NRBA: concentrating on radio in New Orleans
Summing up: the Wiley years at the FCC

Broadcasting Oct 10
The newsweekly of broadcasting and allied arts

52%

'nuff said.

What more can we say? Eyewitness News at 10 p.m. dominates the Twin Cities like never before, sweeping all 36 demographic categories in Nielsen and garnering a whopping 52% share of metro households. And, Eyewitness News at 5 p.m. increased its position to an impressive 45% share! Arbitron, too, showed our news leadership—winning all 45 demos and taking 5 of the top 7 slots in Arbitron’s Top 10. That’s dominance... a good reason to put your dominant faith in KSTP-TV. 'nuff said.

EWYETNESS NEWS
Minneapolis—St. Paul
KSTP-TV

Station B
Station C
Station D

Source: Hubbard Broadcasting, Inc. Source: "Nielsen and "Arbitron, Minneapolis-St. Paul, July 1977, program audiences, "5-Day Program Averages. Estimates subject to limitations of said report. For more information call KSTP-TV’s Jim Blake, General Sales Manager, or David Garvin, National Sales Manager, at (612) 645-2724, or your nearest Petry rep.
Over **90%** of our rated stations are **UP** again!* 

The FM 100 Plan can help you get the **JUMP** on your competition . . . with solid **#1** positions across the board!

Join the move to America's **HOTTEST** music service . . . we'll soon be programming over **100** stations!

**NOW 3 WINNING FORMATS!**

(All with the SECRET to long listening)

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- **BEAUTIFUL COUNTRY**
- **BRIGHT & BEAUTIFUL M.O.R.**

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the **FM 100** plan

875 N. MICHIGAN AVE.
SUITE 3112
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Call:

Be Our Guest!
NRBA Convention
Oct. 9-12
New Orleans Hilton
Suite 1043

*ARB April/May '77, MSA, TSA, 18+, Avg. ½ Hr. and/or total listeners compared with April/May '76 or latest rating available.
A heart-warming musical-variety special available for broadcast after Jan. 2, 1978. Starring:

Bill Bixby
Gary "Radar" Burghoff
Ruth Buzzi
Bill Daily
Elinor Donahue
The Lennon Sisters
The Osmond Brothers
Donny & Marie Osmond
Jimmy Osmond
Brad Savage

Seattle Times "As entertaining a musical-comedy-drama program to be telecast in quite some time...The networks could take a lesson from this production."

Los Angeles Times "...a lively, decidedly upbeat program...The emphasis is on entertainment—songs, comedy sketches, one-liners, moments of pathos."

Ashbury Park, N.J. Press "...a witty, musical, sometimes compassionate, always entertaining show."

During release in the top 50 markets racked up scores like these:

- New York: WABC 11 rating 21 share
- Los Angeles: KABC 17 rating 32 share
- Detroit: WXYZ 18 rating 56 share
- Atlanta: WXIA 19 rating 22 share
- Boston: WNAL 18 rating 27 share

"the family... and other living things"

© Bonneville Productions • 130 Social Hall Ave. • Salt Lake City, Utah 84111 • 801 237-2568
Two of your better time salesmen

Alias Smith & Jones

In the tradition of Butch Cassidy and the Sundance Kid.
43 hours in color. First time in syndication. MCA TV
The Week in Brief

**GELLER RETURNS**  □ Former FCC general counsel, known as an activist and a liberal, is headed for new job as assistant secretary for telecommunications under Carter reorganization plan. PAGE 27.

**SCHLOSSER DISAGREES**  □ NBC's president tells an affiliates meeting that he doesn't go along with CBS President Wessler's theory that the time may come when a network could be third in ratings, but first in profits. PAGE 28.

**ABC-TV STAYS IN FRONT**  □ But NBC's boxing and CBS's Elvis on Tour bolster their positions in the race for the ratings. PAGE 28.

**PINK SLIPS**  □ The line-up shuffles and discards begin at the networks. Sharkey reappears on NBC-TV; Logan's Run moves to Monday to replace Boone on CBS. PAGE 29.

**WALD OUT, CRYSTAL IN.**  □ The anticipated upheaval at the top of NBC News occurs. PAGE 30.

**ZAMORA GUILTY**  □ Jury in trial of Florida 'TV addict' doesn't go for unique plea. PAGE 32.

**CRESCENT CITY CAUCUS**  □ NRBA returns to the site of its first convention—New Orleans—larger and more established. It's no longer throwing rocks at NAB, but is still following its own course. PAGE 34. The complete agenda appears on PAGE 36, exhibitor list on PAGE 38 and hospitality suites on PAGE 42.

**THE WILEY YEARS**  □ As FCC Chairman Richard E. Wiley leaves office this week, BROADCASTING reviews his career with the commission and hears only good words for the man whose middle initial stands for efficiency. PAGE 44.

**WIN ONE, LOSE ONE**  □ The FCC split a doubleheader with the Supreme Court as the high court agrees to consider the issue of newspaper-broadcast crossownership and refuses to review a lower court ruling overturning the commission's pay cable rules. PAGE 50.

**FERRIS FINANCES**  □ FCC chairman-designate Charles Ferris files a financial profile with the Senate that shows he is worth about $200,000. PAGE 52.

**OLYMPIC REVELATIONS**  □ CBS and NBC admit airing programs featuring Soviet entertainment to "enhance" their positions in negotiations for rights to the 1980 Olympics. ABC denies feeling any such pressure. PAGE 58.

**SELF FOR MONASH**  □ CBS-TV makes a major programming shift as Bill Self becomes vice president, programs, motion pictures for television and miniseries. PAGE 64.

**NAB RADIO BOARD ACTIONS**  □ A code change to allow exceptions to the 18-minute commercial limitation is approved. The meeting also considered restricting duos, AM stereo experiments and reactivated an advisory group for the radio college. PAGE 70.

**WHERE THINGS STAND**  □ The network news chiefs are featured at the opening IRTS newcomer luncheon and they provide a comprehensive overview of broadcast journalism. PAGE 75.

**WHAT PRICE VICTORY?**  □ NABET members are back at work at ABC, but there are some who wonder what they really won. One apprehension is about network experiments with procedures and equipment, improvised during the strike, that could become permanent. PAGE 76.

**A 36-YEAR BATTLE**  □ The 770 khz clear-channel case that has been going on since 1941 gets closer to resolution. An appeals court affirms the FCC's ruling that the signal of WABC(AM) New York should be protected at night from KOB(AM) Albuquerque. N.M. PAGE 77.

**WE BELIEVE**  □ Unlike most other customers, the commercial networks do not oppose AT&T's new tariffs. And, in its comments to the FCC, they say that a rate probe, if any, should be limited to charges for part-time users. PAGE 77.

**CABLE IN D.C. SUBURB**  □ After a six-year struggle, the Arlington, Va., franchise makes it over its financial hurdles. PAGE 79.

**EIA'S MCCLOSKEY**  □ There's a new man at the helm of the Electronic Industries Association as it goes to its annual convention in San Francisco this week. One of his first goals is growth, particularly with respect to closer ties with those in allied fields. PAGE 97.
Hold your breath while you read this ad.

In a few moments you're going to get a choking sensation. But keep reading. What you're beginning to feel is similar to the experience of an obstructed windpipe. An overwhelmingly desperate experience.

Yet it's the terrible way many in this country die each year. They die because no one knows how to dislodge the food or object from their throat. At this point, we think you'll agree it's an important problem to remedy.

At WFMY-TV, the Harte-Hanks station in Greensboro, N.C., our approach to the problem was to produce and schedule public service announcements demonstrating the Heimlich Maneuver. A simple technique for dislodging an obstruction by grasping the victim around the waist from behind and pressing firmly into his abdomen with a series of quick, upward thrusts.

The result? After only a few months, we have documented cases of four lives being saved because their rescuers had learned the Heimlich Maneuver watching Channel 2. Saved from a cruel and gasping death.

Harte-Hanks feels that creating public awareness and understanding is the responsibility of the media. That's why we're committed to broadcasting PSA's that really count for something. Like helping our viewers breathe.

Now take a deep breath and think about it.

Opening new channels of understanding

HARTE-HANKS COMMUNICATIONS, INC.

TELEVISION GROUP

KENS-TV, SAN ANTONIO, TEXAS
WFMY-TV, GREENSBORO, NORTH CAROLINA
WTEL-TV, JACKSONVILLE, FLORIDA
Station multiplier?

FCC's $200,000 research project designed to produce television tuner that would permit reduction in UHF taboos and thus make it possible to increase number of UHF stations may provide bonus. Officials of Texas Instruments, Dallas, which is building new tuner, say it may also end interference problems that now prohibit use of adjacent VHF channels in same city. Thus, except in heavily congested areas where co-channel problems are present, cities could have twice as many stations—U's and V's—as they have now.

One question is how much new tuner would add to cost of set. Texas Instrument people are said to have indicated it would be around $15. Report is expected to be completed by Dec. 1.

One for all

Idea of federation of radio-TV trade associations is expected to be revived this week at National Radio Broadcasters Association convention in New Orleans. Robert Herpe (WPLR-FM New Haven, Conn.), NBRA chairman, reportedly intended to raise subject at association's board meeting yesterday (Oct. 9). Miles David, president of Radio Advertising Bureau and convention speaker, will emphasize success of joint-association effort in blocking legislation to restrict broadcast advertising for products containing saccharin. He'll urge ongoing unity of action on legislative front and in sales development.

Advance planning

Programming and commitments for prime-access time for 1978 continue to heat up, with CBS-owned TV stations having sealed deal to carry The Hudson Brothers, comedy-variety musical series, in 7:30-8 p.m. slot. Series is being produced and distributed by ITC Entertainment, New York.

Count Kennedy in

Idea of National Association of Broadcasters joint board chairman, Donald Thurston, for new Q (quality) factor in TV ratings has caught one prominent eye on Capitol Hill—that of Senator Edward Kennedy (D-Mass.). Mr. Thurston says idea is "very embryonic", but he thinks there are too few sources of TV programming, and too much "copycat" among those existing. If ratings could reflect not only numbers of viewers but also quality of shows, maybe there would be fewer police shows, he feels. Suggestion was cheered by Senator Kennedy who wrote Mr. Thurston to state his own concern about quality of TV and offer help. Although he is a Kennedy constituent (WMNB-AM-FM North Adams, Mass.), Mr. Thurston thinks letter was more than simple courtesy.

Radio City South?

Is Washington destined to get modern if smaller-scale version of Rockefeller Center established in New York City in early 1930's with Radio City as its centerpiece? That possibility emerges with report that Rockefeller real estate interests will participate in plan for $100-million building complex on block now occupied by National Press Building, plus contiguous real estate.

Ambitious new development in downtown Washington would be part of federal government's redevelopment along historic Pennsylvania Avenue. Although it's too early to speculate on design and scope, it's been suggested that any modern complex involving news media of necessity would embrace TV and radio, live and tape studios, press associations and news bureaus for both broadcast and print.

Diversification

Field Communications, San Francisco, which assumed ownership of Kaiser Broadcasting with its five UHF TV stations earlier this year, is moving into program production and syndication. First property will be weekly 90-minute Barry Farber Show, which will begin on Field stations and others on Oct. 30. Show is temporarily withheld from New York where Mr. Farber, radio talk-show host for 15 years, is running for mayor on Conservative ticket; he'll quit TV show in unlikely event he is elected.

Fixes

Complaints from CBS News President Richard Salant apparently convinced reporter Carl Bernstein to make some changes in article concerning CBS's dealings with Central Intelligence Agency. Pre-publication version of Watergate reporter's story, circulated to press by Rolling Stone magazine, stated Mr. Salant had "extensive dealings" with CIA; charge Mr. Salant denied (Broadcasting, Sept. 26). As published in Rolling Stone's Oct. 20 issue, adjective "extensive" is removed.

And in passage describing Mr. Salant's participation on CIA-connected study group, Mr. Bernstein's original failed to mention that Mr. Salant was not president of news division at time. Published article contains insert explaining that he was CBS executive on corporate side.

Celebrity bowling

NBC-TV plans to introduce bowling show, but unlike ABC-TV's Pro Bowlers Tour, which has been first-quarter feature since early 1960's, it'll star celebrity competitors from other sports. That word, along with other sports plans, has been given to little-publicized NBC-TV affiliates' sports committee appointed by affiliates chairman, Ancil Payne, KNTV-Seattle, to represent affiliates' views and interests in liaison with network. Committee is headed by Fred Paxton, WPST-TV Paducah, Ky., and members include Jack Harris, KPRC-TV Houston; Harold Grams, KSD-TV St. Louis; Michael McCormick, WMJ-TV Milwaukee, and Don Diamond, KVOA(TV) Tucson, Ariz.

Splitting spots

Developing trend in TV program syndication, arising from spiraling costs of tried-and-true series, is practice of producer-distributor retaining portion of commercial time for its sale to advertisers in return for lower price to station. Pattern began with Group W Productions' Mike Douglas Show, is in use for Best of Carol Burnett, which is syndicated by star and husband, and is reportedly being adopted by Columbia Pictures Television for its planned pre-sale of Barney Miller, earmarked for station telecasting in 1980, CPT's thinking of keeping one minute per episode for sale to national advertisers.

Ins and outs


Other hat

John E. Fetzer, chairman and principal owner of Fetzer Stations, has been re-elected to new four-year term (his third) on eight-man executive council of baseball's major leagues. Mr. Fetzer, who has owned Detroit Tigers (American League) since 1956, was instrumental in evolving all-inclusive major league policies governing broadcast coverage.
Kevin O'Connell, WQXI, Atlanta says:

The keyboard configuration allows eyes-off, hands-on "Touch System" control. And the RECORD key's double spaced so I won't hit it by mistake.

"Fastest editing machine I've ever used! I can use a grease pencil. The split gate opens for perfect visibility without lifting the tape."

"Diffential braking stops reels smoothly, without slack or risk of tape damage. And the reels are held gently so I can move reels manually to locate a final point."

"Starts instantaneously! The 850. And it's super-rugged, with a half inch thick hardened aluminum deck. Warp proof! You just can't damage an 850."

See the ITC 850 in Booth 25 at the 1977 NRBA
"I.T. C. designed it for me!"

When I mix reels I just flip a switch to compensate for the different hub sizes. And because the calibrated level control 'clicks' when I move it out and back into position I can always return to my calibrated setting. Easily.

"When I touch FAST, the gate opens automatically and lifts the tape from the head. Or I can open the gate manually. Manual positioning, or 'gating', lets me monitor the tape in high speed modes without risking damage to meter, amplifiers or speakers."

"Dumping tape in the edit mode is fast, easy, foolproof. Moving the tension arm down turns the take-up reel off. I can discard tape, listening as I go."

"There's also a fool-proof push button tape marker. Or, I can crease-mark the tape against a disc positioned for this purpose."

"The hinged lid lifts back for access to the entire head assembly."

"This new high-friction polyurethane roller pulls the tape with less pressure. Less wow and flutter."

The Playback/Record Synchronizer lets me record on one channel and listen to another, in complete synchronization.

"The 4-position Meter Mode switch allows visual comparison of recording input and playback output so I can create virtually distortion-free recordings."

"The Playback/Record Synchronizer lets me record on one channel and listen to another, in complete synchronization."

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Ask about our attractive lease-purchase and trade-in plans.

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto
Black & Decker □ 11-week TV flight is starting next week for company's power tools. Robert L. Cohn, Chicago, is selecting spots during fringe and prime time. Target: total men.

Tastee Freeze □ Ice cream stores is preparing nine-week TV flight starting in early November. Media Advertising, Chicago, will schedule spots during day and fringe time in five markets, including Washington and Charlotte, N.C. Target: men and women, 18-49, children, 2-11, and teen-agers.

Fisher Nut Co. □ Company will arrange eight-week TV campaign starting in mid-November. Campbell-Mithun, Minneapolis, will place spots during fringe, day and prime time. Target: adults, 25-54.

Agar Nuts □ Company will feature its packaged nuts in eight-week TV drive starting late this month. Mithoff Advertising, El Paso, will select spots during daytime. Target: women, 25-54.

Exxon □ Firm features its Owp machine in seven-week TV push beginning next week. Creamer/FSR, New York, is seeking spots during news and sports time in Los Angeles and Chicago. Target: men, 25-54.

Shasta □ Division of Consolidated Foods is arranging six-week TV buy starting in early November for its Diet Shasta soft drinks. Hoefler, Dietrich & Brown, San Francisco, is seeking spots in four markets during early fringe and late news time. Target: women, 25-49.

Van De Kamp □ Division of General Host Corp. will feature its Van De Kamp frozen fish in six-week TV buy beginning in mid-October. Delorio Wargelles, New York, will schedule spots in at least six markets including Boston, New York and Washington. Target: women, 18-49.

International Multifoods Corp. □ Consumer products division will launch six-week TV push beginning in mid-October for its La Crosta pizza mix. Della Femina, Travisano & Partners, New York, will schedule spots during day, early fringe and early news time in four markets including Atlanta and Dallas. Target: total women.

Norlin Music □ Manufacturer and marketer of musical instruments is featuring its Lowrey organs in six-week TV flight. Grey North, Chicago, has placed spots in 36 markets during fringe, prime and prime-access time. Target: total men and women.


ADA □ American Dairy Association features milk in six-week TV drive. D'Arcy-MacManus & Masius, Chicago, has placed spots in about 20 markets during day and late fringe time. Target: women, 18-49.

Panasonic □ Company places spotlight on its color TV sets in five-week TV push beginning in early November. Ted Bates, New York, is buying spots in seven markets during fringe time. Target: men, 18-49.

Yardley □ Cosmetic and cologne firm will feature its Tramp cologne in four-week TV push beginning next week. Creamer/FSR, New York, will handle spots during fringe, prime and prime-access time. Target: women, 18-34.

Selchow & Righter □ Game manufacturer will launch four-week TV campaign beginning in late November. Warwick, Welsh, Miller, New York, will seek spots in about 33 markets during early fringe time. Target: adults, 18-49.

British Sterling □ Men's cologne gets four-week TV promotion starting in mid-November. Creamer/FSR, New York, will handle spots in about 75 markets during early fringe time. Target: adults, 18-49.

Underwood □ Firm features its Underwood Accent flavor enhancer in four-week TV promotion starting in early November. Kenyon & Eckhardt, Boston, is placing spots in 20 markets during prime time. Target: women, 18-49.

Wearever □ Company will focus on its Chicken Bucket in four-week TV push starting late this month. Ketchum,
KNXT is a winner.

We've just won more Emmys for local programming than any other television station in Los Angeles. Once again it reaffirms KNXT's position as the leader in prestige and quality programming in Southern California.

We thank the Academy for honoring those whose creative talents made us a winner.

Information - Current Affairs - A Single Special
L.A. County: Your Money and Your Life
Information - Continuing Series
Medix

Individual Achievement - Creative Arts
Film Cameraman, Bettina - It Takes All Kinds

Individual Achievement - Directors
Jill Kinmont: From Tragedy to Triumph

Individual Achievement - Performers
Stanley Spider Special
Children/Youth - A Single Special
Stanley Spider Special

Segments within a Single Program or Series
Tom Sullivan: Blind Man With a Vision - Follow Up
Bettina - It Takes All Kinds

Individual Achievement - Interviewers & Reporters
L.A. County: Your Money and Your Life

Pat Dunavan
Dan Gingold, Executive Producer
Mike Bloebaum, Arnold Shapiro, John Cosgrove, Executive Producer

Paul Hilton
John Cosgrove
Tony Urbano

Marc Hurd, Tony Urbano

Michael Bloebaum, Pat Dunavan

Bob Simmons, Reporter
Buddig □ Processed meats manufacturer schedules three-week TV buy beginning next week featuring its smoked meats. N.W. Ayer, Chicago, will seek spots in 12 markets during daytime. Target: women, 18-49.

Sun Shield □ Company plans three-week TV promotion for its Sun Shield car visor starting next week. Eicoff & Co., Chicago, will seek spots in about 12 markets during all day parts. Target: adults, 18-49.

Tandy Corp. □ Company will feature its Color Tile in three-week TV push beginning next week. Mart Advertising, Fort Worth, will seek spots in about 30 markets during day, early and late fringe time. Target: women, 25-49.

New York Times Corp. □ Publisher slates two-week TV campaign for its US Magazine beginning late this month. Marschalk, New York, will arrange spots in about 15 markets during fringe, day and prime time. Target: women, 18-49.

GAF □ Corporation plans one-week TV drive starting next week for its wall tiles. Daniel & Charles, New York, is placing spots in about 10 markets during fringe time. Target: total women.

BAR reports television-network sales as of Sept. 18

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 18</th>
<th>Total dollars week ended Sept. 18</th>
<th>1977 total minutes</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>148 S 987,800</td>
<td>5,347 S 33,384,800</td>
<td>26,072,300 +38.0</td>
<td>28,072,300 +38.0</td>
<td>2,072,300 +28.0</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,028 13,897,300</td>
<td>37,093 533,189,200</td>
<td>431,817,500 +23.5</td>
<td>431,817,500 +23.5</td>
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<td>Monday-Saturday</td>
<td>Sign-on-8 p.m.</td>
<td>308 9,855,400</td>
<td>11,341 253,921,100</td>
<td>212,257,700 +19.6</td>
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<td>41,697,400 +19.6</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>94 3,201,300</td>
<td>3,701 130,126,500</td>
<td>105,068,100 +23.8</td>
<td>105,068,100 +23.8</td>
<td>25,068,100 +23.8</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>13 838,100</td>
<td>777 36,381,400</td>
<td>31,333,700 +16.1</td>
<td>31,333,700 +16.1</td>
<td>5,068,700 +16.1</td>
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<td>Monday-Saturday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>430 31,160,600</td>
<td>15,623 1,200,877,300</td>
<td>986,909,000 +21.7</td>
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<td>217,090,000 +21.7</td>
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<td>Monday-Saturday</td>
<td>11 p.m.-Sign-off</td>
<td>230 4,540,900</td>
<td>7,700 166,402,300</td>
<td>143,062,000 +16.3</td>
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<td>2,251 $64,481,400</td>
<td>81,582 $2,354,282,600</td>
<td>$1,926,520,300 +21.6</td>
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BAR reports television-network sales as of Sept. 25

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<th>% change from 1976</th>
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<td>161 $1,079,700</td>
<td>5,509 $34,464,500</td>
<td>26,859,600 +28.3</td>
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<td>38,135 54,722,800</td>
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<td>Sign-on-6 p.m.</td>
<td>309 9,747,700</td>
<td>11,850 263,668,800</td>
<td>220,554,300 +19.5</td>
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<td>33,054,300 +19.5</td>
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<td>Monday-Saturday</td>
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<td>98 4,074,600</td>
<td>3,799 134,201,100</td>
<td>108,254,300 +24.0</td>
<td>108,254,300 +24.0</td>
<td>26,000,000 +24.0</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>19 1,355,900</td>
<td>797 37,737,300</td>
<td>32,398,600 +16.5</td>
<td>32,398,600 +16.5</td>
<td>8,398,600 +16.5</td>
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<td>$2,003,140,300 +21.2</td>
<td>$2,003,140,300 +21.2</td>
<td></td>
</tr>
</tbody>
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Source: Broadcast Advertisers Reports

Radio only
Here's the newest listing of Texaco PR contacts ready to get you the answers...

1 NEW YORK*  
Gordon C. Hamilton  
Walter B. Doyle  
Edgar Williams  
914-253-4000  
914-253-4000  
914-253-4000

2 WASHINGTON, D.C.  
Robert T. Kenney  
H. G. (Top) Ingram  
202-331-1427  
617-268-4500

3 BOSTON  
H. G. (Top) Ingram  
617-268-4500

4 PHILADELPHIA  
Vernon R. Shorter  
609-667-3800

5 ATLANTA  
David W. Johnson  
404-321-4411

6 CORAL GABLES  
Michael I. Malcolmson  
305-446-2231

7 HOUSTON  
J. Chris Kiersted  
Ben W. Fortson  
713-666-8000  
713-666-8000

8 PORT ARTHUR  
John C. Feist  
713-982-5711

9 CHICAGO  
Thomas A. Norwood  
312-427-1920

10 DENVER  
Gordon L. Scheig  
303-573-7571

11 LOS ANGELES  
John W. Aucott  
Larry L. Bingaman  
213-385-0515  
213-385-0515

*Texaco's Harrison, N.Y., mailing address:  
2000 Westchester Ave., White Plains, N.Y. 10605
Capitalist advertising meets communist 'product'

When Jeff Ash and I participated in the creation of a 60-second TV commercial for the theatrical production, "Pippin," we honestly expected it to have a tremendous effect on theatrical advertising. Back when we formed our own company, Ash/LeDonne Inc., we also expected success. We felt very sure that entertainment advertising was suffering from the limitations inherent in specialization. So we combined the entertainment specialization of the Ash/LeDonne staff with the marketing, research and new-product-introduction specialization of Kelly, Nason Inc. Thus, considering each new Broadway show or film as the "new product," it really is, we've introduced a very new and valid approach to entertainment advertising. We expected it to work, and it has.

However, when Leo Henzel of United Euram walked in the door to explain his plans for importing and producing 18 major Russian entertainment entities over the next several years, we did not expect to be traveling all over Russia making commercials a few weeks later.

Mr. Henzel had originally approached Bill Fucci, president of Fucci-Stone Productions. Not only did Mr. Fucci have experience in filming live entertainment (most often with Ash/LeDonne), but he is one of the few American filmmakers who has filmed inside the Soviet Union.

Mr. Fucci introduced Mr. Henzel to Ash/LeDonne and we became his company's agancy and plans were made for the trip. Ronald Pine, Ash/LeDonne's account executive for United Euram and a vice-president of the agency, and I were joined by Peter Yamanov, Mr. Henzel's associate; Klaus Kolmar of Kolmar-Luth Entertainment, the booking organization for United Euram; Dan Langan, president of Langan Communications, and, of course, Messrs. Fucci and Henzel. The film crew included cameramen Ralph Boda and Kit Davidson, soundman Rick Waddel, assistant cameraman George Berios and still photographer Peter Cunnigham. Even as the Finnair jumbo jet left Kennedy Airport, we still found it hard to believe our destination was Moscow.

Our ultimate task was to create commercials and promotional films for the major Soviet performing arts troupes that will be visiting the United States, including Estrada, Yatran, Virsly and the Leningrad Ice Show. Two weeks, 25,000 miles and several bottles of vodka later, we had assembled some remarkable footage, striking still photographs and had made many wonderful friendships.

Peter LeDonne, executive vice president and creative director of Ash/LeDonne Inc., New York, the entertainment division of Kelly, Nason Inc., has produced, written and directed many radio and television campaigns for theatrical productions, and with Jeff Ash, president of Ash/LeDonne, combined talents to create TV campaigns for "Pippin," "The Wiz" and other stage presentations.

Our intentions had been to film each company during both regular performances before an audience and special filming-only performances. However, as soon as we began to see the spectacular countryside and architecture, our plans changed. Each day we imposed upon the performers to travel about with us as we filmed them with the soaring mountains, rushing rivers, crystal-clear lakes and ancient cathedrals as backdrops. Russia is truly a beautiful country and, save for the Kremlin interior, there were no restrictions on where we could go with our cameras.

By deciding to add these all-day location shoots to the schedule already planned for us, however, we ended up with a working intinerary that was absolutely grueling. Often we'd begin shooting at 9 a.m., finish at 1 or 2 a.m., travel through the night to our next city, check into a hotel, have a quick shower, breakfast of what has to be the best yogurt on the face of the earth and begin shooting again. Psychologically, we were helped by the fact that at most of our locations there was little or no darkness during the night at this time of the year. We did, indeed, have very long days.

Unexpectedly then, in the Soviet Union, our single biggest problem became exhaustion. The crew, however, was marvelous, enduring this incredible work load with no complaint. We were all caught up in the excitement of the job and were swept along with the enthusiasm of the performers themselves.

They were absolutely remarkable. They performed wherever and whenever we needed them. They understood our motives. In the short time we had, we had to have enough on film to make the kind of commercials that could do them justice when they came to the United States. They realized and appreciated the fact that we were working hard for them as much as they were for us.

I realize now that I must have been very close to advertising heaven, for not once did someone leap out of the bushes waving a Screen Actors Guild or American Federation of Radio and Television Artists rulebook shouting, "Overtime! No Lunch! Extra Pay! Extra Pay!!" Their performances, as much athletic as artistic, never lost their perfection and the over-all energy of the performers remained constantly high. I'm sure it was their unfading enthusiasm that motivated us.

