fact is that three times as much of that special-interest money does go to incumbents as to challengers, and it seems to me that if we want to introduce a truly more competitive situation into the electoral process, public financing is the answer."

Someone who clearly did not think public financing is the answer was Mr. McCarthy. After listing problems with the Federal Election Commission during the last election when he ran as an independent, Mr. McCarthy said "the conception of the Federal Financing Act is to finance two parties—the Republican party and the Democratic party...." Another who was opposed to the financing was Mr. Tower. "I'm very strongly opposed to public financing for congressional elections. I'm opposed to it for presidential elections. Not only does it inhibit, in my view, the degree of popular participation in the electoral process, it also constitutes an inordinate government intrusion, not only into the electoral process but in the internal affairs of political parties. I think further that it perpetuates on the people a popular fiction and deception, and that it minimizes interest-group influence on candidates and office holders.... But to suggest to people that through public financing you void interest-group influence on public affairs is sheer bunk and baloney."

Mr. Hess, while saying there are parts of the law that need fine-tuning, felt the Federal Campaign Act realized its two main objectives: to keep down the costs of campaigns and to eliminate candidates' obligations to big contributors. In analyzing some of the objections to the act, Mr. Hess said that the experiences in the last elections do not bear them out. There was not, as had been predicted, "a great proliferation of candidates who would be attracted to the free money," he said.

"We were told that the act was going to be an incumbent's protection act," Mr. Hess continued. "But what did we find? We found that an incumbent President came very close to losing his nomination and then became the first incumbent since
It's finally arrived. The mellow sounds of Beautiful Rock™ by TM Programming. And it's now playing in Baltimore, Seattle, San Diego, Kansas City, Phoenix, Portland, Maine, Grand Rapids and Columbia, South Carolina. Beautiful Rock is changing radio programming. Hear our demo before you hear it on the competition. It took time to create a winner. But it only takes a phone call to become one.

Call Ron Nickell collect, 214-634-8511.
This forum found TV to be the forum for national campaigns

Saturday’s morning session was a discussion of “The Role of the Media—Informing or Influencing the Electorate?” Moderated by NBC Evening News anchor John Chancellor, the panel quickly zeroed in on the role of television during the 1976 presidential campaign, almost to the exclusion of the impact of the printed press and radio.

If there was any kind of general agreement among the five panelists (James D. Barber, Duke University; Douglas Bailey, media consultant to the Ford campaign; Gerald Rafshoon, media director of President Carter’s campaign; Daniel Yankelovich, social scientist and pollster, and Tom Wicker, associate editor of The New York Times), it was that, to use Mr. Wicker’s phrase, television has become the “arena” of presidential politics. “That is where the campaign is,” Mr. Wicker said early in the discussion, and the rest of the morning was spent debating what, exactly, that means to American politics.

The print journalists present, especially Mr. Wicker, Eleanor Randolph of the Chicago Tribune and syndicated columnist George Will, spoke of the changes television has brought to politics and to political coverage. Miss Randolph said, “The really important thing in covering a campaign is realizing that the ball game is on television.” She spoke of the difficulty of covering the campaign “because it was on television… the two candidates were trying to show an image…” prepared for TV, and journalists, print as well as broadcast, could not reconcile the candidates’ television poses with the men they knew off-camera.

Mr. Will, reinforcing the print media’s criticism of television coverage, spoke of the difference between what television news is capable of covering and what print can. “What constitutes news?” Mr. Will said, “has been shaped by television.” But, he continued, television news is shaped by what he called “photo opportunity,” which looks good on film. “It never says typewriter opportunity.”

The broadcast journalists present were, understandably, put on the defensive by the print people’s criticism, and John Lynchard of ABC News addressed the argument that TV does not or, as some said, cannot deal with political issues. Mr. Lynchard said that too often the candidates themselves cloud the issues, especially in primaries, “where the man who wins must really keep himself in position to move back into the center after he wins.”

Mr. Rafshoon, whose criticism of TV news coverage of the election prompted, in part, the “jump-on-television” (a phrase used by Steve Hess of the Brookings Institution) atmosphere of the panel, blamed the broadcast press for Mr. Carter’s “fuzziness.” Mr. Rafshoon blasted television for failing to cover the issues of the campaign and concentrating, instead, on the “horse race.”

Douglas Bailey, Mr. Rafshoon’s coun-


1932 to have been defeated. Obviously there were lots of reasons for that, but we can’t say, based on experience, that the incumbent had an insurmountable head start.

“In fact, what we found,” Mr. Hess concluded, “was that the most important thing that the law seemed to do was to have an equalizing effect on the candidates. . . . I would propose both the fine-tuning that is needed based on the experience of the presidential campaign and to expand it . . . to congressional races.”

Politics served for dinner

Friday ended with a dinner presided over by Tom Pettit and featuring a discussion between former Maine Governor Kenneth Curtis, chairman of the Democratic National Committee, and his Republican counterpart, former Senator Bill Brock (Tenn.).

Mr. Brock was concerned that “too many people feel as though they have lost their voice. In the last election 47% decided it didn’t matter whether they shouted from the rooftops or not, and they chose to remain silent. We must realize what a threat to our own personal political freedom this constitutes.” The two parties, he said, must “devise ways in which that voice can be reacquired.”

In discussing the role of television in the campaigns, Mr. Curtis complained about the dependence upon short time slots— “where there’s no real time to know what the candidate is for.”

Mr. Brock suggested limiting commercial advertising until the last four or five weeks of the campaign. Both he and Mr. Curtis thought the debates were beneficial and would want their candidate to participate in another.

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A NEW SERVICE OF

WILLIAM B.
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COMPANY, INC.

WE’RE LOOKING FORWARD TO SEEING YOU AT OUR SUITE AT THE NAB CONVENTION TO EXPLAIN THIS NEW SERVICE TO YOU. YOU MAY ALREADY HAVE WON A SPECIAL CONVENTION PRIZE IF YOU REGISTER AT OUR SUITE #K-500. SEE YOU THERE.

P.S. AS A SPECIAL ADDED ATTRACTION: NEW SERVICE: THE TANNER MUSICAL SPECTRUM. MUSIC FOR AUTOMATED RADIO STATIONS. ALL FORMATS

Broadcasting Mar 14 1977 48
Reliable, versatile, cost-effective, and it's state-of-the-art.

That's the Thomson-CSF Laboratories 1550 Telecine System. A heavy-duty, multi-duty system designed to handle the everyday demands of your TV station.

Built to be self-monitoring and self-regulating, with a rugged, ultrastable electronic design to insure reliable performance and easy maintenance. It practically runs itself.

Check these features:
- Unsurpassed Colorimetry.
- Automatic Color Balance and Image Enhancement.
- 3 Separate Mesh Vidicons.
- 700 Line Resolution, 600 Line Corner.
- Temperature-Compensated Amplifiers.
- Ultra Low Noise Level FET Video Preamplifiers.
- Superior Optical System.
- Remote Setup and Control Panels.

Reliable. Versatile. Cost-effective. You'll be pleasantly surprised at the price. The 1550 Telecine System takes care of your station, while practically taking care of itself.
Debates and Section 315 (panel four). L-r: Representative Lionel Van Deerlin (D-Calif.); former FCC Chairman Newton N. Minow; Edwin Newman, NBC News; former Senator John O. Pastore, and Jerome A. Barron, George Washington University.

terpart in the Ford campaign, was not nearly as critical of the television coverage, but he was not especially overjoyed with it either. Mr. Bailey, too, felt TV was overly concerned with the race between the candidates and not what they were saying. "The networks have preferred," Mr. Bailey said, "to comment and analyze rather than concentrate on making their medium available for maximum candidate communication with the people."

Picking the Vice President

Senators Hubert Humprey (D-Minn.) and Robert J. Dole (R-Kan.), one a former Vice President and the other a former candidate for the job, spoke at Saturday's luncheon session on the selection of Vice Presidents. David Brinkley of NBC News shared the front table with the senators.

Both senators tried to put aside the myths of how Vice Presidents are selected. As Senator Dole described Gerald Ford's selection of him as his running mate: "The prevailing impression was that it happened in the wee hours of the morning, that he sort of came up with my name. But long before the convention, four or five thousand people were polled." Senator Dole said that the Ford people spoke with governors and congressmen before they suggested him. They made one list after another," the senator said.

Senator Humphrey, too, spoke of the long process by which Lyndon Johnson selected him. He reminded the audience that former President Johnson floated names to the press, in much the same way that Mr. Carter invited prospects to Plains to test public reaction to the potential candidates.

"I think we have to keep in mind," said Senator Humphrey, "that the possibility of transfer is always there, all the more important as to the selection process of the Vice President as a candidate."

Debate over the debates and the effects of equal time

By far the livelier of the two Saturday sessions, the fourth panel—"The Debates and Section 315"—ended with a consensus that there was not much likelihood that the equal-time law would be repealed, but that it would be modified.

The panelists for the final session of the forum were: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.); former FCC Chairman Newton Minow; former Senator Communications Subcommittee Chairman John O. Pastore, and George Washington University law professor Jerome A. Barron. NBC News correspondent Edwin Newman was the moderator.

Most of the discussion dealt with the 1976 presidential debates and their eventual effect on future elections. There was disagreement among the participants on just what that effect would be. One of those present, Herbert Alexander, director of the Heritage Research Foundation, opined that debates should become a mandatory requirement if candidates are to receive federal election funds. There was not, as Mr. Newman said in his summary, "any widespread support for that notion."

It was generally agreed, however, that the experience of 1976 would make it difficult for candidates not to debate in the future.

The panelists were preoccupied with the limitations placed on politicians and broadcasters by Section 315. Senator Pastore said the equal-time requirement "clearly does a disservice to both the candidates and the voters." Representative Van Deerlin, who is now in the process of rewriting the Communications Act, called 315 "a restraining influence on broadcasters and a violation of their First Amendment rights."

Professor Barron, the only dissenter on the panel, was concerned what a revision of the equal-time rule would mean to two-party politics—specifically, whether repeal could create an "alliance between the government and the media" resulting in a journalistic "preference for two political parties." The exclusion of third and fourth parties from future debates "should be viewed as presenting a fundamental challenge to the constitutional status of political freedom in America," he said.

FCC Chairman Richard Wiley, one of the participants, took issue with Professor Barron and said the 1976 debates were "demonstrably were in the public interest. You'd never have had a good debate between 172 people, and that's how many we had running for President this time."

Mr. Minow, who also favored suspension of 315 for presidential candidates, took the notion a step further when he asked Congress "to open its doors to radio and television. I think we ought to see more of the Congress, and I would have at least four times a year, in prime time, the Congress debating and voting on the major issues of the day."

One broadcast owner participated in the discussion, and he had some very harsh things to say about the equal-time rule. Herbert Hobler, president of Nassau Broadcasting Co., called 315 "chilling and inhibiting... I have a license to serve the public interest, and yet I don't believe I can because I'm not a free journalist." Mr. Hobler said broadcasters must be permitted "to be responsibly biased."

In his summary of the two-hour panel, Mr. Chancellor took issue with the TV critics saying, "Issues are not the only thing." Television, Mr. Chancellor said, deals, to a great extent, in "symbols and form" and not so much with issues. "I think some voters want issues, but more people want a mixture of issues and what we might call political theater." Candidates, Mr. Chancellor said, enjoy the symbolic nature of television news coverage, especially the Carter people, and as long as candidates do, "we probably will not have, and moreover, ought not to have, any fundamental or institutional changes in the way media cover politics."

Wrapping up. Panel moderators (l-r) Catherine MacKlin, Tom Pettit, President of NBC News Richard C. Wald, John Chancellor, David Brinkley and Edwin Newman close the NBC Forum with analyses of the two days of discussions.

Broadcasting Mar 14 1977

80
Twonew teams, two million new dollars for baseball

Price tag for broadcast rights inches up about 4% over last season's total; Seattle and Toronto join roster of teams

At his retirement party last December, Jim Allen of KSD-TV recalled the problem that faced executives of that St. Louis station soon after it went on the air (1947), and officials of the baseball Cardinals there. He had just sold the first local TV sponsorship of a Cardinals game to American Bakery of Chicago and the question of a rights payment to the team had to be resolved. The solution: KSD-TV bought four reserved seats in Sportsman's Park for the season—the amount of space displaced by two camera positions.

"It's a far cry from those bargain-basement days of three decades ago as the major leagues prepare for a 1977 season that will see broadcasters paying $52,110,000 for the rights to bring microphones and cameras into the ballparks. That's nearly $2 million more than the $50,160,000 payments last year. It's in pace with so-called normal inflation, but nowhere near in keeping with organized baseball's mushrooming costs. Also, while the 1977 increase is entirely in the area of local rights payments (all network payments are locked into multiyear contracts that started in 1976), the local total of $28,835,000 is for 26 teams with the addition of the franchises of the Seattle Mariners and the Toronto Blue Jays in the Western and Eastern Divisions of the American League, respectively. ABC-TV and NBC-TV are sharing national television coverage of major league baseball for the second year of a four-year contract under which they will pay a total of $92.8 million. They alternate the World Series (on ABC this year) and All Star game and league playoffs (on NBC this year) while ABC keeps Monday Night Baseball, NBC retains the Saturday Game of the Week. ABC is paying about $50 million of the $92.8-million rights cost, or $12.5 million a year, and NBC is paying about $42.8 million, or $10.7 million annually. ABC-TV plans to cover 18 games on Monday Night Baseball, starting April 11. The other games will be on April 18 and then from May 16 through Sept. 5 except for July 18, which is the day before the All Star game.

There will be, as last year, regional coverage rather than a straight back-up game. On one night last year ABC-TV in fact carried three games regionally. The network also plans to maintain flexibility in scheduling games according to their importance in the pennant races. Commercial minutes in the Monday-night games are priced at $52,000, up $2,000 from last year, and are said to be virtually sold out. The rise may be traced in part to an increase in ratings last year over those in 1975, when the games were on NBC. For 1976, ABC authorities report, the Monday-night games had an average 12.3 rating and 23 share on ABC as compared with a 10.5 and 20 on NBC in 1975.

World Series minutes are pegged at $150,000, up from about $112,500 on NBC last year.

Major advertisers in the Monday-night games include Chevrolet (Cunningham & Walsh), Miller Brewing (McCann-Erickson), Texaco (Benton & Bowles), Gillette (BBDO), Allstate Insurance (Leo Burnett Co.) and Firestone (Sweeney & James).

Major advertisers set for the World Series thus far include Chevrolet (Cunningham & Walsh), Gillette (BBDO), Miller Brewing (McCann-Erickson) and Firestone (Sweeney & James).

NBC-TV plans to cover 26 games, the same number as last year, in the Saturday Game of the Week series, starting April 9 with—for the first time—a doubleheader. The opener, at 1 p.m., will have the Milwaukee Brewers at the New York Yankees as the primary game, with the Montreal Expos at Philadelphia as the back-up game. The second game, at 4 p.m. on Saturday, will have San Diego at Cincinnati as the primary and the Minnesota Twins at the Oakland A's as the back-up.

Saturday games are priced at $30,000 a minute, up $5,000 from last year; the All Star game at $140,000 a minute, up $30,000 from ABC's 1976 rate, and the playoffs at $110,000 a minute for night games (up $35,000 from last year's ABC rate) and $70,000 a minute for those played in daytime (up $20,000 from last year on ABC). NBC says virtually all availabilities in the All Star game and most of those in the Saturday games have been sold.

Advertisers in the Saturday games in-

Champion plugs radio in baseball buy

Advertiser puts $2 million into that medium, none into TV

Champion Spark Plug Co., Toledo, Ohio, likes the results that it gets from local baseball radio. Accordingly, it will shift $2 million of its advertising budget into radio sponsorship of major-league broadcasts in 1977 ("Closed Circuit," Feb. 28). Shut out completely this season will be television, for many years a keystone of the company's efforts to reach its target of men, 21 and over.

Roger Crawford, advertising manager of Champion, said the company will be represented in the radio coverage of major league teams in 20 cities in the U.S. Champion will have at least one minute, and sometimes two minutes, in each broadcast. "So far as we know, we'll be the only company to be advertising in every major-league city in the U.S.," Mr. Crawford said.

He acknowledged that the escalating cost of TV was one factor in Champion's decision to bypass that medium this year. In the past, Champion has advertised on network TV sports programs. However, he stressed that a major reason for the decision was the results Champion achieved with limited use of local baseball radio over the last few years.

"We got a very positive feedback from our use of radio from our distributors, jobbers and dealers," he said.

Champion is mounting a promotional effort among jobbers and retailers tied to the baseball sponsorship. They will become eligible to participate in various contests to win tickets to games. Agency for the Champion account is J. Walter Thompson Co., New York.
include Allstate Insurance (Leo Burnett Co.), Brown & Williamson Tobacco (Post-Keyes-Gardner), Chrysler (BBDO), AC Delco (Campbell-Ewald), Gillette (BBDO), Kentucky Fried Chicken (Leo Burnett), Miller Brewing (McCann-Erickson), Michelin Tire (Al Paul Lefton), Morton-Norwich Products (Benton & Bowles), Nutone (Intermedia Inc., North American Philips and J.C. Penney (both through McCaffrey & McCall), Sears (Foote, Cone & Belding), Weed-Eaters (SFM), Warner-Lambert (J. Walter Thompson Co.), J.B. Williams (Parkson) and W.F. Young medications (J. Walter Thompson).

All Star game advertisers include Allstate (Leo Burnett), AMF (Benton & Bowles), Coca-Cola (McCann-Erickson), Chrysler and Gillette (both through BBDO), Miller Brewing (McCann-Erickson), STP (J. Walter Thompson), Sears (Foote, Cone & Belding), American Express (Ogilvy & Mather), Nutone (Intermedia) and Weed-Eaters (SFM).

Among advertisers who've bought into the league playoffs are American Gas Association (J. Walter Thompson), Chrysler and Gillette (both through BBDO), Kentucky Fried Chicken (Leo Burnett), Miller Brewing (McCann-Erickson), Polaroid (Doyle Dane Bernbach) and Union Carbide (Ogilvy & Mather).

CBS Radio also is in the second year of a four-year contract for radio rights to the All Star game, the playoffs and the World Series, for which Baseball Commissioner Bowie Kuhn's office said the network will pay "in excess of $300,000" for the four years.

For the upcoming season CBS Radio is offering packages of 47 one-minute spots, spread over the various events and accompanying pre-game and post-game shows, for $273,000 per package. Some advertisers have already been signed, CBS authorities say, but cannot yet be identified.

Major league baseball returns to Seattle where, for a brief period in the 1960's, the Pilots franchise attempted to bring American League play to that city. The franchise eventually was switched to Milwaukee.

Bill Simpson Sports is handling the packaging and selling there for the new Mariners, which has retained its radio and television rights.

"Radio's already in the black," Mr. Simpson reported in mid-February. "And television in this first year is going fairly well." The Mariners' TV network will reach into Alaska to Anchorage and Fairbanks.

Bob Fromme, general manager of the Kansas City Royals Radio Network for WIBW(AM) Topeka, Kan., said there was lit-

### AMERICAN LEAGUE-EAST

<table>
<thead>
<tr>
<th>Team</th>
<th>1977 rights</th>
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<th>TV originator and affiliates</th>
<th>Radio originator and affiliates</th>
<th>Rights holder</th>
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<tbody>
<tr>
<td>Baltimore</td>
<td>$ 825,000</td>
<td>$ 825,000</td>
<td>WJZ-TV</td>
<td>WBAL</td>
<td>Carling National Brewing Co. which is crossowned with Baltimore Orioles.</td>
</tr>
<tr>
<td>Boston</td>
<td>2,000,000</td>
<td>2,000,000</td>
<td>WSBK</td>
<td>WMEX</td>
<td>WSBK and WMEX for television and radio, respectively.</td>
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<tr>
<td>Cleveland</td>
<td>900,000</td>
<td>900,000</td>
<td>WWJ-TV</td>
<td>WWWE</td>
<td>WWJ-TV has television rights; Ohio Communications has radio rights.</td>
</tr>
<tr>
<td>Detroit</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>WWJ-TV</td>
<td>WJR</td>
<td>WWJ-TV and WJR for television and radio, respectively.</td>
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<tr>
<td>Milwaukee</td>
<td>600,000</td>
<td>600,000</td>
<td>WTMJ-TV</td>
<td>WTMJ</td>
<td>WTMJ Inc.</td>
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<tr>
<td>New York</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>WPIX</td>
<td>WMCA</td>
<td>WPIX holds television rights; Manchester Broadcasting, New York, has radio rights.</td>
</tr>
<tr>
<td>Toronto</td>
<td>1,200,000</td>
<td>No franchise in 1976</td>
<td>CBC-TV</td>
<td>CKFH</td>
<td>CBC holds television rights; Hewpex Sports Network (under common ownership with CKFH) has radio rights.</td>
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<tr>
<td>California</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>KTLA</td>
<td>KMPC</td>
<td>Golden West Broadcasters (KTLA-TV) and KMPC which is under common ownership with the Los Angeles Angles.</td>
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<tr>
<td>Chicago</td>
<td>1,750,000</td>
<td>1,750,000</td>
<td>WSNB</td>
<td>WMAQ</td>
<td>Chicago White Sox retains TV rights; WMAQ holds radio rights.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>350,000</td>
<td>350,000</td>
<td>KBMA-TV</td>
<td>WIBW</td>
<td>KBMA-TV and WIBW for television and radio, respectively.</td>
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<tr>
<td>Minnesota</td>
<td>1,075,000</td>
<td>1,050,000</td>
<td>WTCN-TV</td>
<td>WCCO</td>
<td>Midwest Federal Savings and Loan.</td>
</tr>
<tr>
<td>Oakland</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KPIX</td>
<td>Being negotiated</td>
<td>KPIX for television.</td>
</tr>
<tr>
<td>Seattle</td>
<td>800,000</td>
<td>700,000</td>
<td>KING-TV</td>
<td>KVI</td>
<td>Seattle Mariners retains all broadcast rights with Simpson Sports, Seattle, handling radio-TV packaging.</td>
</tr>
<tr>
<td>Texas</td>
<td>700,000</td>
<td>700,000</td>
<td>XXAS-TV</td>
<td>WBAP</td>
<td>City of Arlington, Tex., holds rights under 10-year contract with sales through city's Arlington Entertainment Division.</td>
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AL total | $14,700,000 | $12,575,000 |
the trouble in selling the American League West champions. His enthusiasm was echoed by KBMA-TV Kansas City's Stu Powell who reported Royals sales at their highest level.