In each of the cities we visited, we had as official hosts the artistic director or founder of the respective ensembles. At the end of each long shooting day we could usually count on a major banquet with Russian delicacies that seemed never-ending. In addition, there were toasts... and toasts... and toasts... and toasts. Often four, five or six different varieties of Russian vodka were placed on the table. We were expected to sample each. Not to drain your glass in toast was an insult to our compulsively toasting Soviet friends. As enjoyable as they were, some of these feasts became the real stumbling (no pun intended) blocks to our accomplishing what we set out to do in Russia. Fortunately, Russian coffee is as strong as Russian vodka.

By the time we returned to the United States, we had shot over 25,000 feet of film. During the next several weeks we shall be editing commercial packages for each show and a short promotional film for each.

The first shows will arrive in New York in mid-September. Estrada, a variety show that has something for everyone, begins its American tour at the Majestic Theater on West 44th Street. Shortly thereafter, Yatran, an exciting dance ensemble, will perform at Radio City Music Hall.

Fucci-Stone will produce spots for use throughout the country and Ash/LeDonne will be placing the spots in most markets.

We expect, of course, that American audiences will fall in love with all the great Russian shows and enjoy them here as much as we did there.
With a lot of love and the right connections you can work miracles.

85 million connections produced 26.8 million miracles.

The Jerry Lewis Labor Day Telethon for Muscular Dystrophy Association Inc., really connected by reaching an estimated 85 million people through 213 stations in the continental United States, Alaska, Hawaii, Puerto Rico and Canada; raising a spectacular 26.8 million dollars to help Jerry's kids.

To Jerry Lewis' Love Network, we offer our heartfelt congratulations.

The Hughes interconnection know-how which put it all together, makes the business of communications a great pleasure for us.

HUGHES TELEVISION NETWORK

If it has anything to do with communications, we have all the right connections.

*Based on available Nielsen data of reportable stations during more than one day part, as of 9/26/77
"When awarding damages in liability cases, the jury is cautioned to be fair and to bear in mind that money does not grow on trees. It must be paid through insurance premiums from uninvolved parties, such as yourselves."

Too bad judges can't read this to a jury.

In a small Florida town, a decorative boulder rests on the median of a road. A man with three drinks in him and no sleep for 18 hours smashes his car headlong into it. A jury orders the town to pay him $4.7 million in damages.

A truck without brake lights is hit from behind. For
"psychic damages" to the driver, because his pride was hurt when his wife had to work, a jury awards $480,000 above and beyond his medical bills and wage losses.

Then there's the one... but you can probably provide the next example. Most of us know hair-raising stories of windfall awards won in court. Justified claims should be compensated, of course. Aetna's point is that it is time to look hard at what windfall awards are costing.

What can we do? Several things:

We can stop assessing "liability" where there really was no fault—and express our sympathy for victims through other means.

We can ask juries to take into account a victim's own responsibility for his losses. And we can urge that awards realistically reflect the actual loss suffered—that they be a fair compensation, but not a reward:

Insurers, lawyers, judges—each of us shares some blame for this mess. But it is you, the public, who can best begin to clean it up. Don't underestimate your own influence. Use it, as we are trying to use ours.

Aetna wants insurance to be affordable.

1 This case is being appealed by the town. In addition to the court-awarded damages, two other defendants (the contractor and the county) settled out of court for an additional $1.15 million. This illustrates how extravagant jury-awarded damages set a standard for extravagant out-of-court settlements—the real problem, since most liability cases are settled out of court.

2 A by-product of such awards has been a quantum leap in the number of all kinds of suits filed. Products liability cases alone have increased from 50,000 a year in the 1960's to almost a million a year now.

3 Most awards are paid by insurance, and insurance companies spend millions more defending policyholders against lawsuits. The direct result is rising premiums for automobile and other liability coverages. The indirect result is higher prices for goods and services—prices which are boosted to cover the skyrocketing insurance premiums of manufacturers, doctors, hospitals, and others who are targets for windfall awards.

For example, it would help if juries were simply required to take into account payments the claimant has already received for medical bills and lost wages. Under the present system, these bills may be paid all over again.

Further information may be obtained by contacting Henry L. Savage, Jr., Public Relations, Aetna Life & Casualty, 151 Farmington Avenue, Hartford, CT 06156, Telephone (203) 273-6545.
**Datebook**

**This week**

- **Oct. 9-11** - North Carolina Association of Broadcasters annual convention, Pinehurst hotel, Pinehurst, N.C.
- **Oct. 10** - Country Music Association awards presentation that will be carried live on CBS-TV, Grand Ole Opry Nashville.
- **Oct. 10-13** - Electronic Industries Association 53d annual convention, Fairmont hotel, San Francisco.
- **Oct. 12** - Regional conference of NBC-TV and affiliates, Continental Plaza hotel, Chicago.
- **Oct. 13** - Religion in Media Association awards program, Century Plaza hotel, Los Angeles.
- **Oct. 13** - Evening forum of the New York City chapter of American Women in Radio and Television, "Presidential Use of Broadcast Media" will be discussed by Barry Jagoda, media advisor to President Carter; Judy Woodruff, NBC-TV correspondent, and two additional White House correspondents to be named. Waldorf Astoria, Hyat Regency, New York, Chicago.
- **Oct. 14-15** - Fall meeting of Maryland/Delaware Cable Association, Sheraton-Four-Feuillelbeau hotel, Ocean City Md.
- **Oct. 21-21** - The Society of Motion Picture and Television Engineers 11th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

**Also in October**

- **Oct. 17-19** - National Bureau of Standards seminar on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo.
- **Oct. 17-19** - New York State Cable Television Association fall meeting. Sheraton Canandaigua inn, Canandaugue.
- **Oct. 18-20** - Seventh annual conference of Western Educational Society for Telecommunications (WEST). Harrah's hotel, Reno.
- **Oct. 19** - Special meeting of the Association of Maximum Service Telecasters board of directors. Subjects will include review of comments filed in the FCC proceeding dealing with short-division VHF drop-ins and with the congressional review of the Communications Act. Franklin C. Snyder, Hearst Radio, will preside. Omni International hotel, Atlanta.
- **Oct. 19-20** - Twenty-third annual Broadcasters Clinic, sponsored by the University of Wisconsin-Extension, Madison. Clinic will feature presentation of technical papers by equipment suppliers and consultants. Information: Don Borchert, UW Telecommunications Center, Vilas Hall, Madison 53706; (608) 262-2157.
- **Oct. 19-21** - Tennessee Association of Broadcasters annual convention and business meeting. Read House, Chattanooga.
- **Oct. 20** - "Business Talks" seminars of Financial Communications Society. Program participants include Richard S. Salant, president of CBS News, on "The Journalist's Dilemma—To Please or to Inform?" and Herbert Schmeier, director and vice president, Mobil Oil Corp, on "The Role of Advocacy Advertising." Baltimore hotel, New York.
- **April 21-25, 1978** - MIP-TV, 14th international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.
- **April 30-May 3, 1978** - Annual convention of the National Cable Television Association, New Orleans.
Kids should be seen and heard!

Especially when they can perform as superbly as the young actors who’ll be appearing in tomorrow afternoon’s “Special Treat” premiere.

The opener—first of eight monthly specials in the series—is called “A Piece of Cake.”

It’s a powerful drama about the carelessness of a student TV newscaster who broadcasts an unfounded story that threatens the career of an innocent junior high school teacher.

The leading youngsters in the first-quality cast are Star Shemah (as the reporter), Peter Wise, Wendell Brown and Alexa Kenin. They’re brilliant.

Not incidentally, they’re surrounded by such gifted adult performers as Ossie Davis, Al Freeman Jr., David Faulkner and Arthur French.

The drama is a believable, sensitive treatment of an all-too human state of affairs. And it would be a shame for your own kids to miss it.

Among “Special Treats” to come: “Snowbound,” in which two young auto-accident victims fight for survival in a terrifying snowstorm; and “Five Finger Discount,” the story of a teenager who turns to shoplifting to win the “acceptance” of her peers.

All are in the same, award-winning tradition of past “Special Treats.”

Remind your youngsters to watch. For the rest of the season, they’ll be reminding you.

“SPECIAL TREAT” TUESDAY AFTERNOON, OCTOBER 11 ON NBC
November
Nov. 1—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va.; Johnstown, Pa.; Knoxville, Tenn., and Salt Lake City, Utah). Replies are now due Dec. 1 (Docket 20148). FCC, Washington.


Nov. 3—Tenth AM directional antenna seminar, sponsored by National Association of Broadcasters. Carl Smilow Associates will handle program. Marriott Inn, Cleveland.

Nov. 4—American Association of Advertising Agencies central region annual meeting. Ambassador hotel, Chicago.

Nov. 3—FCC's new deadline for comments on proposal to require 45-day advance notice of intent to sell broadcast stations. Replies are now due Dec. 1 (Docket 21252). FCC, Washington.


Nov. 3-4—Oregon Association of Broadcasters fall conference. Valley River Inn, Eugene.

Nov. 4-5—National Broadcast Editorial Association regional seminar. FCC Chairman Richard Wiley will be Friday dinner speaker. Sheraton Plaza Hotel, Chicago.

Nov. 4-5—Annual Midwestern Seminar on Videotape and Film, sponsored by the Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers. Downtown Marriott hotel, Chicago.

Nov. 4-8—Eighteenth annual radio conference of Loyola University of Chicago. Open to all college and high school broadcast personnel. Downtown Lewis Towers campus, Chicago.

Nov. 5—Mississippi Broadcasters Association program seminar Jacksoniin, Jackson, Miss.

Nov. 5-7—National Association of Broadcasters management seminar. Marriott hotel, Denver.

Nov. 7-8—National Association of Broadcasters fall regional meeting for radio and TV engineering executives. Marriott hotel, Denver.

Nov. 7-12—Western Cable Show, sponsored by the Arizona Cable Television Association, California Cable Television Association and Hawaii Cable Television Association. Sheraton Inn, Las Vegas.


Nov. 9-10—National Association of Broadcasters management seminar. Sheraton Harbor Island Inn, San Diego.

Nov. 10—Fall meeting of National Association of Broadcasters radio code board. Sheraton Harbor Island hotel, San Diego.

Nov. 10-11—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn, San Diego, Calif.

Nov. 10-11—Seminar on Canadian-American relations, "Accountability and Reponsibility in North American Communications System: Future Perspectives," sponsored by University of Windsor. Among topics to be discussed are: a history of broadcasting in Canada; monitoring the impact of National Association of Broadcasters; the role of the broadcasting media in the advancement of Colored People and former FCC commissioner; and National Association of Broadcasters. The University of Windsor, Windsor, Ont.

Nov. 10-11—Practicing Law Institute seminar, "Communications Law 1977." Sessions in all states will include discussion of television-newspaper crosstownship. The new copyright law, access by the press to courthooms and prisons, and recent developments in libel practice are also among topics. Bar-bizon Plaza hotel, New York.

Nov. 10-13—National Association of Farm Broadcasters convention. Century Center, Kansas City, Mo.


Nov. 11—National Association of Broadcasters public meeting on TV programming. San Diego.

Nov. 11-12—West Coast convention of Intergalactic Broadcasting System. University of California at Berkeley's KALX FM will be host station. Jack Tar hotel, San Francisco.

Nov. 11-20—The Virgin Islands International Film Festival and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: H. Hunter Todd, Festival of the Americas, Box 7789, St. Thomas USVI 00801; (808) 774-7708.

Nov. 13-14—National Association of Broadcasters management seminar. Fairmont hotel, Dallas.


Nov. 14-15—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives.Fairmont hotel, Dallas.

Nov. 14-15—Television Bureau of Advertising's annual meeting. Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy L. Bergold of McDonald's Corp.; Stuart R. Stuart Jr. of Bank of America; William Wade of Alpha Beta Supermarkets, and Bill Brower of Sterling Institute, sales-training specialist. Hyatt Regency hotel, San Francisco.


Nov. 16-19—National convention of The Society of Professional Journalists, Sigma Delta Chi, Reins- tenter, Detroit.

Nov. 17-18—Arizona Broadcasters Association fall convention and annual meeting in conjunction with the Arizona Society of Broadcast Engineers convention. Doubletree Inn, Scottsdale.


Nov. 25—FCC's new deadline for comments in inquiry relating to new FM subcarrier frequencies in Identical band on television transmitters (Docket 21323). Replies are now due Dec. 9, FCC, Washington.


Nov. 28-29—Gospel Music Association meetings and seminars. GMA's annual Dove Awards ceremony will be held Tuesday night, Hyatt Regency hotel, Nashville.

December
Dec. 1—FCC's deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

Dec. 1-2—Society of Broadcast Engineers (Kentucky chapter) regional convention, and equipment exhibit. Senator Barry Goldwater (R-Ariz.) will be banquet speaker on role of engineers and proposed revamped Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).


January 1978

Jan. 5-9—Electronic Industries Association/Consumer Electronics Association Consumer Electronics Show. Las Vegas Convention Center/Hilton hotel, Las Vegas.

Jan. 10—Tennessee Association of Broadcasters annual legislative reception, Nashville.

Jan. 16-20—National Association of Broadcasters joint board meeting. Cerritos hotel, Puerto Rico.

Capitol Broadcasting Corporation, owner of WKSJ, Mobile, Alabama, has announced the appointment of Blair Radio, a Division of John Blair & Company, as WKSJ national sales representatives. Like many Sunbelt areas, Mobile is experiencing a rapid influx of new residents and industries, and WKSJ programs a "Modern Country" format to reach this thriving market.

"We selected Blair Radio," notes a station spokesman, "because, like ourselves, they have shown the ability to stay in the forefront of industry changes and have the best facilities for representing us and our market to national advertisers."
CBS at 50

EDITOR: May I congratulate you on a superb presentation of the CBS 50th anniversary story (Sept. 19). As a retired CBS station-relations man, it brought back some very fond memories and I thank you.—Edward E. Hall, Woodland Hills, Calif.

EDITOR: Your magazine is to be commended for its thoroughness in reviewing the five decades of CBS.

For historical reference, I think it would be enhanced by not slighting the importance of the inauguration of a half-hour TV news show in the morning and evening in 1963. It should also be noted that CBS moved its morning news from 10 a.m. to 7 a.m. in 1965 and, in another pioneering move, later enlarged the morning news to one hour.

To this date it is the only one-hour totally news-oriented program on any network and, as such, a model for anyone to study in considering an evening all-news network hour.—Gary Lyman, Sunday editor; The Register, Santa Ana, Calif.

Early warning signs

EDITOR: I read your Sept. 26 editorial, "Presto change-o," with a chuckle and a touch of sadness. As someone once said, "We get so soon old and so late smart!"

Some broadcasters will remember Ed Craney, a long-time group owner from Montana. Ed recognized the dangers of unlimited cable TV early in the game. He always advocated the development of small-market broadcasting and proved it was profitable.

Ed Craney talked wherever people would listen and warned of the danger to free-market broadcasting. Very few listened.

It appears we should once again listen to what this small-market TV and radio broadcaster had to say. He said the big events now seen on free TV would disappear. He pointed out that pay TV would return greater profits to the promoters. He pointed out that the broadcaster would provide the product that would eventually turn out to be one of his greatest enemies. Ed Craney was criticized because he insisted that cable TV was nothing more or less than television for pay.

The National Cable Television Association believes that cable is a reasonable alternative to free home TV. With the advent of satellite, will the station that now is forced to give its product away find it isn't even needed for that?—Gerry Robbins, president and general manager, WCMO Broadcasting Co., Pine City, Minn.

Not just a game

EDITOR: Washington members of American Women in Radio and Television were happy to see your layout on our softball game in the Sept. 26 Broadcasting. Your readers may also be interested to know the reason we sponsor the regulators-versus-broadcasters softball game each year. The funds raised are used to buy video-tape playback equipment and children's television programs for the Children's Hospital National Medical Center in Washington. This is our chapter's participation in an education foundation project of our national AWRT. This year, for the first time, we will also be producing radio theater for the children.—Elizabeth Board, creative services director, WMAL(AM) Washington.
THE #1 EDUCATIONAL CHILDREN'S PROGRAM

KIDS WORLD

For more information, write or phone the Behrens Co., Inc.,
2451 Brickell Ave., Miami, Fla. 33129
(305) 854-4935

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From the base to the beacon, Utility Towers are engineered and erected to the exacting requirements of reliability and stability of the broadcast industry. Utility Tower combines computer accuracy in the design and specification of towers with Utility Tower's own experienced erection crews to give you the best engineered and erected tower available. Call Utility Tower for an estimate, let the tower of strength support your profit potential.

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Broadcasting Oct 10 1977

23
ONE THING ABOUT THE NEWS BUSINESS: YOU NEVER GET A SECOND TAKE.

Here's a videocassette made for the people who make the news. It's the new "Scotch"® Brand Master Broadcast U-Matic videocassette. MBU for short. The first 3/4" videocassette designed specifically for tough ENG recording and the repetitive stress of editing.

We took the same high energy oxide videotape you've used for years and fused it to an incredibly strong backing. The result is a videotape that won't twist, tear or jam in the field. An unyielding videotape that won't stretch under the strain of tape editing's shuttling modes or degrade in extended stop motion.

And to protect it even under the worst conditions, "Scotch" MBU videotape comes packed inside a high impact cartridge.

Of course, "Scotch" MBU videocassettes have the same high signal-to-noise ratio and low headwear and dropout rates of our superb quad tapes.

So if you've ever worried about a good story and a videocassette breaking at the same time, record on "Scotch" Master Broadcast U-Matic videocassettes. They'll always back you up.

"Scotch" MBU Videocassettes.

"Scotch" is a registered trademark of 3M Company, St. Paul, Mn. 55101, © 1977 3M Co.
Charlotte’s Channel 9 proudly displays spoils of victory or, rather, evidence of excellence! These three national awards from peers, programmers and promoters say... "nobody does it better"... anywhere! We just say that "being the best is basic."
Geller getting all the way back into act

Former FCC general counsel, who has kept his presence known in communications since leaving the commission, is chosen by Kreps for telecommunications post planned by Carter for Commerce

Former FCC General Counsel Henry Geller has been picked for the proposed Commerce Department post of assistant secretary for telecommunications under President Carter's planned executive-branch reorganization.

The announcement last week that Mr. Geller is Commerce Secretary Juanita Kreps's choice for the new job means a return to government service for the 53-year-old Geller, who was known as a liberal and an activist in his days as the commission's top lawyer in the 1960's.

The appointment is the president's to make, but it is understood the president will accept Mrs. Kreps's recommendation. However, the nomination would not be made until January, when Congress returns from the recess expected to begin later this month. The reorganization plan does not become effective until next week.

The post is being created as part of the plan under which most of the functions of the Office of Telecommunications Policy are being merged with those of Commerce's Office of Telecommunications. As the new assistant secretary, Mr. Geller would be the chief adviser to the secretary of commerce and to the president on communications matters and serve as the administration's chief spokesman on telecommunications issues.

As such, he would not have direct authority over the commercial side of the telecommunications industry. However, the new Commerce unit could be expected to take an active role as the president's representative in FCC proceedings. Apart from the formal relationship, Mr. Geller has developed a close relationship with FCC Chairman-designate Charles D. Ferris-Mr. Geller was consulted by Mr. Ferris as he prepared to take over the commission chairmanship ("Closed Circuit," Oct. 3). Accordingly, Mr. Geller may have some of the considerable influence in commission decision-making he exercised in his days as a commission staff member, although the new unit would be expected to concern itself with long-range projects-rather than with day-to-day matters.

He, along with then-Chairman Rosel H. Hyde, was a prime mover in the commission's decision, in 1967, to adopt the policy requiring broadcasters who carried cigarette advertising to broadcast spots warning of the health hazards of smoking. He provided the legal rationale for the commission's action, in 1966, in asserting jurisdiction over all cable television systems, regardless of whether they used microwaves, the hook on which the commission a year earlier had hung its authority to regulate cable. And he was a key figure in the development of rules prohibiting broadcasters from differentiating in employment on the basis of race, although the United Church of Christ provided the petition for rulemaking that led to the commission's action.

Mrs. Kreps's decision to recommend Mr. Geller ended what had been intense speculation as to her choice and a vigorous competition for her favor. After starting with the names of more than 40 candidates, Commerce aides whittled the number down to five, then to three-Mr. Geller, Harry M. (Chip) Shooshan, counsel to the House Communications Subcommittee, and Nick Miller, a consultant to OTP.

Under-Secretary of Commerce Sidney Harman, who played a major role in the decision-making process, stressed Mr. Geller's experience as a favor in his selection. "This is an area that cries out for speed of organization and effectiveness," he said. "It leads you to a man who can get things moving. ..We don't have the luxury of contemplating this as a developing area of competence a few years down the road .. We made the decision on the basis of maximum experience," he said.

Mr. Geller, who had spent 24 years in government, was deputy general counsel and general counsel at the FCC under Presidents Kennedy and Johnson. Even after President Nixon moved into the White House and Dean Burch became chairman, in 1969, Mr. Geller remained at the commission as general counsel for a year and then as special assistant to Chairman Burch for three.

Mr. Geller entered government in 1949, when he joined the commission staff. But over the years, he did three tours with the agency. He was in and out twice between 1949 and 1957, then he returned to the commission a third time in 1961 when he left the Justice Department at the request of then-FCC Chairman Newton N. Minow to become deputy general counsel.

Since leaving the commission, in 1973, Mr. Geller remained an active member of the communications community in Washington, first with the Rand Corp. then, since 1975, as a communications fellow with the Aspen Institute Program on Communications and Society. He is also chairman of the board of the Citizens Communications Center. While with those organizations, he kept busy writing papers on communications matters and filing comments with the commission and, on occasion, briefs with the U.S. Court of Appeals, seeking reversal of commission positions.

Although Mr. Geller is not expected to be in his post before January, he will probably be active at Commerce before then. Preparations for setting up the new unit are under way, and officials at Commerce believe it essential that Mr. Geller participate. It is understood he will be hired as a consultant to work on the 1979 budget of the new office, to begin shaping a table of organization and to help draft the departmental order that will translate the reorganization plan and the executive order implementing it into more detailed plans for the operation of the unit.

A note of irony attaches to the Commerce Department's announcement of Mr. Geller's impending return to government in a major post in telecommunications policy making. It comes on the eve of the departure from government of FCC Chairman Richard E. Wiley, who joined the commission in 1970 as Mr. Geller's successor as FCC general counsel.
Schlosser disputes Wussler’s theory that third place may not be so bad

NBC president says CBS-TV chief is more interested in profits than the welfare of affiliates

NBC President Herbert S. Schlosser told NBC-TV affiliates last week that NBC does not share the view, expressed a few weeks ago by CBS-TV President Robert J. Wussler, that the time may come when the network that is third in the ratings may nevertheless be first in profits.

“That’s kind of a simple statement and we don’t believe in it at all,” Mr. Schlosser said at the outset of a meeting with north-eastern affiliates in Boston on Tuesday. “It could turn out to be true among the networks if, say, there was only a tenth of a rating point between the three. But it doesn’t take into consideration what a network really is.

“A network is its affiliates, and it must do everything to enhance the strength of its affiliates. Any network content to be third for its own reasons would be doing a disservice to its affiliates as well as to its owned stations.”

CBS officials declined to comment on Mr. Schlosser’s statement. Said John A. Schneider, president of the CBS/Broadcast Group: “Entirely too much has been said in both the consumer and trade press by networks about one another, and I am not going to be drawn into that discussion.”

Nor would he comment on published reports quoting Mr. Wussler as saying that ABC-TV was running ahead in the prime-time ratings by programming “junk” and “comic book stuff,” while CBS-TV was trying to present “more adult” programs.

Neither would ABC officials comment on it, although one ABC executive privately answered the “comic book” reference by saying that “Wonder Woman started out as a comic book, became a program on ABC and is now on CBS.”

Mr. Wussler could not be reached for comment.

Mr. Schlosser’s statement was construed as tacit agreement with the position taken by some affiliates that while a third-place network may be the most profitable, affiliates of a third-place network are likely to be less fortunate, since their rates are so closely tied to the networks’ program ratings.

It also was seen as a rejoinder to Mr. Wussler’s corollary suggestion that some networks—obviously meaning NBC-TV—might be in for a profit squeeze because of heavy reliance on special programs as opposed to regular series.

Mr. Wussler, speaking at a meeting with Wall Street security analysts, had raised the third-place/third-first possibility in elaborating on his view that, because of rising costs, “managing network business is as important as being number one in the ratings” (BROADCASTING, Sept. 12).

At last week’s meeting Mr. Schlosser and Robert E. Mulholland, NBC-TV president, headed a delegation of network officials who reviewed for the affiliates NBC’s plans and progress in programing, sales and other key areas, as they did the preceding week at a similar meeting in San Francisco (BROADCASTING, Oct. 3). A third regional meeting is to be held last Friday in Atlanta, and the fourth, windup of the current series, is scheduled Tuesday in Chicago.

In Brief

FCC Chairman Richard E. Wiley, who had expected to leave commission by Oct. 7, is staying on into this week to clean up some matters and collect his papers. But Thursday is now set as his final day. He will preside at his last commission meeting in morning, and say farewell in his office that afternoon. Commissioner Robert E. Lee will serve as acting chairman until Mr. Ferris takes over.

Henry Geller, who is expected to be named assistant secretary of commerce for telecommunications (see page 27), drew audience of some 225 on Friday, when he addressed Federal Communications Bar Association luncheon. However, he did not discuss Commerce Department job; he said that since he had not been nominated, such discussion would be premature. Instead, he talked to bar on how “managing a FCC to seek funds from Congress to reimburse citizen groups for legal expenses incurred in participation in commission proceedings, and support proposal that commission designate percentages of programing that, if reached, would assure broadcaster advantage if challenged at license renewal time. And he said that, in wake of court’s ruling banning ex parte contacts in rulemaking involving “valuable privilege,” bar should help commission determine kind of rulemakings that would come under that ruling. However, some lawyers raised questions as to whether that ruling was in fact “law of the circuit.”

RCA is entering one-inch nonsegmented helical scan video-tape recorder market under licensing agreement with Sony. In agreement signed Oct. 5, RCA will design and manufacture its own one-inch line, including studio and portable machines and editing equipment, using Sony’s specifications and patents. RCA product manager Jerom Grever said company will take “some time” gearing up, but worldwide marketing effort is planned. Current plan is to continue selling segmented one-inch recorder manufactured by Bosch-Fernseh, as well as RCA’s own quadruplex machines. Meanwhile Sony says that if all goes as planned with Society of Motion Pictures and Television Engineers standards committee (which is shooting for formal announcement of nonsegmented format standard by January) company will have standard-format machines ready for delivery by at least summer 1978, and possibly as early as May.

Federal Trade Commission Chairman Michael Pertchuk said last Thursday that FTC is “going to adopt streamlined procedures” for its rulemaking proceedings. Citing congressional criticism that commission has been “too judicial” in developing trade rules, chairman said FTC was now examining ways of shortening time it takes to establish new rules. Mr. Pertchuk spoke at Washington’s National Press Club “Newsmakers Breakfast.”

National Association of Broadcasters Hundred-Plus Market Television Committee, at two-day meeting in Washington last week, created new cable-translator subcommittee to advance cause of broadcast translators at FCC. Hundred-plus committee, under chairman Bill Bengston of KOMO-TV, Pittsburg, Kan., applauded expressions of concern by Charles Ferris, nominee for FCC chairman, for possible ca

NBC’s boxing, CBS’s ‘Elvis’ help slow ABC juggernaut

Special programing gets big numbers, helps boost sampling of series

Specials proved their ratings worth to NBC-TV and CBS-TV in the last week and a half of prime-time, giving those two networks their highest numbers by far of the season for single programs. At the same time, CBS picked up some much-needed sampling for several of its founding series.

Nonetheless, ABC’s series steamroller kept chugging along in the season-to-date column, with a 20.5 prime-time average from Sept. 5 to Oct. 5 to NBC’s 17.6 and CBS’s 16.6.

NBC’s Muhammad Ali-Earnie Shavers championship boxing match on Sept. 29 (9-11:30 p.m.) won the week ending Oct. 2 with a 37.3 rating and a 53 share. The program boosted NBC’s normal performance (and blunted ABC’s and CBS’s) that NBC finished the week with a 19.0/32, just a point behind ABC’s 20.0/34. CBS came in with a 16.5/28.

NBC had cut its fight coverage back an hour specifically to give the new series, CHiPs, a shot at some sampling. (Some members of the advertising community suggested that the network had also left CHiPs on to avoid the drumming which have fallen any prime-time boxing card not featuring Mr. Ali.) The strategy worked only marginally, picking up CHiPs’ rating by a point and a half over its perfor-
mance a week earlier. Still, NBC won the night by 16 share points, when it had come in a distant third the previous two Thursdays.

It also looked as though NBC's coverage of the professional baseball playoffs would pay off for the network. The first game between Philadelphia and Los Angeles on Oct. 4 (8-11 p.m.) pulled a 30-share—NBC's best Tuesday-night performance of the season. On Wednesday, the second game between the same two teams pulled a 34—the network’s best performance on that night. ABC’s series still carried both evenings, however, by nine and two share points, respectively.

CBS was more successful at boosting its series by using the Elvis in Concert special as the lead-off program on Monday, Oct. 3 (8-9 p.m.). Elvis pulled a 33.0 rating and a 50 share, cutting the average performances of ABC’s San Pedro Beach Bums and NBC’s Little House on the Prairie by 10 share points each. After Elvis, CBS’s Betty White (9-9:30 p.m.) and Maude (9:30-10 p.m.) both gained eight share points over their outings a week before, while Rafferty (10-11 p.m.) gained four.

Specials aside, the week ending Oct. 2 saw one night—Saturday—when all the networks had their regularly scheduled series in head-to-head competition for the first time this season. CBS had been an underdog in earlier weeks, and ABC’s head programmer, Fred Silverman, had predicted that his network would strengthen its slim lead once the schedule settled down.

As it turned out, on Oct. 1, at least, Mr. Silverman was right. ABC’s Fish (8-8:30) packed up three share points and Operation Petticoat (8:30-9 p.m.) picked up four. CBS’s Bob Newhart (8-8:30) dropped a point and the new show, We’ve Got Each Other (8:30-9 p.m.) premiered with a 27, while Tony Randall (9:30-10 p.m.) dropped two points to a 25. NBC’s Bionic Woman (8-9 p.m.) dropped four points to a 32 and its movie, “The Reivers,” had a 32, four points over the performance of another feature film, “Hard Times,” a week earlier.

And probably the biggest surprise of the evening was the continued strength of ABC’s Love Boat, which pulled a 40 share, up three points from the previous week and five points higher than its lead-in, Starsky and Hutch (9-10 p.m.). Love Boat’s audience apparently came at the direct expense of CBS’s Carol Burnett, which turned in a scant 23 share, six points off its previous outing and one of its worst performances in years. ABC won the night with a 35 share, NBC came in second with a 31 and CBS had a 26.

The pink slips begin to show; NBC pipes ‘Sharkey’ back on board to ‘San Francisco’; hopscotches ‘James at 15’ and ‘Man from Atlantis’ to fill slot caused by departing Richard Pryor; ‘Boone’ swoon prompts CBS to move ‘Logan’s Run’ to Monday night

The series shuffle is under way at NBC-TV and CBS-TV, as both networks last week canceled one new series each and

ble harm to small-market TV (Broadcasting, Oct. 3) and charged new subcommittee with seeking full syndicated exclusivity protection for small-market TV stations and retention of distant signal limitations. But subcommittee will also transmit 100-plus committee’s concern that some translators in West, which are selling commercial time, are becoming “minibroadcast stations.” Members of new subcommittee are Jay Gardner, KROO-TV Colorado Springs, Colo.; Jerry Holley, WBB-TV Topeka, Kan.; Ray Johnson, KMED-TV Medford, Ore., and Mr. Bengston (ex officio).

House Communications Subcommittee has scheduled full day of hearings on “minority and women’s perspectives on telecommunications issues,” Thursday Oct. 20. Session will be divided into quarters, with panels on ownership barriers to women and minorities (in commercial and public broadcasting, cable TV, common carriers and satellite communications); ratings and advertising; programing (fairness, editorializing, access), and government policies. Panels will be followed by period for testimony from anyone present who wants to participate.

Confirmation hearing for nominations for board of Corporation for Public Broadcasting—Gillian Sorenson, wife of former Kennedy aide Ted Sorenson, and Sharon Rockefeller, wife of Governor John Rockefeller of West Virginia, is set for this Tuesday (Oct. 11) before Senate Communications Subcommittee.

Richard Threlkeld, CBS News correspondent based in Rome, next month will take over co-anchor duties presently held by Hughes Rudd on CBS Morning News. Network said Mr. Rudd, who will contribute features to program and work in other news areas, “asked to be relieved.” Last Monday Leslie Stahl took over other Morning News anchor seat held by Bruce Morton, who left of his own accord few weeks ago, according to network.

Presidents of Public Broadcasting Service and Corporation for Public Broadcasting gave their reactions to President Carter’s public broadcasting bill (congressional reaction, page 32). Larry Grossman of PBS was “delighted” with message and said bill strikes “all the right notes.” Henry Loomis of CBS was much more guarded and pointed out “problem of semantics” with some of bill’s finer points. Both commented on new funds. Mr. Grossman pointed out $1-billion figure is not that much higher than they now receive. Figuring inflation rate, Mr. Loomis said, “$200 million in 1985 may very well be less” than system is now receiving. William J. McGill, chairman of Carnegie Commission, said he was “especially gratified” that new funding structure will provide for review of recommendations of his commission in 1979. Frank Manginewicz, president of National Public Radio, said he was pleased that proposal assigns “equal weight” to both radio and television.

Senate didn’t go for House provision in energy bill prohibiting utility companies from passing to consumers costs of institutional advertising. National Association of Broadcasters, which is lobbying against prohibition on ground that it would prohibit utilities to curtail broadcast advertising, is trying to get House provision knocked out in House-Senate conference committee, where disparate House and Senate energy packages will have to be reconciled.

Of the top 30-rated prime-time programs for the week of Sept. 29-Oct. 5, 15 were on ABC, 10 were on CBS and five were on NBC. Only two new series made it into the top 30 bracket—CBS’s Betty White and ABC’s Soap. Program-by-program breakdowns are as follows:

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<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Rating Share</th>
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<tbody>
<tr>
<td>Heavyweight Boxing NBC</td>
<td>37/353</td>
<td></td>
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<tr>
<td>Elvis in Concert (CBS)</td>
<td>33/500</td>
<td></td>
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<tr>
<td>Laverne and Shirley (ABC)</td>
<td>28/746</td>
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<tr>
<td>Happy Days (ABC)</td>
<td>28/647</td>
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<td>Charlie’s Angels (ABC)</td>
<td>26/641</td>
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<td>Best of All in the Family (CBS)</td>
<td>25/841</td>
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<tr>
<td>Three’s Company (ABC)</td>
<td>23/836</td>
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<tr>
<td>Alice (CBS)</td>
<td>23/438</td>
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<tr>
<td>Betty White (CBS)</td>
<td>23/335</td>
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<tr>
<td>What’s Happening (ABC)</td>
<td>22/436</td>
<td></td>
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<tr>
<td>Family (ABC)</td>
<td>22/436</td>
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<tr>
<td>80 Minutes (CBS)</td>
<td>21/440</td>
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<td>Maude (CBS)</td>
<td>21/034</td>
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<tr>
<td>One Day at a Time (CBS)</td>
<td>21/933</td>
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<tr>
<td>Soap (ABC)</td>
<td>21/8-3</td>
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<tr>
<td>Eight is Enough (ABC)</td>
<td>21/635</td>
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<tr>
<td>M<em>A</em>S*H (NBC)</td>
<td>21/433</td>
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<tr>
<td>NFL Football (ABC)</td>
<td>21/237</td>
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<tr>
<td>Love Boat (CBS)</td>
<td>21/140</td>
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<tr>
<td>Rhoda (CBS)</td>
<td>21/35</td>
<td></td>
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<tr>
<td>Baseball Playoffs (NBC) (Sept. 5)</td>
<td>20/834</td>
<td></td>
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<tr>
<td>Big Event: “Just a Little Inconvenience”</td>
<td>20/4/33</td>
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Barrella (ABC)                            | 20/33   |
Donny and Marie (ABC)                     | 19/8/38 |
Welcome Bach, Rotter (ABC)                | 19/8/33 |
Six Million Dollar Man (ABC)              | 19/8/32 |
Starsky and Hutch (ABC)                   | 19/7/35 |
Barney Miller (ABC)                       | 19/6/31 |
Monday Night at the Movies: Murder in Peyton Place (NBC) | 18/9/30 |
Quincy (NBC)                              | 18/7/38 |

In addition, the remaining programs for the week lined up this way: in Nielsen’s national ratings: Kojak (CBS), Rockford File (NBC), Wednesday Movie, “Mary Jane Harper Cried Last Night” (CBS), Good Times (ABC), Baseball Playoffs (NBC) (Oct. 4), ABC Friday Night Movie; “Trail of Lee Harvey Oswald, Part One” (ABC), “Trial of Lee Harvey Oswald, Part Two” (ABC), Lou Grant (CBS) (tied with “Oswalds” Part 2), Country-Car (ABC), Redoubt (CBS), NBC Saturday Movie; “The Reivers” (NBC), Little House on the Prairie (NBC), Bionic Woman (NBC), Jeffersons (CBS), Waltons (CBS), Greens (NBC), Barnaby Jones (CBS), Operation Petticoat (CBS), Walt Disney (NBC), Honeys Flas-O (CBS), Hawaii Five-O (CBS), Texas Movie/Nancy Drew (ABC), Bob Newhart (CBS), Raising Steven (CBS), We’re Back Each Other (CBS), Tony Randall (CBS), Logan’s Run (CBS), Soap (ABC), Chicco and the Man (NBC), Wonder Woman (CBS), Sanford Arms (NBC), Cimex Brewer (CBS), Switch (CBS), San Pedro Beach Bums (ABC), Young Don’t Boone (CBS), Redd Fox (ABC).
reworked their lead-in schedules in prime-time.

NBC moved first when, after all-day meetings Friday, Sept. 30, it announced that Sanford Arms (Friday, 8-8:30 p.m.) will be replaced on Oct. 21 by CPO Sharkey, the military sitcom starring comedian Don Rickles. And on Oct. 27, the successful pilot, James at 15, will go into the Thursday, 9-10 p.m., slot as a series, replacing Man From Atlantis, which moves to Richard Pryor’s slot on Tuesday, from 8-9 p.m.

CBS announced Tuesday (Oct. 4) that beginning Oct. 1 it will put the science-fiction series, Logan’s Run (Friday, 9-10 p.m.), into the Monday night lead-off hour now occupied by Young Dan’t Boone. Logan’s former spot on Friday will be filled on Oct. 14 by a rerun of the film “Smile,” a parody of beauty contests, and on Oct. 21 by a two-hour episode of Switch. A CBS spokesman said that at the moment the network has not planned a replacement to go in Logan’s former time period, and that indications now are that it will be filled with movies and specials, probably until some time in November. A decision has not yet been made as to whether Dan’t Boone will be rescheduled.

NBC’s Sharkey premiered as a mid-season replacement last December on Wednesdays at 8-8:30 p.m., and in February it moved to 9 p.m. the same night. With a run of 14 original episodes, 12 repeats and 14 pre-emptions, Sharkey averaged about a 25 share and ended Aug. 31. Man From Atlantis has had just one airing since Sept. 21 when it scored a 25 share. Presumably it was judged by the network to be a more appropriate lead-off show, and, similarly, James at 15 was seen as a more suitable lead-in for Rosetti and Ryan (Thursday, 10-11 p.m.).

Sanford Arms, the Sanford and Son spin-off featuring neither Sanford (Redd Foxx) nor Son (Demond Wilson), pulled 28, 23 and 26 shares, respectively, in its first, second and third weeks on the air. Of eight episodes produced, five will be seen before the program’s cancellation. Richard Pryor has one original program yet to run, on Oct. 20, and a repeat of his comedy-special pilot first aired last May. The repeat will air Oct. 11 from 10 to 11 p.m. preceded by a two-hour “big event,” Dick Clark’s From Bobby Sox to Bikinis.

CBS’s Don’t Boone has a record of 26, 22 and 24 shares in its Monday-night time period. Last week the network gave it a trial run on Tuesday (8-8:30 p.m.), to see how it would do without NBC’s Little House on the Prairie as competition. On Tuesday, it faced ABC’s Happy Days (8-8:30 p.m.) and Laverne and Shirley (8:30-9 p.m.) and pulled a 19 share. That experiment pre-empted another of the network’s new series, The Fitzpatricks, which has performed even more dismally than Don’t Boone, scoring sub-20 shares in its last two outings.

Wald is out as Schlosser picks Crystal

Upheaval at the top at NBC News follows change of network heads

Richard C. Wald’s frequently anticipated resignation as president of NBC News came last week as he was replaced by Lester M. Crystal, executive vice president of NBC Television News.

Mr. Wald’s departure after nearly five years in the post was attributed to basic differences between him and NBC President and Chief Executive Herbert S. Schlosser. There had been recurring speculation over the past several months that he would be dismissed or leave of his own accord.

Published accounts last week identified some of the differences as unhappiness on Mr. Schlosser’s part that ABC had been allowed to hire NBC News’s Barbara Walters away, that NBC News does not have a prime-time equivalent of CBS News’s high-rated 60 Minutes and that NBC Nightly News has not overtaken CBS Evening News in the ratings.

But Mr. Schlosser said it had nothing to do with things like that. He repeated what he said when he replaced Robert T. Howard with Robert E. Mulholland as NBC-TV president six weeks ago: that since he became chief executive in January, one of his top priorities had been to make sure key jobs were filled by the best men available (Broadcasting, Aug. 29).

“It’s quite simple,” Mr. Schlosser said last week. “Dick Wald is very able, very bright, and I have a high regard for him. But my judgment was that the best man I could get was Lester Crystal.”

He elaborated in his formal announcement: “Les has spent his entire career in broadcast journalism, having started in radio and television 20 years ago. He brings to his new duties a versatile back-ground as a news operator, a creative program producer, an administrator and an excellent executive. He has a distinguished record of excellence and enjoys the respect of the NBC News organization as a leader.

Mr. Wald was said by friends to have been particularly upset by reports that he had been blamed for NBC’s not having a news-magazine show in prime time. They said he had constantly sought to introduce a prime-time magazine series but had been refused both by NBC management and NBC-TV affiliates. Mr. Schlosser himself said “I can’t blame him” for lack of a prime-time magazine show, adding that “it’s high on Lester’s list of things to get into.”

Another NBC official, also denying that any specific incident led to Mr. Wald’s departure, said that “it’s like a marriage that goes bad: There’s no particular reason and there’s every reason.”

Mr. Crystal appeared instead of Mr. Wald as NBC News’s representative at a regional meeting with NBC-TV affiliates in San Francisco the week before—and at one in Boston the day before—his promotion was announced. In Boston, Mr. Schlosser gave the affiliates advance notice of the change.

Mr. Crystal at that meeting told the station people that NBC News intends to build up both its electronic-newsgathering capability and its staff of correspondents and reporters. As in San Francisco, he also reviewed changes made in sets and formats of NBC Nightly News and changes made and planned for Today, especially to give it a more national character (Broadcasting, Oct. 3).

Mr. Crystal, who is 43, was named executive vice president, TV news, last July, after serving since last December as vice president, special programming. During 1976 he was producer of NBC News’s coverage of the national political conventions and elections, and before that was executive producer of NBC Nightly News for three years.

He joined NBC News in Chicago in September 1963 as first producer of NBC Shoulder to shoulder. The new competition in TV news made a display of public togetherness last week before the annual “newsmaker” luncheon of the International Radio and Television Society in New York (story page 75). It was an early debut for Lester Crystal (r), who had succeeded Richard Wald as president of NBC News less than two hours earlier (story this page), his companions before the IRS: Richard S. Salant (l), president of CBS News, and Roone Arledge, president of ABC News and Sports.
News: Chicago Report, a half-hour evening program on NBC's WMAQ-TV Chicago, also has been on "Dateline: Chicago" on WMAO-TV. He subsequently served in a variety of posts with NBC Nightly News and its predecessor reports, starting as regional manager in Chicago, news editor in New York, associate producer, producer and field producer/ Europe, before being named committee chairman.

A native of Duluth, Minn., Mr. Crystal broke into broadcasting as a newspaper writer for KDAL-AM-TV Duluth and WCCO-AM Minneapolis during undergraduate days at Northwestern University's Medill School of Journalism. He later joined CBS's WBBM Chicago, the NBC affiliate, and joined ABC Chicago, then WFLD Chicago, and was managing director at WFBC-AM-TV Altoona, Pa., from 1958 to 1960, and at WFLM-AM-TV Philadelphia from 1960 to 1963.

Mr. Crystal joined his CBS and ABC counterparts, Richard S. Salant and Roone Arledge, in spontaneous tributes to Mr. Wald when the three news chiefs appeared jointly before the International Radio and Television Society in New York last Wednesday, less than two hours after the change was announced (story page 75).

Mr. Wald's background gives him latitude to remain in broadcast news or move into print. Now 46, he joined NBC News as a vice president in 1968 after spending seven years in the newspaper field.

He joined the New York Herald-Tribune in 1951 while a student at Columbia University and served it for 15 years as religious editor, political reporter, associate editor and, in 1965-66, managing editor. When the Herald-Tribune folded, he became Sunday editor of the short-lived World Journal Tribune, moved to the Washington Post as assistant managing editor and then returned to New York as vice president of Whitney Communications until he moved to NBC News. He became president in January 1973.

Hill very cool to Carter plans for public broadcasting

Shooshan, Manning and their bosses aren't happy with $1-bilion legislative proposal, suggest Congress will write its own bill

President Carter's first policy-making venture in the field of communications—his $1-bilion public broadcasting bill (Broadcasting, Oct. 3)—appears to be in for a difficult time in Congress. After it was officially disclosed in a White House briefing on Thursday, spokespersons for the Senate and House communications subcommittees offered reactions that were downright chilly.

"A lot of what I see in the bill is superficial," said Harry M. (Chip) Shooshan III, counsel to the House subcommittee. "Congress is not going to jump through a hoop on this." Indeed, he said the subcommittee would draft legislation of its own in connection with its ongoing Communications Act rewrite project, which is expected to produce a draft bill in January, and consider it along with the President's measure.

And Mary Jo Manning, counsel to the Senate subcommittee, said, "All is not sweetness and light in Congress with respect to public broadcasting." She indicated it might not be easy to find senators to introduce the Senate bill.

The bill provides for a five-year authorization beginning in 1981—$180,000,000 would be authorized in the first year, $200,000,000 in each of the next four—and is designed to eliminate friction and overlap between the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio on the other. This would be accomplished, in large part, by restricting CPB's programing responsibilities to the making of block grants for categories of programs.

President Carter, in his message accompanying the legislation, sought to distinguish his approach to public broadcasting from that of President Nixon by stressing the importance he attaches to the medium's independence. Where the Nixon administration was criticized for allegedly attempting to curtail aggressive journalism by public broadcasting, President Carter said financial stability is needed "if public broadcasting is to provide better programs for more citizens and protect those programs from political pressures."

Furthermore, he said, "I want to encourage public broadcasters at all levels to engage in active news reporting and public affairs programing." He said his administration would not "stifle controversy on public television and radio. No President," he added, "should try to dictate what issues public broadcasting should cover or how it should cover them."

It wasn't that kind of rhetoric that disturbed the Hill. Rather, Representative Lionel Van Deerinck of Pennsylvania, chairman of the House Communications Subcommittee, said in a statement that the bill went only "part way" toward addressing the problems that were discussed in hearings the subcommittee held on public broadcasting last summer.

Representative Van Deerin and Mrs. Manning, the house's boss, Senator Ernest Hollings (D-S.C.), both cited what they regarded as the bill's failure to deal with the problems of what Representative Van Deerin called the "shameful record" of public broadcasting in minority employment and the "friction" between CPB and PBS. Other problems cited by Representative Van Deerin included "frustrations among independent producers seeking access to public television" and a "rising dependence on corporate underwriting."

Mrs. Manning also stressed what she considered the bill's failure to deal with CPB's "administrative" problems; she would like to have seen the legislation call for a reduction in CPB personnel, which now numbers 130. And she said that, considering such concerns, the proposed five-year authorization also raises questions.

Florida jury rejects plea of 'TV addict'

Zamora found guilty of murder; judge would not permit general examination of television in the context of the trial

Fifteen-year-old Ronny Zamora was found guilty of first-degree murder last Thursday after a Miami jury rejected the defense's contention that he had been driven temporarily insane by television violence. The boy's conviction came after his attorney, Eliss Rubin, lost two attempts to expand the scope of the trial into a general examination of the effects of violent programs on the young.

The jury of nine men and three women returned the verdict at midnight after two hours of deliberation. Zamora, described as a "TV addict," was also convicted of burglary, armed robbery and possession of a firearm during the commission of a felony. Because of the boy's age, the prosecution had not asked for the death penalty, but the conviction carries a minimum sentence of 25 years in jail.

Mr. Rubin said he will "certainly" appeal the conviction "on the fact that the judge would not allow testimony on television violence." He said the judge's decisions on that point "took the heart out of our defense."

Judge H. Paul Baker earlier in the week had refused to hear testimony from a Florida Technological University psychologist who said she was a specialist in the effects of television violence. Dr. Margaret Hanratty Thomas, who had not examined Zamora, was not allowed to testify because, the judge ruled, she could not establish a direct link between the defendant's shooting of his 92-year-old neighbor, Elinor Haggart, on June 4 and his television viewing. Dr. Thomas said as well, that she could not offer evidence "conclusively" linking television violence to any homicide or crime.

After that defeat, Mr. Rubin abandoned an attempt to have actor Telly Savalas, star of CBS-TV's "Kojak," testify. Citing the ruling of Judge Baker excluding Dr. Thomas's testimony, Mr. Rubin was quoted as saying, "I see no reason to bring Telly Savalas."

The Zamora trial had attracted worldwide attention because of the unusual plea of "subliminal television intoxication" and because of the broadcast coverage of the proceedings under a recent Florida supreme court ruling allowing cameras and microphones in that state's courtrooms. Noncommercial WPBT(TV) Miami had been broadcasting up to two hours of the proceedings each night, and local and national news programs had also carried excerpts from the WPBT coverage.

WPBT is now negotiating with the Public Broadcasting Service to produce a documentary on the trial.
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Listen to the music. Meet Johnny Gregory and the WGAY programming team. Learn how the new "Beautiful Hits" custom music package can be yours.
NRBA: more established now—if not quite part of the establishment

All-radio trade association goes to New Orleans convention more mature and more secure; it's no longer throwing rocks at NAB, but neither is it yielding field to the elder

Two years ago, when the National Association of FM Broadcasters opened its doors to AM stations and changed its name to the National Radio Broadcasters Association, the association's president, James Gabbert of KIQI(AM)-KIQI(FM) San Francisco foresaw the day when NRBA would lose the competition it just began with the National Association of Broadcasters in business. That in fact, was the strategy, Mr. Gabbert said—to give the "sleeping giant" a swift kick in the kneecap and make it pay more attention to radio, both in Washington lobbying and membership services, thereby cancelling the need for another radio organization.

And it worked, Mr. Gabbert says now. NAB has beefed up its services to radio and has begun communicating radio's unique problems to the FCC and Congress—and Mr. Gabbert gives NRBA all the credit.

But NRBA did not go out of business. "Well, no, it hasn't," says Mr. Gabbert, who is at the end of his third year as president of the association. Much to the contrary, it is almost three times larger than it was when it went all-radio (according to one estimate there were 375 station members then, and there are about 925 now) and is still growing. Mr. Gabbert projects NRBA will one day top out at about 1,500.

So things have turned out a little differently than he guessed. As it convenes its annual convention in New Orleans this week, its second (officially) as NRBA, the association is trying to strengthen its identity as spokesman of the small and independent radio station, and it gives no indication of wanting to dismantle itself.

The association also appears mellower than it was two years ago. "We're no longer exchanging pot shots with the NAB," Mr. Gabbert says. Instead, NRBA has found avenues in the last year down which it and NAB can travel together. For instance, there were the hearings last month before a House Small Business subcommittee on AM-FM car radio pricing, at which both NAB and NRBA participated (BROADCASTING, Sept. 26). NRBA was tickled when NAB joint board Chairman Donald Thurston complimented NRBA's long-standing involvement in the all-channel issue, and circulated the Thurston remarks after the hearings in a letter to the membership.

"We are not in competition with each other," Mr. Gabbert says of NAB. For that matter, "we need NAB very badly," he adds. "They have a $2 million budget. They have a good lobbying budget."

That is not to say the chill between the two associations has lifted totally, however. Mr. Gabbert points out that there are still areas of disagreement—for example, the proposal for the World Administrative Radio Conference of 1979 to create new AM frequency space, which NAB supports and NRBA does not. NAB argues that the plan would enable radio to expand to meet future population increases, and also would provide more opportunities for minority ownership. But NRBA argues, on the other hand, that the plan would result in destructive levels of competition. "You're going to get so much competition and fragmentation, no one can survive," Mr. Gabbert says.

NRBA also disagrees with NAB's proposal to give tax credits as incentives for station owners to sell properties to minority owners. "That's admitting you're wrong," Mr. Gabbert says. "What you really want is funding . . . guaranteeing loans to minority owners."

These two examples are not insignificant "when you look at the tremendous impact they could have on the industry," Mr. Gabbert says.

NRBA has yet to win acceptance in some quarters of its own industry, particularly among some major and network groups. The recent flap with NBC—in which NBC Radio President Jack Thayer withdrew one of his station managers from the NRBA convention agenda ("Closed Circuit," Aug. 22)—was evidence of this. Mr. Thayer said NBC thinks NRBA is a disruptive and divisive influence in the industry.

Mr. Gabbert's response to that is to ask: "Do we [NRBA] want them? What's good for NBC—is that good for radio?" In Mr. Gabbert's opinion, NBC is more concerned about television than radio and would not be a healthy influence at NRBA.

Mr. Gabbert paints an optimistic picture of the association's future, and of radio's as well. Business is on the upswing, as national advertisers are increasingly using radio in their media mixes, he says. A technical innovation, AM stereo, should lead to some "pretty dramatic changes" in the industry, "especially giving a lift to the car radio market."

The biggest problem facing radio, he says, is in Washington, where Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee is currently reviewing the Communications Act. Mr. Gabbert is reasonably confident radio will not be injured when the subcommittee votes out legislation, but he thinks the subcommittee staff options papers give evidence of a preoccupation with television. He thinks radio should keep pressure on the subcommittee to not forget radio's interests.

For himself, Mr. Gabbert is seeking a fourth term as president of the association. He says he does not think it wise to change horses during a transition to a new FCC chairman (Charles Ferris, who was awaiting Senate confirmation last week). But after next year, if elected, he says he wants to put a period to his tenure.

Mr. Gabbert does not plan to give his own spoken charge to the membership in convention this week, but says the convention program, with sessions on business and technology, and speeches from prominent Washington figures, will get across the messages radio needs to hear. A complete agenda of the meetings and festivities in New Orleans begins on page 36.
"State of the Art" - Beautiful Music Programming

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NRBA Hospitality Suite 829
Hour by hour, day by day at the NRBA

Sunday, Oct. 9

Registration. 9 a.m.-5 p.m. First floor.
Board meeting. 10 a.m. Eglington and Winton rooms.
Exhibits open. 2:30-5:30 p.m. Grand Salon.
Reception. 5:30 p.m. Grand Ballroom.
Armstrong Awards/FM Pioneers dinner. 7:30 p.m. Grand Ballroom.

Monday, Oct. 10

Registration. 8 a.m. First floor.
General session. 9 a.m. Grand Ballroom. Keynote: Miles Davis, president, Radio Advertising Bureau.
Five concurrent workshops. 9:30 a.m.
Engineering: The In and Out of FCC Inspection. Moderator: Dutch Doeltzsch, Woodward Marion, Ill. Panelists: Two station chief engineers and two FCC inspectors, to be announced.
Luncheon. 12:30 p.m. Grand Ballroom. Speaker: Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee.
Exhibit hall opens. 1:30 p.m.
Six concurrent workshops. 3 p.m.
Reception. 5:30-6:30 p.m. Exhibit hall.

Tuesday, Oct. 11

Membership meeting. 8:30 a.m. Marlborough Suite.
Eye-opener session. 9 a.m. Sponsored by Torbet-Lasker.
Five concurrent workshops. 9:30 a.m.
Luncheon. 12:30 p.m. Grand Ballroom. Speaker: Outgoing FCC Chairman E. Wiley.
Exhibit hall opens. 1:30 p.m.
Reception. 5:30-6:30 p.m. Grand Ballroom.