Roy Parks, sales manager for the Texas Rangers Network, said, "Business is running $400,000 ahead of last year. And co-op sales are playing a bigger part than ever before. Many of the advertisers are moving from network to local baseball with its potential for merchandising products in conjunction with local franchises."

In Baltimore, Jim Fox, sales manager of Orioles originator, WBAL(AM) there, was elected by sponsor acceptance of baseball: "We were sold out by last Oct. 31."

Art Elliott, director of broadcast operations for the Houston Astros, reported a brisk pace in radio-TV sales to the extent that the Astros broadcast schedule was 70% sold by mid-February and that a sell-out was anticipated.

The Los Angeles Dodgers, as usual, report that there was no sales problem with its line-up of sponsors back in force for the coming season. The gold of subscription television will be luring the Los Angeles Dodgers as well as the California Angels in 1977. National Subscription Television, Los Angeles, will package selected home games to be shown on channel 52 kasc. Six regular season games from each team's schedule will be offered, plus the April 1 pre-season meeting of the Dodgers and the Angels.

## NATIONAL LEAGUE-EAST

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<td>Chicago</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
<td>WGN-TV 10</td>
<td>WGN 15</td>
<td>WGN-AM-TV</td>
</tr>
<tr>
<td>Montreal</td>
<td>1,200,000</td>
<td>1,100,000</td>
<td>CBC-TV 42 English-language, 16 French-language</td>
<td>CFCF (English) 4</td>
<td>CBC holds television rights; CFCF and CKAC hold radio rights in Canada; Expos retain radio rights in U.S.</td>
</tr>
<tr>
<td>New York</td>
<td>1,500,000</td>
<td>1,500,000</td>
<td>WOR-TV</td>
<td>WNEW 25</td>
<td>WOR-TV and WNEW for television and radio, respectively.</td>
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<tr>
<td>Philadelphia</td>
<td>1,700,000</td>
<td>1,700,000</td>
<td>WPHL-TV 3</td>
<td>KYW 26</td>
<td>WPHL-TV holds television rights; Phillies retain radio rights for in-game sponsors.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>KDKA-TV</td>
<td>KDKA 40</td>
<td>Group W/Westinghouse is radio-TV rights holder under new three-year contract.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KSD-TV 14</td>
<td>KMOX 115-120</td>
<td>Anheuser-Busch Inc., under common ownership with Cardinals.</td>
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## NATIONAL LEAGUE-WEST

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<tr>
<th>Team</th>
<th>1977 rights</th>
<th>1978 rights</th>
<th>TV originator and affiliates</th>
<th>Radio originator and affiliates</th>
<th>Rights holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>WTG 30</td>
<td>WSB 85</td>
<td>WTG is television rights holder under arrangement with commonly owned Braves. Team retains radio rights and selling.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>1,000,000</td>
<td><em>1,000,000</em></td>
<td>WLWT 10</td>
<td>WLW 100</td>
<td>WLWT holds television rights; Cincinnati Reds retain radio rights.</td>
</tr>
<tr>
<td>Houston</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KPRC-TV 28</td>
<td>KPRC 28</td>
<td>Houston Astros retain television and radio rights.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,800,000</td>
<td>1,800,000</td>
<td>KTTV 20</td>
<td>KABC 20</td>
<td>Los Angeles Dodgers retain television and radio rights, selling through the Dodgers Radio and TV network.</td>
</tr>
<tr>
<td>San Diego</td>
<td>710,000</td>
<td>710,000</td>
<td>KCST 16</td>
<td>KOGO 20</td>
<td>KCST and KOGO for television and radio, respectively.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>825,000</td>
<td>1,100,000</td>
<td>KTVU 2</td>
<td>KSFO 16</td>
<td>KTVU and KSFO for television and radio, respectively.</td>
</tr>
</tbody>
</table>

**NL total**  $14,135,000  $14,310,000

**Majors' total**  $28,835,000  $28,885,000

*Revised figure. Rights figures are BROADCASTING estimates where figures are not officially disclosed. Origination station is in team's home city unless otherwise indicated. Not included in the table is ABC's payment for nationally televised games that will amount to $12.5 million this year and NBC's payment for nationally televised games that will amount to $10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS last season acquired radio rights for four years under a contract reported to be in excess of $300,000.
Strike one
fourth network

Metromet is put to rest as an advertiser interest never reaches point of viability.

The most widely publicized of the so-called “fourth-network” projects—the Metromedia/Ogilvy & Mather/Benton & Bowles trial balloon called Metromet—was quietly deflated last week. “We just didn’t get the advertisers,” said Martin Ozor, the Metromedia TV Sales vice president who was in charge of drumming up business for Metromet.

The reason advertiser support was lacking, according to Richard Woolen, the programming vice president for the Metromedia-owned stations, was that the “bottom line” took over. Mr. Woolen admitted that Metromet was a risk from the cost-per-thousand standpoint but “advertisers should have been willing to take the risk to get it off the ground.” Advertisers were “emotionally” committed to funding an alternative to the high prices of the three networks, he continued, but once Metromet was put on the table “the computers and balance sheets” were whipped out and advertisers rejected it as a bad buy.

Michael Lepiner, vice president and director of broadcast programs for Benton & Bowles, disagreed with Mr. Woolen’s assessment. Mr. Lepiner said he found two elements lacking in Metromet: first, “the programming, which was not of network quality,” and, second, “the less-than-desirable level of clearances,” which was pegged by Metro TV Sales at about 50% U.S. coverage, restricted as it was to independent stations.

For programming, Metromet had proposed to do battle with ABC, CBS and NBC for a half hour a night (8 to 8:30 Eastern time), Monday through Friday. Three of the five nights (Monday, Wednesday and Friday) were to be given over to a nighttime adaptation of serialized Gothic horror narrative along the lines of the old Dark Shadows strip. And Benton & Bowles was talking about two Sunday-night hours of a week of network-quality, family-type programming.

Although Metromet “didn’t address our needs,” as Mr. Lepiner put it, the search for a fourth-network-type of alternative will still go on. He saw one alternative in Operation Prime Time (OPT), which, he said, is producing a high-budgeted miniseries, the six-hour Testament of Two Men, “that is fully competitive with what the networks are doing in prime time,” a project “that will deliver 60% to 70% clearance in the U.S.”

Mr. Lepiner’s client, General Foods, at least in part because of his advice, has bought six-hour minutes in OPT, at about $72,000 a minute. Bristol-Myers agreed last week to take another six national minutes in OPT, at the same price, according to Al Masini, the president of Telerep and OPT’s prime mover. Mr. Masini adds that the remaining five-and-a-half to seven-and-a-half commercial minutes in each hour will be sold to spot advertisers and local advertisers by the stations themselves.

Seaman believes
OTC ad proposal
is a threat
to honest trade

Ad executive tells FTC hearing
that rule threatens freedoms,
could spread to other areas;
Kuriansky counters that present
controls are ineffective, should
be replaced by federal guidelines

The war of the words continued at the Federal Trade Commission in Washington last week, with a different set of players sounding off on a proposed rule to limit certain claims in over-the-counter drug advertisements.

In the forefront of the opposition was Alfred J. Seaman, president of SSC&B Inc., New York, a leading advertising agency. As did former FTC Chairman Earl Kintner who testified a week earlier (BROADCASTING, March 7), Mr. Seaman saw the proposal as a “hammer blow” to constitutional rights.

Others, like Judith Kuriansky, of the Scientists’ Committee for Public Information subcommittee on drugs and other toxic substances, followed the lead of Massachusetts Attorney General Francis X. Bellotti. “We feel that this [proposal] would accomplish the goal of educating the public without unduly regulating industry.”

At issue is the FTC staff interpretation of a proposed rule to limit indication-for-use claims in OTC drug advertising to those specified by the Food and Drug Administration for labeling. And, as FTC staff attorneys have repeatedly stressed during the cross-examination of witnesses, the proposal would not cover testimonials, price claims and other promotional techniques. Under the rule, however, would be terms involving the likes of “acid indigestion,” “sour stomach,” and “blow”.

The FDA, through a series of OTC drug review panels to run through 1981, is examining the terminology used in labeling. Already issued are monographs on antacids and antiflatulents.

Mr. Seaman, who appeared on behalf of the American Association of Advertising Agencies, characterized the proposal not only as an infringement on free speech but also as “a direct threat to the right of advertisers and agencies to conduct trade in an honest and vigorous fashion.”

To those who would belittle the impact of the rule by saying it has been drafted only to apply to the proprietary drug field, Mr. Seaman charged: “Just as one peanut is never enough, no single industry is ever enough. The spread of such thinking and such rulemaking will reach the heart of the nation’s selling system, which is itself the heart of the economy.”

It is a new advertising vocabulary charged to full of “starched polysyllables” that Mr. Seaman believes will work to the detriment of both industry and the public. “People have thumping headaches, they get bloated with gas, they have stuffed sinuses. Words like ‘sinusitis’ and ‘rhinitis’ not only clog up the head, they clog up the understanding.”

Referring to tentative recommendations of the FDA’s cough-and-colds panel, Mr. Seaman said a 30-second spot would have to read, “Dries running nose as may occur in allergic rhinitis such as hay fever.” He said that is “the shortest description the FDA panel authorized.”

Cross-examined by Phil Newmark of the California Citizen Action Group, Mr. Seaman defended the integrity of his colleagues in the advertising field. He cited agency research techniques to verify the “honesty” of claims, as well as self-regulatory mechanisms such as the National Advertising Review Board. He be-
moaned the fact that critics sometimes expect “there is a single button we can push” to guarantee that commercials are not misleading.

When asked to comment on the educative value of campaigns which have been built around “plop, plop, fizz, fizz,” and “the blahs,” he refused. Mr. Seaman—who recalled that SSC&B has not handled an OTC drug campaign for five or six years but works with the parent firm of Sterling Drug—claimed it would be inappropriate for him to judge other agencies. And, he continued, any judgment would be based on insufficient information.

During questioning from FTC attorney John Cleweton on the subject of credibility of advertisements, Mr. Seaman said: “The minute a viewer doesn’t know what I’m talking about, credibility goes out the window.” Mr. Seaman said that he believes many labels “would be more meaningful if they included some good English words.”

Asked by the government advocate if FDA-approval could bring an aura of credibility to OTC drug advertisements, Mr. Seaman said: “I wouldn’t amount to a damn.”

Ms. Kuriansky, who preceded Mr. Seaman on the witness stand, testified on a survey of OTC product commercials on New York City’s three network affiliates (WABC-TV, WCBS-TV and WNBC-TV). According to the representative of the Scientific Committee for Public Information, the study, involving selected monitoring with regard to compliance with the National Association of Broadcasters television code OTC guidelines, found “the commercials as a whole were violating about 12% of the guidelines.” The study was conducted in 1973 and 1974; the OTC guidelines took effect September 1973. The results also showed that the violations were heavily concentrated on the following three guidelines. . . . 46% of the ads, according to the SCPI panel, were still presenting the drug for casual use; 77% failed to present the drug for occasional use only, and 37% still failed to warn people to use as directed.” Ms. Kuriansky said. Furthermore, she continued: “15% failed to clearly specify what the product was for, and almost every ad failed to specify contraindications for use.” She maintained that the Federal Trade Commission should protect the public health and require advertisers to use language specified by the FDA for labeling of their products.

She characterized the NAB television code review board’s guidelines as a “good foundation,” but added that the code “is often unclear, leaving leeway, for example, for the production of ads that appear to represent the products’ uses but not actual use.” She told the FTC, consumer and industry attorneys, and FTC Presiding Officer Roger Fitzpatrick that “all ads in general, and vitamin ads in particular, still failed to fully and consistently instruct the public in an objective way as to the need for, uses and effects of the products.”

Brenda Fox, the National Association of Broadcasters’ attorney, questioned the methodology of the study, claiming that it was based on “subjective evaluations.” And, she continued, the evaluations were built “on criteria that were totally irrelevant.” After the study was completed, she noted, the NAB corresponded with the scientists’ committee panel and registered its objections. For one thing, Ms. Fox explained, vitamin ads do not fall under the guidelines.

Other testimony delivered, or scheduled for presentation earlier last week:

- Dr. Peter W. Sperlich, associate professor of political science at the University of California in Berkeley, gave the results of a telephone survey of California residents, 18 and older, who had purchased one or more OTC drugs in the past year. Among the results of the study, commissioned by the California Citizen Action Group:

  “Do you believe that drug companies are putting over-the-counter drugs on the market when those drugs have not yet been proven to be effective?”—374 yes, 84 no, 61 don’t know. (Attorney General Bellotti of Massachusetts, during the first week of hearings, had called for an advertising ban on OTC products, not found unsafe but not yet found effective by the FDA.)

  The top-five nonprescription drugs most often purchased by those interviewed were found to be (in descending order): aspirin, cough remedies and syrup, decongestants, antacids, and antihistamines.

  The study also asserted that large numbers of persons consider both labeling and advertising before purchasing OTC drugs and that “close to one-half of the respondents believe that the federal government regulate the label and advertising claims for the drugs that they purchase.”

- Sam Gluckesberg, psychology department chairman at Princeton University, said that “we cannot predict that advertisements which use alternative terminologies will convey the same meaning to consumers. Therefore, we cannot predict that advertisements which use alternative terminologies will affect consumer behavior in the same way.”

- Dr. H.J. Barnum Jr., president of Barnum Communications Inc., New York which specializes in communications of medical and scientific material, claimed that the proposed rule could “destroy the ability of OTC drug manufacturers to inform large numbers of consumers about the therapeutic qualities of their products and perhaps cause, rather than prevent, deceptive advertising.”

- Dr. Louis Lasagna, professor of pharmacology and toxicology, and professor of medicine, at University of Rochester, said, “The rule will prohibit a large number of...
truthful and informative statements concerning OTC products and will, by limiting information available to consumers, impair intelligent self-medication."

- Dr. Sumner Kalman, professor of pharmacology, Stanford University, who served on the FDA's sedative, tranquilizer and sleep-aid drugs review panel from November 1972 through September 1975, said "Once the FDA has clearly established and defined the uses for which products are safe and effective, there is no basis for the FTC to permit drug manufacturers to make other claims."

- Virginia Long, New Jersey's division of consumer affairs, gave survey results to support the conclusion that "dramatizations and visuals must be as strictly regulated as verbal and written communications."

As presently scheduled, hearings will run through April 1 at FTC headquarters in Washington. Next week's scheduled line-up includes advertising agency men: John Crichton, president of the American Association of Advertising Agencies; John Bowen, president of Benton & Bowles, and Seymour Banks, vice president-media and program analysis for Leo Burnett U.S.A.

TV networks gain $600 million, 62 new accounts in booming 1976

A total of 554 advertisers used network television in 1976, investing close to $3 billion, or some $600 million more than 41 fewer advertisers invested in 1975, according to a report being issued today (Mar. 14) by the Television Bureau of Advertising based on estimates by Broadcast Advertisers Reports. The 1976 total, released earlier, was put at $2,991,611,000, network television's closest approach yet to a $3-billion year (Broadcasting, Jan. 24).

The 1976 roster included 62 advertisers new to network television, TVB said. The biggest-spending newcomers were the National Automotive Parts Association with a network investment of $3,105,000; Ethan Allen Inc. (furniture), $1,676,000; National Semiconductor Corp. (calculators, games), $1,590,400; Tropicana Products, $1,460,400, and International Nickel Co. (batteries, $1,460,100.

Rounding out the top-10 newcomers were TRW Inc. (corporate), $1,363,600; Northern Natural Gas Co., $1,318,800; Banfi Products (wine), $1,296,500; National Railroad Passenger Corp. (Amtrak); $1,171,000, and Hy-Gain Electronics (citizen band radio), $1,117,000.

All of network TV's top-10 spenders increased their outlays in 1976, with increases ranging from 11% to 92%. Led as usual by Procter & Gamble, the top 10 came in as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>1976 Investments</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$1,383,233,000</td>
<td>+20</td>
</tr>
<tr>
<td>General Foods</td>
<td>$126,955,000</td>
<td>+53</td>
</tr>
<tr>
<td>Bristol-Myers</td>
<td>$102,673,400</td>
<td>+14</td>
</tr>
<tr>
<td>American Home</td>
<td>$97,487,600</td>
<td>+19</td>
</tr>
<tr>
<td>General Motors</td>
<td>$72,022,300</td>
<td>+31</td>
</tr>
<tr>
<td>Lever Brothers</td>
<td>$50,314,400</td>
<td>+27</td>
</tr>
<tr>
<td>General Mills</td>
<td>$57,649,600</td>
<td>+92</td>
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<tr>
<td>Sears Roebuck</td>
<td>$57,090,000</td>
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</tr>
<tr>
<td>Nabisco</td>
<td>$55,528,300</td>
<td>+13</td>
</tr>
<tr>
<td>Ralph Lauren</td>
<td>$54,666,000</td>
<td>+51</td>
</tr>
</tbody>
</table>

Seek and ye shall find

Arbitron offers explanation to questions in Orlando, Austin as to why there are discrepancies between its reports and Nielsen's

Arbitron Television undertook last week to answer critics who had complained of big differences between Arbitron and Nielsen findings in their markets and had challenged both services to explain them.

It did so in a letter to clients describing four procedures and policies that it said are "critical to good research" and can and do make a difference in the estimates reported by the two television rating services--just as there are differences in the products of many competitors."

Arbitron did not attempt to explain specific differences cited by the critics, Walter Windsor of WFTV(TV) Orlando, Fla., and Al Howard of KTVN(TV) Austin, Tex. "Arbitron does not have access to enough detailed facts about its competitor's procedures to compare them with ours in detail," the letter said.

The four key policies and procedures described by Arbitron--which said it had followed them for more than eight years--were: (1) sample-balancing "to minimize differences in demographic response rates by age"; (2) week-by-week weighting to make sure that "each week of a survey has the same weight as every other survey week"; (3) use of a "pre-defined total survey area for every survey in every market," with each county treated "as a unique county;" and (4) a policy of open disclosure of information needed for review and analysis.

The Arbitron letter also called attention to a three-year study the company commissioned in the early 1970's, whose results "demonstrated that Arbitron Television audience estimates are actually more precise than even we realized and more reliable than had been predicted by the standard error approximation techniques long used to measure rating reliability."

In addition, the letter said, "Arbitron goes further and invests more in many other areas," and "can not be satisfied that our procedures can't be improved even further."

Although the letter did not attempt to explain specific differences, officials of WFTV said Arbitron representatives visited there about two weeks ago with new calcu-
Advertising Briefs

FTC sunshine. Federal Trade Commission has scheduled its first open meeting this Wednesday (March 16) in compliance with Government in Sunshine Act which took effect last Saturday (March 12). Agenda includes consideration of staff recommendations on electrical contracting and library binding industries, as well as report from FTC general counsel on congressional matters. On Tuesday, FTC plans to take advantage of act’s escape clause and was to meet for discussion of Gulf Oil Corp. consent order.

Setting things straight. Federal Trade Commission has called for comments on petition for rule or policy to require corrective advertising whenever health, safety or nutrition claims are found to be false or misleading and advertising campaign lasted for one year. (six months if claim major element of campaign). FTC set May 6 deadline for views. Petition was by Institute for Public Interest Representation, Georgetown University Law Center, Washington.

Law discriminates. Radio Advertising Bureau has asked Maine Bar Association to alter its media policy, which permits all but broadcast advertising by law firms in that state. In letter, RAB said it was “concerned” that profession such as law, with “sense of justice and fairness,” would start new policy on discriminatory basis, and that each law firm should decide which medium it wants to use.

Taboo. New York State Public Service Commission has issued rules barring utility companies from using ratepayer money to advertise—in print and in broadcasts—their positions on controversial issues. It also increased restrictions on promotional and institutional advertising. Chairman of commission is Alfred Kahn, former FCC commissioner who outlined method of measuring various media’s effectiveness in informing and persuading consumers.

Insurance TV spot, ‘Time’ radio messages win IBS top honors

Foreign entries capture five of 12 commercials awards given annually by Hollywood society

“Monkeys,” a simian satire on the way humans behave, was chosen as the best TV commercial in 1976 at the 17th annual International Broadcasting Awards competition sponsored by the Hollywood Radio and Television Society. The commercial was produced for the Blue Cross/Blue Shield of Northeast Ohio for use in one TV market. Carr Liggett Advertising, Cleveland, is the agency, and Asch & Associates, Chicago, the production company.

The radio winner was a series of commercials for Time magazine, produced by Young & Rubicam, New York, and Dick & Britt & Associates, Philadelphia.

Foreign entries took five of the 12 awards in television. England and Japan each won two awards and Brazil one.


New in FM from Harris

DSM Digitally Synthesized Modulation®

Harris introduces a new line of 10 watt to 40 kilowatt FM transmitters, featuring the exclusive MS-15 solid-state exciter employing Digitally Synthesized Modulation (DSM). DSM, with overshoot compensation, allows a 2 to 6 dB increase in loudness with no signal deterioration. These new transmitters also provide 40 dB minimum stereo separation, offering the finest audio quality in the industry.

for Innovations in AM, FM, TV & Audio see you at our Sheraton Park NAB Exhibit

If you are not planning to attend the NAB Convention this year, write for full details of our new FM transmitters, as well as new AM transmitters, TV transmitters, and MSP-100 to: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

BOOTH 205

* Patents applied for
ABC, by itself in season ratings, tries new shows

There's 'third season' action on all three TV networks

ABC-TV is continuing its prime-time dominance in the "third-season" national Nielsens, with CBS lodged in second place, a long distance away from the leader, and NBC close to CBS in third place.

The season-to-dates give ABC a 22.1 rating, CBS an 18.7 and NBC an 18.4. That pattern has pretty much held since the first of the year. The Feb. 20-March 6 week showed ABC with a 21.4 rating, CBS with a 17.9 and NBC a 17.8.

Most of the marginal prime-time shows on ABC will be replaced for a few weeks in the third season by new shows that could end up as permanent replacements if they display rating strength. Sid and Marty Krofft Productions' The Brady Bunch Hour replaces The Captain and Tennille (Monday, 8-9 p.m.) for six weeks beginning March 27. Lorimar's Eight Is Enough replaces Rich Man Poor Man: Book II (Tuesday, 9-10 p.m.) for six weeks beginning March 22. Nicoll's, Ross's and West's Three's Company replaces The Tony Randall Show (Thursday, 9:30-10 p.m.) for five weeks beginning March 24. Martin Starger's Westside Medical replaces Streets of San Francisco (Thursday, 10-11 p.m.) for four weeks beginning March 24. And Paramount Television's Future Cop will run irregularly for five weeks—the first one started Saturday, March 5 (8-9 p.m., in place of Blansky's Beauties and PoiX) and managed only a marginal 16.2 rating and 29 share.

ABC's Most Wanted police show began inauspiciously in its new time period (Monday, 9-10 p.m.) with an 18.5 rating and 28 share on March 7. The show it leads into, The Feather and Father Gang (10-11 p.m.), sampled an 18.3 rating and 32 share, second in the time period to a theatrical movie called "The Wind and the Lion" on NBC. (Most Wanted finished third in its time period.)

NBC researchers were crowing about the 27.3 rating and 46 share achieved by the two-hour pilot of a proposed new series called The Man From Atlantis (Monday, March 4, 9-11 p.m.). NBC has three more two-hour episodes of Atlantis to play off (in time periods to be announced), and if they do anywhere near as well as the opener, the series is a cinch to make the fall schedule, probably in 60-minute form, according to NBC sources. The other good bit of third-season news for NBC was that The Life and Times of Grizzly Adams, with another solid 21.0 rating and 32 share on March 2 (8-9 p.m.), has made the grade—the NBC sources say it's an almost certain bet for renewal next fall. The sources also have hopes that the new Raymond Burr newspaper series from Universal, Kingston: Confidential, will chalk up survival numbers when it checks in for a multiweek run on Wednesday, March 23 (10-11 p.m.), replacing Tales of the Unexpected, which never got off the ground in the Nielsens.

CBS's second-season sitcom, Busting Loose (Monday, 8:30-9 p.m.), is holding its own with a 29 share in each of the past two weeks, good for a second-place finish in the time period. CBS's 30-minute weekly variety series, The Jacksons (Wednesday, 8:30-9 p.m.), has failed in the Nielsens, CBS sources say, and will be replaced for five weeks later this month by a new 20th Century-Fox Television sitcom called Loves Me, Loves Me Not, starring Susan Day (The Partridge Family). Fox Television's 60-minute police show, Nashville 99, which CBS thinks could make it, will replace the failed variety show Sonny and Cher (Friday, 9-10 p.m.), later this month for a multiweek run.

Diagnosis—cure of TV violence is urged by Railback, Moffett

Representatives say specific research and then congressional muscle could alleviate problem

Two congressmen told a Parent Teachers Association gathering in Washington last week that it is time to take action against violence on television.

One way, Representative Tom Railback (R-Ill.) told the National PTA annual legislative conference Tuesday, would be for Congress to pass a resolution he introduced seeking more research into the relationship between violence on TV and real acts of aggression by children and adolescents.

Mr. Railback said he is convinced such studies will show a connection between TV and the real thing. Mindful of the First Amendment's guarantee of free expression, Mr. Railback said the commissioning of studies and hearings by the Congress would be a way of signaling rather than forcing the networks to tone down their programs.

But if the networks ignored the message, Mr. Railback said, then Congress ought to move into a "second phase." Without being specific, he cautioned: "There comes a time when the basic freedom in the Bill of Rights might have to give way to an overriding public interest!" in curtailing objectionable violence on TV.

Mr. Railback shared the lectern with colleague Toby Moffett (D-Conn.), an
equally strong critic of TV violence and supporter of the PTA's national campaign to bring about change at the networks and stations. With a reference to the hearings before the House Communications Subcommittee two weeks ago (Broadcasting, March 7), Mr. Moffett said he doubts resolutions or hearings will make much difference to the networks. "It astonished me to see the networks go before a committee of Congress again ... and to once again stonewall it," he said.

He called for a "different strategy" in dealing with violence, that would entail (1) Congress seeing to it that commissioners appointed to the FCC are committed to reducing TV violence ("the said current FCC Chairman Richard Wiley, in an appearance at a PTA hearing in Hartford, Conn., last month, "sounded like a network executive"); (2) Congress forcing the FCC to increase citizen participation in its proceedings; (3) the networks, as fiduciaries of the public's frequencies, allowing citizen participation on their boards ("Congress at least has the right to explore that point with them, he said"); and (4) groups such as the PTA organizing concerned citizens at the community level to boycott the most violent shows and sponsors.

More than any action by the federal government, "I see this as an issue for a broad based citizen movement," Representative Moffett said.

Live Carson called off

A major revolt by the Tonight show staff caused Johnny Carson to abandon his plans to do the program live beginning tomorrow Tuesday (March 15).

"Three key members of Johnny's staff told him they just couldn't take the night hours because their family life would be too loused up," said David Tebet, NBC's senior vice president for talent, who's based in Los Angeles. To go live in the East and Midwest, NBC would have had to start the show at 3:30 p.m., Los Angeles time, and run it until 10 p.m. (Broadcasting, Feb. 28.)

In addition, Mr. Tebet said, some of the proposed guests for the new live format began balking at spending their dinner hours under the hot lights trading quips with Mr. Carson. So the Tonight show will not depart from its schedule of Monday-through-Friday tapings at 5:30 p.m., Los Angeles time.

Wometco's Newark U begins pay service

'Lenne,' 'Dog Day Afternoon' are among first movie offerings

The first of a new wave of over-the-air subscription-television experiments has begun in South Orange, N.J., where a few households are now beginning to pick up six hours' worth of theatrical movies a day.

This system, called BTVision, is being funded by Wometco Enterprises Inc., a Miami-based company that owns broadcast stations, cable systems, movie theaters and vending machines. WBTB-TV Newark, N.J., a UHF station that Wometco has bought, subject to FCC approval, began March 1 to send out a scrambled signal from 8 p.m. to 2 a.m. each day. (During the afternoon and early evening, WBTB-TV runs special-interest programming, such as ethnic shows, religious broadcasts and stock-market tips.) The signal can be unscrambled only by people willing to pay $12.95 a month for a decoder box and for an antenna specially constructed to receive UHF signals.

"We're just in our initial marketing phase right now," said Milton Lewis, the general manager of the station, who added that other New Jersey communities will be factored in cautiously, "on a step-by-step basis." Mr. Lewis is based in Miami, at Wometco's headquarters. WBTB-TV and BTVision, the company administering the over-the-air subscription experiment, are now owned by Blonder-Tongue Inc., which also manufacturers the decoder box that subscribers use to unscramble the signal.

Current programming is restricted to movies that are somewhere in between their theatrical run and their first telecast on network television. Titles being shown this month include "Lenny," "Dog Day Afternoon," "Nashville" and "Alice Doesn't Live Here Any More."

Wometco's plans to include sports events in the over-the-air subscription mix (Broadcasting, Aug. 30, 1976) are being soft-pedaled right now, Mr. Lewis said, until the experiment branches out from South Orange into other communities in the New York-New Jersey area.

New look at the top in NBC-TV Sports

Mulholland assigned to Olympics; Rush promoted to executive VP with Simmons as sports deputy in wake of Lindemann resignation

NBC took steps last week to bolster its executive strength in the sports sector with three appointments.

Robert E. Mulholland, executive vice president, NBC News, was shifted to sports as executive vice president, Olympics, NBC-TV, a newly created post. Alvin Rush, senior vice president, program and sports administration, NBC-TV, was named executive vice president, NBC-TV, with continued responsibility over NBC Sports and NBC talent and program negotiations. Chester R. (Chet) Simmons, executive vice president, NBC-TV, was appointed vice president, sports and NBC-TV.

The changes were triggered in part by
Establish program directors would attempt to leave because of differences with Robert Howard, president of NBC-TV, over the latter's willingness to pay $85 million for the rights to the 1980 summer Olympic games in Russia. There was also speculation that Mr. Lindemann had been told in advance of Mr. Mulholland's new position that he would replace the former head of NBC Sports (since 1963) would produce programs for the network.

Mr. Mulholland and Mr. Rush will report to Mr. Howard. Mr. Simmons will report to Mr. Rush.

In his new post, Mr. Mulholland will lead a company task force responsible for preparation and coverage of the 1980 games and a variety of special programs leading up to the Olympics. Mr. Mulholland has been with NBC News for 16 years and was a producer in Chicago, London and Washington. He was named a vice president in 1973 and an executive vice president the following year.

Mr. Rush joined NBC-TV in 1973 as vice president, program and talent acquisition. Earlier he had held executive posts with two talent agencies, MCA and Creative Management Associates, for 17 years. Mr. Simmons joined NBC as director of sports in 1964 and was advanced to vice president, sports operations, in 1973.

Children's fears blamed on TV

Temple research says many youngsters are paranoid, suggests television is cause

A new study of children's attitudes, conducted among children and their parents, has been cited by its director as support for the belief that TV violence should be curbed in a "big way," not merely with "a family hour or Sesame Street."

Dr. Nicholas Zill, a psychologist who headed the project, also said that FCC's regulation of television was a "disaster area." He made the comments in releasing preliminary results of the study, designed by the Foundation for Child Development and conducted by Temple University's Institute for Survey Research. He could not be reached immediately to elaborate on these views.

Actually, the summary of preliminary findings distributed by the foundation contained few references to television in its 21 pages. Based on interviews with 2,200 children aged seven to 11, and with more than 1,700 of their parents, the study dealt, among other things, with the children's attitudes, values, perceptions and feelings about a variety of subjects.

It found, for instance, that more than two-thirds of the youngsters fear that "somebody bad might get into the house," and one fourth said that when they went outside they were afraid someone might hurt them.

In the only sustained reference to TV, a two-paragraph section headed "Television and Fear," the summary pursued this point. It said: "What role does television play in stimulating children's fears? The fear that 'somebody bad might get into the house' is so widespread, cutting across all residential, economic and ethnic groups, that the influence of television is certainly suggested. But there is more direct evidence linking television to children's fears. 'Just under a quarter of the children said they feel afraid of TV programs where people fight and shoot guns.' And children who are reported to be heavy TV-watchers whose parents say they watch four or more hours of television on the average weekday were twice as likely as other children to report that they 'get scared then.'"

Observers suggested that it was unclear whether heavy TV watching caused the fear—or whether fear of going out made these children heavy TV-watchers. The report summary did not raise this question.

In other references to TV, the summary said in a section on home discipline that "more than half of the children reported that they are allowed to watch television whenever they want and more than a third to watch whatever kinds of programs they want." (Parents apparently are stricter about food than about TV: Less than a third of the youngsters said they were allowed to have snacks and eat whatever they want.)

In reporting kinds of punishment they receive, 45% of the youngsters said they were not allowed to watch TV (this ranked behind being yelled at, spanking and being sent to their rooms). And finally, when asked if there was a famous person they want to be like, "they tended to respond with a person or character they had seen on TV .... Twenty-eight percent of the youngsters named people like Cher, Marie Osmond, Elvis Presley"

Program Briefs

It's a miracle. CBS-TV has scheduled documentary on childbirth featuring new microscopic photography. Called Miracle Months, documentary is produced by Tom Turkey Entertainment/Medcom Co., and will be telecast on Wednesday, March 16 (8-9 p.m. NYT), with American Bankers Association (through Leo Burnett) as major sponsor. CBS show will include "dramatic close-up film" of thumbnail-sized, 40-day-old embryo within its mother's womb.

Pay bid dropped. KEMO-TV San Francisco has agreed to withdraw as applicant for over-air pay TV channel in Bay Area, leaving Lincoln Television Inc., San Francisco, which will use encoding and decoding equipment of Pay Television Corp., Manhasset, N.Y., as sole applicant. Settlement agreement is subject to FCC approval.

You can dance to it. Disco '77, 13-week barter series, has been sold in 19 markets, including WOR-TV New York and KTLA (TV) Los Angeles. Star Bright Distributing, makers of auto-marine- and aviation-care products is sponsor; Vitt Media is syndicator; Marcus Productions is producer. Program is filmed at Pete and Lenny's Discotheque in Fort Lauderdale, Fla.
Carter gets mixed response on TV for deaf

ABC suggests conference on closed-captioning problems; NBC questions worth of plan

ABC has jumped out front in responding to President Carter’s request for suggestions as to how the networks might help deaf citizens benefit more fully from television (Broadcasting, Feb. 21, et seq.). ABC President Frederick S. Pierce pointed to a number of problems standing in the way of a system of closed television-program captioning that would benefit the deaf, but suggested that the Department of Health, Education and Welfare convene a conference of leaders of affected industries to deal with them.

NBC, however, has shown less enthusiasm for the project. Herbert S. Schlosser, NBC president, questioned whether the costs of a closed-captioning system were justified in view of means available for aiding all but the totally deaf, who constitute a relatively small percentage of those with impaired hearing. CBS took a similar approach.

Mr. Pierce, in his letter to the President, said that ABC supports the prompt development of a reliable and flexible program captioning system which can be implemented at reasonable cost. The FCC has adopted rules permitting the use of such a system.

The problems that concern Mr. Pierce include those involved in mass-producing a reasonably priced decoder, developing a captioning system that would be compatible with film, without having to transfer the material to tape, and devising the cheapest means of encoding captions.

Mr. Pierce also cited copyright and labor union problems in transferring written dialogue to captioning, which uses fewer words than are written in a script.

Mr. Pierce said diverse interests would have to join forces to develop such a system.

Accordingly, he suggested that “a senior official of the federal government—perhaps the Secretary of Health, Education and Welfare, or his representative—convene a conference of leaders from the National Association of Broadcasters, the Electronic Industries Association, Public Broadcasting Service, the television networks, the television program production industry, film manufacturers and processors, manufacturers, labor unions representing technical and creative employees in the television and program production industries, copyright holders and other directly affected interests.”

Mr. Schlosser, in his letter to the President, said NBC employs a variety of techniques to aid the hard-of-hearing “with-
Griffiths, Conrad and Goodman top RCA salary scale

Former chairman who resigned in September is second only to his successor in pay

He hasn't been paid since his resignation as chairman and president last September, but Anthony L. Conrad, nevertheless was RCA's second highest salaried officer in 1976, according to a proxy statement issued by the company last week.

Mr. Conrad's $202,883 was exceeded only by the $227,050 salary paid to his successor, President Edgar H. Griffiths. But Mr. Griffiths also received incentive awards, which Mr. Conrad didn't. Mr. Griffiths' came to $50,000 payable this month in cash and $100,000 to be paid in cash over the next two years. He'll be eligible for $135,111 annual retirement benefits at age 65, assuming he continues until then (1986).

Julian B. Goodman, chairman of NBC, was RCA's third highest salaried officer or director at $199,569 for the year, plus $33,333 incentive and $66,667 incentive to be earned out. Assuming continuation to age 65 in 1987, Mr. Goodman will be eligible for $125,121 annual retirement benefits paid by the company.

The proxy statement also disclosed the salary set in the new three-year contract Mr. Goodman signed last June ("Closed Circuit," June 14, 1976). It's $200,000 a year, up from $180,000 in the old contract. The new one runs to May 31, 1979.

Mr. Conrad resigned last Sept. 16 after disclosing that until a short time previously he had failed to file income tax returns for 1971 through 1975 (Broadcasting, Sept. 20, 1976, et seq.). The proxy statement said Mr. Conrad took the position on resigning that his resignation was not a waiver of rights under his employment contract but that the RCA board held the contract ended Sept. 16. Mr. Conrad will, however, be eligible for $80,523 in annual retirement benefits upon reaching age 65 in 1986.

Robert L. Werner, executive vice president and general counsel, received $162,500 salary, $33,333 incentive and $66,667 incentive to be earned out, and is in line for $74,015 annual retirement benefits at age 65. He also got a new contract at $175,000 a year from Nov. 1, 1976, to Feb. 28, 1978.

Howard R. Hawkins president of RCA Communications and executive vice president of RCA, received $135,800 salary in 1976, $30,000 incentive and $60,000 incentive to be earned out, and is in line for $70,862 annual retirement benefits at age 65.

George H. Fuchs, executive vice president, industrial relations, received $125,383 salary, $30,000 incentive and $60,000 to be earned out, and will be due for $72,749 annual retirement benefits. Mr. Fuchs also received a new contract, calling for $135,000 annual salary from June 1, 1976, to May 31, 1979.

William C. Hittinger, executive vice president, research and engineering, received $117,050, $25,000 incentive and $50,000 to be earned out, with retirement benefits pegged at $42,795 a year.

The proxy statement also said incentive awards for the years 1972 through 1976 had averaged, annually, $106,000 each for Mr. Griffiths and Mr. Goodman; $101,000 for Mr. Werner, $79,000 for Mr. Hawkins and $69,000 for Mr. Hittinger.

With his resignation, Mr. Conrad apparently lost options to buy 40,000 shares of RCA common stock at $24.52 a share. Among other key executives, Mr. Griffiths was shown — as of Feb. 1 —options to buy 64,000 shares at an average of $25.45. Mr. Goodman 27,000 at $23.96, Mr. Fuchs 23,000 at $27.96, Mr. Hawkins 23,000 at $28.65. Mr. Hittinger 16,000 at $25.34 and Mr. Werner 5,000 at $34.50. RCA common was trading between $28 and $29 on the New York Stock Exchange last week.

The RCA annual stockholders meeting will be held at 10:30 a.m. May 3 in New York. The proxy statement said proposals to be considered include another effort by Accuracy in Media Inc. to require NBC to employ an "ombudsman" or "viewer's advocate" to insure accuracy and fairness in news and public affairs broadcasts. Similar proposals were overwhelmingly defeated at the 1975 and 1976 shareholders meetings and RCA management recommended that this be defeated too.

Another proposal to come up at the meeting is one by The Grail, Loveland, Ohio, and Sisters of Saint Francis, Rochester, Minn., asking that NBC provide a detailed report on the portrayal of women and racial minorities on its programs. RCA management also recommended against this proposal, saying the requested report "would be expensive and burdensome and serve no useful purpose."