Wednesday, Oct. 12

Eye-opener session. 9 a.m. Sponsored by SESAC.
Five concurrent workshops. 9:30 a.m.
Sales: Major Market Sales—Rates, Inventory Control, Compensation Plans, Upgrading Rate Cards. Moderator: Bernie Mann, WGLD(AM) High Point, N.C. Panelists: Bill Halig, WTUR(AM) Milwaukee; Paulie Landon, KITR(AM) San Francisco; Ralph Guild, McGavren-Guild; Maurice Webster, The Webster Group.
Get-away buffet. 12:30 p.m. Grand Ballroom.
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  Outstanding Lead Actress in a Drama or Comedy Special.
  Outstanding Writing in a Special Program, Drama or Comedy (Adaptation).
  Outstanding Achievement in Music Composition for a Special (Dramatic Underscore).
George Foster Peabody Award.
Writers Guild of America Award as Outstanding Teleplay of the Year.
On the exhibit floor: an NRBA bazaar

AKG Acoustics 94
91 McKee Drive, Mahwah, N.J. 07430
Product: Microphones, headphones, phono cartridges, reverberation units, accessories.
Personnel: Robert Miller.

Ampro Broadcasting 8-10
850 Pennsylvania Boulevard, Feastersville, Pa. 19047

Automated Processes 68
700 Park Avenue, Huntington, N.Y. 11743

Automation Electronics 109-111
1001 South Street, Lafayette, Ind. 47902

Belar Laboratories 26
Lancaster Avenue, Box 826, Devon, Pa. 19333

Bloomington Broadcasting 107
236 Greenwood Avenue, Bloomington, Ill. 61701

Broadcast Electronics 56,57,68,69
4100 North 24th Street, Quincy, Ill. 62301

Broadcast Programing International 73-74
Box 544, Bellingham, Wash. 98225

Cablewave Systems 4
60 Dodge Avenue, North Haven, Conn. 06473

Capitol Magnetic Products 14
1750 Vine Street, Hollywood 90028

CBS Technology Center 122
227 High Ridge Road, Stamford, Conn. 06906

CCA Electronics 42,55
Broadcast Plaza, Box 550, Cherry Hill, N.J. 08034

Cetec Broadcast Group 32-37
76 Castillian Drive, Goleta, Calif. 93017

Collins Broadcast Products 63-64
1200 North Alma Road, Richardson, Tex. 75081

Consolidated Electronics 111
10315 Kensington Parkway, Kensington, Md. 20705

CSI Electronics 91-92
3800 South Congress Avenue, Boynton Beach, Fla. 33435

Delta Electronics 22
5534 Port Royal Road, Springfield, Va. 22151

Digital Products 118
4058 Northeast Avenue, Fort Lauderdale, Fla. 33334

Dolby Laboratories 89-90
731 Sansome Street, San Francisco 49111
Product: FM broadcast processor, single channel noise reduction units, Marantz, Nakamichi, Sansui and Sony receivers and tuners incorporating Dolby FM circuitry. Personnel: Kevin G. Dauphinee, Penny Heldrick, Christopher Parker.

Edco Products 5-6
640 Bazell Drive, Lexington, Ky. 40504

Fidelipac 114
109 Goather Drive, Mt. Laurel, N.J. 08057

Harris Corp. 28,29,40,41
Box 290, Quincy, Ill. 62301

IGM 119-120
4041 Home Road, Bellingham, Wash. 98225

Inovonics 95
503-B Vandell Way, Campbell, Calif. 95008

International Tapetronics 25
2425 South Main Street, Bloomington, Ill. 61701

Jefferson Data Systems 100
501 Archdale Drive, Charlotte, N.C. 28210

Johnson Electronics 24
Box 7, Casselberry, Fla. 32707

Kaman Sciences 59-60
Box 7463, Colorado Springs 80933

Kay Industries 18
604 North Hill Street, South Bend, Ind. 46617

James B. Lansing Sound 102-103
8500 Balboa Boulevard, Northridge, Calif. 91329

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Marti Electronics 104-105
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McCurdy Radio Industries 7
1711 Carmen Drive, Elk Grove Village, Ill. 60007

McMartin Industries 70-72
4500 South 76th Street, Omaha, Neb. 68127

Micro Control Associates 113
Box 13250, Arlington, Tex. 76013

Micro-Trak 65
630 Race Street, Holyoke, Mass. 01040

Minneapolis Magnetics 85
8125 Pleasant Avenue, South, Minneapolis 55420

Money Machine 27
Box 23355, Nashville 37202

Moseley Associates 98-99
111 Castilian Drive, Goleta, Calif. 93017

Mutual Broadcasting System 116-117
1755 South Jefferson Davis Highway, Arlington, Va. 22202

Fred A. Nudd Corp. 19
Route 104, Ontario, N.Y. 14519

Orange County Electronics 123
1125 Empress Street, Winnipeg, Manitoba R3E 3H1

Orban Associates 15-16
459 Bryant Street, San Francisco 94107

Otari 88-87
981 Industrial Road, San Carlos, Calif. 94070

Pacific Recorders and Engineering 112-
124-125
11100 Roselle Street, San Diego 92121

Paperwork Systems 11-12
Box 38, Bellingham, Wash. 98225

Phelps Dodge Communications 96
Rte. 79, Marlboro, N.J. 07746

QE! 13
Rte. 73, Kresson, N.J. 08053

QRK Electronics 101
1568 North Sierra Vista Avenue, Fresno, Calif. 93702

Ramko Research 80
11355-A Folsom Boulevard, Rancho Cordova, Calif. 95670

RCA Broadcast Systems 75-78
Front and Cooper Streets, Camden, N.J. 08101

Robins 115
75 Austin Boulevard, Emmick, N.Y. 11725
Product: Monitor amp, linear faders, Rever- batron, RPC broadcast module*, custom consoles, distribution amp, console, integra 3 cards and accessories. Personnel: Herman Post, Steven Friedman, Sam Jones.

Saki Magnetics 106
1649 12th Street, Santa Monica, Calif. 90404
AEI Public Policy Forums: Names and Issues Your Audience Knows

U.S. ENERGY POLICY: WHICH DIRECTION?

Left to right: Edward J. Mitchell, University of Michigan; Melvin R. Laird, Reader's Digest Association; John Charles Daly, Moderator; Rep. Morris Udall, (D—Ariz.); and John O'Leary, Administrator, FEA.

PROSPECTS FOR PEACE IN THE MIDDLE EAST

Left to right: George Ball, former Under Secretary of State; Senator Jacob Javits, (R—N.Y.); Joseph J. Sisco, Moderator; J. William Fulbright, former U.S. Senator; and Rita Hauser, former U.S. Delegate, UN General Assembly.

COMPETITION IN THE AIRLINES: WHAT IS THE PUBLIC INTEREST?

Left to right: Senator Edward M. Kennedy, (D—Mass.) Albert V. Casey, Chairman, American Airlines John Robson, former CAB Chairman Edwin I. Colodny, President, Allegheny Airlines Lamar Muse, President, Southwest Airlines

PROFESSORS, POLITICIANS AND PUBLIC POLICY


These are among the recent one-hour panel programs produced by the American Enterprise Institute for Public Policy Research and distributed without charge as a public service to more than 500 commercial and public television stations, radio stations and cablevision systems. Write today for our catalog or to preview one or more shows.

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475 Ellis Street, Mountain View, Calif. 94043
Product: 250 record/reproducer®, 255
reproducer®, 280B-2 variable pitch controlled
studio recorder; 400L, broadcast logger with
time code. Personnel: Homer Hull, William
Krehbiel, William Hamilton, Gareth Nelson, Er-
nest Ray, Jim Ratcliffe.

Shure Brothers 17
293 Hartrey Avenue, Evanston, Ill. 60204
Products: Microphones, phono cartridges,
50AС acoustic coupler. Personnel: Shelly
Brown, John Phelan.

Eric Small & Associates 20-21
680 Beach Street, Suite 315, San Francisco
94109
Product: Tower light monitor, ATS-remote con-
trol-automating logging system®, peak program-
denominators. Personnel: Eric Small, Jesse Maxenchs, John Kean, James
Loupas.

Sono-Mag 81-83
1019 West Washington Street, Bloomington, Ill.
61701
Product: DP-2 automation systems with traffic
control editing, Clear-Text logging systems®
remote control for automation system®, paper
work system for direct interface with DP-2. Per-
sontal: William E. Moulis, Stephen S. Sampson, Bob Popke, Pete Charlton, Joe Toher.

Stanton Magnetics 93
Terminal Drive, Flushing, N.Y. 11383
Product: Phonos, styli, headphones, turntables, preamps, stylus wear gauge. Per-
sontal: G.L. (Pete) Bidwell, Jim Fox, George
Alexandovich, Paul Torraca.

Studer/Revox America 3
1819 Broadway, Nashville 37203

Tapecaster TCM 1-2
Box 662, Rockville, Md. 20851

Telex Communications 23
9600 Aldrich Avenue South, Minneapolis
55420
Product: Telex/Magnetoreel and cartridge
machines, MC cartridge recorder/reproducer®,
record and/or preamps, headsets. Personnel:
Don Mereen, Greg Dzubay.

Time & Frequency Technology 38-39
3000 Oicott Street, Santa Clara, Calif. 95051
Product: AM and FM frequency and modulation
monitors, digital remote control, ATSC
equipment, STL equipment®. Personnel: Bob
Cochran, Tom Creighton, Cal Eckels, Frank
Stollen, Jo Wu.

UMC Electronics 30-31
460 Sockett Point Road, North Haven, Conn.
06473
Product: Beaucart tape cartridge machines,
splice finders, Beau cartridge heads, tape drive
motors. Personnel: Allan J. Shaffel, C.F. Rockhill,
C.E. Collett, Preston R. Weaver, Joe Shepster.

United Recording Electronics 88
8460 San Fernando Road, Sun Valley, Calif.
91352
Product: Broadcast consoles, limiter,
parametric equalizer, graphic equalizers, tun-
able bandpass filters, signal processing equip-
ment. Personnel: Dewitt F. Morris.

Thomas J. Valentino Inc. 67
151 West 46th Street, New York 10036

Ward-Beck 61-62
641 Progress Avenue, Scarborough, Ont. H1H
2X4

Hospitability in the Hilton suites

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Public Conversation 1811
Scully Recording Instruments 2423
Selcom 529
Alan Stang Report 811
Starborne Productions 843
Radio Arts 1706
RCA Broadcast Systems 639,643
Radio Programming/Management 747
William B. Tanner 1729
TM Programming/Productions 1806,1929
Torbel-Lasker 2306
United Press International 2006
Webster Group 2029
Welch Company 1943
Windchime Communications 1329

Broadcasting Oct 10 1977
Dust was the color of the sky.
Dust was the color of the town.

The young sheriff moved toward the railway platform, pausing only to wipe his moist palms on his holsters.

He watched the Union Pacific engine hurtle around the bend and screech to a clanging, hissing stop. Silently, the Dalton boys swung from the train onto the station platform. Suddenly the sheriff found himself staring down the barrels of three shotguns. The street behind him was empty but for the dust.

There was no turning for help.

As his hands crept slowly toward his gun belt he knew he had to say it now or forever hold his peace. A crooked smile played about the corners of his mouth, as he drawled, "Boys, I want you to hear me and hear me good. Just remember, that Xerox is a registered trademark of Xerox Corporation and, as its brand name, should be used only to identify its products and services."
Unanimous verdict on Dick Wiley:
his was virtuoso performance at FCC

Late to bed, early to rise chairman shaped that agency as an instrument responsive to his vision of government's role; he sought to please all comers, and was faulted only for succeeding; the E., it turns out, was for efficiency.

For several months, Richard E. Wiley—who leaves office as FCC chairman this week—has been something of an anachronism in Washington. A Nixon-era holdover in a Carter administration that includes such self-confessed consumerists as the Federal Trade Commission's Mike Perschuck, Mr. Wiley, when asked to state his greatest accomplishment as FCC chairman, replies: "Efficiency in government."

This, obviously, was not the kind of regulator whose taste ran to change. Not only is "efficiency in government" a rare claim among public officials, neither is deregulation, or reorganization, the kind of thing most government officials would adopt as a major policy initiative. Dick Wiley did, years before it became a popular theme of the Ford administration. His was the classic conservatism: Where government is concerned, less is better.

Then, too, there were those other characteristics that set him apart: the enormous energy with which he conducted the commission's affairs, the deliberate effort to make the FCC less forbidding to those it regulates, and what spokesmen for such disparate interests as broadcasters, cable operators and citizen groups speak of as a fairness and willingness to listen.

And there seems little doubt that he leaves the FCC—to take up private practice as managing partner of the Washington office of Kirkland & Ellis ("Closed Circuit," Oct. 3)—with an enormous fund of goodwill, at least among broadcasters. The Oregon Association of Broadcasters a few months ago adopted a resolution expressing its "admiration, respect and heartfelt thanks." The National Radio Broadcasters Association presented him with a plaque describing him as a "beloved regulator . . . admired, loved and respected." And when BROADCASTING several months ago ran a story dealing with a rash of commission reversals in court (and headlined "Wiley's FCC: in danger of disappearing") communications lawyer wrote a letter expressing outrage at what he felt was criticism of the chairman and suggesting that a "tribute" would be more appropriate. The lion, it seemed, had indeed lain down with the lambs.

When Mr. Wiley—who joined the commission as general counsel in September 1970 and was named a commissioner in January 1972—assumed the chairmanship in March 1974, he had no ambitions for reshaping the industries regulated by the commission. A BROADCASTING article reviewing his first year as chairman said he had been attempting to "institutionalize rhetoric as part of an activist campaign to dampen fires, not start them" (BROADCASTING, March 17, 1975). He did not disagree.

But if visions of policy breakthroughs did not dance in his head, a view of an orderly, well-run FCC did. And that might have seemed the wildest dream of all. Never known for the efficiency of its operations, the commission, four years ago, was in a state of disrepair. It was three members short. A number of tough policy issues were left to be resolved. Key staff positions were vacant. And the agency seemed to be slowly sinking under the weight of backlogs.

Nevertheless, Chairman Wiley promised a vigorous, efficiently run FCC. And, as President Nixon brought the commission up to full strength (with the appointments of James Quello, Glen O. Robinson and Abbott Washburn), Mr. Wiley began delivering.

He filled the staff vacancies and began setting deadlines (announcing them in 90-day calendars). He met weekly with bureau chiefs, and he held the commission to a strenuous schedule of three or four meetings a week. Most important, perhaps, he demonstrated a readiness to grapple with issues, no matter how thorny: He was an activist.

In time, the balky commission began to respond. Controversial, long-pending issues were disposed of. Renewal and transfer applications began moving through at a reasonably fast pace. Even backlogs began melting; incredibly, a list of several hundred petitions to deny license renewal that had been filed by citizen groups was reduced practically to zero.

In the process, Mr. Wiley made a mark on the commission as few had of his predecessors. Most of those with whom he filled staff vacancies were what some called "Wiley look-alikes"—a reference to the preference they shared with him not only for three-button suits and rep ties but also for a conservative approach to government. His mastery of a whole range of issues enabled him to dominate commission meetings. What's more, he involved himself deeply in the work of the staff in drafting major items for commission consideration, with the result that the "staff" items that emerged were often more accurately "Wiley" items—a circumstance that sometimes nettled colleagues who would have preferred presentations by an uninhibited staff.

To a large extent, some observers noted last week, Mr. Wiley was aided in making the mark he did by serving with colleagues who generally were congenial. Fortunately for Mr. Wiley, one communications lawyer observed, he did not have to deal with a Nicholas Johnson or a Kenneth Cox, both strong-minded com-

missioners who, when they served together with Chairman Rosel H. Hyde, threatened at times to take over the commission. (In the past year, Commissioner Joseph Fogarty is said to have given Mr. Wiley a slight taste of the trouble Mr. Hyde had known.)

If there is one criticism made of Chairman Wiley's conduct it is the eagerness to please, the willingness to compromise, the desire to adopt actions on 7-to-0 votes, if possible. One result was an unusually high percentage of unanimous votes. But there are some who say that the desire to please all contending parties can be self-defeating. Implicit in the criticism is the suggestion that, in his absorption with the trees of the opposing forces at hand, he lost sight of the forest of the public's interest.

They cite, for example the fashioning of the decisions in the media cross-ownership and pay-cable cases that were reversed by the U.S. Court of Appeals in Washington. Sources who were close to the decision-making say that the crossownership case was the product of Mr. Wiley's determination to take some action, even if not dramatic—for fear of reversal in court if nothing was done—in the face of reluctance on the part of several commissioners to do anything. The pay-cable rules, which were designed to guard against the siphoning by pay-cable operations of the sports and
WFMY-TV
GREENSBORO/WINSTON-SALEM/HIGH POINT
PICKS BLAIR TELEVISION AS NATIONAL REP.

GREENSBORO/WINSTON-SALEM/HIGH POINT, N.C.—WFMY-TV, CBS affiliate in Greensboro/Winston-Salem/High Point, N.C., has picked Blair Television, a division of John Blair & Company to be its national sales representative.

"All of us at Blair are extremely pleased to have this opportunity to work with the outstanding management and staff of WFMY-TV," notes Harry B. Smart, President of Blair Television's Market Division.

"Both of our organizations have similar traditions of leadership, and we're looking forward to a lasting and productive association with WFMY-TV for many years to come."
movie programming now seen on conventional television, were drafted under what the appeals court said was intense ex parte pressure from all contending parties. And, again, sources who were on the scene say that efforts were made to satisfy both cable and broadcaster interests. Neither side was satisfied, as events proved; both took the FCC's ruling to court, where it was overturned in a decision favorable to cable. In so doing, the court echoed the "compromise" criticism: "We are particularly concerned," it said, "that the final shaping of the rules we are reviewing here may have been by compromise among the contending industry forces, rather than by exercise of the independent discretion in the public interest the Communications Act vests in individual commissioners."

For some close observers of the FCC, one puzzling aspect of Mr. Wiley's stewardship was the dichotomy in the commission's approach to AT&T; on the one hand, and broadcasting, on the other. If the commission on occasion seemed protective of broadcasting, as some of Mr. Wiley's critics say, it pursued with vigor a policy aimed at promoting competition in the telephone field; indeed, so effective has the policy been that AT&T has secured the introduction in Congress of legislation (the "Bell Bill") aimed at affording a measure of protection against competition. ("Wiley's common carrier policy was superb," said one who believes the commission's broadcast policy had a pro-industry bias.)

As the pay cable and crossownership cases indicate, it was the courts that caused Mr. Wiley the most trouble during his chairmanship. And none caused him more anguish than the district court in Los Angeles, in the family viewing case.

Throughout his years on the commission, Mr. Wiley made such of his concern for broadcasters' First Amendment rights. That concern, shared by the commission, was reflected in the FCC's assertion—a policy statement that seemed to fly in the face of its own decisions—that broadcasters must be free to make their own decisions regarding entertainment formats, that they should not be influenced by the commission in response to complaints from the public about abandoned programming. On the other hand, the commission ruled that a George Carlin comedy record broadcast over WBAI(FM) New York was "indecent" and therefore barred from the airwaves—a ruling overturned by the appeals court as "censorship." (The commission is seeking Supreme Court review of that decision.)

And in the family viewing case, Chairman Wiley and the commission were found by Judge Warren J. Ferguson to have violated the First Amendment rights of broadcasters by pressuring them into adopting a plan under which the first two hours of prime time were to be reserved for programming suitable for the entire family. The government and the broadcasters deny there was intimidation, and the decision is being appealed, but Mr. Wiley describes the case as his "biggest disappointment."

Family viewing was not the only example of Mr. Wiley's approach to self-regulation. So also was the children's television case. The chairman persuaded television to reduce the amount of commercial time in children's programming—to a level the commission would, if necessary, impose by rule. Then the commission referred to those commitments in a policy statement that also was designed to "clarify" broadcasters' responsibilities in programming. That successful effort at nudging the industry toward a particular end—which was approved by the appeals court in an opinion upholding the commission action in the case—is believed to have given Mr. Wiley the confidence to enter talks with industry officials in what became the family viewing case.

In large part, Mr. Wiley initiated those talks in response to pressure from Congress and the public to "do something" about sex and violence on television. He was, one former commission staffer said, anxious to please the committees in Congress concerned about the problem. But Mr. Wiley does not put all responsibility on those outside forces. He describes himself as a "moralist," and says he believes television violence represents a serious problem. He would, he says, "do the same thing again."

Indeed, a streak of "moralism"—which manifests itself in the sermons he delivers on occasional Sundays at the Cherrydale Methodist church in the Washington suburb of Arlington, Va., and in the speeches he gave to the National Religious Broadcasters annual conventions in Washington—was evident in the

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Broadcasting Oct 10 1977
POITIER, WINTERS, USTINOV, MALDEN, NIVEN, GARNER, O'CONNOR, AND MORENO STAR IN MGM/10.

JAMES GARNER'S RIGHT-CROSS SAVES HIM FROM THE DOUBLE-CROSS.
MARLOWE
JAMES GARNER, CARROLL O'CONNOR, RITA MORENO, BRUCE LEE.

SIDNEY POITIER PROVES THAT LOVE IS BLIND.
A PATCH OF BLUE
SIDNEY POITIER, SHELLY WINTERS, ELIZABETH HARTMAN, WALLACE FORD.

DAVID NIVEN IS A FATHER WHO DOESN'T ALWAYS KNOW BEST.
THE IMPOSSIBLE YEARS
DAVID NIVEN, LOLA ALBRIGHT, CHAD EVERETT, CHRISTINA FERRARE, OZZIE NELSON.

PETER USTINOV BENDS, FOLDS, AND MUTILATES THE BIG CORPORATIONS.
HOT MILLIONS
PETER USTINOV, MAGGIE SMITH, KARL MALDEN, BOB NEWHART.

MGM/10 THIRTY POWERFUL MOVIES ORIGINALLY MADE FOR THEATRICAL RELEASE INCLUDING HOW THE WEST WAS WON, LADY L, THE COMEDIANS, THE POWER, DON'T MAKE WAVES, HARUM SCARUM AND WHERE WERE YOU WHEN THE LIGHTS WENT OUT. WE'VE GOT THE MOVIES, WE'VE GOT THE STARS. CALL YOUR UA-TV SALES REPRESENTATIVE TODAY.
Wiley chairmanship from the start. In his first speech as chairman to the National Association of Broadcasters, in Houston in March 1974, he called for "a new ethic in broadcasting." Station operators were urged to resist the temptation of fraudulent practices and to reeducate themselves to excellence, decency and public service (Broadcasting, March 25, 1974). Those who spurned his advice, he said, would feel the commission's wrath. And there has been a hardening of the commission's attitude toward broadcasters involved in fraudulent billing and misrepresentations to the public (although some officials note that more final orders conclude with fines and fewer with denials of renewals than they might have expected).

But if jawboning and moralism both had places in his repertoire, there is no doubt that Mr. Wiley saw one of his missions as making life a little more comfortable for broadcasters and, in more recent years, for cable operators as well. Five years ago, in a speech to the Mutual Affiliates Advisory Council, in Washington, he committed himself to what at the time seemed the rather extraordinary notion that he, as a member of the commission, should work to remove the feeling of "suspicion and distrust" he said existed between broadcasters and the FCC. His time at the commission would be well spent, he said, if he could contribute to creating a new mood of regulation—"one in which the spirit of partnership and cooperation in serving the public can flourish and prosper (Broadcasting, July 31, 1972).

And he has made a major effort to keep that commitment. "Under Wiley, broadcasters were told they could approach the FCC without fear of retribution," the National Association of Broadcasters' general counsel, Erwin Krasnow, said the other day. "He made it a more human FCC."

Regulation, a program he headed when a commissioner and pushed hard as chairman, is also seen as part of the humanizing process. It is designed to root out or adapt to current conditions regulations that have become obsolete over the years and have served only to burden broadcasters. Thus far, the program has produced some 600 changes in the rules—all, presumably, for the better. "From the broadcasters' viewpoint," Mr. Krasnow said, "that's a plus."

That assessment, by a broadcasting industry representative, may not be surprising. But Stuart Feldstein, vice president and general counsel of the National Cable Television Association, holds a similar view. "We've had our disagreements with him, over the commission's refusal to take jurisdiction over pole attachment agreements and over the pay-cable rules, but, over-all, he's been very fair," Mr. Feldstein said. "We're quite pleased with Dick Wiley."

And well they might be. The commission in recent years has moved toward a significant deregulation of the cable television industry. Mr. Feldstein noted that the commission has repealed the leapfrogging rule, has exempted systems with up to 500 subscribers from the application of most cable rules, relaxed technical standards, suspended for 10 years the 1977 deadline for rebuilding old systems in accordance with the 1972 rules, and made compliance with the rules easier. "We don't get our way on everything," Mr. Feldstein said, "but over the years, the trend [of commission regulation] has been more favorable to us." It was not only to the industry's benefit that the cable industry regarded Mr. Wiley with hostility and distrust.

Citizen groups are not generally thought of as among the most favored of the commission's constituents. Mr. Wiley was adamanent in refusing to consider proposals for providing reimbursement of expenses for citizen groups that participate in commission proceedings; he insisted the lead in that matter should come from Congress, although some other agencies have adopted reimbursement programs of their own. Some groups felt the equal employment opportunity rules the commission adopted for broadcasters last year were in some respects too lax. (So did the U.S. Court of Appeals in New York in holding that the commission decision to exempt stations with 10 or fewer employees from the requirement to file an affirmative action program was "arbitrary and capricious." The exemption now extends only to stations with five or fewer employees, the standard that had been in effect before the new rules were adopted. And some citizen group members complain of what they say is a weak EEO enforcement program at the commission.

Yet, Pluris Marshall, of the National Black Media Coalition, who shares some of those concerns, nevertheless says Mr. Wiley has been "a good chairman." Again, it seems that Mr. Wiley's effort to make the commission, and himself, accessible, stood him in good stead. Mr. Marshall spoke with favor of the regional meetings the commission held in cities around the country to hear the complaints and views of the public (and, in separate sessions, of broadcasters), and of the monthly meetings with individuals and members of groups in Washington.

And the door to the chairman's office, he found, was open to him. "We had some cursing matches," Mr. Marshall said, "but we went back to work together. We could disagree. But he wouldn't stay mad three or four months. That was a positive sign. That dude had a lot of decency about him."

It wasn't only the opportunity to discuss matters with the commission and the chairman that impressed Mr. Marshall. The FCC-sponsored conference on minority ownership of broadcast properties, held in April, "was a step in the right direction," Mr. Marshall said. So was the "politicking" of Mr. Wiley and former Commissioner Benjamin L. Hooks with the Small Business Administration in an effort to persuade it to drop its ban on loans for broadcast properties. "His tenure as chairman didn't give us everything we wanted," he said, echoing Mr. Feldstein. "But we got something."

Maintaining contact with broadcasters, cable operators and others the commission regulates and with citizen groups was in itself a heavy burden. Mr. Wiley turned down few invitations. On more than one occasion, he delivered a speech in a city in the U.S. after landing a few hours earlier in a plane that brought him from an international meeting in Europe. And the travels never interfered with his ability to stay on top of commission business. He thrived on the schedule and the work; he and his commission were a neat fit. He whipped it into shape and dominated it as have few chairmen, and although his activism led him, almost inevitably, into some defeats—crushing, in the case of the family viewing decision—he would have grabbed at the chance to serve at least part of another term under President Carter.

He loved every minute, and let the world know it. When asked how he would feel on leaving the commission, Dick Wiley had a favorite response: "I'm going to leave willingly and with great grace—much as Sewell Avery was carried out of Montgomery Ward."
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Supreme Court will take on crossownership, rejects appeal on pay cable

It's one up, one down for FCC and for broadcasters; threat of losing sports attractions will be taken to the Congress; ex parte question remains up in the air

The FCC won one and lost one in the Supreme Court last week. The high court, in its first day of the new term, agreed to review an appeals court decision reversing the commission on the question of newspaper-broadcast crossownership. But it refused to review the case in which the same lower court overturned the commission's pay cable rules.

The decision to consolidate the commission's appeal and five others and hear arguments in the crossownership proceeding offers new hope for owners of co-located broadcast and newspaper properties that they can avoid divestiture.

The commission's order in the case was limited to barring the prospective creation of such crossownerships and requiring the breakup only of 16 cases of what the commission said were 'egregious' monopolies. The U.S. Court of Appeals, acting on an appeal by the National Citizens Committee for Broadcasting, affirmed the prospective rule but overturned other parts of the order. Then it went further, to direct the commission to initiate a rulemaking aimed at requiring the break-up of all commonly owned and co-located newspaper and broadcast properties.

"Nothing can be more important than insuring that there is a free flow of information from as many divergent sources as possible," the appellate court said, quoting from an FCC policy statement. A check at the time indicated that the court-ordered rule could affect 153 newspaper-broadcast combinations involving 291 stations—135 AM's, 96 FM's and 60 TV's (Broadcasting, March 7).