NBC is center of biggest profit for RCA in '76

Broadcasting leads other divisions as over-all RCA income climbs 57%

With sales up 20% to $955 million for the year and profits ahead 10.4% to $57.5 million, NBC remained the biggest contributor to RCA's profitability in 1976, the RCA annual report showed last week.

NBC represented 32.4% of RCA's
RCA had reported earlier that 1976 was its first $5-billion sales year and also produced a 57% rise in net income, which reached $177.4 million.

It was also, the report said, NBC's fifth year of continued gains in sales and profits, "achieved despite the mounting cost of prime-time programing and the added expenses of news coverage in a presidential election year."

NBC-TV, the report said, "attained peak sales levels in all program areas, with the greatest increases in prime time, daytime and news. The five NBC-owned television stations achieved record revenue performances. NBC's radio music stations achieved record sales for the second year, and the NBC Radio network also posted gains. The year-and-a-half-old syndicated radio News and Information Service, which incurred a substantial loss, will be phased out by mid-1977."

The report said RCA made progress on and is "continuing to develop" its SelectaVision video disk system, "with efforts concentrated on lowering the system's prospective price further, extending its playing time and broadening its software program."

"A decision on whether to market the system will be based on a favorable convergence of technical, marketing and economic factors."

In the commercial electronics field, the report said, RCA "maintained its leadership" in the broadcast station equipment market. "Cameras and video-tape recorders for electronic news-gathering and TV production were the high-priority products. Orders for the lightweight portable TV camera introduced for news-gathering tripled to 350 during the year, putting RCA ahead of any competitor."

Capital Cities Communications, Inc.

has acquired

The Kansas City Star Company

The undersigned initiated and assisted in structuring this transaction.

E. F. Hutton & Company Inc.

March 2, 1977
### Contemporary

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**Abba action.** Abba is making air waves. *Dancing Queen* (Atlantic), current single by the Swedish pop group, moves to four on "Playlist" this week with another single, *Knowing Me, Knowing You*, planned for release this month. Some music directors feel disco-style *Dancing Queen* is Abba's best yet. "It's by far the most mass appeal record they've done so far... this one came through better than all their others," says John Sebastian of KDWB(AM) Minneapolis. It’s their first success in Charlotte, N.C., too. Beau Matthews of WAYS(AM) offers a reason: "Maybe people are ready for heavily produced sounds instead of the soft sounds we’re used to hearing. Abba has a definite sound like nobody else on radio these days." Tom Miller of WRK(AM) Newark, Del., explains their success this way: "In this age of questionable lyrics, they do clean songs... They’ve hit the middle ground and can please everyone." Australians have "Abba fever" too, according to Atlantic’s Arthur Levy. Abba albums sell "ridiculously" there, and other countries share the enthusiasm.

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**Country**

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*These are the top songs in air-play popularity as reported by a select group of U.S. stations, each has been "weighted" in terms of The Pulse inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (+) indicates an upward movement of five or more chart positions.*

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*Broadcasting Mar 14, 1977*
CATV says FCC too strict with no justification

Cable systems are fighting proposal that would prevent use of navigation frequencies

Citing another instance of what it views as unnecessary regulation, the cable TV industry has come out against the stringency of FCC proposals aimed at preventing interference from cable systems to aircraft navigation equipment (Broadcasting, Dec. 13, 1976). The FCC rulemaking proposal would not allow CATV carriers in frequencies used for navigation in the same area.

Both the National Cable Television Association and the Community Antenna Television Association submitted comments at the FCC that said the commission plans were too stringent especially since only one incident of such interference has been reported and, according to the cable comments, did not create a significant safety hazard.

In place of the FCC rules, NCTA submitted a five-point program to be adopted by cable systems which it said, "ensures compatibility and protection to critical navigational and emergency frequencies without resorting to the drastic remedy of unnecessarily denying huge portions of bandwidth to certain users."

NCTA's five points are:

1. Each cable television system will maintain at its operating office a list of the carrier frequencies currently in use on the cable system.
2. Each cable system which operates carriers in the 108-118 mhz air navigation band will operate with a minimum carrier offset of 25 khz on those specific frequencies used by air navigation facilities in their area.
3. Each cable television system which operates carriers in the frequency range of 118-174 mhz or 216-300 mhz shall offset appropriate carriers a minimum of 50 khz from the emergency frequencies of 121.5, 156.8 and 243.0 mhz.
4. We support the desirability of leakage monitoring, but further research is necessary to establish what leakage levels are tolerable. We do not feel that adequate standards governing the levels of leakage from cable television systems can be determined at this time. The levels needed to protect voice communications to aircraft have not yet been established. We support a program of further research in this area.
5. The limited frequency channeling plan outlined in [the first three] points ... is adequate to reduce the probability of interference to an absolute minimum. Hence a comprehensive frequency channeling plan is unnecessary for the purpose of controlling interference and no such plan should be prematurely imposed.

or considered in this proceeding."

Other comments filed by cable operators supported NCTA's plan, calling it far superior to the FCC's approach of prohibiting cable from certain bands. The joint comments for Comcast Corp., Cox Cable, New Channels Corp., and Simmons Communications said the government's plan would "leave only 19 possible channels for cable television use thus rendering obsolete the commission's recently revised channel capacity and access requirements - but such proposal is a rather drastic solution to a problem whose exact parameters have not been defined. In addition, it should be emphasized, as the commission has recognized, that harmful interference may be caused by other communications facilities (e.g., television and FM receivers) operating in these frequency bands."

New Jersey's Office of Cable Television also said the FCC was acting prematurely. "The commission should not be stymied," the office said, "into promulgating monitoring requirements until all variables have been field tested to the point that there is no alternative but to impose stricter requirements on CATV systems than have been imposed on TV and FM broadcast stations and other industries which may cause interference with air navigation and emergency services where life and property are threatened."

Taking the opposing side was ABC which claimed that in addition to the possibility of interfering with aircraft services, cable "has a significant potential to degrade over-the-air broadcast services and other public uses of the radio frequencies."

It said it supported the FCC's proposals and that it "has frequently called upon the commission to license cable television systems and repeats the desirability of such a procedure."

Another comment in favor of the FCC's ideas was filed by Aeronautical Radio Inc. and the Air Transport Association of America which advocated that cable systems not be allowed to use frequencies in the aeronautical bands of 74.6-75.4, 108-136 and 225-400 mhz until: (1) adequate regulations and leakage monitoring devices are developed; (2) it is demonstrated that such regulations are enforceable, and (3) the commission is assured that procedures have been established whereby faulty CATV systems can be shut down immediately upon the identification of improper emissions.

The Association of Maximum Service Telecasters used its filing as a chance to call for not only tougher regulation of standards for aircraft interference, but for the FCC to "consider the question of technical standards for cable systems in its entirety, and specifically address the matters" raised earlier in FCC filings by AMST including setting standards for in-

Ottumwa Cablevision Corporation
has acquired the assets of
Ottumwa TV-FM, Inc.
Ottumwa, Iowa

The undersigned represented the purchaser in this transaction.

Communications Equity Associates
8200 Normandale Blvd., Suite 323
Bloomington, Minnesota 55437
612-831-4522

Visit our suite at the Conrad Hilton at the NCTA Convention in April.
put signal to noise ratios, ghosting and reflections and color standards.

Reply comments are due at the FCC by April 1.

It was Warner Cable's best

Warner Cable Corp's 1976 operating income rose 84% above the preceding year's total, reaching a record $11,990,000, on a 35% increase in revenues to $51,570,000, also a record.

Gustave M. Hauser, chairman and chief executive of the Warner Communications Inc. subsidiary, also said that with its 1976 fourth-quarter results Warner Cable had set new income and revenue records for eight consecutive quarters. Income for the 1976 fourth quarter was up 66% to $3,310,000 while revenues were up 34% to $13,480,000.

In the past Warner Cable had reported pretax income but has changed to reporting operating income—that is, pretax income before interest—in accordance with Financial Accounting Standards Board Statement 14, Mr. Hauser said. On the old basis, he said, Warner Cable income was up 225% from 1975.

Warner Cable operates 138 systems serving approximately 555,000 subscribers. It has some 37,000 pay-TV subscribers.

Showtime additions. Cable TV of Puget Sound, Wash., and Gulf Coast TV in Naples-Marco Island, Fla., have signed contracts to offer Viacom International's Showtime pay cable service to their subscribers. Puget Sound system provides basic cable service to 14,200 subscribers, while Gulf Coast serves approximately 20,000.

What's this? Pay cable and conventional TV are often adversaries but Home Box Office Inc., New York, used cooperative advertising schedule on WWBC-TV and WOR-TV in New York for four weeks. HBO said two other New York independents (WPX-TV and WNEW-TV) refused 30-second spot which stressed uninterrupted motion picture and special program alternatives of HBO as well as improved reception of all channels provided by cable TV.

Campaign, prepared and placed by McGlone, Nightingale, Reingold and Spellman, New York, ended yesterday (March 13). Costs were shared by HBO and 17 companies, operators of cable TV and master antenna system carrying HBO programs.

Daniels expands. Daniels Properties Inc., Denver-based cable MSO, manager and broker, has formed division to provide "specialized programming for movie, sports, children and certain variety channel concepts, as well as pay-TV specials." Bob Curtiss, formerly of Teleman Program Services Inc., will be in charge of new unit, headquartered in New York.

Pennsylvania buy. National Cable Corp. (Len Fowkes, James Trestle, principals), Geneva, Ohio-multiple system operator, has purchased Cambria (Pa.) TV Distribution Co. from Arnie Weakland, Marion Wendeker and others for $1.8 million. System serves some 6,400 subscribers in Carrolltown-Ebensburg area, passes 11,000 homes with 150 miles of plant. Broker: Daniels and Associates.

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Fates & Fortunes

Media

Ralph E. Becker, VP, Rust Craft Broadcasting, Pittsburgh, owner of station group, promoted to executive VP and named executive VP, broadcasting, of parent, Rust Craft Greetings Cards.

Johnna Levine, director business affairs, ABC-TV, New York, named director, business affairs for motion pictures and television.

Anthony S. Farinacci, director, contracts, ABC-TV East Coast, appointed director, business affairs there. Don Ross Bay, attorney in private practice in Hollywood, and earlier with NBC for 13 years in broadcast standards and law department, named director, broadcast standards and practices, West Coast, ABC-TV.

John E. Shuff Jr., president/publisher, News-Democrat, Belleville, Ill., named VP/chief financial officer, Capital Cities Communications, New York. Ronald J. Doerfler, senior financial analyst, ITT there, joins Capcities as treasurer. They divide duties of William Kopitza, who died last August.

Ralph Bucci, corporate treasurer/chief financial officer, Outlet Co., Providence, R.I., owner of station group, elected corporate VP.

Wollaston B. Morin, director of information services, named corporate VP for administrative services.

George E. Devault Jr., operations VP, Halston Valley Broadcasting's WKPT-AM-FM-TV Kingsport, Tenn., appointed corporate VP/TV station manager. C. Wallace McNew, WKPT-TV production manager, promoted to operations manager.

Nicki Goldstein, director of operations, Association of Independent Television Stations, New York, appointed VP operations.

Charles Edward Bizzell, local/regional sales manager, WFMY-TV Greensboro, N.C., named executive VP/general manager, WUTR-TV Utica, N.Y.

L. Rick Richardson, general sales manager, KORK-TV Las Vegas, named VP/general manager of co-owned KORK-AM-FM there.

Scott Vaughn, general sales manager, KGUN-TV Tucson, Ariz., promoted to assistant general manager.

Kenneth F. Hisson, operations director, WJAN-TV Canton, Ohio, joins WJNL-TV Johnstown, Pa., as general manager.

LeVerne E. Brown, assistant director, WGN-TV Chicago, appointed night manager, WGN-AM-TV.


Kenny Belford, VP/general manager, Oklahoma News Network, Oklahoma City,
joins co-owned KAFG(FM) there in same capacity.

David S. Gingsold, from sales department, WMC-TV Memphis, named general manager of co-owned WMC-FM there.


Saundra E. Willia, advertising/promotion director, KFWS(AM) Los Angeles, joins KNKX(TV) there as manager of press and publicity.

John R. Prego, president, Lego Broadcast Advertising, Denver, joins KERI(AM) there as general manager.

Robert B. Karr, VP/general manager, WVLJ(FM) Denver, joins WJAR(AM) as general manager.

Travisano & Carstens, managing director, Broadcast Advertising, Normal, Ill., elected secretary/treasurer, co-owned KLIN(AM) Monette, Ark.

Robert W. Starke, financial accountant, Group W's KNIT(TV) San Francisco, joins co-owned WZTV Baltimore as assistant business manager.

Frances C. Waybridge, general manager of Winchester Mall, Rochester, Mich., joins WDEE(AM) Detroit as promotion director.

Bob Nicklas, assistant director of news and public affairs, non-commercial WNUF-FM DeKalb, Ill., named director of DM Public Affairs, Atlanta, Ga.

John Yost, from Dancer-Fitzgerald-Sample, San Francisco, joins J. Walter Thompson there as account representative. Donald B. Dailey, from Dale Southam, from Dailey & Associates there, joins JWT as copywriter.

Robert Harris, TV/broadcast producer, Weightman advertising, Philadelphia, named VP.

Richard C. Taylor, manager of advertising research on Chevrolet account, Campbell-Ewald, Detroit, appointed VP.


Steven L. Hersch, commercial writer/director/actor, has opened Creative Advertising, Freehold, N.J., full-service agency specializing in production of humorous and spot radio commercials.

Louis A. Sevrole, Eastern sales manager; Arthur L. Krismelman, central sales manager; Frank G. Boehm, Western sales manager; Joseph P. Kelly, Detroit sales manager, and Arthur L. Sulzbach, regional sales manager, ABC Radio, named VP's.

John Yost, from Dancer-Fitzgerald-Sample, San Francisco, joins J. Walter Thompson there as account representative. Donald B. Dailey, from Dale Southam, from Dailey & Associates there, joins JWT as copywriter.

Alfred P. Ritter, VP and director of administration, HR Television, New York, in post, named VP and director of broadcast services, responsible for research, sales promotion, production, public relations and sales training departments.

Andy Coscia, head of research and sales strategy, Adam Young Inc., New York.

Lawrence J. Lynch, program director, Blair Television, New York, named VP.

Al Dougherty, general manager, KKEW(SA) San Jose, Calif., named manager of Pro/Meeker's San Francisco office. Ted Andrews, manager of Arbitron Radio's Chicago office, named to same post at P/M's office there.

Adrian Becker, partner in Bob Dore radio representative firm, New York, named senior account executive, P/M there.

Olga K. Skopak, administrative assistant, CBS Television Network Sales, New York, promoted to office manager.

Jan Eggers, account executive, Harrington, Righter & Parsons, Los Angeles, named sales manager, Los Angeles gold team. Jan Kopic, account executive, named sales manager, Los Angeles blue team.

Peter Moore, national sales coordinator, Torbert-Lasker radio representatives, New York, promoted to VP/divisional sales manager. April Kavanaugh, radio group supervisor, BBDO there, joins Torbert-Lasker as director of research and marketing services.

Shells O'Connor, from WCUI-TV Chicago, joins Torbert-Lasker there as account executive.

Lynn Christensen, from Bolton/Burchill, Chicago, and Robin Case, sales assistant, McGavren-Guild there, named McGavren-Guild account executives.

Bob Weed, regional sales executive, Radio Advertising Bureau, Northwest, named VP, regional sales, RAB, Northwest.


Robert M. Schneider, assistant to chairman, Xerox Corp., Stamford, Conn., named director of public affairs, responsible for public relations, corporate advertising, television programming and corporate identity program.

Sturges Dorrance, assistant general sales manager, KTVI-TV Seattle, named general sales manager.

Rolly D. Cleaver, account executive, KKOM-TV Las Vegas, appointed general sales manager.

John Bibbs, local sales manager, WMIA(AM) Chicago, named general sales manager, succeeding Dick Logan, named to same post, co-owned WNCR(AM) New York (BROADCASTING, March 7). Wally Ranck, salesman, WMAD, promoted to national sales manager.

Donald R. Richards, local sales manager, WTMH(AM)-WKLH(AM) Milwaukee, appointed general sales manager, succeeded by Robert J. McGrath, salesman.

Judy Jones, from Caldwell-Van Riper advertising, Indianapolis, joins WTHR(TV) there as director of advertising and promotion.

Hal Trencher, account executive, CBS Radio Spot Sales, New York, joins co-owned WEEI(AM) Boston as retail sales manager.

Al Etkin, director of marketing, Mid-Hudson Leisure, Monticello, N.Y., joins WSUL(FM) there as sales manager.

William A. Mapses, station manager, WOWL(AM) Florence, Ala., joins WNNF-FM Tuscumbia, Ala., as sales manager.

Stephen W. Dent, senior account executive, WQHT-TV Bangor, Me., named account executive, WQFT(TV) Dayton, Ohio.

Otelis S. McNeil, advertising salesman, Baltimore Afro-American newspaper, joins WBFF(TV) there as account executive.

Victor S. Wells, regional salesman, Walt Peady Advertising Service, Columbus, Ohio, joins WCMH-TV there as account executive.

Scott D. Savage, sales director, WMAI(AM)-WXLQ(AM) State College, Pa., named account executive, WDKA(AM)-FM Pittsburgh.

Richard Washer, sales manager, KCFL(AM) Cedar Falls, Iowa, joins WIND(AM) Chicago as account executive.

**Programing**


Martin Cohen, director, finance and administration, CBS-TV Sports, named director of planning and administration.


Thomas R. DeMayer, VP/general manager, video division, Bel & Howell, Lincolnwood, III., appointed general manager, Teletronics International's new post-production facility in Chicago. Sheldon Risa, freelance producer, joins Teletronics as sales manager, TV program facilities, New York.


Johnny Jones, production director, KKS(FM) St. Louis, appointed production director, succeeding Bernie Hayes, named community affairs director. Scott St. James, air personality, named music director.

Stan Deutsch, project manager, Pro-Com, Poughkeepsie, N.Y., named program manager, WSUL(FM) Monicelli, N.Y.

Chris Bailey, program director, WIFE(FM) Indianapolis, joins WNDE(AM)-WFBQ(FM) there in same post.

Toula Stamm, associate producer, WHIO(AM) Dayton, Ohio, promoted to producer.

Charles (Scoop) Sweeney, news director, non-commercial KPFT(FM) Houston, joins Zodiac (radio) News Service, San Francisco, as new music director.

Merrill Reese, Philadelphia sportscaster, named to assist Charlie Swift on play-by-play for Philadelphia Eagles (football) on WP(AM) there.

Broadcast Journalism


Tom Jarriel, ABC News White House correspondent, named ABC News Supreme Court correspondent. He is succeeded by Sam Donaldson at White House. Gideon Flot, assistant director of ABC News Film, New York, named director of ABC News electronic news gathering.


Richard Parrish, sales manager, Oklahoma News Network, Oklahoma City, named general manager.

Rose Ecomonou, assignment editor, WMAI-TV Washington, joins WBBM-TV Chicago news team as field producer. Barbara Benzie, research/reviewer, assigned to Chicago Sun-Times columnist Irv Kupcinet's 'Kup's Show', joins WBBM-TV as news writer.


Deborah Caldwell, news director, WSPB-AM-FM Sarasota, Fla., named reporter, WPVT(TV) West Palm Beach, Fla.

Chuck Olmstead, reporter/public affairs program producer, WHAS-TV Louisville, Ky., named anchorman.

Lori Reingold, morning newscaster, KRLV(FM) Houston, joins news department at KPRC-TV there.

Jimmie Morrison, morning editor, KLIX(AM) Twin Falls, Idaho, promoted to news director.

Gary Shore, meteorology instructor, University of Michigan, Ann Arbor, joins Kansas State Network, Wichita, as weathercaster.

Richard Fitzmaurice, anchorman, KXRX(AM) San Jose, Calif., joins KCBS-FM San Francisco as weekend newsmen.

Traine Moore, reporter/anchor, WRAI-TV Raleigh-Durham, N.C., promoted to assignment editor.

Joe Spencer, reporter/photographer, WGH-TV High Point, N.C., named general assignment reporter, based in Winston-Salem, N.C.

Kathy Wold, anchor, KRNA(FM) Iowa City, Iowa, promoted to assistant news director.

Cable

Andrew Litsky, former Jimmy Carter campaign coordinator, joins National Cable Television Association, Washington, as associate director of government relations.

Donald W. Phillips, north central regional sales manager, Sylvia Electronics, joins Warner Cable as manager of its system in Kingsport, Tenn.

Thomas W. Hingson, manager of Tower Communications Systems Corp., Communications Properties' microwave common carrier system, Columbus, Ohio, named VP of system.

Rex Ferguson, operations VP, Ferguson Communications Corp., Henderson, Tex., promoted to executive VP, operations. Stan Socia, CATV contractor, Tyler, Tex., joins Ferguson as construction VP. William F. Williams, regional manager, promoted to installations VP. Ferguson is CATV service firm specializing in system construction, subscriber installations and turnkey services.

Equipment & Engineering

Clair E. (Joe) Seabrook, from V.M. Corp., Benton Harbor, Mich., joins RCA's distributor and special products division as manager, consumer products merchandising, Depford, N.J.

Donald W. Ponturo, division VP, industrial relations, RCA Solid State Division, Somerville, N.J., named staff VP, labor relations, New York. He succeeds Joseph Siegel, named division VP, industrial relations for RCA Service Co.

Howard Prosser, circuits research section manager, Zenith Radio, Chicago, appointed director of electronic research and systems, switch division of Oak Industries, Crystal Lake, Ill.

Thomas B. Jones Jr., sales engineer, Multronics, Columbia, Md., promoted to sales manager. Multronics manufactures AM phasing systems.

Robert O. Donahue, chief engineer, WJZ-TV Baltimore, joins WMAR-TV there as VP/director of engineering.

Larry Pozzi, engineering manager, KKNV-TV San Francisco, returns to KRON(TV) there as chief engineer, replacing Lee Berryhill, retired.

Mark E. Jividen, assistant chief engineer, WMCL-AM-FM Columbus, Ohio, appointed chief engineer.

Thomas G. Osmowsky, chief engineer, WOWW(AM) Naugatuck, Conn., appointed to same post, WAVZ(AM)-WKC(FM) New Haven-Hamden, Conn.

**Allied Fields**

Frederick Newirth, from Tishman Realty & Construction Co., New York, joins ABC there as director of real estate and construction.

E. Robert Lisslt, formerly producer of ABC's Good Morning, America, New York, joins Office of Telecommunications Policy, Washington, to study federal use of audio visual material and to propose methods of making more efficient use of that material.

Hugh Ferry, director, corporate research, Columbia Pictures Industries, Inc., New York, has resigned to head his own company, Hugh C. Ferry, Inc. Yorktown Heights, New York, specializing in communications and entertainment research.

Shelley Huff, director of administration, Custom Audience Consultants, Washington, appointed V.P. Jim Dolan, senior research analyst, named account executive.

**For the Record**

As compiled by BROADCASTING for the period Feb. 28 through March 4 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D.—day. DA—directional antenna. Doc.—Dockey. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N.—night. PSA—preservice authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U.—unlimited hours. vias.—visual. w.—watts. "—noncommercial.

**New stations**

**TV applications**

- Kansas City, Mo.—Burford Television of Missouri Inc. seeks ch. 62 (758-764 mhz); ERP 1320 kw vis., 97.4 kw mod. HAAT 1039 ft. PO. address: Box 957, Tyler, Tex. 75710. Estimated construction cost $1,688,000; first-year operation cost $316,900; revenue $2,004,910. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Jules Cohen & Assoc. Principals: George A. Fergie, Robert B. Buford (33.39% each) and George P. Buford (33.39%); all brothers. Remaining stock is divided among Hudson Collins, Charles Bowker and Ross P. Buford. Buford family owns; KLTX-TV Tyler, KTEVT(V) Lufkin, both Texas; KOQG(V) Mitchell, S.D.; KFSM-TV Fort Smith, Ark.; has applications for TV's at Minneapolis, Cincinnati and Baltimore, and has CATV systems in Indiana. Ann. March 2.

- Memphis—DePaul Television Corp. seeks ch. 24 (530-536 mhz); ERP 2560 kw vis., 213.6 kw aur. HAAT 1016 ft., ant. height above ground 1059 ft. PO. address: c/o John A. Stetzer, 3 J. E. 54 St., New York 10022. Estimated construction cost $2,337,675; first-year operation cost $1,517,215; revenue $1,200,000.

**AM applications**

- Riley, AM-FM Linn, Mo. Engineer R. Smith, seeks construction license for AM-FM station.

- Tyler, TX. Engineer R. Smith, seeks construction license for station.

**FM applications**

- Grass Valley, Calif.—California Broadcasting Corp. seeks ch. 92.1 mhz; ERP 290 kw HAAT 980 ft. PO. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost $39,750; first-year operating cost $6,975; revenue not given. Format: MOR. Principal: Carroll E. Brock, who has various business, real estate and energy research interests. Mr. Brock is also applications for FM's at Healdsburg and Redding, both California and AM at Grass Valley. Ann. March 4.


- Marshfield, Mo.—Webster County Broadcasting Co. seeks 104.9 mhz, 3 kw; HAAT 120 ft. PO. address: Room 386, Marshfield 65706. Estimated construction cost $26,677; first-year operating cost $6,700; revenue $12,000. Format: C&W. Principal: Earl A. Steinert Jc., accountant with real estate and investment interests. Has KEMFM(AM) Marshfield. Ann. March 4.

- Sulphur, Okla.—Lula M. Stone seeks 100.9 mhz, 3 kw, HAAT 300 ft. PO. address: 233 Rose St., Greenville, Miss 38710. Estimated construction cost $37,000; first-year operating cost $50,000; revenue $60,000. Format: variety. Principal: Mrs. Stone is housewife with no other broadcast holdings. Ann. March 4.

- Mechanicsburg, Pa.—West Shore Broadcasting Co. seeks 93.7 mhz, 3 kw; HAAT 300 ft. PO. address: Box 38, Carlisle, Pa. 17013. Estimated construction cost $72,000; first-year operating cost $100,000; revenue $25,000. Format: contemporary. Principals: George R. (90%) and David A. Gardner (10%), father and son. They also own WEEO(AM) Waynesboro, Pa., and WAN(AM) Toledo, Ohio. They also have ownership interest in cable TV systems. Ann. March 4.

**FM action**

- Crookston, Neb., Rosebud Educational Society—Broadcast Bureau granted 96.1 mhz, 57 kw, HAAT 508 ft. PO. address: St. Francis Mission, St. Francis, S.D. 57572. Estimated construction cost $92,750; first-year operating cost $61,000; revenue: none given. Format: Native American, Lakota. Applicant is non-profit corporation governed by trustees, and is outgrowth of Indian reservation (BPH-9993). Action Feb. 23.

**FM licenses**


**Ownership changes**

**Applications**

000. Seller is principally owned by L.E. Johnson Jr., his father, L.E. Johnson Sr. and William M. Oates, none of whom has other broadcast interests. Buyers are fre-

**WJK(JFM)** Green Cove Springs, Fla. (92.7 mhz, 3 kw)—Seeks assignment of call from Clanton Broadcasting Co. Inc. to $25,000, to operate as WJMC(AM), Concord, WJSM(AM) Alabernita, all North Carolina; WJ(i)J(AM) Chris-
tons, WJAD(AM) Hillsville, all Virginia. WJZK(AM) has been sold, subject to FCC approval, to Rich Paulmy Communications Inc. for $230,000 (BROADCASTING, Feb. 7). Ann. March 4.

**WECO(AM)** Warburg, Tenn. (940 khz, 1 kw-D)—Seeks transfer of control of Morgan County Broadcast-
ing Corp. to WECO(AM), Jackson, Miss. Mr. P. McCusker owns 60% of WAPX(AM) Montgomery, Ala. Ann. Feb. 28.

**WQKY-FM** St. Petersburg, Fla. (99.5 mhz, 100 kw) -Provides license from Suncoast Stereo Inc. to Suncoast Stereo Corp. For $788,500 plus $200,000 covenant not to compete. Seller is Marshall W. B. J. Wilson, a. also owns WQKY-AM, WEKQ-AM, WKQX(AM) Orlando, Fla., and is 50% owner of applicant for new FM at Jensen Beach, Fla., and one-third owner of applicant for AM at Lawnteburg, Fla., and one-third owner of Lawnteburg Broadcasting Co. Mr. Wilson also owns KNNX(AM) Saginaw, Mich., and KENR(AM) Houston. Huron also owns licensee of K Filter, Jackson, Miss. Principals in Huron are: William J. Edwards (56%) and Howard H. Wolfe (43%). Ann. Feb. 14.

**WLOQ Winter Park, Fla. (103.2 mhz, 3 kw)—Seeks assignments of calls from Lifestyles Broadcasting Co. to Litchfield Broadcasting Corp. for $210,000 plus additional $185,000 paid by R. W. Roundhouse Sta-
tions, Inc., to operate as WLOQ(AM) Orlando, Fla., in a 100,000-watt di-
fisional sum for WQLO as part of trade. Roundhouse, which owns WHBE(AM) Winter Park, WSJW(AM) Orlando, Fla., is a 50%-50% joint venture with FCC dupli-

**KFLO(AM)** Shreveport, La. (1300 khz, 500 w-
D)—Seeks assignment of license from James E. Reese to NRJ-Midwest, Inc. for $210,000. Mr. Reese is James E. Reese, who formerly owned WKOJ(AM)-
WJMJ(FM) Jackson, Miss., WBQF(AM)-PEN so-
Port Huron, Mich., and WUGC(AM)-TWAM(FM) Gulfport, Miss. (27.27% each), and WCQGM(AM)-WTAM(FM) Col-
Gulfport, Miss. (27). Sale of KFLO relieves Mr. Reese of all broadcast interests. Principals in buy-
er are John W. Shields (51%) and A. T. Moore (49%). Mr. Shields owns one-

**WPWM(AM)-WPMO(FM)** Pascagoula-Moss Point, Miss. (AMS: 1580 khz, 1 kw-D; WMF: 99.1 mhz, 24 kw)—Seeks transfer of control of Crest Broadcast-
ing Co. Inc. to Mrs. and Mr. O. Jones, after a time (none after) to Sarah S. Jones and others (8.49% before; 58.85% after). Consideration: none. Transfer repre-
sents change of location; transfer of Mrs. Jones last husband's hands. After transfer, holdings of principals will be: Mrs. Jones 28.5%, James O. Jones 11.525% and Mabel J. Thorn burough 13.6%. Ann. Feb. 14. Lake Huron Broad-

**WQY(AM)** Benton, Ark., N.C. Buyers are Robert R. Hilker, William R. Rollins and others. Messrs. Hil-
ker and Rollins own Subur- ban Radio Group, licensees of WQY(AM), WEQG-FM (105.1 khz), Concord, WVS(M) Valdese, WZKY(AM) Albermarle, all North Carolina; WIJ(AM) Chris-
tons, WJAD(AM) Hillsville, all Virginia. WJRK(AM) has been sold, subject to FCC approval, to Rich Paulmy Communications Inc. for $230,000 (BROADCASTING, July 7). Ann. March 4.

- **Radio applications**
  - WZTV Nashville—Seeks CP to change ER to 240 kw; max. ERP 295 kw, 173.2 kw aux; change loca-
  - WLVA-TV Lynchburg, Va.—Seeks CP to change station to engage in broadcast activity of a new
corporation (Lynchburg) at 240 kw ERP; max. ERP 295 kw; station location. Ann. March 4.
  - WGTO-TV Fayetteville, Ark.—Broadcast Bureau granted CP to change ER to 427 kw; max. ERP 661 kw; station location approxi-
ately 550 ft. S.E. of present site; change type trans.; change type ant.; make changes in ant. structure (increase height) (BPCT-4923). Action Feb. 16.
  - KBX-TV San Bernardino, Calif.—Broadcast Bureau granted CP to change ER to 269 kw; max. ERP 120 kw; station location around Dallas and Waco, and have no other broadcast
  - WLC-FM Ripon, Wis. (AM: 1600 khz, 3 kw; FM: 95.9 mhz, 3 kw) —Broadcast Bureau granted
assignment of license from Greycote Inc. to Denovocum Inc. for $325,000 plus $100,000 covenant not to compete. Seller is Walter Richy and his wife, who has no other broadcast interests. Buyer is owned by
Walter Richy and his wife, Paul, attorneys in Min-
neapolis, who have no other broadcast interests. (BALR-888, BALIF-2411, BALRE-3147). Action Feb. 16.

**Facilities changes**

- **TV applications**
  - WZTV Nashville—Seeks CP to change ERP to RP; max. ERP 295 kw, 173.2 kw aux; change loca-
  - WLVA-TV Lynchburg, Va.—Seeks CP to change to ERP to 240 kw, 24.9 kw aux; change trans. loca-

- **Radio applications**
  - KGTO-TV Fayetteville, Ark.—Broadcast Bureau granted CP to change ER to 427 kw; max. ERP 661 kw; station height 890 ft; station location approxi-
ately 550 ft. S.E. of present site; change type trans.; change type ant.; make changes in ant. structure (increase height) (BPCT-4923). Action Feb. 16.
  - KHV-FM San Bernardino, Calif.—Broadcast Bureau granted CP to change ER to 269 kw; max. ERP 120 kw; station location around Dallas and Waco, and have no other broadcast
  - WJLW Garden City, N.Y. —Broadcast Bureau granted CP to change ER to 562 kw; max. ERP 2580 kw; station height 380 ft. (BPET-527). Action Feb. 18.
  - KXMB-FM Bismarck, N.D.—Broadcast Bureau granted mod. of CP to change CP to end Mar. 31; max. ERP 316 kw; station height 1580 ft. (BPCT-7664). Action Feb. 15.

- **AM applications**

- **AM action**
  - XXL(AM) Portland, Ore.—Broadcast Bureau granted mod. of license covering change in station loca-

- **FM applications**

- **FM action**


- **Facilities changes**

- **KXMB-FM Bismarck, N.D.—Broadcast Bureau granted mod. of CP to change CP to end Mar. 31; max. ERP 316 kw; station height 1580 ft. (BPCT-7664). Action Feb. 15.**
to install new trans.; install new ant.; make changes in ant. system (increase height); max. ERP 1000 kW (H); 64 kW (V); ant. height 790 ft. (H & V); remote control permitted. Conditions: (BPFF-10,310). Action Feb. 14.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KLCL Lake Charles, La., Feb. 23. WNTQ Syracuse, N.Y., Feb. 17. WNCCI Columbus, Ohio, Feb. 18. WNKIT-FM Kingman, S.C., Feb. 16. KCSN Northridge, Calif., Feb. 22. WMNR Monroe, Conn., Feb. 23. WUJC University Heights, Ohio, Feb. 23.

In context

Case assignment


Procedural rulings


■ Marshfield, Mass., FM proceeding; Marshfield Broadcasting Co. Inc. seeking 95.9 MHz (Doc. 21-016)—ALI Thomas B. Fitzpatrick canceled April 2 hearing and continued without date; directed Marshfield to file motion for summary decision by March 30. Action Feb. 23.

Initial decision

■ WLCY-TV Largo, Fla., facilities change proceeding; WLCY-TV Inc. (Doc. 19,627)—ALJ Byron E. Harrison granted application to increase antenna from 500 to 1,495 ft. in supplemental initial decision. Effective in 50 days unless appealed or commission orders review. Ann. Mar. 3.

Complaints

■ Total of 1,812 broadcasting complaints from public was received by commission during January, increase of 35.3% over December. Other comments and inquiries to Broadcast Bureau for January totaled 1,797, increase of 285 over previous month. Commission sent 1,196 letters in response to comments, inquiries and complaints.

Fine

■ KONA-FM Pasco, Wash.—Broadcast Bureau notified licensee of apparent liability for $1,000 because operating logs for various dates could not be located during course of inspection. Action Feb. 16.

Other actions

■ WNAN (AM) Selma, Ala.—Broadcast Bureau dismissed renewal application, canceled license and deleted call letters. Action Feb. 16.

■ WRXX Centralia, Ill.—rescinded January 24 grant for renewal of license and retraced renewal application to deferred status pending commission resolution of programming proposals. Action March 3.

FCC tabulations as of Dec. 31, 1978

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*Special temporary authorization

Includes off-air licenses

Allocations

Actions

■ Placerville, Cal.—Broadcast Bureau proposed assignment of FM ch. 221A (reassigned from Grass Valley, Calif.) and substitution of ch. 232A at Grass Valley. Action was requested to be deportation by Hangar 9 Broadcasters. Comments are due April 11; replies may May 2, Action Feb. 23.

■ Benton, La.—Broadcast Bureau assigned ch. 221A as community's first FM. Action was responsive to application by Blossman Associates Inc. Effective April 15. Action March 2.

Cable

Applications


Translators

■ Burlington, La.—Broadcast Bureau proposed assignment of ch. 49 and second FM to KLAB-TV, Lincoln. Action Feb. 23.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Brookhaven Cable TV Inc., for Brookhaven, Lake Grove, both New York; Tricounty Cable Television Co., for Salem City, N.J.; Armstrong Utilities Inc., for Mercer, Pa.; Nor Cal Cablevision Inc., for Paradise, Calif.; E-Z Vision Inc. for Rusk, Tex.; Oyate Vision, for Pine Ridge, S.D.; Douglas Television Co., for Gila, Payson, both Arizona; Southwest CATV, Inc., for Pharr, Tex.; Valley Cable TV for McAllen, Tex.; Valley Microwave Transmission Inc., for Edinburg, Weslaco, Donna, Mercedes, La Feria, all Texas; Cable Television Corp., for San Diego, Tex.; Forest City TV Cable Co., for Browndale, Pa.; Hurley Cable TV Inc., for Hurley, Bayard, Central, Grant, all New Mexico; Sammmons Communications Inc., for Logansport, Ind.; Hampton Roads Cablevision Co., for Newport News, Va.; City of Cawker City, Kan., for Cawker City, Kan.; Vista Cable Inc., for Brookston, Chelsea both Indiana; Nation Wide Cablevision Inc., for Kitap, Wash.; Summit Cable Services, for Winston-Salem, Lexington, Davidson, Thomasville, all North Carolina.

■ Pine Bluff Ark., Pine Bluff Cable Television Inc.—CATV Bureau granted applications for certificates of compliance to begin cable television operations in certain unincorporated areas of Albermarle county, Va., Virginia Television Company—CATV Bureau granted application for certification of proposed cable television operations in certain unincorporated areas of Albermarle County, Va., condition (CAC-6712). Action Feb. 28.

■ Altona, Allegany township, Blair township, Franklin township, Juniata township, Logan township, Duncansville, Bellwood, Hollidaysburg, Anis township, all Pennsylvania. Warner Cable of Altona—CATV Bureau granted application for certificates of compliance for its existing operations at Altona and to substitute signals of WOR-TV New York, and WPIX New York, for signals of WTTG Washington and WPGB-TV Pittsburgh, on referenced systems, each of which is certified for latter two signals (CAC-40314-23). Action Feb. 28.

■ Certain unincorporated areas of Albermarle county, Va., Virginia Television Company—CATV Bureau granted application for certification of proposed cable television operations in certain unincorporated areas of Albermarle County, Va., condition (CAC-6712). Action Feb. 28.


In context

■ Escondido, Calif. cable TV proceeding; TM Communications Co. (Doc. 20,970)—ALJ Reuben Loosner rescinded evidentiary hearing for June 20 and canceled April 25 admissions hearing. Action March 1.

Summary of Broadcasting
HELP WANTED SALES

Station-Sales manager for Ohio. "Super country sound." Automated FM in medium market. Must build and lead sales and develop promotions. Salary plus excellent commission. Excellent future with growth company. Send resume to Box B-129, BROADCASTING.

Sales Manager for established radio station in major Midwestern market. Seeking mature executive to train, administer and motivate sales staff. Good working conditions, fringe benefits. EOE employer. Send resume, references to Box C-5, BROADCASTING.

My client has a great daytimer in a small market in the Northeast. Community image is excellent. Programming is the talk of the town. Sales good but not great, Boss wants them Great! If you are a sales manager who is creative, ambitious and is capable of carrying most of the sales load, look into this. Excellent remuneration. If chemistry mixes with boss's possible piece of action. Only those who fill above and are ready to sell. Please All replies confident. Box C-45, BROADCASTING.

Station Manager for long established AM-FM Great Lakes area. Must be aggressive sales motivator. Community involvement a must. Will hire right person at once offer combination of opportunity/husband - wife team. Send resume Box C-85, BROADCASTING.

General Manager for major black-oriented station. Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124, BROADCASTING.

HELP WANTED SALES

Major market midwest daytimer needs sales manager. Excellent opportunity for top income. Box C-32, BROADCASTING.


Looking Person With Record of Sales Management. Combination AM-FM in Eastern North Carolina. Management team member. EOE. Rassume to Box C-115, BROADCASTING.

Salesperson—experienced, proven for one of Moniela's best stations. Thirty years of solid growth. 5 kw, fulltime, CBS, EOE. Earn $18,000 per year. Box C-116, BROADCASTING.

Sunny, warm and exciting south Texas, 5000 watt AM and all new facilities. Two aggressive self starters who want to work and make money. Half million pop market, top biller, rated No. 1 seventeen years. 20% commission, draw arranged, health and life ins. gas allowance, live where oranges and grapefruit grow. KRKO Radio, Box 3097 Mc Allen, TX, 78501. 512-866-5454.

Executive sales position available with KXTV effective August 1. Experienced, motivated individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

Sports Active Station seeks young, aggressive play-by-play/sports director/salesman. Will run sports department, will want active account list. Rush tape and resume to Steve Turner Station Manager, KDKK AM-FM, P.O. Box 448, Clinton, MO 64735 or call 816 859-6141.