The commission was alone in arguing that there were legitimate grounds for banning the creation of new combinations while leaving the existing ones intact; the National Association of Broadcasters and the American Newspaper Publishers Association said there is no basis for banning crossownership, new or old, and that such a ban violated the First Amendment. But they along with a number of individual licensees agreed with the commission that the court had exceeded its authority in directing the FCC to institute a rulemaking.

The Department of Justice also adopted the latter position, in a memorandum filed with the high court (Broadcasting, Oct. 3). However, it also said it does not believe the commission has justified its decision to grandfather most existing same-market crossownerships. That section of the order, it said should be set aside.

The Supreme Court's denial of petitions to review the lower court's decision wiping out the rules designed to protect conventional television against the loss of movies and sports attractions to pay cable does not end the matter. It shifts the scene of the dispute to Capitol Hill, where broadcasters will seek protective legislation.

NAB President Vincent Wasilewski said that "Congress is going to have to look at the issues . . . We'll be starting a legislative effort in that regard."

The Association of Independent Television Stations will also be active. Herman Land, INTV president, expressed concern that Congress's interest in the matter seems to be limited to such blockbuster items as the World Series and Super Bowl. He said Congress must be made aware that independent stations, particularly, are worried over the loss of coverage of local professional baseball, basketball and hockey games throughout the season. He expressed the hope that an industry-wide effort could be organized to alert Congress to such concerns.

Thus far, at least, there is no sign of Congress springing to life on the issue. Representative Lionel Van Deen (D-Calif.), chairman of the House Communications Subcommittee, said his panel would consider a new communications bill in connection with the network sports inquiry and the Communications Act review now under way. Separate legislation, he added, will not be considered before the completion of the draft of a new Communications Act, now expected in January. But "it is very likely that [Congress] will do something," he said.

The subcommittee would be prompted to act sooner, however, he said, if "some S.O.B. decided that the 'sky's the limit,' and begins to take the Rose Bowl and the NCAA basketball finals and the World Series. Then some urgency would be applied." But he doesn't see such a crisis developing.

As for the cable interests, they are viewing the Supreme Court's action with some satisfaction, but with a sense of frustration, too. Robert Schmidt, president of the National Cable Television Association, said the industry was happy the Supreme Court decided not to review the lower court's opinion, which held that the commission had failed to justify any need for the rules and that the rules, as written, violated the First Amendment.

But, he added, "We're still not out of the woods." He was referring to the cable interests' contention that pay cable operations were denied access to motion pictures as a result of the exclusivity provisions the network obtain in the contracts they negotiate with producers when buying their product.

The commission last month terminated
without action an inquiry into the exclusivity matter (BROADCASTING, Sept. 26). And NCTA has appealed that decision to the U.S. Court of Appeals in Washington. The Supreme Court action denying review, he said, "is not the victory it should be, because of that outstanding question that has to be resolved."

The ex parte dilemma: Can they or can't they?

One matter that the Supreme Court action leaves clouded in uncertainty is the effect of the lower court's ruling directing the commission to avoid ex parte contacts in all rulemaking proceedings. The commission had appealed that portion of the decision as well as one dealing with the sports-siphoning rules. (The decision dealing with both the movie and sports rules were appealed by NAB and ABC.)

Solicitor General Wade McCree, in urging the Supreme Court to deny review, said that ruling "does not appear to be the law of the circuit." He noted that another panel of the court, in the children's television proceeding, said ex parte contacts are prohibited in rulemakings only if they involve "competing claims to a valuable privilege." And he said differences among the judges of the circuit should be initially resolved by the circuit.

Commission lawyers last week began studying the ex parte question. In effect, they are attempting to determine "the law of the circuit," as that can be inferred from the pay cable and children's programming decisions and from other case law.

But the last word from the general counsel's office on the subject—issued while the Supreme Court's decision on whether to review the pay cable case was pending—was that commissioners and decision-making staff were restricted by the ex parte rules from contacts with interested parties on matters affecting pending rulemakings.

**MBS purchaser under FTC gun**

Trade commission charges Amway with restraint of trade, price-fixing, but company defends practices

The Federal Trade Commission has accused Amway Corp., the new owner of Mutual Broadcasting System, of engaging in unfair trade practices. It says the company has imposed unfair restraints on its independent distributors and that it has set up "an endless chain" of dealershipss among its independent retail sales force.

The 1975 complaint against the Ada, Mich.-based manufacturer and distributor of personal-care and household products could result in an FTC order prohibiting Amway from engaging further in the alleged unfair actions and would require it to disclose to its distributors more information about the nature of their relationship with the company.

Named in the complaint in addition to Amway, which purchased the Mutual Broadcasting System for a reported $18 million (BROADCASTING, Oct. 3), are Amway Distributors Association of the U.S., the company's chairman, Jay Van Andel, and its president, Richard De Vos.

Hearings have been under way in Washington for the summer, and, according to Amway's attorney, Lee Loevinger, the testimony phase of the initial proceeding is almost completed.

Mr. Loevinger, a former FCC commissioner and before that head of the Justice Department's Antitrust Division, said that thus far in the hearing more than 130 witnesses and 1,500 exhibits have been presented. The official transcript now runs to some 7,000 pages of testimony. Mr. Loevinger said an initial decision (from Administrative Law Judge James P. Timony) is not expected until early next year. After that, he said, the case "almost certainly will go to the commission."

According to the FTC's chief investigator in the case, Joseph S. Brownman, the judge has refused to allow him to discuss the case. Mr. Brownman said, however, that such orders are not unusual during FTC proceedings.

The FTC complaint alleges in five counts that Amway (1) attempted to "fix, maintain, control or tamper with the resale prices" at which the company's independent distributors sold its products; (2) tried to "restrict the outlets through which distributors and dealers may resell their products" and that it may have "coerced" its distributors "to refrain from soliciting the business of retail customers and commercial accounts of other distributors"; (3) sought to "restrict the advertising and promotional activities in which distributors and dealers may or would otherwise engage"; (4) falsely represented to potential distributors that "substantial income or profit" could be made through "multiplication, duplication and geometrical, unlimited or endless chain increases in the number of distributors or dealers recruited," and (5) falsely represented "directly or by implication" that it is easy to recruit persons for the Amway sales force and that distributors "can anticipate or will receive substantial profits or earnings."

According to Mr. Loevinger, the evidence presented thus far in the hearings has failed to uphold the commission's allegations. He admitted, however, that the FTC's case at this point rests heavily on the "pyramid-type operation" outlined in count four of the complaint. It is "not an endless chain," said Mr. Loevinger. He also called it a "viable, practical" business practice, the "kind of thing that business does."

On the other counts of the complaint, Mr. Loevinger said the testimony was "uniform" that Amway did not engage in vertical price fixing. He said Amway has made "no attempts" to control the advertising of its distributors except with regard to their use of Amway trademarks. "You have to control your trademarks," he said.

Concerning count two of the complaint, Mr. Loevinger acknowledged that in the
1960's Amway did have a practice of "limiting" selection of customers, but, he said, that rule was abolished in 1972, three years before the FTC issued its complaint.
Finally, on the charge that the company made misrepresentations to its distributors, Mr. Loevinger said, "Nobody gets commissions on recruiting without selling goods." He said Amway does not accept responsibility for "statements of independent distributors."

Some he won, some he lost:
Ferris finances

Presumed new FCC chairman lists assets and liabilities, and comes out ahead more than $200,000; some of his investments haven't panned out, however

Charles D. Ferris, FCC chairman-designate, is a man who occasionally takes a small flyer on a business venture. And he has made and lost money in the process. But over-all, he appears in sound shape, with a net worth of some $243,200.

This picture emerged from the financial statement Mr. Ferris filed with the Senate Commerce Committee in connection with his hearing on his nomination to the commission (Broadcasting, Oct. 3).

The statement shows that he lost $14,288 in the operation of a warehouse in Galway, Ireland, which was owned by North Atlantic Associates, in which he had a 1/20th share. However, he also reported a capital gain of $33,499 on the sale of the property. He also reported losses in connection with the warehouse of $9,867.60 in 1974 and $9,305.80 in 1975. The losses were principally in depreciation.

That wasn't the only business venture reported in the statement. Mr. Ferris was one of a large number of owners of the Chancery restaurant, in Washington, which went bankrupt in 1976. But before it did, Mr. Ferris lost $562 on it in 1974, $926 in 1975 and $688 last year, according to the statement.

Another loss reported on the statement was $3,532.58 in 1974, in connection with the sale of 100 shares of General Motors stock.

Mr. Ferris's total assets last year were $358,700, and included the family residence, valued at $120,000, $35,000 interest in real estate equities, a $27,000 pension, a $30,000 property in Cape Breton, Nova Scotia, and two lots on Bryce Mountain, a Virginia ski area, valued at $17,000.

The assets also included 232 shares of AT&T stock, valued at $13,500, and 23 shares of IBM stock, valued at $6,200, which Mr. Ferris has agreed to sell to avoid a conflict of interest in his post as FCC chairman. He also owns 200 shares of Ingersol Rand, second preferred ($8,200), 80 shares of Ingersol Rand ($5,100), and 4,415 shares of North American Bancorp ($44,150).

His liabilities of $115,500 include $35,000 in bank notes, a $39,000 mortgage on his home and an $18,500 mortgage on the property in Cape Breton.

Mr. Ferris, who will earn $52,500 as chairman of the FCC, earned just under $44,000 last year from all sources. His salary as top staff assistant to then Senate Majority Leader Mike Mansfield (D-Mont.) was $40,369.23. The remaining income was in the form of dividends, interest and $1,675 in honoraria.

In other words. The Senate hearing on the nomination of Charles Ferris, FCC chairman-designate (Broadcasting, Oct. 3) was not limited to consideration of his qualifications for that job; representatives of three citizen groups used it to express concerns regarding the FCC and the broadcasting industry. Antonio Guernica (1), of the National Council of La Raza, spoke of what he said was the "shameful underrepresentation of Hispanics" in employment throughout the FCC, and said the Hispanic community "will no longer accept general and vague commitments and promises from potential FCC commissioners" to remedy the situation. Grace Nagatal (c), of the National Latino Media Coalition, focused on the paucity of stations owned by Hispanics (seven television stations and less than one half of 1% of nation's 7,470 radio stations) and on format changes (Latinos have been denied essential services, she said, when stations abandoned Spanish-language formats). Brother Greener (l) of the Cypress Health and Safety Committee, a nonpartisan civic group in Memphis, said he was concerned about the "character of the commission members" based in part on Chairman Richard E. Wiley's contention at a House Communications Subcommittee hearing in May that the law permits commission employees to transfer to spouses and minor children stock in communications companies the employees may not own.

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Staff vacancies will be Ferris signpost

Early indicators of direction in which he will point agency will be signs to fill slots, including those of general counsel and chief of Common Carrier Bureau

Any attempt to anticipate the impact a new FCC chairman will have on the agency must take into account the people he recommends for important positions. And FCC Chairman-designate Charles D. Ferris will have an opportunity to indicate his personnel preferences in connection with at least three important staff posts in the next few months.

First, the general counsel's job, potentially the most powerful on the staff, is vacant. Its last occupant, Werner Hartenberger, left for private practice at the end of August.

Mr. Hartenberger was one of a number of staff members who had been recruited by or at least advanced through the ranks by outgoing Chairman Richard E. Wiley, and two other Wiley proteges are due to follow him out of the FCC.

Lawrence Secrest, deputy general counsel and new acting general counsel, is accompanying Mr. Wiley to the Washington office of Kirkland & Ellis ("Closed Circuit," Oct. 3). And the one following him, according to word within the commission, is James Hobson, chief of the Common Carrier Bureau. He has put himself in the outside job market.

Four FCC staff posts are not subject to Civil Service protection—the general counsel's post, Broadcast Bureau chief, chief engineer and director of the Office of Plans and Policy.

Traditionally, however, only the Broadcast Bureau chief's and general counsel's jobs have turned over when the White House changed hands and a new chairman was named. Mr. Hartenberger made things easy for the incoming chairman as far as the general counsel's post is concerned. As for the Broadcast Bureau job, Wallace Johnson, an independent who was appointed during the Dean Burch administration, is believed to be secure. Word filtering back to the commission is that Mr. Ferris has no intention of seeking a change.

The chief engineer, Raymond E. Spence, has been in that job since April 1971. He joined the commission as deputy chief engineer in November 1968. OPP Chief Carlos Roberts, is new in those jobs, was named acting chief in June and chief a month later.

The appointment of Mr. Roberts so late in Mr. Wiley's term came as a surprise to observers who thought the selection would await the new chairman. The chairman dealt another surprise at about the same time when he recommended and the commission appointed Martin Levy, then chief of the Broadcast Facilities Division, to be deputy chief of the Broadcast Bureau.

Indications are neither appointment will be affected. Mr. Roberts, who moved rapidly through the staff ranks since joining the commission in 1970, is highly visible as the only Hispanic American in a top staff position. However, Mr. Ferris is certain to examine the OPP situation closely; at his Senate confirmation hearing (BROADCASTING, Oct. 4), he stressed the importance he attaches to OPP and said he intended to "upgrade it." As for Mr. Levy, he is a highly respected veteran member of the staff whose Democratic registration is seen as having hindered his career under the previous Republican administrations.

Besides the three commission staff jobs that are or will soon be open, Mr. Ferris will have a personal staff to appoint. As chairman, he will be entitled to four professionals—three lawyers and an engineer—as well as secretarial and clerical help.

Media Briefs

RUSH plea turned down. FCC dismissed late-filed petition for reconsideration of its March 23 action on renewals of five Memphis broadcast stations WREG-TV, WBBQ-AM-TV and WRECAAM-WZXM-(FM). At that time commission granted renewals to WREG-TV and WBBQ-AM-TV and deferred action on others. Memphis chapter of People United to Save Humanity had asked for reconsideration on grounds of racial discrimination in hiring practices and inadequate minority programming. Commission voted 4-0 to deny reconsideration with Commissioner Joseph Fogarty concurring in result.

Short term: FCC renewed license of WSMX-(FM) Greenfield, Ind., through Aug. 1, 1979, remainder of license term. Commission, in doing so, rejected petition to deny by Indianapolis Black Media Coalition, which objected to station's ascertainment efforts, employment practices and public file.

Ruling on WTOG. FCC also granted short-term renewal to Hubbard Broadcasting, licensee of WTOG-TV St. Petersburg, Fla. Renewal had been contested by WLCY Inc., licensee of WLCY-TV Large, Fla., which contended that WTOG had "demonstrated lack of candor" in addressing complaints by viewers that it had "clipped" content of network programs for insertion of local commercials. Commission determined that "substantial" number of programs on WTOG before April 1973 had shorter running lengths, and said it could not, therefore, grant full-term renewal.

Surviving in radio. Seminars Inc. has scheduled sessions on "Buying and Operating Radio Stations—A Survival Strategy" at Watergate hotel, Washington, on Nov. 10-11. FCC Chairman Richard E. Wiley is to be keynote speaker. Fee for two days is $175. Contact: Seminars Inc., 258 West 22d Street, New York 10011.
Dustup in Dallas

Acrimony over cancellation of public meeting leads to KLIF's resignation from NAB; local broadcasters at odds with each other and association

A Dallas radio manager, Edd Routt, withdrew his station, KLIF(AM), from the National Association of Broadcasters last week because the association canceled its planned public meeting in Dallas. He said he quit because “NAB refused to stand up and do what's right in the matter.”

NAB canceled the Nov. 15 meeting under pressure from several local Dallas-Fort Worth broadcasters—"I have no idea who," Mr. Routt said. But he said he had heard arguments that NAB's plan, similar to meetings scheduled in Boston next week and San Diego next month, would only succeed in stirring up local citizens' complaints about broadcasting, complaints which the local broadcasters would have to deal with after NAB left town.

Mr. Routt said he thinks the local broadcasters "are capable of acquitting ourselves against any charges," and he will not rejoin NAB until the association reschedules the meeting. (In an aside, he added that NAB had become too TV-oriented and that his station is becoming more interested in the work of the National Radio Broadcasters Association, which holds its annual convention in New Orleans this week; see page 34).

In a letter to NAB's senior vice president for public affairs, Thomas Swafford, responsible for organizing the public meetings, Mr. Routt said, "NAB provided us with an opportunity to hear some grassroots opinion, and then scratched the plan because some local broadcasters see the town meeting as 'opening a can of worms.'"

Mr. Routt said a TV call-in program would be an unacceptable substitute for a public meeting. Such a thing would be "nice and sterile" and would allow broadcasters to screen the questioners, he said. A call-in show was contemplated to replace the Dallas meeting but was scrapped because the network program standards vice presidents, who are participants in the other meetings, had schedule conflicts.

NAB President Vincent Wasilewski said last week there is still a chance of holding an NAB-moderated TV call-in show in Dallas without the network representatives. Another Dallas broadcaster and member of the NAB TV board, Mike Shapiro of WFAA-TV, has offered to expand his Saturday-night Inside Television program from 30 to 60 or 90 minutes for telephone and live audience questions to NAB and Hollywood officials. Mr. Shapiro said he would stay out of it and make the program available to all other stations in the market.

Mr. Shapiro, who participated with Dallas-Fort Worth broadcasters in two luncheon meetings in August that led to the rejection of NAB's original public meeting proposal (Mr. Routt said he was not invited) said he thinks Mr. Routt is "wrong that Dallas broadcasters are afraid to face the audience." He said he perceived the feeling at the meetings to be that Dallas-Fort Worth broadcasters are attuned to their community and have done a good job representing those interests to the networks and producers, who are responsible for most of what people see on TV.

Several felt, he said, that the NAB code, network and Hollywood representatives would come to town and give the same answers they always do about trying to be responsive to viewer complaints; then later local viewers would be back to the broadcasters saying, "I was down there for four hours at the Adolphus hotel [the meeting site] listening to your answers and I don't see any changes on the screen."

Mr. Shapiro added that he does not consider himself a spokesman for the Dallas broadcast community, however. "You've got some pretty independent broadcasters here."

NAB, last week, continued preparations for the other two public meetings. Mr. Swafford was ill in a New York hospital, but Bill O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., an NAB radio board member who is chairman of the NAB public affairs advisory committee, praised the public meeting concept as a manifestation of NAB’s "new and progressive" spirit.
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Financial Briefs

Turnaround. Starr Broadcasting Group of Westport, Conn., has completed refinancing of $11 million in new bank loans which it said has "taken it out of default." Starr repaid about $9.2 million owed to banks and insurance firm and retired $1.8 million of publicly held debentures. It also reported net income of $2.2 million for year ended June 30 compared with net loss of nearly $5.1 million in 1976.

Finished. ABC Inc. has announced it has completed purchase of Los Angeles and American West magazines and National Insurance Law Service, listing of insurance codes and regulations, from CHC Corp. for approximately $10.1 million in cash (Broadcasting, June 1).

Buy-back. Capital Cities Communications announced intentions to purchase approximately 420,000 shares of its common stock and make them available to employees under company's stock-purchase and stock-option plans. Capcities has 7.4 million shares outstanding. Repurchase plan is subject to approval of Securities and Exchange Commission.

Filmways in insurance. Filmways Inc., Los Angeles, TV and motion-picture producer and magazine and book publisher, announced it had completed acquisition of 2,472,081 shares (62%) of common stock of Union Fidelity Corp. Trevose, Pa., in $23,670,175 cash transaction and will proceed "as expeditiously as possible" to acquire remaining UF shares by exchanging 1.18 Filmways shares for each UF share (Broadcasting, Aug. 29). Exchange plan has estimated $14.3-million value. Merger agreement between UF, direct-mail marketer of insurance, and Filmways and new Filmways subsidiary was signed Sept. 29.

Tempest in teapot over FCC letter to trial witnesses

Judge in case involving bribe of commission employee wanted investigation into Wiley-signed form for possible obstruction of justice; bureaucratic foul-up is blamed, all is calm

An FCC form letter, said to have been used without incident for years, is being scrapped, after one use too many. It outraged a U.S. judge, and caused him to order a U.S. attorney to look into whether an obstruction of justice charge should be placed against FCC Chairman Richard E. Wiley.

Things are now under control; FCC officials say the U.S. attorney involved is no longer pursuing the matter. But it required a bit of explaining.

The eruption, on the part of Judge Malcolm Muir, in U.S. District Court in Lewisburg, Pa., occurred last month, during the trial of a former FCC employee, Richard C. Zeigler, who was ultimately convicted of soliciting bribes to process ham radio operators' highly valued two-letter call signals.

And setting the judge off was a letter to all FCC employes who were prospective witnesses cautioning them to restrict their testimony "to matters relating to the commission's licensing records and amateur radio application forms which will be produced at the trial," and to "refrain from disclosing information concerning other commission matters, the disclosure of which is prohibited by commission rules."

Judge Muir called the letter an "outrage," and directed Assistant U.S. Attorney David Queen to investigate whether Chairman Wiley, whose name was signed to the letter, should be charged with obstruction of justice.

Subsequently, FCC Acting General Counsel Lawrence Secrest described the uproar as the result of a "bureaucratic foul-up." Chairman Wiley, he said, hadn't even seen the letter.

FCC employes who were prospective witnesses in trials had been getting similar letters routinely since mid-1960's according to Mr. Secrest. The original, he said, was drafted to reflect a commission "housekeeping" rule the Justice Depart-
ment had proposed. It is designed to restrict to the chairman the authority to disclose subpoenaed documents.

The letter now being used, Mr. Secrest conceded, "is subject to a broader reading." And, he said, "we're going to make it, to make clear it tracks the housekeeping rule." The letter, when drafted, will be checked with the Justice Department.

All of this was told to Mr. Queen, who called the commission and wrote the chairman expressing Judge Muir's concern. Mr. Queen also had a suggestion: Notify the U.S. attorney involved as well as the commission employees involved as witnesses what the instructions are.

What about Mr. Queen? "He's not going to take legal proceedings," Mr. Secrest said.

Mr. Queen said that the obstruction of justice statutes are predicated on a person's "intent." In Chairman Wiley's case, however, he said, there was "not any evidence" of that.

The U.S. attorney's office did "communicate the judge's displeasure" to Chairman Wiley and advised him that his actions had been "unwise," according to Mr. Queen. He also said that the chairman was told his actions "should not be repeated in the future."

Changing Hands

Announced

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

- **KXXY(FM)** San Diego: Sold by KXXY Inc. to Parker Industries Inc. for $1,250,000. Seller is owned by Wally Neliskog, owner of KXII-AM-FM Seattle and KORD-AM-FM Pasco, Wash. Buyer is owned by John E. Parker, owner of Parker Advertising, Palos Verdes Peninsula, Calif. Mr. Parker has no other broadcast interests. KXXY is on 96.5 mhz with 30 kw and antenna 540 feet above average terrain. Broker: Blackburn & Co.

- **KANO(AM)-KTWN(FM)** Anoka, Minn.: Sold by Community Service Radio Inc. to North Suburban Radio Co. for $550,000, plus $75,000 covenant not to compete. Buyer is principally owned by Thomas R. Holter, owner of WIBU(AM) Poynette and WLEF(AM) Baraboo, both Wisconsin. Buyer is owned equally by Jack I. Moore, Allison R. Mercer and Bruce B. James. Mr. Moore is owner of applicant for new AM at Cambridge, Minn., and formerly owned KABG(AM) there and WAYL(AM) Minn. Tofts. Miss Mercer has financial interests in Minneapolis, and Mr. James is attorney there. KANO is 1 kw daytimer on 1470 kHz. KTWN is on 107.9 mhz with 57 kw and antenna 320 feet above average terrain.

- **KSOM-AM-FM** Ontario, Calif.: Sold by Media Management Co. to Jack and Janet Siegal (husband and wife) for $600,000. Seller is principally owned by J. Gordon Campbell, Minneapolis businessman with no other broadcast interests. Buyers own KKAR(AM) Pomona, Calif., which they have sold (see below). KSOM is on 1510 kHz with 10 kw day and 1 kw night. KSOM-FM operates on 93.5 mhz with 3 kw and antenna 400 feet above average terrain. Broker: Blackburn & Co.

- **WVAK-AM-FM** Paoli, Ind.: Sold by King and King to Omnia Corp. for $200,000. Seller is owned by Denzel King and his wife, Virginia, who have no other broadcast interests. Buyer is owned by Reed S. Yadon, Arvin H. Saunders and James A. Thorsen. Mr. Yadon is director of news and public affairs for WAKY(AM) Louisville, Ky. Messrs. Saunders and Thorsen are executive director and assistant to executive director, respectively, of St. Louis Metropolitan Airport Authority. WVAK is 250 w daytimer on 1560 khz. WVAEM-FM is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

- **WPTL(AM)** Canton, N.C.: Sold by P/M Broadcasting Inc. to William A. Reck for $195,000. Seller is owned by Charles R. Price Jr. and Gerald C. McNabb Jr. (50% each), partners in Price-McNabb advertising agency, Asheville, N.C. They have no other broadcast interests. Buyer, with his father, Myron Reck, recently sold WTRR(AM) Sanford, Fla., for $221,000 (Broadcasting, July 18). Mr. Reck has no other broadcast interests. WPTL is 500 w daytimer on 990 khz. Broker: Reggie Martin.

- **WCZ(R)AM** Carthage, Ill.: Sold by Superior Broadcasting Service Inc. to Mr. and Mrs. Kenneth L. Hodges for $150,000. Seller is owned by Jerry Nutt, his wife, Elizabeth Ann, and Zola N. Compton estate, of which Mrs. Nutt (daughter of late Mr. and Mrs. Compton) is executor. Sellers have no other broadcast interests. Buyers are principal owners of KWR-T-AM-FM Booneville, Mo., which have been sold, subject to FCC approval, for $162,550 (Broadcasting, Aug. 1). Buyers have no other broadcast interests. WCZ is 1 kw daytimer on 990 khz. Broker: Richard A. Shaheen Inc.

- **KKAR(AM)** Pomona, Calif.: Sold by Jack and Janet Siegal to Gore Broadcasting Inc. for $150,000. Mr. and Mrs. Siegal have contracted to buy KSOM-AM-FM Ontario, Calif. (see above). Buyer of KKAR is owned by Harold W. Gore, owner of WTOW(AM) Towson, Md. (Baltimore), WZIP(AM) Cincinnati and WGQR(AM) Toledo, Ohio. Mr. Gore is also stockholder, executive vice president and director of Sudbrink Broadcasting, Miami-based group owner. KKAR is 250 w daytimer on 1220 khz. Broker: Blackburn & Co.

Approved

Station sales approved by the FCC last week include: KGGF(AM) Coffeyville, Kan.; WSPR(AM) Springfield, Mass.; WRNW(FM) Briarcliff Manor, N.Y.; WELW(AM) Willoughby, Ohio, and KOSI(AM) Coos Bay, Ore. (see page 84).
Olympic tales: Networks detail negotiations with the Soviet Union

Wussler and Howard admit airing shows that would improve their bargaining positions

CBS and NBC last week admitted airing television programs featuring Soviet entertainment that "enhanced" their negotiating positions during last year's competition for the rights to the 1980 Moscow summer Olympics.

ABC faced similar allegations in a hearing last Monday before the House Communications Subcommittee, but it denied putting anything on the air that would improve its negotiating posture with the Soviet Union. It also denied feeling any pressure from the USSR to air programs favorable to the Russians. NBC and CBS, on the other hand, said such pressure was pervasive during the negotiations.

These and other statements—including a detailed accounting of the activities of Lothar Bock, the German intermediary who professed from both CBS and NBC on Olympic negotiations—were made in sworn testimony of key network officials before Lionel Van Deerlin's (D-Calif.) subcommittee, which is currently investigating the relationships between the networks and sports. The session Monday focused on the 1980 Olympics—on the events that led to NBC's purchase of television rights to the Moscow games for the record sum of $85 million, on evidence of Soviet attempts to put pressure on the networks to air favorable shows during and since the negotiations, and on what the Soviets might try to do when the games began.

In regard to the last, the subcommittee heard assurances from NBC that the network will not let the Soviet government have any influence on coverage of the Olympics and surrounding events. "NBC has been in business for 50 years," NBC Television Network President Robert Mulholland said. "NBC is not going to sacrifice its integrity for two weeks' worth of programing.

Under questioning from Phil Hochberg, special counsel to the subcommittee, Mr. Mulholland said it is difficult to answer such hypothetical questions as, what happens if the Soviet Union bars coverage of Soviet dissidents during the Olympics? "If dissidents are within range of the cameras, those cameras will turn," he said. "And if we are prevented from covering something, we intend to say so on the air."