HELP WANTED SALES CONTINUED

Florida East Coast, $18,000.00 potential first year commission at our 102,000 watt leading regional contemporary station for one experienced, successful and proven sales person. Good list with growing company. Definite future management opportunity. Guaranteed draw up to six months plus car expenses, interested? Call Jim Lord or Randolph Millar 305-484-1400 or write WOWP P.O. Box 3192 Ft. Pierce, FL 33450.

Aggressive, self starter types needed to join group-owned AM/FM Buffalo, New York sales team. Experience helpful but not necessary. Contact Mike Pluster, General Manager, or Ken Dodd, General Sales Manager, WWOL, 716-854-1120. WWOL an equal opportunity employer.

Midwest Family station seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYE/FWKN, 1901 S. Shaw Rd., Rockford, IL 61111.

Afraid?, of competitive selling, then don't waste our time. Looking for two professional time sales persons. Age or sex not consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boulton, Drawer FF, Edna TX 77597 512-792-3515.

Expanding Weekly Newspaper seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 869-447-4311 or write Box 349, Newport, WA 99156.

Sales Manager for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well orga-nized, and not afraid of cold calls. Chance for ad-vancement with growing company. Excellent opportu-nity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: $700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4277, Mesa, AZ 85210.

Midwest, FM Soul is looking for experienced Salesperson to join our area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.


Aggressive AM/FM taking sales applications. Top opportunity in ideal family community. Base commis-sion, travel, insurance, stock plan and advancement opportunities. All inquiries answered. Send resume to R. Swanson, Apache Broadcasting Corporation, P.O. Box 1005, Hastings, NE 68931. EOE/AMF.

Sales Manager Wanted for Southern New England radio station. Must be agency experienced. Excellent opportunity. Liberal benefits ... salary negotiable. Send resume to P.O. Box 309, Windsor, CT 06095.


New Station Needs Sales Manager in Eastern KY, small market. Must have at least two years commer-cial sales experience, must be dependable and willing to work. Desire applicants from KY, WV, and sur-rounding areas. Replies confidential. Send resume and salary requirements first letter to Box 194, Warfield, KY 41267.

HELP WANTED SALES CONTINUED

Sconnix has purchased four new stations and needs sales and sales management people. Live in New England, have major responsibility, good starting list, guarantee plus commission should make you $15,000-$20,000. Management capability for future expansion important. We are looking for professionals. Excellent opportunity for those very good in their field to work with successful, young aggressive growing group. Professional stations, working conditions excel-lent, the country beautiful, and the money good. Start April 15. Send complete resume with track record. Scott McCuean, Sconnix Group Broadcasting, Parade Road, Laconia, NH.

HELP WANTED ANNOUNCERS

Maryland Small Market Station has announcer opening. Also, part time sales opportunity. Box B-80, BROADCASTING.

Morning drive Announcer/Chief Engineer for well established Mid-Atlantic non-directional daytime C&W. Fine opportunity. Salary commensurate ability. Send resume, requirements to Box B-108, BROAD-Casting.

4 or more years experience? Handle both country and rock?Ability to move up to Program Director? We need you. Box B-194, BROADCASTING.


Classical Music Announcer—Producer for Mid-west University-based public FM. Responsibilities in-clude weekday air shifts, program production and recording, supervision of students. Requirements: Degree, FCC third endorsed, two or more years experience, good on-air delivery. Available: April, 1977. Salary: open. Send references with resume. Box C-104, BROADCASTING.

Country Radio Personalities. People-to-People Radio. Mid-South, Male or Female Welcomed. Strong production helpful. Box C-120, BROADCASTING.

KIRO (Seattle) Newsradio host, Three years on-air experience required. Operate audio board; prefer pro-duction/news gathering abilities. Bill Wippert, News Director 206-647-9077, EOE.

Wanted a full time radio announcer to host night time Rock Show for KNPT AM & FM located at 1520, Oklahoma City, OK. One of the nation's top-rated stations. $15,000 - $20,000 plus working conditions. Interested? Send resume to Mr. Powell, Box 100, Oklahoma City, OK 73101. EOE.

KPOW-AW Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 988, Powell, WY 82435.

Experienced announcer with production capabilities for country station. Send tape and resume to George Roberts, WAXX/WEAU-FM Box 47, Eau Claire, WI 54701. EOE.

WFMF top rated C&W in Illinois, capital city, looking for one $12,000-$20,000 driving rocks. Great opportunity for person on the way up. Call 217-528-3033, PD or GM, EOE.

WIRL needs a strong 7-midnight rock personality. Superior working conditions. If you're creative, bright, dedicated, and talented, with decent pipes, send tape, resume, salary: Bill McCauley, WIRL, Box 3335, Peoria, IL 61614. No Calls! Equal Opportunity Employer.
MOR Personality Station has two immediate openings for experienced communicators, good production is a must. Be a big fan of the potently pleasant little pond. Offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRTM, PO Box 283 Rocky Mount, NC 27801.

Beautiful Music Station in Illinois’ second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and good endored. Send letter, resume, and tape to: John Neal, WSIV AM/FM, 28 S. 4th St, Peoria, IL 61554.

Experienced Adult Personality/Communicator heavy on MOR and information. Brand new stereo voice in vacation area near New York City Willand. Verbal creativity a must. Send air check and resume immediately to Program Manager, WSUL, 250 Broadway, Monticello, NY 12701.

PM Drive Personality sought by Cont/MOR. Must be serious professionals with 3 years experience or more. Tapes and resumes to: WTON, Box 1086, Staunton, VA 24401, EOE.

Wanted...Announcer for afternoon shift. Strong on phone, good resume and tape to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

Illinois top rated C&W station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Blvdg, Springfield, IL 62701, EOE.

Smooth CW announcer—Virginia small market. Some production sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Col. weekdays, 10:30-5, 804-282-4148.

Top rated East Coast C&W will soon have an opening for a mid-day man. Mature voice & delivery—we want a commitment to join a professional team. Call 804-420-1050.

Immediate Opening in Southeast market of 150,000 for heavy weight contemporary morning personality. Good production a must. Three weeks paid vacation, good benefits. All new facilities. Good bucks for right person. EOE, Box 238, Lynchburg, VA 24506.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automated control room, creative and willing to handle the total plant. Midwest, Box Z-181, BROADCASTING.

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.


Experienced Chief Engineer for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

Chief Engineer Wanted for Midwest daytimer. Must have complete engineering experience including proofs, maintenance, etc. Must be stable and mature, 313-266-3205. Send letter, resume, and tape to: WITI, WOAI Radio, Box 247, Red Wing, MN 55066.

Maintenance Engineer for major network
O & O. Shown knowledge of STL, STL, Remote Control Audio and RF. Willing to train hard working beginning Chief Engineer. An Equal Opportunity Employer. Send complete resume to Box C-22, BROADCASTING.

HELP WANTED NEWS

Chief Engineer must know AM directional FM stereo, studio/mains, Group operator in deep south. Will offer $1,000 bonus in three other mixtes, EOE resume to Box C-70, BROADCASTING.

Chief Engineer, experienced, California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA. Perfect climate in the beautiful wine country, 40 miles from San Francisco. T. Young KRON-AM, 707-252-1440.

Hands On Chief Engineer for Southwest Public UHF. First phone. Good Maintenance background and supervisory experience necessary. Application deadline March 23, Write or call: J. Dryden, KRVT-WG, New Mexico State University, Box 3J, Las Cruces, NM 88003. Phone 505-846-2133, EOE.


Cleveland, Ohio, WQAR looking for qualified engineer. Experience in digital, audio, maintenance, and RF required. Send resume and salary requirements to: Robert Reynolds, 9446 Broadview Road, 44147. An Equal Opportunity Employer.

Chief Engineer—experienced and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OR, 541-289-2605, EOE.


HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Bus Manager/Bkp. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-80, BROADCASTING.

New England prep school seeks teacher of psychology, psycholology-Spanish, or mathematics with college or commercial radio experience. Begin Fall 1977. Teach regular course load and advise student FM station. Room, board included. Salary competitive. EOE. Opportunity to work with students in the arts and humanities. Send resume in confidence to: Dean, Brunner School, 41 Front, Newport, RI 02840.

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Bus Manager/Bkp. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-80, BROADCASTING.
SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager: Experienced, professional, capable, stable. 11 years in present medium market. GM position hands on daily with every detail of efficient, profitable operation for absentee owner. Strong sales, sales management, administrative background. Age 42. Box C-6, BROADCASTING.

GM seeks small market AM/FM. Let's make $ for both of us. 10 years all phases radio. Box C-14, BROADCASTING.

Need A Seasoned Pro? Could Be your man ... 20 years in broadcasting, 15 years owner-manager in competitive market. Experienced in all phases ... last phone call 606-549-5093 or write Box C-34, BROADCASTING.

Combo Chief Engineer, program director and salesman looking for small market operations or station manager position. Box C-44, BROADCASTING.

Looking for a challenge. Broadcast executive with 6 yrs, prime time in license-management perspective thru family-owned independent radio-TV-cable chain. Know the business from top to bottom; specialize in black, Spanish, disco & FM stereo radio; TV talk show experience; solid sales and operations. Live by Quality Control & FCC Regs. All considered. Florida preferred. Box C-53, BROADCASTING.

General Manager's Position Wanted: 20 yrs. experience in all phases of radio. Sales and programming with outstanding results. Highly creative, thorough, to charge, sales. Highly successful station in Memphis, ready to relocate. Box C-64, BROADCASTING.

Looking for management opportunity handling SITUATIONS WANTED MANAGEMENT SITUATIONS WANTED ANNOUNCERS SITUATIONS WANTED TECHNICAL.

General Manager: currently sales manager, medium market. Strong sales background. Prefer Minnesota or Wisconsin. Box C-109, BROADCASTING.

General Manager Heavily involved local, agency sales wants new challenge, full responsibility. Box C-118, BROADCASTING.

Solid pro, experience all phases radio. Good announcer, BS degree Broadcasting. 3rd endorsed, ready to move in upper age group (30 or better). Creative, thorough, hard working. Box 34254, Memphis, TN 38134.

Sales Manager desires a better major market opportunity. 26 yrs, major market experience. Call nights, 717-685-4016.

Award Winning Major market and network program director wants to continue your station. Reasonable fee. Paul Mitchill. 215-638-9425.

AOR Sales Manager, five years experience. Wants to relocate as AOR Station Manager. Prefer West. Contact David C. Singer, Box 4, Sandie Park, NM 87047, 505-281-1235.

Available Now—Experienced, successful radio station full time production manager. Experienced as major market radio news director, program director, top quality MOR air personality in small and major market—then RAB trained sales, sales manager, and for the past 2 years, highly successful station manager with the highest sales and increases in 24 years of station. Wife is also experienced radio moderate with bookkeeping, full charge, traffic, copy and air. One or both depending on what you have. Major, metro, small, GM, GSM, major PO—what ever, but to be South of the Mason-Dixon Line—the weather got us! Mid-30's, degree and sharp—Hurry. 616-827-7907.

We are a two man broadcasting team with combined experience of over 28 years in management, sales, programming, music, and air work. We would like to come to work for you immediately. Call and talk with us. Ralph Dailey and Ed Ray 503-343-2430.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Intelligent midwest announcer looking for new experience in small market radio. Friendly but not gabby. Entertaining, DJ-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

Country announcer/music director. Looking, Experienced. Third. Box B-101, BROADCASTING.

Experienced DJ, 3rd-class phone, tight board, good voice, not a stereotype, also sports play-by-play and commercial production. Will relocate. Box B-178, BROADCASTING.

Sportscaster—5 years major market radio-TV experience wants sports position in top-30 market. Excellent investigative reporting, features, PBP. Box C-7, BROADCASTING.

Dependable announcer with experience. Looking for station to grow with in medium market. Personality oriented but will work any format. Box C-27, BROADCASTING.

I've learned with the best. Six years solid broadcast experience includes KCKX AM-FM, Seeking MD/and/or Jock position at responsible station in Madison, Wis. area. Country preferred, but will consider all formats. Box C-78, BROADCASTING.

DJ, 24, single, FCC 3rd endorsed. assoc. member AMS, willing to work and help your station. Will go anywhere but prefer: East. Box C-101, BROADCASTING.


Northeast Adult Top 40/Pop Personality 1 year Small Market, 3rd Endorsed, Norman, 212-629-1169.


Fully skilled jock, 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary, 516-791-9349, evenings only.

Looking for employment in S.E. USA. Prefer small or medium, MOR progressive rock, Top 40, or out of town. J. W. Harvey, 321-1177 Annaolis, Wayne, MI 48184. Phone: 313-729-1279.

New York surrounding states. Top 40 Nightman, worked Cocoa Beach Market 1 year. 3rd Endorsed, 212-629-1169.


Fully skilled jock, 3rd endorsed. 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium market. Resume, tape. Cary, 516-791-9349, evenings only.


Versatile announcer, strong voice, bright personality looking for large or medium market. Experience in films, cartoons, radio, TV, network, college PBP. 3rd endorsed. Wanting to relocate. 312-741-4081.

SITUATIONS WANTED TECHNICAL


Board/production man, some announcing, willing to learn maintenance, 1st ticket, 3 yrs experience. Some in metro NYC. WANTS work within 100 mi. of NYC or large Northeast market. F. Glaz, 8671 19 Avenue, Blyen, NY 11214.

18 years C.E. thoroughly experienced in AM, directional all powerts, FM stereo, automation, profits, construction. Prefer Southwest, 637 N. Waverly Place, Escondido, CA 92025.

SITUATIONS WANTED NEWS

Female sports director, MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger Strong interviews, Cramped in small market. Need change of scenery, growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC Q&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Some media/P/A/D/wg spot. Northeast. Box A-275, BROADCASTING.

News Director. Top small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where you can progress. Sent created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cum Laude with a degree in Telecommunications. Reply Box B-186, BROADCASTING.

Young尼插 Journalist. Willing to relocate for good news job, Big buck not necessary. Box C-12, BROADCASTING.

Four years experience in commercial AM-FM News. Three years in CATV News. Writing, reporting, production delivery. Young, married and ready for a larger market. Happy in mid-west but will relocate. Box C-50, BROADCASTING.

Sportscaster, 5 years experience, seeking medium-medium market with PBP. 25, married, college. Versatile, Outstanding, PBP, can handle all sports. Box C 105 BROADCASTING.


News writer with 3 years experience, including public affairs and production. Open to established and growing markets. Good endorsement. Call Stan Froelich. 212-526-1831, day/night.


Announcer—News—Mornings for over two years, hosted talk show with interviews, news, been PA Director, MD, and chief engineer (1st Phone). Jonathan Warner. 201-992-0802.

Dedicated newsman available for medium-major markets. Decade of experience as street reporter, editor, anchor, writer. 602-326-2895.

Aggressive, Creative Sportscaster with four year's major college experience. PBP all sports, news. Interested in building you a top notch program. Radio/TV. Clint Wright, 1629 Inwood. South Bend, IN 46614. 219—291-4602.
HELP WANTED SALES

Major Market Network TV affiliate west coast sales service/traffic operations supervisory opportunity: Responsible for coordinating on air promotional campaigns, coordinating national and local promotions, new business development, and new business. Requires strong writing and sales skills. Must be able to operate independently and maintain a positive working relationship with sales personnel. Experience with computerized ad tracking system a plus. Send résumé to Box A-288, BROADCASTING.

HELP WANTED TECHNICAL

Maintenance engineer with first class license for major TV station in major Midwest market. Buyer and/or Sony recorders in large ENG operation will require computerized editing. All TV transmission supervisors ready for complete responsibility for outstanding operation of remote controlled T90FL. Equal Opportunity Employer. Salary excellent. Send résumé to Box C-18, BROADCASTING.

Broadcast Engineer—Southeast UHF. License minimum 2 years experience in operation of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117, BROADCASTING.

Chief Engineer major market UHF station. All aspects studio and transmitter operations. EOE. Reply to Box C-123, BROADCASTING.

Experienced TV operations & maintenance engineers. FCC 1st license required. Resume KIRO, Third & Broad, Seattle, WA 98121 EOE.

Chief Engineer for Western Montana VHF commercial station. Must be strong maintenance engineer with at least 6 months experience. Small staff requiring personal attention to maintenance. Located in growing university community in beautiful, unspoiled country. Equal Opportunity Employer. Send resume and salary requirements to Pete Friden. Station KPAX-TV, P.O. Box 4827, Missoula, MT 59808, or call 406-543-7106.

Television Technical Engineer with first class FCC license and minimum 3 years experience. ABC affiliate, RCA equipment. Send complete resume to: Wayne Semple, WAND-TV, P.O. Box 631, Decatur, IL 62525, EOE.

HELP WANTED MANAGER

Business Manager—Group needs radiotelevision business manager for Rhode Island station. Accounting degree plus managerial experience and expertise are basic requirements. Equal Opportunity Employer. Reply Box C-20, BROADCASTING.

TELEVISION

HELP WANTED ANNOUNCERS

TV Sports Director, aggressive news station wants an involved, versatile studio anchor. Must have TV experience and features and features a must. Contact Tom Moss, News Director, WTVW, Evansville IN 812-422-1121. EOE EMPLOYER.

Talk show host or hostess for top-rated 50,000 watt middle market MOR. Must be a knowledgeable, articulate conversationalist. This person should also have an infectious personality, be articulate, have a sense of humor, and be completely at ease in front of a studio audience. Must be able to communicate well and have good communication skills. Fairly, Several hours will be spent on the air daily. Send tape and resume to: Talk Show, Eastman Radio, One Rocketelier Plaza, New York, NY 10020, EOE.

HELP WANTED TECHNICAL

Ready for advancement? California broadcasting equipment maker looking for radio or TV transmitter operating and maintenance people, with first class license, phone and minimum 3 years experience. Customer service—dealing daily with transmitters, chief engineers and consultants before and after sales. Making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenge, write resume. Send resume and salary history in full confidence to Box A-194, BROADCASTING.

Transmitter Supervisor for a new VHF satellite TV station operating in the Northen Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

General Manager—Experienced directing last paced Newscasts. Also Board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-30 BROADCASTING.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS


Medium market caliper top 40 jock ready to program. Have learned from engineer. Excellent new Aggressive, Moines, ment BROADCASTING.

10 Years Network Sports Experience Producer Writer Field-reporter seeking position growing station. Box C-36, BROADCASTING.

BA Broadcasting Purdue, 1st Phone, 29, six years radio, wants to teach radio. Box C-43, BROADCASTING.

Attention Mr. Contemporary GM. Are your ratings down but you know your sound is good? Maybe your packaging needs work. Together we can plan and implement a polished format key to your desired audionetwork, station, group, or new station. Production copy—zany and wacky copy. Whatever you need that only you can produce. Can create copy to sell. Can make you money with your spot spots. Let me play them for you. Call me, Dave Simmons, or call my General Manager. 309-342-3161.

Promotion Person, Young, bright, ready! Exp. in all aspects of radio. Good Ideas, if you want a hard worker, let's talk, Major mkt. preferred. Don Cohen 704-521-0255, mornings or 4947-12 Central, Charlotte, NC 28205.


Black Program Director, 10 years experience, 3rd endorsed. Has leadership ability. Tape and resume available. C. Kelly, 4918 Tennessee St. Jacksonville, FL 32209.

Experienced, mature, creative copywriter/prodiction man seek position with production company or station. Over 50 voice overs. Automation & announcing experience. Permanent position west of Rocky only. 714-822-7202.

Broadcasting Mar 14 1977
HELP WANTED TECHNICAL CONTINUED

Video City Inc. needs video engineer to handle location shooting in warm South Florida. Single and multiple camera shooting and expanded expertise desired. Resume to Larry Knup, 12100 NE 16th Ave., North Miami, FL 33161.

Broadcast TV Maintenance Engineers for the Mid-

East, 25K plus housing. 5 years equipment main-

tenance experience in Technicians Diploma or degree. Submit resume to: Beta Service International, Suite 1340, 600 South County Rd. 18, Minneapolis, MN 55426.

HELP WANTED NEWS

E.O.E. number one station in top 50 southeast wants experienced enterprise reporting who can shoot SOF and edit; and experienced SOF cameraman/editor who can report. Both must be fast moving and turn out two to three production stories a day. If you need training, do not apply. Resume and references required. Salary $715.00, Box A-256, BROADCASTING.

Top rated news operation is seeking an experienced News Director. Must be an excellent reporter, assign-

ment editor, with some on air experience. Need a per-

son that commands respect. 100+ market station in the Southeast. Salary open, An EOE. Reply to Box C-25, BROADCASTING.

News Director. For Medium Market, network affili-

ated radio-television operation. Must have previous television news director experience. This is a progres-

sive news position which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35, BROADCASTING.

Meteorologist with certification and warm on-air delivery with medium market station. Will prepare and deliver: weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

Six months experience in Electronic News Broad-

casting. Equal Opportunity Employer. Send resume to Box C-90, BROADCASTING.

TV Weathercaster—East Coast market looking for experienced weathercaster. Friendly, engaging per-

sonality a must. An Equal Opportunity Employer. Send resume and photograph to Box C-91, BROADCASTING.

Top rated Southeast 100+ market looking for a week day anchor. $6 - 11. Progressive operation. Sal-

ary open. EOE. Reply, Box C-110, BROADCASTING.

Have opening for Meteorologist. Must have clear and personable delivery of weather. TV experience re-

quired. 100+ Southeast market. Salary open. EOE. Reply, Box C-110, BROADCASTING.

Minimum of one years experience in producing and writ-

ing television news programs. Must also have a degree in Mass Communications or Journalism, or a total of three years working in a television news opera-

tion. Anchor work, street reporting and directing desired. Equal Opportunity Employer. Send resume to Box C-111, BROADCASTING.

WFTV is looking for a solid, experienced journalist to anchor on weekends and report during the week. If you can cut it in a competitive market, send a resume along with samples of your street and anchor work on 3/4 inch cassette to; Bob Jordan, WFTV, Box 999, Orlando, FL 32801. Only experienced applicants will be consid-

ered.

Position for an experienced Weathercaster/Re-

porter. Send resume and tape to Eric Rabe, News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602, An Equal Opportunity Employer.

Broadcast Journalist—To teach broadcast journal-

ism, broadcast criticism and mass media courses in Pas-

cific in a related area, such as public relations, criti-

icism, editorial writing, or photojournalism helpful. Sal-

ary range $2,000-$3,000. Send resume and/or classroom experience, Ph.D preferred. Applications accepted to April 11, 1977. Send resumes to: Affirmative Action Com-

mittee, University of Idaho, Moscow, Idaho 83843. R. William Paterson College of NJ, Morrison Hall, 300 Pompton Road, Wayne, NJ 07470. An equal opportu-

nity employer.

HELP WANTED NEWS CONTINUED

Person with radio and TV experience to gather, write, edit news stories pertaining to agriculture and its impact on consumers. Radio and television experience, film shooting, and editing, and ENG experience. Prefer someone from Southwest. Audio tape, small snapshot photo, and resume to: B. Hoover, Information Director, Texas Farm Bureau, Box 489, Waco, TX 76703. Telephone 817-772-3030.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production/Operations Manager. Need experi-

enced, creative individuals who can handle people well. Growth oriented, technology based. Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

Experienced Commercial TV/Producer/director for Top Ten market station. Experience on commer-

cial production with some station directing. Must ful-

tly understand TV creative techniques and have thorough knowledge in operation of modern equip-

ment. Experienced only need apply. EOE. Box C-11, BROADCASTING.

Promotion Director for medium market Mid-West Network Affiliate. This will be a one-person operation. Ideal position for current assistant Promotion Director. Capable of setting up the on-air promotion, radio and newspaper campaigns. Station currently expanding coverage. Promotion minded group ownership. An Equal Opportunity Employer. Submit resumes with salary requirements in Box C-83, BROADCASTING.

Producer/Director with minimum of three years ex-

perience. Background in all phases of production required. Equal Opportunity Employer. Send resume to Box C-94, BROADCASTING.

Cinematographer with minimum of three years ex-

perience shooting and editing 16mm for television. Combined experience in news cinematography and documentary production preferred. Equal Opportu-

nity Employer. Send resume to Box C-95, BROADCASTING.

Weekend Producer/Day Week Report wanted by top 40 in Florida. Must have minimum experience, be prepared to relocate at own expense. Salary requirements and resume in first letter. No tapes. We are an equal opportunity employer. Box C-100, BROADCASTING.

Program Director, Film Buyer. Major cable and Pay cable film seeking experienced film buyer. Should have station program buying background. TVC location. Replies confidential. Box C-108, BROADCASTING.

Experienced Highly Creative TV Production Director/Producing Manager for large NW market. Must have experience in all phases of commercial pro-

duction ability to work closely with agencies. Em-
phasis on creative, aggressive, and salary require-

ments. Box C-114, BROADCASTING.

Programming/Production Pro to help supervise total station look. Must know promotion and local commercial production. Contact Darrel Cunningham. Station Manager, KAIT-TV, Box 790, Jonesboro, AR 72401, 501-932-4288.

Producer-Director with minimum 2 years experi-

ence in all phases of production. Seeking mature per-

son with growing ability. Send resume and references to: T.J. Vaughan, Director of Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525, An Equal Opportunity Employer.

Outstanding Promotion Position. Television Cor-

poration needs a dynamite Promotion Manager. Ex-

perience in print, on-air and management. Send resume and tape to Jack Everett, Midwest Television, 509 So. Neil St., Peoria, IL 61620.

Writer-producer needed for VHF public TV station in Madison. Degree plus two years experience required. $9,360 to start with excellent fringe benefits. Affirmative Action, Equal Op-

portunity Employer. Job description and further infor-

mation available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

SITUATIONS WANTED MANAGEMENT

I want to anchor! Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

General, national, regional, local Sales Mgr. available twenty to thirty days. Must be capable, sincere, record. Box B-186, BROADCASTING.

TV Program Manager, top fifty market, seeks greater responsibility and increased earning opportu-

nity. Program knowhow, light operation, excellent record. Box C-122, BROADCASTING.

Award-winning Black woman, B.A., with seven years on production in top 20, looking for position in public affairs administration. Wide experience in news, production, talk, promotion. Excellent references. Call 301-366-4500.

SITUATIONS WANTED SALES

Experienced TV Network Executive seeks sales position, PR placement or station representation work. Excellent references. Locations available. Box C-52, BROADCASTING.

ABC CBSI NBCI Please hire me, you won't be sorry! Box C-82, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Experienced Female Sportscaster seeks assist-

tant sports director position. Lifetime in sports with strong print, sales and competitive background. Crea-

tive, aggressive and available. Box C-26. BROADCASTING.

Die. of Eng. seeks growth opportunities with group or large facility. 18 years Excellent references. Box 612, BROADCASTING.

Equal opportunity employer. Box C-83, BROADCASTING.

1st Phone Major Market experience—Family man—Ambitious Self Starter: Experience: Master Control at WTV, Editing Box C-68, BROADCASTING.

Blackwoman, some on air experience. City TV, with FCC First, seeks position. Some radio and TV ex-

perience. Judds, 703-370-9846.

Radio Engineer/DJ 1st phone works want in TV. Try me—ill learn. Box 63 Wadena, MN 56537.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking re-

locating. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

1st Phone Major Market experience—Family man—Ambitious Self Starter: Experience: Master Control at WTV, Editing Box C-68, BROADCASTING.

Broadcast Technician (Black) Vietnamese veteran with FCC First, seeks position. Some radio and TV ex-

perience. Judds, 703-370-9846.

SITUATIONS WANTED NEWS

TV News Director immediately available for medium market in the East or number two slot in major market. MATURE, dependable, results oriented and sensitive to community issues. Box A-244, BROAD-

CASTING.

Experienced Reporter, Dynamic, creative, strong journalism background including Masters Degree cand. Seeks position as TV reporter, will consider top references, VTR & resume. Box C-79, BROADCASTING.

Intelligent, creative young woman wants to relocate. Experienced as news anchor/reporter and host/producer of talk show. Has worked with ENG, 713-845-5611. Box C-91, BROADCASTING.

TV Sports Director In top 50 market with extensive film production background and major college play by play experience. Desires move up. Tape and resume on request, Box 84, BROADCASTING.

Reporter/photographer with anchor experience wants to advance. 4 year broadcaster. superb writing, editing and film. Box C-121, BROADCASTING.

Newspaper photographer: Aggressive and experi-

ted, Competitive rates. Editing, editing, editing. Send to learn ENG. Strong electronics interest. Film and VTR available. Call 516-538-7744. J.L. Keener, 642 SW 36th. Wyoming, MI 49509.
WANTED TO BUY EQUIPMENT

Want to purchase used stereo automation system. Automatic logbook. Please supply details of equipment, when purchased, and price asked. Box A-19b, BROADCASTING.

Gates FM-10H transmitter, stereo generator not needed. Frank C. Carman, KLUS, Box 369, Salt Lake City, UT 84110.

Used Automation Wanted. Also controllers and carousels. No Junk. Contact Broadcast Specialties, 206—577-1681, Longview, WA.

FOR SALE EQUIPMENT

Film Processor, Good condition, Houston Fearless mini with tank and mixer. T. Frank Smith, Jr., KRIS-TV, PO Box 940, Corpus Christi, TX 78403.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of 1 inch by 3 inch transmission line, bullets and hangars, $22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205—539-1783.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio, video, and electronic design. Contact the studio, test and information from American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 48931.

VCR - TV Machines, with Monitors, rack equipment, manuals. Call 915—946-4191 or 915—965-9600.

RCA Switchers -- two Custom RCA PMS 10 Switchers for both production and operations use. Includes mechanics and cable, $915—846-9191 or 915—965-9600.

Audio - Ampex 801 2-track with two mics, speakers, SHURE 565 dual-mic detector, two mics, 500' mic cable, RCA studio monitor-speaker. Call 915—965-9600.

IVC 1 VTR Machines -- one 879C, one 760, with TRI Editor. Low hours. Call 915—846-9191 or 915—965-9600.

UHF Transmitter -- 30 KW GE television transmitter, call 915—946-4191 or 915—965-9600.

(2) RCA TR-22 Dukas, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 915—946-4191 or 915—965-9600.

(22) Motorola MV30 Transmitters; (33) Motorola MV20 Receivers; (10) Motorola MV20 Transmitters; (15) Motorola MV20 Receivers. Sale of larger quantities. Write Broadcast Specialties, Huntington, WV 25701.

(3) RCA TK-42 Color Cameras, with cam heads, cameras, remote, zephyr, 400' camera cable. Two have RCA/Houston Fearless TD-98-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 915—964-4191 or 915—965-9600.

CBS dynamic presence equalizer, Model 4500 New. Improve your sound $495 312—956-1543.

Two Schaffer 1200, Schaffer 800, Two IGM 5000, CDQ Sequential. All reconditioned, new reeds, new carousels, and more. Contact Broadcast Specialties, 206—577-1681, Longview, WA.

3 High Band RCA TR-22 Video Tape Machines. 1 RCA TVM-1 Microscope System, including dishes and 200 ft. of hookup cable. Contact Bill Brister, C.E., WGO-NV-TV, 504-522-6211.


Jameson Compac 16/8 Processor, MacBelt TD-504 Demodulator, Oscas Fisher 30 Gain Line Mixer, or other equipment. Production Supervisor, WXXI-TV, Box 21, Rochester, NY 14601. Tel: 716—325-7500.


For Sale (1) AKAI VTS 150-S Enlg system camera and recorder complete with carrying case. Excellent condition. S$500. (1) RCA TK-42 color camera with cable, Houston Fearless motorized pedestal, monitor and controls -- $5,000. Contact Luster King—phone 518—253-7921.

Gates "President" 8 channel console, good condition $2,300. Maze Corporation. 205—956-5800.

Collins 5KW transmitter. 830-E. Stereo. Perfect. Tuned and tested your frequency. $8,900. 601—362-2790 after S. J. Boyd Ingram, PO Box 2154, Jackson, MS 39205.

UHF Transmitter — 12 kw by GE. Call 915—946-4191 or 915—965-9600.

Switcher — American Data ADC 500 with Chrome Key. Call 915—965-9600 or 915—846-9191.

Spare Color Tubes for TK-26 film chain camera (no optical) and TK-26 CCU. Best offer. Call 915—964-9191 or 915—965-9600.

RCA Switchers—two Custom RCA PMS 10 Switchers for both production and operations use, incl. rack equipment and cable, call 915—846-9191 or 915—965-9600.

Audio — Ampex 601 2-track with two mics, speakers, SHURE 565 dual-mic detector, mics stands, 500' mic cable, RCA studio monitor-speaker. Call 915—965-9600.

IVC 1 VTR Machines — one 879C, one 760, with TRI Editor. Low hours. Call 915—846-9191 or 915—965-9600.

UHF Transmitter — 30 KW GE television transmitter, call 915—946-4191 or 915—965-9600.

FOR SALE EQUIPMENT CONTINUED
INSTRUCTION CONTINUED

First Class, FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Omega State Institute, FCC first class license and studio training, 90% placement success! 237 East Grand, Chicago. 312-321-9400.


1st class FCC, 6 wks, $450 or money back guarantee. VA approved. Nat'l Inst. Communications, 11466 Oxnard St., N. Hollywood, CA 91606.


RADIO:
Help Wanted Management

My Client has a Citroen in a small market in the Northeast. Community image is excellent. Programming is the talk of the town. Sales good but not great. Boss wants them great! If you are a sales manager who is creative, ambitious and capable of carrying most of the sales load, look into this. Excellent remuneration. If chemistry mixes with boss’s, possible piece of action. Only those who fill above and are ready to settle. All replies confidential. Please apply by box C-45, BROADCASTING.

RADIO MANAGER
WMBD AM-FM

Must be strong in sales, programming, and audience promotion. Positive thinker and a motivator. Equal Opportunity Employer. Send resume to: Mr. William L. Brown, Vice President and General Manager, WMBD AM-FM-TV, 212 Southwest Jefferson Street, Peoria, Illinois 61602.

DISTRICT MANAGER
RADIO EQUIPMENT/SYSTEMS SALES

The Cetec Broadcast Group, one of the industry’s largest producers of equipment/systems for radio is interested in appointing a District Manager to sell products directly to radio broadcasters in Kentucky, Tennessee, Mississippi and Alabama. The person we are looking for should have a strong background in radio station management, sales, and equipment operation. Expenses, compensation, and benefit plans will be discussed with qualified candidates. Send your resume to Andy McClure, National Sales Manager, Cetec Schafer Automation, Cetec Jampro Antenna, Cetec Sparia Audio/Transmitters.

Cetec Broadcast Group
The Broadcast Divisions of Cetec Corporation
75 Castilian Drive, Goleta, California 93017
Telephone: (805) 968-1561

SALESMAN WANTED
Illinois only. Strong self-starter for medium-market, top-rated 50kw FM. Send all information first letter. Box C-83, BROADCASTING.

BROADCAST MARKETING SPECIALISTS

To accommodate a continuing growth pattern, RCA Broadcast Systems is seeking professional specialists in three areas of marketing operations:

- **Broadcast Systems Sales.** Experience in television station operations and engineering, and/or sales experience in radio, television or related technical fields. BSEE or equivalent is required.
- **Broadcast Systems Bid Specialists.** To prepare bids and proposals in response to detailed customer specifications and requirements. Good technical knowledge of broadcast and teleproduction studio systems and AM-FM, TV, RF systems. BSEE or equivalent required.
- **Field Technical Specialists.** Experience should cover maintenance and/or operation of cameras, video tape machines or RF products. Technically-oriented specialists willing to travel and expand their knowledge. BSEE or equivalent required.

Excellent compensation and related employee benefits. If you qualify, send your resume and salary requirement, in confidence, to: Mr. M. H. Kessler, Mgr. Empl., Dept. B-314, RCA Corporation, Bldg. 3-2, Camden, NJ 08102.

We are an equal opportunity employer F/M.

Help Wanted Technical

DIRECTOR OF ENGINEERING
WPEN/WMGK-FM
PHILADELPHIA

Right person can become Technical Director of 14-station group owned by Greater Media, Inc. Must be good administrator, planner, negotiator and have heavy hands on experience with and vast knowledge of studio, tower, antenna design & construction, D.A.’s, Stereo, STL, Diplexing, PDM, custom audio techniques, FCC rules, regs. & apps. FCC first, a must.

Opportunity to join a group with a heavy commitment to technical excellence. Send resume, references and compensation requirements to:

Larry Wexler
General Manager
WPEN/WMGK
2212 Walnut Street
Philadelphia, PA 19103
Equal Opportunity Employer M/F

Help Wanted Sales

Small market chain in West/Southwest needs two salespersons with management potential. Can be men or women at these Equal Opportunity Employment stations. Hurry, resume, photo and tape with first reply to 5865 Camino Escalante, Tucson, AZ 85718.
Help Wanted Technical Continued

We need YOU...if you're a

FIELD SERVICE TECHNICIAN or ELECTRICAL ENGINEER!

— Happily, we've got growing pains—

IGM, at the forefront in manufacture of automation components and systems for radio and other fields, can offer you a challenging and interesting opportunity, with a good future.

Submit resumes at our booth, NAB Show, Washington, Shoreham 538.

Or mail to:

IGM a division of NTI, Inc.
4041 Home Road
Bellingham, WA 98225

Help Wanted News Continued

Help Wanted News

Media Relations

Sears, Roebuck and Co. has an opening in its national headquarters, Chicago.

THE JOB:
Writing corporate news, handling media inquiries and assisting the national news director.

REQUIREMENTS:
Minimum 3-5 years experience; business-financial helpful.

Please submit resume with salary requirement to:

Professional Employment Director
Headquarters Personnel D/707-2
SEARS, ROEBUCK and CO.
Sears Tower
Chicago, Illinois 60684

an equal opportunity employer m/f

Help Wanted Programing, Production, Others

WIOD, MIAMI
(SFX under—surf, sun, professional creative environment) is seeking a Production Director.
(Music punctuation point faded to up-tempo adult contemporary under throughout.) Must have voice, creative writing experience, ability to direct some great personalities in doing award winning spots, and desire to go through soundtrack albums for beds. Samples and resume. No calls. to Alan Anderson. Program Director, WIOD/AIA, Box 1177, Miami, 33138.

An equal opportunity employer (jingle out).

Help Wanted Management

EXPERIENCED GM

Self-starter, Innovator, Motivator. Ten years experience as GM of major midwest contemporary station. My specialty is building ratings and revenues through creative promotion and talent management. Replies confident. Box C-77 BROADCASTING.

EXPANDING GROUP BROADCASTER

Management Consultant formerly associated with leading RadioTv consulting firm is seeking an executive relationship with expansion-oriented broadcaster. Extensive experience with station appraisals, including financial and market analyses. B.A., M.B.A. Top References. Reply in confidence to Box C-106, BROADCASTING.

28 yr. broadcast pro seeks mgmt., sales, news, sports and/or announcing position in Metro to small mkt. SE preferred, married & school aged children. Lou Shabott, 892 E. Walnut St, Jesup, GA 31545 912-427-7626.

Situations Wanted Announcers

CAN YOUR STATION USE ONE OF AMERICAS TOP ANNOUNCERS/ NEWSMEN?

After 30 years broadcast experience under another name, over 200 national and network commercials, 100 million pictures and TV shows of every kind, 15 sold years of solid News and Special Events background, and 5+ years top-level management, I'm ready to settle down permanently in a medium to large Good Climate market on Staff, Special Assignment, Not News Anchor spot. Can do it all for you. Radio or TV or both. Money secondary to good living, working conditions. Coleman George. Box 271, 1610 Argyle Ave., Hollywood, Calif. 90028.

Versatile & reliable pro, with 15 years of major market Radio & TV experience in talk, music, news & sports programming. Consider all markets & locations. Why not the best?! Call (219) 744-0137 or Box C-89, BROADCASTING.

Situations Wanted Technical

Director of Engineering—Chief Engineer, major facility-Technical/Sales position with major equipment manufacturer, 15+ years experience. All phases AM-FM engineering, design, installation, antennas,ofs, studio, transmitters to 50 kw, AM, FM, Stereo, SCA. Excellent troubleshooter, meticulous worker, stable family man. SBE senior engineer certification, currently earning 20K. Excellent references. Available at NAB for interview. Box C-80, BROADCASTING.

Situations Wanted News

Recently discharged USAF Pilot, B.S. Radio, TV, Film, first phone, looking for start in Radio or TV news. Sharp, dependable, mature but no previous experience. Will relocate for chance to prove myself. Contact R. Cude (817) 261-2677, 1309 Killian, Arlington, Texas 76013.

Broadcasting Mar 14 1977 80
TELEVISION
Help Wanted News

NEWS REPORTERS with possibilities of co-anchoring or full anchoring in southern market. All applications considered in confidence. The need is urgent. Resume required. We are an equal opportunity employer. Send to Box C-102, BROADCASTING.

WEATHER COMMUNICATOR
If you know weather and features like a Meteorologist and can communicate with personality and simplicity send me your resume. Midwest net, aff. EOE. Reply Box C-59, BROADCASTING

NATION'S BEST WEATHER
You would think in a market with the best weather conditions in the nation that it is not important to have a weathercaster. We thought that, and we were wrong. KCST-TV, San Diego, a Storer Station, is looking for a weathercaster with proven, measurable performance. Unique style and very graphic presentation required. Desirable if candidate can serve as Science and Environmental Reporter, as well. Live and work in the recreational dream spot of Southern California. Beautiful beaches, beautiful mountains, and beautiful in-between. Send videocassette, resume, and salary requirements to: PO. Box 11039 San Diego, Calif. 92111.