Asked by subcommittee counsel Harry M. (Chip) Shooshan if the network would back out of the Olympics if Soviet pressure on coverage became too great, Mr. Mulholland answered, "If the pressure became so unbearable—and there's no indication of that—that the integrity of NBC became compromised, the answer to your question is yes."

Mr. Mulholland expanded the thought in prepared remarks to the subcommittee: "We have the complete, unflustered right to pick and choose from the various feeds, and to edit and organize what we want to show into the programs NBC production personnel will prepare in Moscow," he said. "Of course, no one can guarantee that the Soviets will not 'pull the plug' as some critics have suggested it will. Obviously they have the physical ability to do so. But, considering the money and prestige they are investing in this enormous international event, we see no basis for assuming they would follow such a self-defeating course, with the whole world watching."

Furthermore, NBC will not be giving any equipment to the Russians, Mr. Mulholland said. He estimated that NBC will spend about $15-20 million on equipment, facilities and rent, bringing to more than $100 million the network's projected expenditure on the summer Olympics. But, NBC does expect to make a profit, Mr. Mulholland said, and plans to produce approximately 150 hours of coverage, approximately twice the coverage hours ABC gave the 1976 summer Olympics.

A point underscored by the networks was that the competition for the Olympics was extremely intense. All agreed that the benefits of obtaining the rights transcend the events themselves, carrying over into network's images and the ratings of other programing.

All three networks were questioned about alleged attempts to improve their bargaining positions with the Russians during the negotiations by airing programs relating to the Soviet Union. CBS Television Network President Robert Wussler was confronted by Mr. Shooshan with the record of four programs aired by CBS from June to November 1976, and all involving Soviet entertainment. They included a performance of the Bolshoi ballet, a Soviet circus, a Soviet clown festival and a Soviet ice show. There was also a fifth show, a Soviet-produced program about the life of Leonid Brezhnev, which CBS bought but did not air.

Regarding the last, Mr. Wussler said the show was purchased only for some of its visual effects, including a picture of the Moscow Olympic facilities, which he said CBS could excerpt and use in the event it announced its purchase of the rights to the games. Mr. Wussler said CBS never intended to use the program as it was and never gave the Russians the impression it was interested in airing the life of Mr. Brezhnev.

But about the first four programs, Mr. Wussler acknowledged that "we were attempting, where possible and where appropriate, to get along with the people we were negotiating with."

Mr. Wussler denied having taken a direct role in negotiations on the Bolshoi ballet program, which took place while he was vice president of CBS Sports. However, Mr. Hochberg said that contradicted a statement Mr. Wussler had given him in August. "You indicated you did in fact handle the negotiations for the Bolshoi," he said to Mr. Wussler.

Mr. Wussler replied, "If I led you astray, I don't have any recollection ... I was aware of it. But I had nothing to do with the negotiation of the contract ... I sent several people in the right direction, you could say."

 Asked by Mr. Hochberg if the purchase of the show enhanced CBS's bargaining position, Mr. Wussler replied, "that would be an accurate characterization." He said under questioning from Lou Frey (R-Fla.), ranking Republican on the subcommittee, that "there was a constant grinding of the wheel by the Soviet Union in programing matters ... the pressure was there."

Representatives of NBC expressed similar sentiments. Carl Lindemann, former vice, president, NBC Sports, told Mr. Hochberg that "there is no question that in the early conversations there were some desires by the Russians for programing favorable to the USSR.

Mr. Hochberg asked Robert Howard, former president of the NBC Television Network, now vice president and general manager, WNBC-TV New York, if a program on Soviet dance, which NBC aired in summer 1976, was prompted by the Olympic negotiations. Mr. Howard replied, "I
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TO MY FELLOW EDITORS AND PUBLISHERS:

On June 25, 1977, several metropolitan newspapers published articles purporting to describe events surrounding the departure from Panax of two among the more than 50 senior editors who make up the Panax organization. Those reports included the inaccurate claim that the two editors in question had been fired for refusing to print one or more articles distributed from corporate headquarters. The fact that the editors of more than a score of our other newspapers which did not publish those articles remained un molested in their jobs did not seem to matter to those who rushed into print; indeed, most of those same newspapers have made no effort, to this day, to either check the facts with us, much less set the record straight.

Within 10 days--and that includes a long, holiday weekend--of the appearance of those distorted stories, the National News Council, in unprecedented haste, had rushed to judgment on Panax, inventing its own definition of what is wrong with group ownership as the premise for its finding. Its finding said that by doing what I had not done, I had "highlighted one of the great underlying fears about newspaper chain operations--that what the public reads is directed from afar by autocratic owners."

First, a word about "doing what I had not done." The Council itself, in its findings, said it had "elected not to involve itself" with the essential facts of the case; namely, the circumstances surrounding the departure of the two editors, nor the substance of the articles in question. The fact that they had no facts to fit their theory did not deter them, in the slightest, from rushing to judgment.

Now, as to those "underlying fears:" anyone even vaguely familiar with newspaper operations knows that it would be literally impossible to "direct from afar" the myriad editorial decisions leading to the appearance of that daily miracle, the newspaper. What is at issue is whether the publisher ought also to have access to the pages of the newspapers for which he is responsible, and the answer to that, it seems, ought to be obvious. In passing, if the National News Council wishes to concern itself with a real threat to "autocratic control," we may suggest it take a look at network news programs, shaped by a handful of persons in New York and Washington, and beamed down the electronic throats of their affiliates without so much as a bleep being changed.
We believe that what has happened to us in this kangaroo court setting highlights, rather, one of the profound fears expressed by newspapermen everywhere when the National News Council was coming into being four years ago: that it would attempt to become prosecutor, judge and jury of the media, instead of a needed and legitimate outlet for public grievances and fighter for press freedom. It was that fear which caused the American Society of Newspaper Editors to vote 257 to 106 in late 1972 against the establishment of a News Council-type organization.

The change has come about, we believe, since Norman Isaacs, a self-styled "public scold," took over as chairman earlier this year. In his very first Editor & Publisher interview, Isaacs said he planned an "activist" role for the Council. Less noticed, and little reported, was the fact that Isaacs planned to capitalize on a sense of expanded direction worked out by a committee on which he, himself, had been the dominant force.

We say "sense of direction," rather than rules, because the rules under which the Council was supposed to operate still required a go-slow caution which Isaacs & Company chose to violate flagrantly in the Panax case. Those rules, for example, require a written complaint. We still have seen none. And a written reply. Instead, Isaacs ordered a telephone poll on a case in which he hadn't even, by his own admission, bothered to check the facts. We are in no way reassured by Isaacs' statement now that the Council routinely departs from its own rules. Some may approve of that kind of "activism." Some may also believe that the question of group ownership and the relationship of publishers to editors ought to be studied.

But we, in Panax, have decided that the National News Council is not going to do it over our wrongly-accused bodies.

And so we respectfully decline Professor Isaacs' invitation to appear before his kangaroo court.

Instead, we join John Knight, who wrote four years ago about the Council:

"Any self-respecting editor who submits to bar association 'guidelines' or subscribes to meddling by the National News Council is simply eroding his own freedoms.

'Editors are accountable to their readers, not to a group of self-appointed busybodies with time on their hands.'"

It is to that jury that we will comfortably and confidently take and rest our case--our readers.

*As quoted in Editor & Publisher Jan. 20, 1973

John P. McGoff, President
Panax Corporation

BOX 1860, EAST LANSING, MICH. 48823
Scared for scoring. NBC-TV’s broadcast of the Muhammad Ali-Earnie Shavers fight Sept. 29 swept the ratings with a 53 share, but at the same time it involved the network in an im-
broglia of sorts for showing viewers the judges’ scoring after each round. The controversy
started when Mr. Ali’s trainer let it be known after the fight that the round-by-round scores
had been relayed to the Ali corner by a confederate. Mr. Shavers’ trainer said he had not
made similar arrangements, and so was unaware that Mr. Ali was leading in the later rounds.
Mr. Shavers also said he had been given the impression by his trainers that he was
ahead in the fight.

News stories describing Mr. Ali’s advantage brought a slew of editorials and sports col-
umns criticizing NBC for having provided the scores, although the network reported it had
received no telephone complaints. The reaction of Teddy Brenner, president of Madison
Square Garden Boxing, was typical: “If I had been consulted (about using the scores), I
would have turned it down,” he said. “You don’t score boxing that way. It was a bad move by
NBC.” According to an NBC spokesman, the network had requested, and received, permis-
sion to air the scores from two New York State boxing commissioners, Louis Rios and Floyd
Patterson (the former heavyweight champion).

thought it was a favorable way to go.” But he denied that either program, a debate
on human rights, which was suggested by the Soviet embassy in Washington and
carried by NBC News, had any connection with the negotiations.

In contrast to the other two network ad-
missions, Roone Arledge, ABC news and
sports president, denied knowledge of any
requests from the Russians for programs favoring the USSR. He also denied air-
ing any such programs. Mr. Hochberg con-
fronted him with a series of programs
ABC ran on its morning program, AM
America, about Soviet life, but Mr. Ar-
ledge replied the shows were run by the
network’s entertainment division, not
sports, and “I don’t think the news and entertain-
ment division had any interest in the
Olympics.”

Asked if the AM shows had helped in the
negotiations between ABC and the
Soviet Union, Mr. Arledge replied, “I did not
notice a discernible difference one way or
the other.”

Representative Albert Gore Jr. (D-
Tenn.) said he had reason to believe that the
Soviet Union had a contractual right to
review the programs before they were aired. Mr. Arledge said he was aware the
Soviets had seen the shows beforehand, but referred to it as a “social amenity.”

All three networks acknowledged hav-
ing official “protocols” with the Soviet
state, but NBC and TV commission signed in the
last three years to increase program
exchanges with the Soviet Union. The
networks admitted no direct connection be-
tween the protocols and the Olympics
negotiations, however. Said Mr. Arledge,
“Any time you have the state commission on your side that’s going to be a plus for you
in doing business with the Soviet Union.”

Lothar Bock: Whatever his role, he comes out a lot richer

A subject of intense questioning at the hearing was the role of Mr. Bock, the
West German national who delivered the
Olympics rights to NBC and ultimately
made more than $10 million in fees and
productions contracts from both NBC and
CBS.

The circumstances under which Mr. Bock landed the deal with the Russians are
controversial and in some respects remain

a mystery to the subcommittee. Mr. Bock
denied Mr. Hochberg’s requests to testify on two occasions, and, according to the
special counsel, could not be forced to attend the hearing because he is not a
citizen.

But in their investigations and question-
ing, the subcommittee staff developed this
scenario:

Mr. Bock originally worked for CBS and
had signed as a consultant in November
1975. A television program producer with
extensive contacts in Russia and Europe,
he was the key to CBS’s negotiating effort.
In fact he eventually carried the Russian’s
offer to the network. But the timing was
dead.

The offer came after CBS had joined
ABC and NBC in suspending negotiations
for Olympics rights and had gone to the
Justice Department with a request for an
antitrust exemption that would enable the
three to share the costs and coverage of
the Olympics.

Mr. Wussler testified that he had ad-
monished Mr. Bock several times not to
talk any more with the Russians, and “we
were outraged” when Mr. Bock appeared
in New York with an offer. “I was hurt, I
was disappointed, and I was ready to throw
up my hands,” Mr. Wussler said. He said
Mr. Bock protested that he had not done
any negotiating, but rather was merely act-
ing as a messenger for the Soviet Union,
he characterized Mr. Bock as “a retriever . . .
that great golden retriever that had
gone out and brought back the bird at any
cost.”

“I gave him a severe tongue-lashing,”
Mr. Wussler said. CBS turned the offer
down, for two reasons: because it had
given its word to the other two networks to
suspend negotiations, and because “by this point I was a little punchy about the
whole thing,” Mr. Wussler said. “I was
tired of it.” He said the Olympics had
come to occupy too much of his time and
were inhibiting his ability to perform the
rest of his job.

According to Mr. Hochberg, who talked to
Mr. Bock on the telephone, Mr. Bock
said he knew he was not supposed to
negotiate, but he denied that Mr. Wussler
or anyone else at CBS had ever ad-
monished him to refrain.

For his efforts, even though CBS
refused the Olympics, Mr. Bock was paid
$140,000 by the network, plus more than

$25,000 on his consultancy agreement
(CBS felt a “moral obligation” to him
even though it was angry at him, Mr.
Wussler said). Furthermore, it was he who
sold the four Russian entertainment pro-
grams to CBS and the film on the life of
Leonid Brezhnev, for a total of $1.5 mil-
ion—bringing to $1,680,749.98 the
amount of money CBS paid Mr. Bock,
according to Mr. Shooshan.

He made another $1 million from NBC:
$1 million for delivering the Olympics;
$7.5 million to produce three entertain-
ment or sports programs a year for the
next five years; a $140,000 four-year con-
tract related to the Olympics, which
bestows on him the title, executive,
special projects, NBC-Europe (although
he is not a network employee, Mr. Howard
said), and a $360,000 four-year contract
for Mr. Bock’s services in program pro-
curement.

Much of the money goes for program
production, the NBC and CBS representa-
tives testified, but in all Mr. Bock made
$10,680,749.98 in deals with the net-
works, Mr. Shooshan said.

Mr. Howard testified that before the
Olympics deal, NBC had never purchased
any sports or entertainment programs
from Mr. Bock, but felt because of his
“track record” with the BBC, and with
CBS, that he could be trusted. “You have
to understand NBC’s position,” Mr.
Howard told the subcommittee. “We at
the time did not have people representing
us in Europe.”

The deal that the German intermediary
offered NBC was the same as he offered
CBS—plus $1 million, which NBC did not
question, Mr. Lindemann said, prompting
subcommittee Chairman Van Deering to
quip, “Either he [Mr. Bock] is Europe’s
finest producer or NBC is America’s most
generous tipper.”

Mr. Howard commented, “I think it was
a lot of money, but I don’t think it was unusual . . . We feel we have made a very
good deal. Most of the money is going to
go into production costs.” And in a post-
script, he added, “We went from a bad third place in the negotiations to first place now.”

All three networks reported being suspicious about the others during the period they were supposed to be jointly
dealing with the Justice Department. Mr.
Howard said he heard a rumor that two
representatives for a firm with marketing
rights to the Olympics, Sargent Shriver
(then 1972 Democratic vice presidential
hopeful) and David Karr, were in Moscow
pushing for the selection of ABC, but he
said he did not believe it. Mr. Hochberg
said both Mr. Shriver and Mr. Karr denied
the allegation.

Mr. Wussler said Mr. Bock reported to
him that both other networks had been in
contact with the Russians while he was
there, and testified denied it.

Mr. Arledge said he learned of Mr.
Bock’s presence in Moscow and, with
ABC Television President Frederick
Pierce, raised the question with CBS
Broadcast Group President Jack Schneider
and Mr. Wussler. He said Mr. Schneider
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denied Mr. Bock was negotiating on behalf of CBS.
When he did produce a contract, and was turned down by CBS, Mr. Bock took it to NBC first. Even if he had approached ABC, ABC would not have used him, Mr. Arledge said, because ABC considered him to be an agent. He said that under International Olympic Committee rules, use of agents is prohibited in dealing for TV rights.

Mr. Wussler said, on the other hand, that CBS did not consider Mr. Bock to be an agent. Rather he was a consultant, and under a proposed agreement with CBS, was to be a producer of the Olympics.

There were no formal conclusions offered by the subcommittee or staff at the end of the hearing, only an expression of hope by Mr. Frey that the Russians would take note of Congress’s “sensitivity” about possible pressure on NBC at the Olympics. Mr. Van Deerin said he hoped the statements made would be “helpful” to the networks.

The subcommittee plans two more hearings at the end of October on network involvement in boxing, tennis and collegiate athletics.

White offended by TV portrayals of women, but won’t be a censor

FCC commissioner comments on civil rights report that indicated she should wield her power to bring about reforms

FCC Commissioner Margita White, in the only public reaction from the commission to the U.S. Civil Rights Commission’s report on television, acknowledged that, as the report suggests, she is often offended, as a woman, by the manner in which women are portrayed on television. But what “outrages” she more, she said, is the suggestion that, as a member of the FCC, she “should have the power to change the picture.” She will not be a “censor,” she declared.

The report—“Window Dressing on the Set: Women and Minorities in Television”—accuses the networks of perpetuating racial and sexual stereotypes in their pursuit of higher ratings and profits” (Broadcasting, Aug. 22).

Commissioner White expressed her views on the report in an article in the Oct. 2 Los Angeles Times. She said it is "ludicrous" that an agency charged with protecting the civil rights of the American people "should recommend that the government censor free speech and expression."

The CRC has denied any intent to recommend censorship. But, Commissioner White said, the report “categorizes the FCC for relying on television broadcasters to use their ‘own judgment regarding the portrayal of minorities and women.’”

She said the First Amendment’s guarantee of expression and choice will protect the public’s right to decide what it will watch on television. "That may or may not be what I want to watch, what the Civil Rights Commission believes the public should want to watch, or what the public would watch if it had more choices." She suggested the problem pointed out by the CRC is to promote a greater diversity of program choices. She noted that UHF television stations are growing in number as UHF-TV picture and sound quality improve. She said new television tuners may make it possible for each city to be allocated additional VHF as well as UHF channels. And public television, cable television, pay cable, over-the-air television, video cassettes and video disks are already widening viewer choices, she said.

Public broadcasting focuses on females

As delegates gather next month in Houston for the first National Women’s Conference, the public broadcasting community will be airing its own “Celebration of Women,” with more than 20 hours of special-interest radio and television programs.

Direct coverage of the conference Nov. 18-21 is to be handled nightly by National Public Radio’s All Things Considered, with weekend anchor Jackie Judd reporting from Houston. KERA-TV Dallas will produce an hour wrap-up to run Nov. 21 over the Public Broadcasting Service. Funding assistance, in the programing as well as promotional areas, has been provided by the Corporation for Public Broadcast.

Among the special programing to be offered by PBS is Georgia O’Keeffe, a feature profile of an American artist produced by female filmmaker Perry Miller Adato; To Be A Man, an hour documentary showing stereotyping of men as well as women, and Me and Stella, a half-hour show on blues composer Elizabeth Cotten. Regularly scheduled programing will also take a female direction, with Wall Street Week, for example, featuring financial analyst Bernadette M. Bartels.

National Public Radio’s contribution will be within its regularly scheduled series. Options, for example, will feature an hour interview with anthropologist Margaret Mead. Other programs range from Folk Festival USA, highlighting the Fourth National Women’s Music Festival, to Voices in the Wind’s fourth all-woman show with actresses Dame Judith Anderson, and Trazana Beverly, poet Ntozake Shange and dancer Leslie Brown.

Self takes over CBS TV movies; Monash leaves to write and produce

In the first shift of network programing executives since the start of the new season, CBS-TV has named William Self as vice president, programs, motion pictures for television and miniseries.
Mr. Self replaces Paul Monash, who is to return to his “first love” — production. Mr. Self had been vice president, programs, Hollywood, and Mr. Monash had reported to him.

CBS’s head programer, B. Donald Grant, said last week that he would absorb most of Mr. Self’s former duties, and that there would be no replacement. “It spreads me a little thin," Mr. Grant said, "but it puts me closer to the development process." Mr. Self said that his former title “really meant head of programing on the West Coast” before CBS headquartered the department there under Mr. Grant last May.

In announcing the appointment, CBS-TV President Robert Wussler said, "Bill requested that he be assigned to this post, and I was delighted to accede to his wishes.”
Mr. Wussler also indicated that Mr. Monash had left the network voluntarily, and Mr. Monash last week described the parting as “extremely amicable,” adding that he had received a “most generous” severance. He said he is considering various opportunities in which the major emphasis would be on feature films, but that he intends to do television work as well.

Mr. Monash had been a successful producer and writer before taking the TV movie and miniseries post at CBS in October 1976. When he arrived, he said, “CBS had not yet made a commitment in that area.” Under Mr. Monash, the department developed 26 or 27 TV movies for the 1977-78 season, four of which had aired as of last week, and “at least” an equal number for next year, according to Mr. Monash. Also, Mr. Monash said, a number of four-hour films and miniseries for 1978-79 had been conceived before his departure, although none had entered production.

Mr. Self, whose appointment is effective
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immediately, said he would need some time to orient himself before commenting on his plans for the department.

He was appointed vice president of programs, Hollywood, in April 1976 and established, according to Mr. Wussler, “a brilliant record of performance in gathering together a powerful West Coast program team.” Prior to joining CBS, Mr. Self had been an executive vice president and later president of Twentieth Century-Fox Television. He also had been a vice president of Twentieth Century-Fox Film Corp. and an executive producer and a director of programs administration for CBS.

**Begelman resigns from Columbia Pictures under a cloud**

Board looks into money deals between company and former head of TV, movie division

David Begelman, president of Columbia Pictures Industries' television and motion pictures divisions, has taken a leave of absence from those posts and resigned as a director and senior executive vice president of the parent corporation.

The move came along with the announcement from Columbia that the board of directors “has commenced an inquiry into certain financial transactions between David Begelman and the company.” The transactions were characterized as “aggregate not material,” with no further explanation from Columbia. Mr. Begelman could not be reached for comment.

With the announcement, Columbia's president and chief executive officer, Alan J. Hirschfield, said: “The company's plans for a substantial increase in motion picture production and expansion of its television activities will proceed unabated.”

The television division will continue to operate under Larry White, chief of production, and under Norman Horowitz, head of worldwide syndication. On the motion-picture side, leadership remains in the hands of Dan Melnick, feature production; Norman Levy, marketing; and Pat Williamson, international operations.

Mr. Begelman, who joined Columbia in 1973 and took over the television division last May, generally has been credited with improving Columbia's profitability.

**CPB, PBS prodded**

Waxman commends public broadcast organizations for desire to reach accord on programing by own means but wants to see some real action

The Corporation for Public Broadcasting and Public Broadcasting Service should establish a single office to give uniform treatment to new program submissions from independent producers, Representative Henry Waxman (D-Calif.) said in a letter to the presidents of the two bodies.

Testimony at hearings last month before the House Communications Subcommittee, of which Mr. Waxman is a member, touched on a seeming lack of coherent policy in public broadcasting governing consideration and implementation of new program ideas from independents (Broadcasting, Sept. 12).

Mr. Waxman applauded appeals from both CPB President Henry Loomis and PBS President Larry Grossman for Congress to refrain from intervening to solve public broadcasting management problems, and added: “If both CPB and PBS firmly believe that those problems of the system (aside from funding) can be handled without legislative changes by the Congress, I believe it important that you demonstrate your determination to implement managerial reform. The establishment of an office to provide a uniform system for access to public broadcasting would be a major contribution in this regard.”

**A newcomer with TV films**

New World Pictures, whose name has been associated with theatrical motion picture distribution for the past seven years, now is going after the television market.

The Sept. 28 CBS-TV presentation of "Jackson County Jail" marked its first network deal. And the Los-Angeles-based distributor also has put together a package of 15 films available to local stations. They are drawn from New World's inventory of 75 movies, mostly of the action/adventure genre, but also including bigger names such as the 1975 Academy Award winner as best foreign film, "Amarcord." The first package of 15 films includes the likes of "Jackson County Jail," "Eat My Dust" and "Crazy Mama."

New World, which has just begun to distribute locally, reports much interest but no deals yet.

**JBT selling Stiller-Meara; other programing in offing**

J. Walter Thompson Co., long absent from the television production business, marks its return with Take 5 with Stiller and Meara, a five-minute comedy series being distributed by its JWT Syndication.

Featuring the husband-and-wife team of Jerry Stiller and Anne Meara, the show is making its debut in about 30 markets, said to represent a 50% clearance. Among those on board are four NBC-owned-and-operated stations: WNBC-TV New York, WMAQ-TV Chicago, WKTV-Cleveland and WRC-TV Washington.

Take 5, said to be the first of other in-house projects planned, was developed for a five-day run for 17 weeks. Three showings of each episode are expected; however, stations are free to program the series as they wish.

**Teachers Guides backs sessions with parents**

Workshops being held in cities; tie-in with NBC's 'Special Treats'

A series of "Parent Participation TV Workshops" will be conducted by schools, school districts, parent-teacher associations, church and community groups and colleges and universities across the country beginning this week, according to Teachers Guides to Television, sponsor of the project.

The workshops are scheduled to start Oct. 11, built around NBC-TV's Special Treats series, which begins on that date. The idea is to have parents visit the workshops to watch the broadcasts with their children, then discuss the programs with them under the guidance of local discussion leaders. The parents will also be given guidance in using television to help their children in such areas as learning to make decisions, developing responsibility, handling conflict and the like, according to TGT.

Guidance for parents, for young people and for workshop discussion leaders is contained in a 24-page "Parent Participation TV Workshop Handbook" that NBC is providing, at no charge, to groups wishing to conduct the workshops. Requests should be sent to Teachers Guides to Television, P.O. Box 564, Lenox Hill Station, New York 10021. Groups must agree to report results on their workshop activities to TGT.

Groups already committed to conducting workshops were said to include the school systems of New York, Philadelphia, Washington, Atlanta, Boston, Indianapolis, Dallas, Houston, San Francisco, Seattle, Chicago, Tulsa, Okla., Albuquerque, N.M.; Little Rock, Ariz.; and the extension service of the University of Wisconsin, the Northwest New York Educational Television Association and individual schools, colleges and community groups around the country.

Among the groups said to be cooperating with TGT in the projects are the National Association of Elementary School Principals, National Association of Secondary School Principals, National Council for Social Studies, American Association of Colleges for Teacher Education, American Federation of Teachers, National Education Association, American Library Association, National Parent-Teacher Association, National Catholic Educational Association, Southern Baptist Convention Radio and Television Commission, Board of Discipleship of the United Methodist Church, Nation 4-H Clubs and Boy Scouts of America.

The handbook being provided by NBC includes articles for parents by prominent educators and synopses of eight Special Treats broadcasts and a family discussion guide built around each.

Teachers Guides to Television, a New York-based organization, publishes a variety of "guides" in cooperation with
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advertisers, networks and others. One of its principal products, done in partnership with the Television Information Office, is a continuing series of "Teachers Guides to Television," widely distributed among educators.

### Tube togetherness

TIO mailing offers advice from child expert to parents on watching TV with children

Advice from an expert telling parents to get to know their children better by watching television with them is being distributed by the Television Information Office to its member stations for use in mailings or in local print ads.

The advice is in the form of a bylined article by Dr. Louise Bates Ames, president of the Gesell Institute of Child Development, New Haven, Conn. Its headline: "With a little help from you, your children can get a lot more out of television."

Some parents, Dr. Ames suggested, are "missing the chance to use television" to improve their relationships with their children, because they "feel television ruins discipline." But, she added, "obviously the fault lies far more with the parents who fail to exercise discipline in regard to their children's viewing habits."

Dr. Ames offered three "well-found ways to use television [that will] bring your family closer together:"

1. Know what the children are watching, explain the things they don't understand and discuss the program with them.
2. "Watching television with your children will help you to get to know them better," Dr. Ames concluded. "You'll learn about their values and their tastes and they'll learn about yours."
3. The message is being supplied to stations in two versions, suitable for print advertising or mailing.

### Programming by and for young adult audiences

College student-run FOYN offers radio shows featuring interviews with famous personalities

An enterprising group of students from Eastern colleges banded together three years ago to produce radio programs that would appeal to listeners aged 18 to 34. Their first offering, Focus on Youth, a panel discussion show, is in about 65 markets and the second, Kaleidoscope, was put into distribution several weeks ago and is set in more than 20 markets.

The programs are produced and voiced entirely by students, mainly from Princeton but including some from Yale, Brown and the University of Pennsylvania. They are available in a barrier format from Focus on Youth Network Inc., Box 6400, Lawrenceville, N.J. 08648.

The Focus on Youth program is a weekly half-hour show spotlighting a well known person interviewed by a panel of college students. Among the persons who have appeared on the program have been such government luminaries as Edward M. Kennedy, Hubert H. Humphrey, John Sparkman and William Proxmire. Others have been Gloria Steinem, Ayn Rand, Art Buchwald, Joey Bishop and William Colby, former director of the Central Intelligence Agency.

Kaleidoscope is a one-hour weekly program. Each broadcast will include interviews with three outstanding individuals, four of the week's leading records and four feature segments. Among the confirmed guests for this year, according to FOYN, are Walter Cronkite, George Meany, Cyrus Vance, Richard Burton, Andrew Young, Bob Woodward, Jack Anderson, Harry Reasoner and Dick Cavett.

Among the station groups that use FOYN programming, a spokesman said, are Storer, RKO General, General Electric, Cox Broadcasting, Metromedia, Westinghouse and the CBS and NBC owned-and-operated outlets.

### Program Briefs

**Signed up.** Operation Prime Time and MCA-TV, has announced plans for three more TV adaptations (BROADCASTING, Aug. 29) for 1978, report clearance thus far in almost 70% of country, with 41 network affiliates and 24 independent stations. Three four-hour projects will be based on John Jakes's "The Bastard" and "The Devil's Anvil" and "The Last Testament of Lucy Luciano." First OPT venture was Taylor Caldwell's "Testimony of Two Men."

**Automated country.** Filmways Radio, Hollywood, has started production on new automated country format, for which nine stations have already signed for Nov. 15 start. Four DJ's from Los Angeles-area stations will each track five hours daily, seven days weekly. Tracks are two forms: one for all client stations, the other local for each station's specific needs. Filmways Radio, 1610 North Cahuenga Boulevard, Hollywood 90028; (213) 462-6421.

**Rock around country.** Crawdaddy Rock Revue, hour show, has previewed on 68 radio stations. Package, hosted by New York disk jockey, Peter Fornatale, offers interviews, comedy, record reviews and news. Pilot may be ordered free from Cinema Sound Ltd., 311 West 75th Street, New York 10023.

**So there.** ABC-TV, in gentle nudge in ribs to rival NBC-TV, will air Gabriel Kaplan Presents the Small Event on Sunday, Oct. 23 (10-11 p.m.-NYT). Show will feature Mr. Kaplan, Sid Caesar and others in spoofs of TV specials, with such make-believe shows as Battle of the Celebrity Relatives; An Evening With Millard Fillmore and Hormones: Are We Paying Too Much for a Bigger America?

**Religious formatting.** Twelve Oaks Productions is offering its new inspirational automation format. Programing features top collections in contemporary/MOR vein. Complete data and music programing service includes announcing by Gary McCartie of KBRT(AM)-KBIG(FM) Los Angeles and Mike Trout, one of Twelve Oaks Production principals; feature-length specials; technical consultation; time charts; PSA's; commercials and ID jingles. Twelve Oaks Productions, Box 4917, Thousand Oaks, Calif. 91369, (905) 497-3022.

**New in New Jersey.** Roylance H. Sharp, former Hughes Television Network executive vice president, has formed Vanda Communications, specializing in program distribution to TV stations and cable systems. Mr. Sharp has been involved in networking with Dumont, Sports Network Inc. and Hughes. Vanda is based at 10 Hancock Drive, Florham Park, N.J. 07932; (201) 822-0685.

**Christmas fare.** Viacom Enterprises reports signings thus far by 60 television stations—including all five NBC-owned TV's—for A Cosmic Christmas, half-hour animated special by Nelvana Productions Ltd. of Canada. Story, telling how "three futuristic beings learn the meaning of Christmas," was more than $250,000 to produce. National advertisers, yet unsigned, will be given three commercial minutes; local stations will get two.

**Rusell for ABC-TV.** Former basketball star Bill Russell has been signed to long-term contract by ABC-TV for sports commentary and other assignments, including feature spot in network's planned magazine show, according to announcement by ABC News and Sports President Roone Arledge.

**Turnabout.** British Broadcasting Corp. has bought rights to American Short Story series, National Endowment for the Humanities announced last week. Series was produced with $2 million grant from NEH and presented on Public Broadcasting Service last year. BBC paid about $70,000 each for nine short story adaptations and has options for half that sum. Half of payment will be returned to U.S. treasury and half will go as royalties to script writers and NEH.

**Outdoors in Mid-Atlantic.** Brooks Robinson, former Baltimore Orioles great, will be host of regional outdoor TV series, Exploring the Chesapeake, Blue Ridge and Beyond. Syndicated barter package will be produced by Martin/Winters Production, Washington. Filming will begin in November of initial 13 half hours. Personalities from sports and government will appear in programs that will go beyond hunting and fishing to include traditional fox hunts, white-water rafting, camping, hiking, etc. Locations will extend from Hatteras to Pennsylvania and from Chesapeake Bay to Blue Ridge mountains, areas accessible to viewers in Mid-Atlantic region where Washington makes its debut. M/W currently is negotiating with prospective sponsors for barter series and Syndicast Services, New York, as national distributor.
WCT tennis offered in 35-show TV package

World Championship Tennis, predominantly NBC-TV fare for the past six seasons, now is on the open market. With distribution and co-production by the Mizlou Television Network, WCT is offering a 1978 package of 35 shows, amounting to some 42 hours.

Within each hour, seven commercial minutes will be reserved for national advertising. (Pepsi-Cola is the first signed up) and five minutes will be sold by the stations. Fees, even on the TV venture, according to WCT owner Lamar Hunt, $2 million in national advertising revenues must be collected. Mr. Hunt, a Texas oil millionaire, also owns the Kansas City Chiefs football team.

The seven WCT tournaments to be carried next year offer a total purse of $1.4 million in prize money. Five events will be telecast live.

Through the WCT television schedule, Mr. Hunt hopes to provide tennis viewers with their “first organized schedule.” He claims that television coverage of the sport has “grown helter-skelter” and that the TV “tennis tour has been total chaos.”

Shows on minority cultures in federally funded series

Commercial and public television stations are being offered 287 hours of programming with a cultural/public affairs slant at no charge except for distribution costs by Television for All Children, Los Angeles.

Nate Long, executive director of TVAC, said the 17 programs were produced at a cost of $34 million by federal funds over a four-year period. He noted that some of the programs have had exposure on commercial and/or public stations. Mr. Long added that stations taking a series are guaranteed 17-weeks of exclusivity in their markets.

The number of episodes in the series range from five to 26 and they deal with the development of minority cultures, including black, latino, oriental and native American. Program forms include drama, comedy, animation, documentary and music.

Critics keep holding noses

However, ABC-TV’s ‘Love Boat’ weathered the negative reaction and starts with a 37 share

Television critics in the national press continued to throw barbed prose at the season’s new network programs as more series had their debuts.

The heaviest barrage was aimed at ABC’s ‘Love Boat’ (Saturday, 10-11 p.m.), which nonetheless came in with a 37 share, buoyed probably by its lead-in, Starsky and Hutch. The other premieres since Sept. 20 (for critical reaction to show’s premiering prior to that date, see Broadcasting, Sept. 26), all belonged to NBC. But despite a somewhat less negative reception by the critics, all scored sub-30 shares.

‘Oregon Trail,’ in a two-hour premiere episode (Wednesday, 8-10 p.m.), pulled in a 25: Big Hawaii (Wednesday, 10-11 p.m.) followed with an 18 and Rosetti and Ryan (Thursday, 10-11 p.m.) had a 26 the next night.

Following are samples from some of the reviews:

Oregon Trail (NBC, 9-10 p.m.)
...there should always be room for one epic western on the television schedule...an authentic look and comfortably strong performance by wagon train master Rod Taylor...there is a no-nonsense attitude to this series which will be appealing.” Terrence O’Flaherty, San Francisco Chronicle.

“It is by long odds the most effective cure for insomnia the networks have loosed this season...mind-numbing blandness.” Cecil Smith, Los Angeles Times.

(Like several critics, Mr. Smith was perhaps more critical of the two-hour premiere episode of this program than the qualities of the series itself.)

Big Hawaii (NBC, Wednesday, 10-11 p.m.)

“With an inherent family interest plus that big spread to tend, this so-called pineapple Bonanza is an interesting entrant...the setting is lush, the actors fine and except for a minor plot problem (it stinks) this premiere episode shows everything and everyone off to fine advantage.” Katie Kelly, New York Post.

“Big Hawaii is the kind of family show that makes one want to bring back violence...gives every sign of having been conceived in the audience research department.” William A. Henry 3d, Boston Globe.

Rosetti and Ryan (NBC, Thursday, 10-11 p.m.)

“With this season being touted as the renaissance of nonviolence, the program’s style strives for humor instead of corpse accumulation...The show has a severe case of the cutes.” John O’Connor, New York Times.

“TV’s latest package deal...none of the joie de vivre that we’ve come to expect from radio and TV’s most successful lawyers...full of cliches and catch phrases...” Barbara Zuanich, Los Angeles Herald-Examiner.

Love Boat (ABC, Saturday, 10-11 p.m.)

“...listing badly because of an overload of cute...almost everybody is smotheringly nice...badly needs sharper writing and better wit...the entire show had a disjointed feel.” Joan Hanauer, UPI.

“Gavin MacLeod...has one of those grin-and-bear-it smiles, and what he’s bearing is the worst television series of the season...” Kay Gardella, New York News.

Broadcast Advertising

Radio board allows exceptions to 18-minute limit

For good cause and in public interest, stations may exceed it; that action is among many voted on at last week’s meetings

The National Association of Broadcasters radio board, at its third meeting of the year last week, approved a code change permitting stations to exceed the 18-minute commercial time standard “for good cause.”

The action was at the top of a list of radio board decisions in Washington Tuesday that touched on a broad range of issues: radio receivers, the 1979 World Administrative Radio Conference, minority ownership and wage and hour laws.

The board accepted the recommendation of the radio code board to retain the code’s limit of 18 minutes commercials per hour as a guideline for station managers, but giving them the option to exceed it in some circumstances. “For good cause,” the code amendment says, “and when in the public interest, broadcasters may depart from this standard in order to fulfill their responsibilities to the communities they serve.”

The amendment follows an earlier recommendation of the board, once turned down by the code board, then later adopted (Broadcasting, Aug. 15). Now “we are more in line with the consensus of the membership,” Radio Board Chairman Len Hensel of WSM-AM-FM Nashville said after the meeting. “So what else can they [the code board] do?”

The radio board also voted to ask the code board to study whether to continue NAB’s radio code logging and monitoring, which costs $25,000 to $30,000 a year, Mr. Hensel said.

And the board directed the NAB engineering department to design an NAB system of ratings for radio receivers—to establish, for instance, class A receivers, class B, class C and so on. There was some feeling that the quality of receivers might improve if NAB were to disseminate a set of standards for consumers.

It also voted to urge the FCC to complete all proposed rulemakings regarding WARC 79 in time to present the U.S. negotiating team with a complete FCC allocations policy. The vote was in response to a request that NAB support the Daytime Broadcasters Association in seeking nighttime expansion of class IV stations. Rather than address that specifically, the board voted to ask the FCC to complete all WARC-related actions, including clear channel and daytimer issues.

In other actions the radio board:
- Considered restructuring radio dues, giving members option to pay both NAB and radio code memberships with one
TVB more ambitious in setting up '78 seminars, workshops

Association will not only increase number of stops on its junket, but will also add new courses

An expanded schedule of sales training seminars for 1978 has been announced by the Television Bureau of Advertiserising, along with dates and places for six sales seminars to be held in the year's first quarter.

With the approval of its sales advisory committee at a meeting at Lake Tahoe, Calif., TVB said two new seminar courses were being added and that the seminars would be held in both Washington and Chicago and that a West Coast series would be divided between Los Angeles and San Francisco. In the past, they have been held in Washington and San Francisco.

The new courses are one for general sales managers only and a primer class for salespeople having less than one year's experience. The others are a course for top management, one for sales managers, a senior sales course for persons with five or more years of sales experience and a sales workshop for those with one to five years in sales.

The seminars, done in conjunction with the Sterling Institute, run for three days.

Costs range from $375 per person for the primer sales or senior sales workshop to $400 for the sales managers course, $425 for the one for general sales managers only and $450 for the top management course.

The schedule and courses, TVB said, are based on member preferences.

The 1978 schedule follows:

Chicago—Top management, Jan. 30-Feb. 1; sales managers, March 29-31; senior sales, April 10-12; sales workshop, June 19-21; general sales managers only, July 24-26 and primer, Aug. 14-16.

Washington—Primer, Jan. 16-18; general sales managers only, March 29-31; sales workshop, April 3-5; sales managers, June 5-7, and senior sales, July 10-12.

West Coast—Primer, March 13-15 in San Francisco; senior sales, April 10-12 in

New gains in FM audience

In top-10 markets, they're up 12% over last year's figures

Further evidence of burgeoning FM business was provided last week by Arbitron Radio, with figures showing 1977 FM listenership in the top-10 markets 12% over last year and up 122% since 1970.

The comparisons, based on April/May Arbitron radio sweeps, uncovered an FM decline only in Boston, where listenership dropped from a 39.0 share of radio audiences to a 38.6 level over the past year. The biggest FM gain was made in Chicago, up 25%, from a 35.1 to a 43.9 share. Other above-average increases were experienced in Pittsburgh (19%), Philadelphia and Washington (both 15%) and San Francisco (14%).

Continuing as the markets with the largest FM shares of radio listenership were Dallas/Fort Worth, 54.1, and Washington, 53.0. There, as well as in Philadelphia and Detroit, FM's listening draw exceeded AM's.

Another finding showed 31% more FM's in 1977 than in 1970 when the firm began analyzing the AM/FM relationship.

The Arbitron study was based on the following criteria: To be included in the survey, a station must be commercially operated, and either show up in at least 10 metro diaries or 1% of them.
Los Angeles; general sales managers only, June 7-9 in San Francisco; sales workshop, June 12-14 in Los Angeles and sales managers, Aug. 7-9, also in Los Angeles.

TVB President Roger Rice, announcing the new schedule, welcomed the expansion. By the end of the current year, he said, attendance will have reached 250, or 97% of capacity.

The regional sales meetings are all-day sessions to be conducted by Bill Brower, president of Sterling Institute, and Charles Reilly, president of In-Person Communications.

They will be held in Dallas-Fort Worth on Jan. 28, Pittsburgh Feb. 9, Atlanta Feb. 12, San Francisco Feb. 21, New York March 2 and Chicago March 14. Cost is $70 per person.

**Women's unit of SAG says they're still being short-changed**

Committee claims 1976 analysis of workers in commercials shows little improvement since 1973

The advertising community has been called upon to catch up with the times and change its attitude toward women in television commercials. Offering the message, along with a bundle of statistics, was the women's committee of the New York branch of the Screen Actors Guild.

After analyzing 551 commercials and counting 4,550 performers in 1976, the committee found nothing "substantially different" from a survey done in 1973 commercial fare, according to Joan See, women's committee national chairman, who led a press conference in New York.

Both studies involved submissions to Clio awards competitions and were directed by Dr. Muriel Cantor, of American University.

To set the income perspective, SAG members' earnings for 1976 were put at $209.9 million—- $110.7 million or 52% from television commercials. Within all categories of performers in commercials, females were said to have gained only 2.1% of the jobs from 1973 to 1976, from 32% to 34.1%.

More specifically, the report showed on-camera principal speaking roles for women going from 37% to 38.3%. Nonspeaking principal roles dropped from 40% to 39.6%. Voice-over jobs available to females went from 7% to 9.4%. Female extras dropped from 33% to 31%.

Faring the worst was the minority woman said to represent, for example, only 4.7% of the on-camera roles in 1976.

These figures, according to Ms. See, "seem strange when 41% of the workforce are women and 7,713,000 women head households in the U.S." She claimed that "a continuing appraisal of the current American scene is called for."

SAG National President Kathleen Nolan made a similar plea during a luncheon sponsored by Metropolitan Life Insurance Co. in honor of New York's Women in Business Week. Claiming that seven out of 10 households have a woman overseeing the finances, Ms. Nolan found it "curious" that more advertisers weren't using women as spokespersons. She also accused the commercials of projecting an outdated or invalid image of women.

**Ad Council alters campaign to skirt equal-time issue**

The Advertising Council, scheduling a second year of its media campaign dealing with the American economic system, released findings last week on a study indicating that its first-year effort was effective.

The study, conducted among 2,016 adults, showed that 31% said they were familiar with advertising about the economic system; 12% said they were aware of the Advertising Council's campaign and/or its booklet offered to the public. 3% replied they had written for or received the booklet, and 1% said they had read it.

The new campaign in all media will have the theme, "What's Your E.Q. ?" Last year CBS-TV and ABC-TV declined to carry spots, saying they might be forced to carry announcements from other groups and specified that the offer of a booklet might incur demands from other

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**Is it Live?...or is it "Big Country?"**

After five successful years on the air, thousands of loyal "Big Country" listeners still don't know they're listening to automated radio stations.

"Big Country" is the only radio automation format that has accomplished the task of sounding totally live. Four major-market personalities provide you with all the country hits, and new voice track tapes for every day of the year. The jock's comments are always new...they never repeat. And the music is strategically rotated and updated. Never before has a radio format been able to deliver the live personality and identity possible with "Big Country."

The format is customized for your market, and compatible with automated and semi-automated situations.

The audience/sponsor appeal of a live, local personality and music station, along with the control and economy of automation, is only available with "Big Country." If you're still not convinced, wait until you've heard our ratings success stories. Give us a call.
groups for time to make similar offers. The council said NBC-TV carried the spots last year with no significant repercussions. This year the council has produced two versions of the commercial—one without the booklet offer—and said last week that ABC-TV and CBS-TV have indicated they also will participate in this year's campaign.

**GAO finds Ad Council expenses for energy campaign were in order**

Dingell subcommittee told that large part of misunderstanding stemmed from failure to advise subcontractor on government-spending procedures

In answer to allegations raised by a congressional committee, the General Accounting Office has said it finds no evidence of fraud in the expense reports of the Advertising Council for work it performed on a government ad campaign in 1973 and 1974.

The council had come under attack from the House Subcommittee on Energy and Power, which reported last year it had found evidence of fraudulent claims against the government in connection with a $602,000 contract for an energy conservation campaign. "Both the Ad Council and its subcontractors have billed the government repeatedly for a variety of unwarranted expenses," Subcommittee Chairman John Dingell (D-Mich.) wrote in a letter to Comptroller General Elmer B. Staats on Oct. 18, 1976. Among the alleged unwarranted expenses were dinner and lunch bills for agency personnel, liquor bills, tuxedo rentals, cleaning bills, drugs bills and unauthorized travel.

However, GAO conducted an audit of the Ad Council's expenses and concluded there was no basis for the charges. "We found no indication of fraudulent expense claims," it reported to Mr. Dingell. GAO said it determined that $11,351 of $18,985 that had come under question was allowable. Another $4,336 was not, but $2,616 of that had simply been charged to the wrong agency and was later reimbursed to the Ad Council.

The other $1,720 was the difference between first and second class air fare, over which the Ad Council and the government disagreed. The Ad Council said the terms of contracts required it to provide first class air travel to members of theatrical, motion picture and directors' unions, but the government refused the claims because it has a policy against reimbursing for first class air fare.

Another $3,296 GAO reported to be "unresolved," the final determination falling to the "contracting officer."

GAO contended that a large part of the problem was that the Ad Council did not acquaint its subcontractor, Cunningham & Walsh, with government-spending regulations. According to the report, the council is currently developing a pamphlet spelling out the rules for all future subcontractors.

**To avoid misunderstandings**

Association of Independent Commercial Producers had issued a set of guidelines relating to the making of TV commercials and has sent them to more than 750 advertising agencies. AICP, which consists of 85 production firms accounting for an estimated 70% of the dollar volume in the field, said the guidelines cover issues it claims have been "misunderstood" by advertisers and agencies. They cover: postponement of awarded work; cancellation of work; contingency/weather days' payment schedules; editorial subcontractors and the cost of bidding procedures. The association stressed these guidelines have not been adopted as policies to be enforced by producers but are starting points for the discussions between agencies and producers.

**Advertising Briefs**

**Bottom line.** Noble-Dury & Associates, Nashville-based advertising agency, announced for fiscal year ending May 31 it billed $9.3 million for earnings of $156,000. That compared to billings of $10.7 million and like earnings of $156,000 year earlier.

**Fairness plea.** New York Market Radio Broadcasters Association (NYMRAD) has asked New York State board of regents to change its regulations which now license broadcasters from advertising their rates on radio and television while permitting cost information in print.

**Figure it out.** Young & Rubicam International, New York, has issued a booklet, "Media Math," designed to provide basic background concepts, definitions and mathematical expressions needed to understand elements of advertising media plans. Among terms explained are pulsing, flighting, weighted average, quintiles and audience accumulations.

**Cooperation.** Ohio Association of Broadcasters and Ohio Bar Association have agreed to work together on guidelines for radio and TV ads for attorneys. Recommendations will go to Ohio Supreme court, which is to issue permanent standards. OAB President Neil Van Eells, WKYC TV Cleveland, said he is "delighted" Ohio Bar has not foreclosed consideration of the use of broadcast media. Bar has already issued temporary guideline recommendations for print media.

**Settled.** Five challenges to national advertising, including four on television, were resolved in August by National Advertising Division of Council of Better Business Bureaus. Reviewed and found acceptable were TV commercials for American Home Products Co. (Dristan products); Gillette Co. (Toni Home Wave); S.C. Johnson & Son (Step Saver floor wax) and PepsiCo. (Pepsi-Cola).

**Doing God's work.** Twelve thousand North American Lutheran churches are being asked to consider using paid radio, television and newspaper advertising for evangelism as part of 1977-78 "Evangelical Outreach" program for Lutheran Church in America and American Lutheran Church. Extensive kits being prepared by churches' communications offices. Four-week media test in Sioux City, Iowa, is said to have produced 9.7% increase in church attendance, 29% increase in giving.

**Retail basics.** Television Bureau of Advertising has produced 23-minute video tape presentation, "The ABC's of TV Co-Op," which will be previewed for members at bureau's annual meeting in San Francisco Nov. 14-16. Presentation will cover such areas as how to overcome retailers' fears of television, four ways to get co-op on TV stations, four sources of co-op information and seven points to look for in every co-op plan. Tape will be available for two weeks' rental at $25 and for outright purchase at $40.

**RAB's David spreads radio word in Ohio**

The radio industry has been urged by Miles David, president of the Radio Advertising Bureau, to reinforce efforts to sell
the medium through continued indoctrination of advertisers on the value of radio.

He told the fall meeting of the Ohio Association of Broadcasters in Columbus of two industrywide projects that have been successful. He pointed to "The Sound Alternative Campaign" (Wave 2) during which more than 3,000 stations are using their own air time to sell radio to advertisers, and the effort to modify the saccharin bill. In the latter, a large number of stations have participated in an attempt to persuade Congress not to pass legislation that would be detrimental to broadcast advertising.

"The saccharin effort isn't over," Mr. David warned. "We have to be prepared to turn up the volume again. We haven't won until a fair bill is passed."

Mr. David urged station operators to step up their efforts at educating advertisers on the values of radio. He asked them to particularly concentrate on the coop and retail fields, adding it is important to teach prospective advertisers how to use radio effectively.

More muscle for TV retail

Television Bureau of Advertising's Sales Advisory Committee has formed a Retail Development Board that's designed to help stimulate business for television in the retail sector.

The new RDB will be an arm of the Sales Advisory Committee and will include 10 to 12 retail specialists at TV stations from all market sizes, plus Tom McGoldrick, TVB's vice president, retail sales. The board will provide ideas for sales tools to be produced by TVB for stations.

The board will meet twice a year. The first session will be in New York in conjunction with the National Retail Merchants Association annual meeting Jan. 8-11, 1978, and the second in Orlando, Fla., during the NRMA's sales promotion conference, May 7-11.

Development of soaper backed by stations

"High Hopes" would be bartered by Y&R Ventures TV Syndication

A coalition of group owners and major-market TV stations are pooling their resources for the pilot of High Hopes, with promise of a daily 52-week original syndicated soap opera.

Among those joining in the effort -- said to cost about $100,000 to $125,000 -- are Metromedia Inc.; Capital Cities Communications Inc.; Scripps-Howard Broadcasting Co.; KTVV(TV) San Francisco; KDFW(TV) Dallas; KSD-TV St. Louis; WTTV(TV) Indianapolis; KFCA(TV) Sacramento, Calif.; KETV(TV) Tijuana (San Diego), and WSM(TV) Nashville.

Producing the series, with a March 1978 premiere date planned, is DCA Productions, an arm of Y&R Ventures. Distribution on a barter basis will be handled by Y&R Ventures TV Syndication. Both are subsidiaries of Young & Rubicam.

Shooting of the pilot began last week in Toronto. A demonstration program is expected to be available for screening by mid-October.

Spot TV to be prime gun in encyclopedia campaign

Random House Inc., New York, is set to invest more than $500,000 in spot TV this fall to advertise a single book -- "The Random House Encyclopedia."

Television will be the prime medium in a campaign budgeted at about $1.1 million. Random House believes the TV investment is "the largest single book ad buy in publishing history." The schedule calls for at least one announcement every weekday between Oct. 17 and Oct. 30 and Nov. 21 through Dec. 8. Stations in the top-14 television markets will be used.

McCaffrey & McCall, New York, which prepared the campaign, is selecting time periods and programs to reach women, 25 to 49, in families in the $15,000-to-$20,000 yearly income bracket. The creative approach of the commercials: showing contents of the encyclopedia.

This Thanksgiving, sing with JOY.

JOY, the musical program from the Lutheran Laymen's League, announces a special Thanksgiving program for your listeners.

30 (29:00) minutes of superb choral singing that will deepen the meaning of the day.

Featured will be: Prayer Of Thanksgiving, Now Thank We All Our God, Praise To The Lord, For The Beauty Of The Earth, Simple Gifts, Ten Lepers, That In This Our Land, We Plow The Fields And Scatter The Good Seed On The Land, and All People That On Earth Do Dwell.

Hosted by the Reverend Alvin C. Reuter, JOY will please your entire audience, young and old. There's no sermon, but the Reverend Reuter does speak. Movingly. Directly. And meaningfully.

JOY is free-and postage-paid -12 inch stereo disc.

This Thanksgiving, raise your voices with us.

With JOY. Simply fill in the coupon and return it.
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<thead>
<tr>
<th>Last week</th>
<th>This week</th>
<th>Title □ Artist</th>
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<td>Theme from &quot;Star Wars&quot; □ Meaco</td>
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<td>You Light Up My Life □ Debby Boone</td>
<td>Warner Bros.</td>
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<td>Keep It Comin’ □ Love □ K.C. / Sunshine Band</td>
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<td>Nobody Does It Better □ Carly Simon</td>
<td>Elektra / Asylum</td>
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<td>That’s Rock ‘n’ Roll □ Shaun Cassidy</td>
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<td>I Just Wanna Be Your Everything □ Andy Gibb</td>
<td>RSO</td>
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<td>I Feel Love □ Donna Summer</td>
<td>Casablanca</td>
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<td>On and On □ Stephen Bishop</td>
<td>ABC</td>
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<td>Boogie Nights □ Heatwave</td>
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<td>Don’t Stop □ Fleetwood Mac</td>
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<td>Strawberry Letter 23 □ Bros. Johnson</td>
<td>A&amp;M</td>
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<td>Best of My Love □ Emotions</td>
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<td>Swaying to the Music □ Johnny Rivers</td>
<td>Big Tree</td>
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<td>Telephone Line □ Electric Light Orchestra □ United Artists</td>
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<td>Brick House □ Commodores</td>
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<td>Signed, Sealed and Delivered □ Peter Frampton</td>
<td>A&amp;M</td>
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<td>Cold as Ice □ Foreigner</td>
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<td>Baby, What a Big Surprise □ Chicago</td>
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<td>Higher and Higher □ Rita Coolidge</td>
<td>A&amp;M</td>
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<td>It’s Ecstasy □ Barry White</td>
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<td>Don’t Worry Baby □ B.J. Thomas</td>
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<td>Just Remember I Love You □ Firefall</td>
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<td>She Did It □ Eric Carmen</td>
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<td>It’s So Easy □ Linda Ronstadt</td>
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<td>Handy Man □ James Taylor</td>
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<td>Heaven on the Seventh Floor □ Paul Nicholas</td>
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<td>How Deep Is Your Love □ Bee Gees</td>
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<td>We’re All Alone □ Rita Coolidge</td>
<td>A&amp;M</td>
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<td>Float On □ Floaters</td>
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<td>Don’t It Make My Brown Eyes Blue □ C. Gayle</td>
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<td>Cut Scratch Fever □ Ted Nugent</td>
<td>Epic</td>
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<td>You Make Loving Fun □ Fleetwood Mac</td>
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<td>It Was Almost Like a Song □ Ronnie Milsap</td>
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<td>How Much Love □ Leo Sayer</td>
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<td>We Just Disagree □ Dave Mason</td>
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<td>36</td>
<td>Jungle Love □ Steve Miller Band</td>
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<td>Isn’t It Time □ The Babys</td>
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<td>Smoke from a Distant Fire □ S. Townsend</td>
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<td>Black Betty □ Ram Jam</td>
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<td>Barracuda □ Heart</td>
<td>Portrait / CBS</td>
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<td>The Greatest Love of All □ George Benson</td>
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<td>Blue Bayou □ Linda Ronstadt</td>
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<td>Help Is on the Way □ Little River Band</td>
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<td>Do You Wanna Get Funky with Me □ Peter Brown</td>
<td>Drive / TK</td>
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<td>Daybreak □ Barry Manilow</td>
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<td>Way Down □ Elvis Presley</td>
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<td>I Just Want to Make Love to You □ Foghat</td>
<td>Bearsville</td>
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<td>The King Is Gone □ Ronnie McDowell</td>
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<td>50</td>
<td>50</td>
<td>Slip Sliding Away □ Paul Simon</td>
<td>Columbia</td>
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</table>

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. A □ indicates an upward movement of five or more chart positions between this week and last.