We are an Equal Opportunity Employer.

Help Wanted Sales

MANAGER SALES DEVELOPMENT
Medium size California Market network affiliate TV station is expanding sales efforts to include Sales Development Manager. To qualify must have television sales experience. Will work directly with Management, and assignments will have top priority. Presentations will be to clients and agencies direct. Should be familiar with TV and related research material from rating books as well as market studies. Successful completion of initial assignments could lead to further promotion within two TV station owned company. Starting salary-draw $15,000 per year plus expenses and multiple fringe benefit plan. If qualified and interested, send complete resume to Box C-116, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER M/F

Help Wanted Announcers

Sports reporter or co-anchor capable of anchoring sports segments and adequately covering sports activities in market needed. All applications considered in confidence. Resume required. Send to Box C-103, BROADCASTING.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR/FILM BUYER
Major cable and Pay cable firm seeking experienced film buyer. Should have station program buying background, N.Y.C. location. Replies confidential, Box C-108, BROADCASTING

Help Wanted Programming, Production, Others

Situations Wanted Management


Situations Wanted Programming, Production, Others

News Producing and Directing team. Presently employed in Medium East Coast market wanting to move west. Over 15 years experience. Don’t be afraid to respond because your operation is small. Salary open. Opportunity important. Reply Box C-113, BROADCASTING

Help Wanted Sales

Management Consultants

RADIO, PUBLISHING, PR
20 year pro, all phases. GM of eight radio stations. Knows that spending big $$$ is not the only formula for success. Robert A. Manning & Associates, 9963 Nitean Rd., Overland Pk., KS 913-492-6491.

Drama

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Lum & Abner Distributors 1951 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 376-9292

Free Golf, Car Rental

FLORIDA FREE GOLF
Completely furnished deluxe condominium apartment for two. $50 per day January 13-February 21 with greens fee included at nearby top rated Deer Creek CC. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or Call.
VILLA LAGO APARTMENTS
3510 Crystal Lake Drive
Pompano Beach, FL 33064 (305) 782-3400
SOORY, NO PETS

Buy-Sell-Trade

CHARGE-A-TRADE
Top 50 market station. Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs.
FREE BOOKLET AVAILABLE CALL TOLL FREE 800-327-5555 (except Florida)

Situations Wanted

 Wanted To Buy Stations

SUBSTANTIAL PRINCIPAL
Looking for fulltime AM or Class B FM in Top 50 Market.
BOX C-107, BROADCASTING

VETERAN BROADCASTERS SEEKING
FIRST STATION
Florida, Georgia, Alabama
All replies confidential
BOX C-88, BROADCASTING

Community minded professional seeks small radio station under $125,000 with development potential. Financially qualified. Prefer Western location, but will consider others. Strictest confidence assured. Will reply.
BOX B-42, BROADCASTING

Broadcasting Mar 14 1977
WANTED TO BUY STATIONS

AM/AM-FM STATIONS

Recent developments allow me to re-enter broadcasting with 1 or more stations. Looking for AM or AM-FM stations. Minimum size market acceptable 100,000 population. Brokers will be protected.

Information required is:
- Size of market.
- Market size.
- Market population.
- Market competition.
- Market financial information last 3 years.
- Price--Cash or Terms.
- Photos--studio and tower sites.
- Type of equipment, age and condition.
- Rate card, station promotional information.
- Management information and if willing to stay.

Also looking for:
- Experienced management willing to move with good income and future.

Replies to:
John M. Dunn & Company
P.O. Box 2005
Evansville, Indiana 47727
Telephone (812) 422-6801

P.O. Box 71162

WE HAVE AN

School of Public Administration offered a new management, marketing, programing, and new venture management, management techniques, values, and ethics are studied. There are opportunities for frequent contact with professional broadcasters from Boston's thirty-seven stations, advertising agencies, and production houses.

Here's the program:

**Semester I**
- Broadcast Management I
- Broadcast Economics
- Financial Accounting
- Quantitative Methods

**Semester II**
- Broadcast Management II
- Broadcast Regulation
- Marketing Management
- General elective

**Semester III**
- Analytic Project
- Financial Management
- Management elective

Applications may be obtained from Ms. Donna Krivis, Admissions Officer, School of Public Communications, Boston University, 640 Commonwealth Ave., Boston 02215 (617) 353-3481.

For Sale Stations

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<td>SE Sm Profitable $215K $63K Bill Chapman (404) 458-9226</td>
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<td>W Sm AM/FM $250K $73K Ray Stanfield (213) 383-5764</td>
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To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Ga. 30341.

We have an exceptional offering on one of the most secure and profitable Black stations ever before available. Its AM: Day, the Southeast, its coverage keeps it dominant. 318-865-8688 or 221-5464. John Mitchell & Associates, P.O. Box 1065, Shreveport, LA 71162.

STATION BROKER

Station brokerage firm is adding one person to its staff for Midwest location. Broadcast and financial background is desired.

Box C-112, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles

Washington

Contact: William L. Walker
Suite 808, 1225 DeSales St., N.W.
Washington, D.C. 20036
(202) 223-1555

Stations, Employment Opportunities, and Public Notice advertising requires display space. Replies to ads with box number should be addressed to Box Numbers of BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20038.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwarded, but returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Instructions to Publishers:

We require complete listing information to be sent to us at least 2 weeks prior to publication. We want to list stations, opportunities, and services in each city, not only in the metropolitan area, but in suburban and outlying areas as well. If you cannot find a station in your city, you may want to call coast-to-coast listing numbers for that market.

If you are involved in advertising, you may want to consider advertising in your city. You can reach your audience through our comprehensive listing of opportunities. Your advertisement will also be included in our regional and national directories.

Rates, classified listings ads:
- $6.00 per word--$10.00 weekly minimum.
- Add $1.00 per word--$6.00 weekly minimum.
- Add 25¢ per word additional.
- Add $5.00 per inch.
- Add $10.00 per inch.

Replies to ads with box number should be addressed to Box Numbers of BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20038.
### Stock Index

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<th>P/E ratio</th>
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<td>8080 North 7th Street, Phoenix, AZ</td>
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<td>444 Broadway, Nashville, TN</td>
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<td>CBS</td>
<td>5200 South W∥Street, Dallas, TX</td>
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<td>WGN</td>
<td>ABC</td>
<td>1234 Broadway, Chicago, IL</td>
<td>Stock symbol: ABC</td>
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<tr>
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<td>San Diego</td>
<td>KTSA</td>
<td>KSN</td>
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<td>Stock symbol: SCHG</td>
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#### Broadcasting with other major Interests

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<thead>
<tr>
<th>Company</th>
<th>Industry</th>
<th>Market Cap (000)</th>
<th>P/E Ratio</th>
<th>1977 High</th>
<th>1977 Low</th>
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<tbody>
<tr>
<td>General Tire</td>
<td>Basic Materials</td>
<td>77,868</td>
<td>320,288</td>
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### Cablecasting

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<th>Company</th>
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<th>Market Cap (000)</th>
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<th>1977 High</th>
<th>1977 Low</th>
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<tr>
<td>Cablevision</td>
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<td>55,678</td>
<td>124,567</td>
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### Stock Market Data

- **Total Market:** 9,216,935
- **Total Market Capitalization:** 3,260,288

---

Broadcasting Mar 14 1977

83
## Stock Market Recap

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. March 9</th>
<th>Closing Wed. March 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1977-78 Hgh</th>
<th>Low</th>
<th>Total market capitalization</th>
<th>Approx. shares outstanding</th>
<th>Price/earnings ratio</th>
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<tr>
<td>GEM</td>
<td>GEM</td>
<td>38 1/8</td>
<td>38 1/8</td>
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<td>-0.32</td>
<td>38 1/8</td>
<td>16 1/8</td>
<td>31,917</td>
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<td>遙</td>
<td>ROK</td>
<td>36 3/4</td>
<td>37 1/2</td>
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<td>-2.00</td>
<td>14 5/8</td>
<td>15 1/4</td>
<td>65,148</td>
<td>1,616</td>
<td>331.442</td>
</tr>
<tr>
<td>遙</td>
<td>MCA</td>
<td>17 1/4</td>
<td>18 1/4</td>
<td>-1/4</td>
<td>-0.06</td>
<td>14 5/8</td>
<td>15 1/4</td>
<td>70,974</td>
<td>2,304</td>
<td>34,272</td>
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<tr>
<td>遙</td>
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<td>17 1/4</td>
<td>18 1/4</td>
<td>-1/4</td>
<td>-0.06</td>
<td>14 5/8</td>
<td>15 1/4</td>
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<td>2,304</td>
<td>34,272</td>
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<tr>
<td>遙</td>
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<td>-0.06</td>
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<td>-0.89</td>
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<tr>
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<td>-0.06</td>
<td>14 5/8</td>
<td>15 1/4</td>
<td>65,148</td>
<td>1,616</td>
<td>331.442</td>
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## Electronics/Manufacturing

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<td>100,000</td>
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<tr>
<td>CONAC</td>
<td>CND</td>
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<td>FARIN ELECTRON</td>
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<tr>
<td>ZENITH</td>
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## Standard & Poor's Industrial Average

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<th>Stock Exchange</th>
<th>Average</th>
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<tr>
<td>MIDWEST</td>
<td>111.7</td>
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<tr>
<td>NEW YORK</td>
<td>111.4</td>
</tr>
<tr>
<td>PACIFIC</td>
<td>111.7</td>
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</table>

**Note:** Over-the-counter bid prices supplied by Hambro & Weeks, Hempell-Noyes Inc., Washington. Yearly high-low are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

- *Stock did not trade on Wednesday, closing price shown is last traded price.*
- **No P/E ratio is computed, company registered net loss.***
- ***Stock split.***

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
The happiest days for Garry Marshall

Garry Marshall is probably the hottest writer-producer in television, but it’s not apparent from watching him slouch around his ramshackle offices in one of the old clapboard buildings on Paramount Pictures’ Hollywood lot.

But unlike other successful producers such as Norman Lear and Grant Tinker, Mr. Marshall hasn’t gone off to form his own production company because, as he puts it, “power doesn’t interest me. Going home and spending a lot of time with my family interests me.” So Mr. Marshall produces Happy Days and Laverne and Shirley, the number-one and number-two highest-rated series in television, and the new Nancy Walker sitcom, Blansky’s Beauties.

But he’s not just out the aegis of Paramount. By sheltering himself under Paramount’s corporate umbrella, “I free myself from all the administrative details,” he says.

Mr. Marshall’s success has given him the freedom to turn his chunk of acreage on the Paramount lot into something of a cottage industry for his family and friends. His father Tony, a former New York producer of radio programs and industrial films, is now a producer on Mr. Marshall’s shows. “He does all the paper work,” says the junior Marshall.

Penny Marshall, Garry’s sister, plays the Laverne, half of Laverne and Shirley. Another sister, Ronny, is an associate producer. “She knows all about contracts,” Mr. Marshall says, “because she was a union rep at Screen Actors Guild for a number of years.” Bob Brinner, a good friend of his from the 1950’s when they both worked for the New York Daily News, is now one of the lead writers of Happy Days. And one of the key supporting players on Laverne and Shirley is comedian Phil Foster, who gave Garry Marshall his first break in show business.

These and other veterans, plus a staff of fiercely loyal young people, allow Mr. Marshall to focus most of his attention on broad creative supervision of his shows.

During the production season, his day is pretty much spent moving from the Happy Days set to the Laverne and Shirley set to the Blansky’s Beauties set (often, because he’s an extra roller skater, he straps on roller skates to cover the considerable distance between the buildings) to check out the various stages of progress of each of the episodes, from rehearsal to run-through to final filming.

Over hamburgers in the noisy Paramount commissary several weeks ago, Mr. Marshall began talking about his philosopy, “I do upbeat shows,” he says. “Even when we get a little serious, we’ll end on a positive, uplifting note.

“The whole theme of Laverne and Shirley is that these two girls have nothing, but they’re going to make it. They’re underdogs, but I sympathize with the underdog—I understand the problems of low-pay."

Although his background couldn’t be considered lower class, Mr. Marshall was brought up in the Bronx and attended DeWitt Clinton high school there, which at the time was one of the axis points for the leather-jacketed rock and rollers who slicked down their hair with grease. (Happy Days is a softened, glazed-over picture of Mr. Marshall’s own coming of age.)

At Clinton, he got his feet wet in drama, learned to play the drums and wrote about sports for the school newspaper. He also contracted the show biz virus hanging around his father’s studio and watching actors like Charles Laughton, Claude Rains, Pat O’Brien and Lee Remick do radio features.

Mr. Marshall says his parents could only afford part of his tuition to Northwestern University, where he went to study journalism, so he moonlighted by playing drums professionally in nearby Chicago. He continued as a drummer in the Army when he was drafted after graduating in 1956, but on returning to civilian life in 1958, “I knew I couldn’t make a living as a drummer,” he says, so he managed to wangle a job on the sports desk of the New York Daily News, he took on some band gigs in New York and met the comedian Phil Foster, “who took me under his wing,” as Mr. Marshall puts it.

Phil Foster introduced him to Jack Paar, who liked the young drummer’s sense of humor and put him under contract as a writer for the Tonight show. When the comedian Joey Bishop got a series commitment from ABC in 1961, he called on Mr. Marshall and his writing partner on the Tonight show, Fred Freeman, to move out to Hollywood and take on a batch of scripts for the show.

The Bishop series didn’t last too long, but Mr. Marshall had by then become friendly with Sheldon Leonard and Carl Reiner so that when a spot opened up for a writer of The Dick Van Dyke Show, he was signed on.

An old Army buddy had kept prodding Mr. Marshall to meet the buddy’s younger brother because “you two guys are so much alike.” The younger brother turned out to be Jerry Belson, who was also out in Hollywood scratching around for TV-comedy work, and beginning in 1962 the Marshall-Belson team became one of the most successful in Hollywood.

Mr. Marshall then decided to latch on to the security of the executive producer’s job on Paramount Pictures Television’s half-hour sitcom adaptation of Neil Simon’s The Odd Couple, with Tony Randall and Jack Klugman, when it got off to a good start on ABC during the 1970-71 season. (Mr. Marshall and Mr. Belson had written the pilot.)

Mr. Marshall got the idea for Happy Days as early as 1972 but ABC ignored the script until “American Graffiti” became one of the big hit movies of 1973 and the Broadway musical “Grease!” bowed over the critics that same year (it’s still running). “American Graffiti” and “Grease” got Happy Days on the air,” he says.

Looking to the future, Mr. Marshall has two plays (one co-authored with Jerry Belson) he’d like to eventually get to Broadway and a movie he’s writing called “Cookies.”

The Marshall-Belson play (tentatively titled “The Rose”), their first collaboration in eight years, is moving along smoothly. Despite Mr. Marshall’s TV commitments, “we’ll dump everything” to get the play on Broadway, according to Jerry Belson.

How could Mr. Marshall drop everything to pursue the Broadway will-o’-th wsp? In the words of Jerry Belson, “It’s easy when you’re a billionaire.”

Broadcasting Mar 14 1977
Delay In delivery

The chairmen of the Senate and House Communications Subcommittees have formally requested the FCC to defer reimbursement of $127 million in fees collected by the agency under schedules that the courts have declared illegal. The chairmen may ascribe more exalted purposes to their request, but they are really asking the FCC to continue a swindle that has been victimizing broadcasters and many other subjects of the agency's regulation since 1971.

It was in response to urgings from Capitol Hill that the FCC adopted an original schedule that was designed to recover its entire budget. That schedule was held by the Supreme Court to be excessive and indeed a tax. The FCC adopted a radically reduced schedule in 1975 to conform to the court's specifications. It chose, however, to refund overpayments only to cable television operators, a total of $4.1 million. All other subjects of FCC regulation, including broadcasters, whose overpayments have been authoritatively estimated at about $30 million, were left out in the cold.

The FCC's excuse for discriminating against every regulated business but cable was that the Supreme Court appeal had been filed by the National Cable Television Association. The speciousness of that excuse was fully revealed in a decision last December by the U.S. Court of Appeals. The appellate court held that all overpayments must be refunded and, in addition, that the 1975 revisions had not fully complied with the Supreme Court's criteria.

According to Chairman Ernest F. (Fritz) Hollings (D-S.C.) of the Communications Subcommittee in the Senate and Chairman Lionel Van Deerlin (D-Calif.) of the subcommittee in the House, the FCC was on the verge of announcing a refund of all fees over $5 collected since the original schedule was adopted in 1971. It was also about to announce that it lacked the accounting resources to calculate a new schedule conforming to the appellate court's specifications. The chairmen want the FCC to appeal the case to the Supreme Court and the General Accounting Office to get into the act. Meanwhile, no refunds.

It is hard to believe that the FCC is without accounting talent to tell how to compose a fee schedule that will stand up in court and provide a basis for calculating refunds. The suspicion persists that it's not the talent that is missing; it's the will.

Nobody's baby

The drop-in rulemaking that emerged from the FCC last week is an unwanted child. The four commissioners who voted for it went out of their way in separate statements to detach themselves from traceable parenthood. At least two of the four knew they wouldn't be around when the time comes to make the final decision.

Still it is to the FCC's credit that it resisted pressure from influential sources for a wholesale dismemberment of its television allocations plan. The four VHF drop-ins that are now marked for rulemaking are the few survivors of 96 that were originally considered at the urging of the United Church of Christ, which will do anything to disrupt the commercial television system, the U.S. Office of Telecommunications Policy, which wants television out of UHF space that it covets for government use, and the U.S. Department of Justice, which naively accepted OTP's shoddy engineering in its zeal to add competition that would reduce the profits of existing stations.

The evidence adduced to date in the drop-in inquiry overwhelmingly proves that a significant number of VHF stations can be added only at the cost of interference that would violently disturb television reception in millions of homes. There would be acknowledged interference created by the four drop-ins that are now proposed, but the commission has tentatively concluded that in those cases a net gain of television service could result.

It is obvious, however, that nobody on the FCC is enthusiastic about this proceeding. Maybe there is something to those reports that the rulemaking was forced upon the FCC by the insistence of Senate Minority Leader Howard H. Baker (R-Tenn.) that a V be be dropped into Knoxville, Tenn. The assumption is that the commission had to include some other markets to reduce the visibility of the Knoxville accommodation.

At the end the FCC will have to decide whether the public as well as Senator Baker and the interests he represents would be served by these proposals. Meanwhile the commission might think of ways to reassure UHF broadcasters that it meant all those professions of concern for UHF-VHF comparability contained in a drop-in design that would almost certainly queer UHF service in four markets.

Proof of performance

In recent weeks sharp questions have been raised about erratic and sometimes contradictory findings by Arbitron and Nielsen in their audience measurements within a given market. The questioners, in one case Walter Windsor of WFTV (TV) Orlando, Fla., and in other Al Howard of KTVV (TV) Austin, Tex., both wanted to know how disagreements of such magnitude can occur and what can be done about them (Broadcasting, Feb. 7, 21).

These are admittedly difficult questions, but they deserve answers. Arbitron has made a preliminary presentation to WFTV, and Nielsen has an appointment to make one on March 18. Arbitron in the meantime has written to all its clients outlining "procedures we've found to be necessary to use to produce the best broadcast audience estimates available."

We doubt that either Arbitron alone or Nielsen alone can come up with wholly satisfactory explanations of the cited discrepancies. Some third-party approach would seem the logical solution. The Broadcast Rating Council comes first to mind. If the Orlando and Austin problems are not typical of other markets, so much the better, but the answers need to be established. If the problems are shared with other markets, so much greater the need to find out why.

"And today we're going to let you run our standby generator."
While Dayton has been plagued with an energy crisis, Television 7 has been alive and strong as a center of information—at the same time, taking every precaution to conserve utilities.

- To air a live report of an energy crisis meeting at city hall, 14 WHIO-TV employees hauled a 100-lb. generator up 30 stories to the station's microwave dish, after a fire cut off power throughout the bank building.
- While schools were closed, WHIO-TV initiated a three-county talent bank to provide constructive projects for young people and to encourage them to be responsible citizens during the time of crisis;
- Television 7 offered teachers 4 morning hours of live TV, for the duration of the energy crisis, to teach 15-minute segments of basic education.
- While keeping the public informed, WHIO-TV used just enough lights on the studio sets to produce an image on-air and kept other lighting at a minimum.
"#1 AND RIDING HIGH!"

It's been two years and we're still riding high! With the addition of its full simulcast companion, 100,000 watt Stereo KDWB FM, the Twin Cities' #1 Music Station has soared to even greater heights. With 35% more audience than its nearest competitor, and a whopping 136% more audience than the remaining contemporary station in the market, it's pretty clear that we must be doing something right . . . and that's no hot air!

KDWB AM 63 FM 101
Minneapolis/St. Paul

Source: ARB—Oct/Nov '76, AQH & Cume/MSA, Total Persons 12+, Mon-Sun, 6AM-6AM, Subject to limitations stated by Arbitron.