**Country**

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<th>Title □ Artist</th>
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<tr>
<td>1</td>
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<td>Y’All Come Back Saloon □ Oak Ridge Boys</td>
<td>ABC / Dot</td>
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<td>Heaven’s Just a Sin Away □ Kendall &amp; Kendall</td>
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<td>I Got the Hog □ Mel Tillis</td>
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<td>Don’t It Make My Brown Eyes Blue □ C. Gayle</td>
<td>United Artists</td>
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<td>Daytime Friends □ Kenny Rogers</td>
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<td>I’ve Already Loved You □ Melba Montgomery</td>
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<td>We Can’t Go on Living Like This □ Eddie Rabbitt</td>
<td>Elektra</td>
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<td>I’m Just a Country Boy □ Don Williams</td>
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<td>Eastbound and Down □ Jerry Reed</td>
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<td>It’s All in the Game □ Tom T. Hall</td>
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<td>Silver Medals &amp; Sweet Memories □ Statler Bros.</td>
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<td>Why Can’t He Be You □ Loretta Lynn</td>
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<td>If It Ain’t Love □ Jim Ed Brown &amp; Helen Cornelius</td>
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<td>Danger of a Stranger □ Stella Parton</td>
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<td>Once in a Lifetime □ John Wesley Ryles</td>
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<td>That’s the Way Love Should Be □ Dave &amp; Sugar</td>
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<td>I Love You a Thousand Ways □ Willie Nelson</td>
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<td>Dancing the Night Away □ Tanya Tucker</td>
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<td>Shame on Me □ Donna Fargo</td>
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<td>More to Me □ Charley Pride</td>
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<td>Eres Tu □ Johnny Rodriguez</td>
<td>Mercury</td>
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<td>Blue Bayou □ Linda Ronstadt</td>
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<td>The Old Man and His Horn □ Gene Watson</td>
<td>Capitol</td>
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<td>If You Don’t Love Me □ Freddy Fender</td>
<td>ABC / Dot</td>
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Network news chiefs offer overview of broadcast journalism

IRTS's opening newsmaker luncheon hears Arledge, Salant and Crystal, latter taking over from Wald

News judgment, marketplace bidding for talent and the dim prospects for expanded network news were addressed by the news chiefs of the three commercial networks last Wednesday during the International Radio and Television Society's first "newsmaker" luncheon of the new season in New York. Audience interest, however seemed to focus less on what was said than on who was doing the talking from the NBC News camp.

The luncheon provided a debut for Lester Crystal, earlier in the day, formally took over the role of NBC News president from Richard Wald (see "Top of the Week"). Mr. Wald, who had been the scheduled NBC News representative but did not attend, was praised by his former competitors. Said CBS News President Richard Salant: "I am genuinely sorry...to lose him...He kept us on our toes." Roone Arledge, president of ABC News and Sports, and Mr. Crystal also joined in the tribute.

The announcement of Mr. Crystal's appointment came with the introduction of the three news chiefs: Mr. Salant was the man who has headed CBS News since 1966; Mr. Arledge, who has headed ABC News since last June, and Mr. Crystal, who has headed NBC News "since 11:30 this morning."

In response to written questions from the audience posed by moderator Robert MacNeil, executive director of the Public Broadcasting Service's MacNeil/Lehrer Report, both Mr. Crystal and Mr. Arledge said they have been given no timetables from higher-ups in which to unseat CBS Evening News from its leading position. And along with Mr. Salant, they expressed concern about crossing the line from news into entertainment.

Mr. Crystal said he sees nothing wrong with research for "solid basic information" about viewers. However, he did criticize those who would turn to a nonjournalist for a formula concerned only with beefing up ratings. On local television news, Mr. Salant took the view that it has "passed through the phase of excesses," by a "slow and painful" process.

Mr. Arledge claimed that "you don't have to be dull to have integrity." And to a particular question regarding ABC correspondent Geraldo Rivera, Mr. Arledge called him a "lightning rod" and said that he soon will have to make "the basic decision" whether to be part of the network's news or entertainment team.

Mr. Arledge also warned that concerns about entertainment in news can lead to "elitism." As an example he said the death of Elvis Presley was of enough interest to the public for ABC to lead with it on the evening news. NBC News that evening led with President Ford's and Ronald Reagan's reactions to the Panama Canal treaty. To that, Mr. Salant said, "Thank heavens we have four networks...I was delighted to see the difference."

On the subject of talent bidding, the news chiefs' reactions were similar. Mr. Crystal said the marketplace has to determine. The salary level, Mr. Salant said: "you've got to play by the rules" and that there was "absolutely nothing wrong" with ABC paying a $1 million salary for Barbara Walters, if it chooses to. Mr. Arledge noted that "Barbara's worth $1 million because she was able to command it." (Miss Walters, along with Walter Cronkite, John Chancellor and network executives, also was seated at the head table.)

The three news chiefs also were staunchly in favor of a longer evening news. But they restated the reasons why not to expect it. Mr. Crystal claimed the "need" and "capacity" are there but it's a "matter of economics." And while he said that it "may be my own fantasy," he claimed "it's inevitable." Mr. Salant called the situation a "hopeless bind," with "no place to go" in the schedule with an expanded newscast. Mr. Arledge saw two possibilities 10 years from now: either expanded news "or it might go the other way" with network news assuming a "wire service role for the local stations."

Small argues against restrictions on broadcast

Bill Small, CBS senior vice president-director of news, in a speech at a Washington seminar of the Foundation for American Communications, questioned differences in First Amendment freedoms accorded print and broadcast media. He disagreed with the argument that limited frequencies for broadcasting necessitated government controls, saying that the average city often has only "two newspapers—often owned by the same owner—but it will have eight radio stations and access to seven TV stations." What we have seen, he said, is "a 20th century philosophy that governments can somehow be helpful in enhancing free speech by inhibiting microphones...." Referring to the fairness doctrine, Mr. Small said, "While it sounds attractive, does it really fit the bill with President Ford's...does the intrusion of government into [the reporting] process really help? No. It just doesn't wash."

Daily news show by satellite in the cards for WPIX

WPIX(TV) New York plans to produce a half-hour daily prime-time news show for independent stations, using basically stories from Independent Television News Association, but also tapping other resources. Programs would be fed by satellite to stations. WPIX considers 12 to 15 stations necessary to make the project workable and is aiming for a spring 1978 start for the service which will be offered on a charter basis. The project appears much less elaborate than one envisioned earlier—but reportedly shelved—by Arthur R. Taylor, former CBS president ("Closed Circuit," Aug. 8, Sept. 12).

'Censorship' threat

Legal attempt to prevent Klan-Nazi interviews on WHYY-TV is stopped as second judge overrules injunction

A First Amendment crisis was narrowly averted when a Pennsylvania Superior Court judge struck down a lower court ruling barring the showing of a controversial program on noncommercial WHYY-TV Philadelphia. The program, a segment of Black Perspective on the News, included interviews with representatives of the Ku Klux Klan and the American Nazi Party.

Late Friday afternoon (Sept. 30) Judge Edwin E. Spieht overturned a stay order issued by Judge Stanley N. Quijano of Common Pleas Court. The latter's action was the result of a request for an injunction filed by three survivors of Nazi concentration camps to stop the broadcast. The overruling of Judge Greenberg's order came only a few hours before the program was scheduled to air on the station and to be fed by the Public Broadcasting Service to its member stations. The program was telecast on schedule.

According to James Karayn, president of WHYY-TV, Judge Greenberg ordered the station not to broadcast the program after the station refused to preview the show for the judge's benefit. Mr. Karayn called the judge's action "tantamount to censorship." He said, however, that had the order not been lifted, the station would have held the program up until it received a ruling in its favor.

In anticipation of that event, Mr. Karayn said, the station had already made arrangements to take its case to the state supreme court and, if necessary, to U.S. Supreme Court Justice William Brennan.

The plaintiffs in the case, Sol Rosen, Harry Bass and Petro Mitchuk, had contended that the program presented a "clear and present danger" to the public and should not therefore be broadcast. Their complaint came shortly after 1,500 protestors had demonstrated at the station.

Mr. Karayn described the plaintiffs' complaint as "one of those very screwy things where they had no evidence for the charge." Shortly after Judge Greenberg handed down his order, Mr. Karayn said, the boards of the Philadelphia Inquirer and the Bulletin passed resolutions offering their "financial and moral support" to the voy. Mr. Karayn said the station also was offered help by the First Amendment Coalition and the Reporters Committee for Freedom of Information.
McBride chosen. UNESCO has named Sean McBride, Irish diplomat, to head new international advisory committee on world’s news media. Mr. McBride is former winner of both Nobel and Lenin peace prizes. Other members of committee will be selected from politicans, government officials and members of new media from developing as well as industrialized countries. Group will hold its first meeting in Paris in late October.

News approaches. Conflict between “give-them-what-they-want” school and “sound, serious” reporting is “major professional issue facing journalism” today, CBS News President Richard Salant told National Academy of Television Arts and Sciences luncheon in New York Sept. 29. Mr. Salant said, however, he is optimistic that television is passing through phase of consultants and the like—problem he said is “at least as acute in print.”

Concession. Illinois Governor James R. Thompson has signed bill opening all public meetings to filming and/or tape recording. In past, group meeting could declare session off limits. New law contains provision allowing person testifying to request his testimony not be recorded.

Changes made. Chronicle Broadcasting Co.’s KRON(TV) San Francisco—which admits long-standing poor ratings in news—has added emphasis to coverage outside city in hopes of shaking up competition. Four new bureaus have been established following various management changes earlier this year. And in unusual electronic newsgathering move, KRON has set up three steerable microwave dishes on mountain tops, said to allow live feeds directly to station from virtually any Northern California location.

Kissinger comments. Henry Kissinger, in first assignment as consultant and commentator for NBC News, will be “principal contributor” to 90-minute documentary on Communism in western Europe, to air Jan. 13, 1978, at 9:30 p.m. NYT. David Brinkley will be chief correspondent.

A third for MacNeil-Lehrer

Charlayne Hunter-Gault, a New York Times reporter specializing in coverage of the urban black community, has been chosen as third correspondent for the Public Broadcasting Service’s MacNeil-Lehrer Report, ending a search that included on-air tryouts by nine journalists this past summer. Beginning within the next few weeks, Ms. Hunter-Gault, who is maintaining her post at the Times, will handle special assignments for the daily half-hour news program. On occasion she also will fill in as a co-anchor, thereby freeing regulars Robert MacNeil and Jim Lehrer for out-of-studio work.

NABET members at ABC wonder what they won

Out in strike for more than four months, they’re now back at work, but find network experimented with equipment and procedures while they were gone

The strike at ABC at long last is over, but it’s a dissatisfied National Association of Broadcast Employees and Technicians that must now work a week and a half after.

A union spokesman said the membership was philosophical, although not pleased, about the salary increases and fringe benefits that had been achieved, and was resigned to the concessions it felt ABC had won in the matter of working conditions in the new four-year contract. But when the technicians, the largest block in the union, returned to work on Oct. 1 after a strike that began on May 17, they were “heartstuck” over the new work procedures and new devices that had been installed during the walkout, the union official reported.

“I can think of about 20 procedures and devices that are so drastic and threatening that we must move to modify them...” he said, but he declined to be specific.

He conceded that ABC was within its rights to try new devices or techniques and said the union contends that these innovations are calculated to speed up the work of technicians or cut down the time allotted to certain assignments and thereby reduce the professionalism of their tasks.

ABC acknowledged that during the long strike, when operations were maintained with supervisory and other nonunion personnel, certain techniques were developed and some new devices were tested. A spokesman said that during the walkout the company had “tried different things and if we can now do a job in half the time or do things better, why shouldn’t we be able to go ahead?” He said that ABC has until Oct. 19 to submit to the union a list of new devices and new procedures it intends to install. “The union, of course, has the right to take our changes to arbitration,” he noted.

The strike, which was marked by acrimony at times, ended on Sept. 30. When terms of the proposed agreement were ratified by the membership. The key group of technicians received a 33% boost over the length of the four-year pact, retroactive to last May 16. The weekly pay of experienced technicians was raised from $401 to $445 immediately; $470 in the second year; $500 in the third and $535 in the fourth.

“But this brings us only $4 to $5 over NBC [also signed with NABET] in the first year of the contract,” a union official commented, “and NBC’s figure will prob-
ably go above ABC's when a new pact is negotiated.”

The union also received improvements in its pension and welfare fund, with ABC agreeing to increase its contribution from 7 1/2% to 9% over the four years. An extra one-week vacation after 15 years was another union gain, as was a full tuition plan for NABET members at ABC, granting total reimbursement for any educational course they may take.

ABC and NABET agreed that the contract provides ABC with fewer restrictions regarding electronic Newspapers; provides more flexibility in per diem hirings; gives it the right to delay meal periods; lessens the jurisdiction of the technical director; provides for the use of one man for three slant-track video tape recorders instead of one man for each recorder and gives ABC the right to use up to three minutes of television footage from an outside source though the company may not expressly order it.

A NABET spokesman said the membership feels many concessions were made to ABC by the union negotiators and they are now “unhappy” that ABC is trying to wring even more at their expense.

To which an ABC official replied: “What can I tell you? I can’t remember when NABET isn’t complaining.”

Finale comes one act nearer in oldest FCC case

Court backs FCC decision allowing WABC dominance on 770 kHz; KOB contest originated in 1941

The 36-year-old KOB case—probably the oldest unresolved matter before FCC—may finally be nearing resolution. The U.S. Court of Appeals in Washington, D.C., has affirmed an FCC action of last year that the commission said had settled the case. ABC emerges the winner of the controversy over the respective nighttime operating rights on 770 kHz, the clear channel on which Hubbard Broadcasting’s KOB(AM) Albuquerque, N.M., and WABC(AM) New York are located.

The commission decision, affirmed by the court in a brief judgment without an opinion, authorized WABC to operate as the class I-A station on the frequency, with 50 kw power day and night, the mode in which it has operated throughout the controversy.

As for KOB, it was directed to file an application for authority to operate as a I-A station, required to protect WABC at night and not entitled to reciprocal protection. It has been operating as a I-B, required to protect WABC only if that station suppressed its radiation toward Albuquerque (which it never did).

KOB, which contends that the commission’s decision would cost it 100,000 listeners in its primary service area at night, could keep the case alive with an appeal to the Supreme Court. Edward F. Kenehan, the station’s counsel, said last week no decision had been reached.

The commission’s decision last year was in response to an earlier decision of the appeals court, in 1965, overturning a commission decision moving KOB up from a I-A to I-B status. The court 12 years ago held that WABC was entitled to “equitable channel treatment” vis-a-vis the “flagship stations of the other networks. Neither WCBS nor WNBC is required to directionalize at ABC.

The KOB case began in November 1941, after KOB, which had been a class I-A dominant station on 1180 kHz, was relocated on 770 kHz, under a special service authorization which specified power of 50 kw day and 25 kw night. An early assignment on 1030 kHz, on which WBZ(AM) Boston is the dominant station, was terminated when it proved technically unsatisfactory.

KOB in 1944 sought to regularize its operation on 770 kHz, but the application was put on a deferred status when the commission, in 1945, instituted its first clear-channel proceeding, which sought to define dominant and secondary uses on all 25 I-A frequencies.

Five years later, WABC entered the case, appealing the commission’s extension of KOB’s SSA operation. From that point on, the case wound its way through a number of FCC proceedings that produced decisions that were inevitably appealed to the courts.

Now the question is whether KOB will keep the case alive with another appeal.

Networks maintain AT&T rate probe, if any, should be limited to charges for part-time users

Filing supports proposal for tariffs, cautions that some suggestions of occasional users could boomerang

ABC, CBS and NBC were out of step last week with other customers of AT&T’s television transmission service. Where the others had filed comments opposing AT&T’s proposed new tariff’s and urged the commission to reject them, the networks said there is no basis for such action—at least as the tariff applied to them.

The new tariff would boost costs for customers of part-time service, and it is they—stations, sports associations and specialty networks—that have filed in opposition (BROADCASTING, Sept. 12, 19). But the new charges would, AT&T said, be lower than those now in effect.

Part-time customers would find costs rising from 75 cents to $1 per hour per mile for interchange channel service and from $80 to $100 per hour per connection for station connection service. Full-time charges would drop from $55 to $52 per mile and from $1,500 to $1,100 per connection.

The networks contended there is no lawful basis for rejecting the tariff, they said, “to the extent the commission finds it necessary to investigate the subject tariff filing, we urge it to permit the proposed full-time rates to go into effect and to limit such investigation and inquiry (and any suspension ordered) to the proposed part-time rates.”

The networks also cautioned the commission against accepting the proposal of some part-time customers that one of several other optional plans that had been considered—Plan E. It provides for lower rates for part-time users than the AT&T is proposing and substantially higher ones for full-time customers. AT&T, the networks said, is correct in concluding that the plan would drive them away from AT&T and to other terrestrial and satellite carriers.

The networks also urged the commission to grant AT&T’s request for a temporary waiver of the requirement that AT&T services be priced, where practical, to earn about a 9.5% return. The networks noted that denial of the waiver would require AT&T to file tariffs calling for higher part-time rates than those to which objections have been filed.

For pay. A video cassette changer for stand-alone pay-TV operations is offered by Hawthorne, Calif-based Programmable Systems Inc. System 19 can handle a full week of programing by switching and changing up to 19 different cassettes at any time and in any order. The system, enclosed in a six-foot rack, includes two Sony U-matic video cassette players, monitor, time-base corrector, 19 cassette trays, a master control system, external video and audio switching, time clock and stand-by battery with charger.

More to the monitor

The National Association of Broadcasters has asked the FCC to halt implementation of a new order that may force AM stations...
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to reduce their signal strength. The rule is scheduled to go into effect Nov. 1.

Under the new rule, NAB said, stations will be restricted to use of only those monitors that are approved for measuring their positive modulation peaks, and if their present monitors do not indicate these levels, the stations will have to purchase new monitors or reduce their modulation.

To rectify this problem, NAB has asked the FCC to amend its rules to specify 125% as the upper limit for monitors reading positive peak modulation. NAB noted that although monitors now available are capable of accurately measuring to the 125% level, current type-approval rules do not require the monitors to be tested at that point.

UHF group asks FTC to rank television sets

The Council for UHF Broadcasting has asked the Federal Trade Commission to adopt a rating system for television sets. The system would be based on a receiver's noise figure.

Under the proposed performance ratings for a set with 18 dB noise (the present FCC maximum) the FTC would award an "acceptable" rating. "Good" would apply to sets with noise figures of 12 to 14.9 dB, and sets with figures below 12 dB would receive a "superior" rating.

CUB Chairman Richard Block wrote the FTC that it is "necessary and appropriate" for it to act because the "FCC has not exercised" its jurisdiction in the matter and because the FCC's power "does not extend to requiring labeling information."

Bell, ITT experts forecast timetable, uses for fiber optics

Some leading scientists in the field last week expressed opinions that fiber optics may become economically viable by the early 1980's. They told the House Communications Subcommittee that they do not anticipate fiber will attain widespread use in private homes, but will likely begin replacing long-lines telephone cables and will connect high-volume telephone users.

It is possible that ultimately optical fiber will be strung into private homes to provide broadband two-way television service and computer data, Dr. David G. Thomas, executive director, Bell Laboratories transmission systems, said. But he said fiber will never replace the simple telephone wire loop, mostly because optical fiber does not conduct electricity and cannot ring a telephone bell.

Dr. Charles Kao, staff scientist at ITT Electro-Optical Products Division, said fiber optics is expensive now but will reach a "break-even" point by the beginning of the 1980's. "It means the wired city concept will become economic reality," he said.
D.C. suburb is set to get cable system

Arlington system makes it over financial hurdles; up to 30 channels will be offered

After a six-year struggle, it appears that cable television is going to get off the ground in a suburb adjoining the nation's capital.

Arlington Telecommunications Corp. (ARTEC), was formed in 1971, received the franchise for Arlington County, Va., in 1973, and got an FCC certificate of compliance two years after that. Now with technical and financial details practically ironed out, ARTEC's vice president and chief operating officer, John D. Evans, said he expects construction of the initial 80 miles to begin in February with operations to begin in April.

ARTEC, privately owned by 56 shareholders, most of them Arlington residents, overcame its last major financing hurdle last month when it received county board approval for its agreement in principle with the General Electric venture-capital subsidiary, Business Development Services Inc., to invest $2 million in ARTEC. Mr. Evans also said that ARTEC has tentatively been granted a $4.7 million loan by Chemical Bank of New York.

According to Mr. Evans, ARTEC will offer subscribers as many as 36 channels including Washington and Baltimore TV stations, two New York independents, WOR-TV and WPIX-TV, and, in the early morning, WTCG-TV Atlanta, primarily for its all-night movies. (Mr. Evans said ARTEC is now negotiating for an earth station to be used to receive the Atlanta signal via satellite.) There will also be four news ticker channels, and weather radar, comparison shopping and TV guide channels. The Arlington school district will have use of four channels which will provide two-way capability between the schools, and the county government and library will each have a channel. A pay channel, offering uninterrupted movies and sports events, will also be available although ARTEC has not yet decided which pay service it will use. ARTEC hopes to attract 25% of Arlington's 66,000 households at first, 33%-36% later. Subscribers will pay a $10-$15 initial installation charge and a monthly fee of $7.95. Pay cable would cost an extra $7.95 a month.

Cable Television Corp. for undisclosed amount. Broker: Daniels and Associates.

Exclusivity appeal. National Cable Television Association has appealed FCC decision terminating without action inquiry into exclusivity provisions in program contracts (Broadcasting, Sept. 26). NCTA President Robert Schmidt said commission's action cannot be justified in light of U.S. Court of Appeals "clear warning about antitrust questions raised by broadcasters' exclusive movie contracts."

Cable ads. BMW Autos, Holiday Inns and Gallo Wines, clients of Young & Rubicam, are first three advertisers on satellite sports network run by UA-Columbia Cablevision and Madison Square Garden (Broadcasting, April 11). Free cable service, said to reach more than 80,000 cable homes via RCA satellite, was launched last month. Schedule calls for 135 sports events, with advertisers paying total of $40,500 for one minute in each. Eight minutes per game are available.

Outside Hartford. Teleprompter Corp. has opened new cable system in Middletown, Conn., which offers Home Box Office's pay programming. System is expected to be completed by Dec. 15, with 130 miles of plant passing 10,000 homes in Middletown and neighboring communities of Cromwell, Easthampton, Middlefield and Portland.

Qube getting squared away

Warner Cable will open its Qube two-way cable service in Columbus, Ohio, on Dec. 1 with a program line-up that includes, on a pay-per-viewing basis, first-run Hollywood movies (at prices comparable to Columbus theater prices), major movies of the past (1971) and special events, sports, educational, and "premium performances" channels for which, officials said, the pricing has not been set. An estimated 27,000 subscribers to the current cable service can get Qube home-terminal installation at $9.95 each, those not already on the system at $19.95. Five channels of FM stereo music also available at no charge after a $10 installation fee.

350 buying HBO services

Home Box Office, the pay-cable programming service, announced 19 new affiliates since mid-July, bringing the total number of cable systems and multipoint distribution systems it serves to 350. August was the first month, said HBO, that systems using small (4.5- to 5-meter) earth stations installations outnumbered the large (10-meter) dishes. The number of earth stations receiving HBO programming via satellite increased from 112 in July to 120 by the end of August.

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*Source: Feb. 1977, Syndicated Program Analysis, AHBITRON

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WGN buys Albuquerque. WGN Electronic Systems Co., wholly owned subsidiary of WGN Continental Broadcasting (WGN-AM-TV Chicago, KGW-IV Denver, and KDAL-AM-TV Dallas), has purchased franchise rights and partially built Albuquerque, N.M., cable system from United Systems Co., WON $10 million. The Arlington school district, in comparison shopping and news-ticker signals, will begin its morning, stations, including Washington, 80 N.M., expects construction in four channels, ARTEC, privately owned by 56 shareholders, rival ARTEC, has received county board approval for its franchise. Mr. Evans, ARTEC's vice president and chief operating officer, said he expects construction of the initial 80 miles to begin in February with operations to begin in April.

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Media

Neil E. Derrough, VP and general manager of CBS-owned WBMM-TV Chicago, named to same post at CBS’s WCBS-TV New York. He succeeds Thomas F. Leahy, newly named president of CBS Television Stations division (Broadcasting, Oct. 3). David Nelson, VP and station manager, WBMM-TV, will head station in that capacity.

Eugene B. Dodson, who retired as president, group owner Gaylord Broadcasting and general manager of its WTVT-TV Tampa, Fla. (Broadcasting, Aug. 8), has been named vice chairman of Gaylord. He will open office at 712 South Oregon Avenue, Tampa.

Howard F. Miller, manager of marketing research for CBS Radio, has retired after 25 years with CBS.

Evelyn F. Meyers, research director, WTVT-TV

Broadcast Advertising

Louis Fischer, senior VP and media director of Dancer-Fitzgerald-Sample Inc., New York, retires Oct. 15 after 38 years with agency to become director of finance and business at Concordia College, Bronxville, N.Y. Replacing him at D-F-S will be Allen Banks, senior VP and senior associate media director. Avram Butensky, senior VP and senior associate media director, appointed president of Program Syndication Services, syndication arm of D-F-S. Ira Weinblatt, senior VP and associate media director, becomes senior VP, senior associate media director and director of media planning.

Louis Capozzoli, VP and associate media director, named VP, senior associate media director and director of media planning.

Robert Wulforst, VP and director of spot buying, named VP, senior associate media director and director of buying operations.

Theodore N. Williams, managing partner, Tatham-Laird & Kudner, New York, and member of its management committee, rejoins Foote, Cone & Belding, New York, as senior VP and group management supervisor. He left FC&B 12 years ago. John W. Angus, FC&B senior VP and management supervisor, appointed group management supervisor, responsible for Lorillard, Plough and Newsweek accounts. Peter Yoars, FC&B VP and management supervisor, named group management supervisor, responsible for Frito-Lay and Equitable accounts. Joseph M. Frosch, FC&B VP, named management supervisor for Clairol group; Ronald Wawra, account executive, promoted to account supervisor, also on Clairol group.

Fred Cuneo, director of special program sales, NBC-TV, New York, appointed director, participating program sales.

Fred W. Johnson, manager of St. Louis office, Avery-Knodel, and Alfred J. Larson, in charge of rep firm’s Kappa team for past six months, appointed VPs. Mr. Larson returns to direct sales development division of firm, which is being expanded with additions of Thomas J. Coreno, from Savalli-Gates, and Lisa Leong, from BBDO, both as account executives.

George Eurlinger, VP-art group head, Carl Ally, New York, joins DKG Advertising there as VP-art supervisor.

Linda L. Heald, from Steedman, Cooper &

Jacksonville, Fla., named to same position, KKOAM San Francisco.

Darlene Amarle-Hahn, log supervisor, KNX-TV Los Angeles, named broadcast operations manager.

Marilyn Solomon, director of public affairs, KCMN-TV Los Angeles, named director of corporate relations.

Frank Vilotta, staff announcer, WBNY-FM Buffalo, N.Y., named operations manager.

Janet Gane, teacher, Villa Maria College, Buffalo, named WNY creative art director.

Peggy Law, traffic director, KTVM-TV Hutchinson, Kans., named to same position, WTVN-TV Columbus, Ohio.

R. F. Schenkkan, general manager, noncommercial KLRT-TV San Antonio, Tex., resigns. He remains president of Southwest Texas Public Broadcasting Council, KLNN’s licensee, and member of executive committee. Dr. Harvey Herbst has been named acting general manager.

Howard Lowe, operations supervisor, WNAC-TV Boston, named operations manager, noncommercial KVTM Sacramento, Calif.

Johnson

Larson
Busse, San Francisco, appointed media planner and buyer for Visa Communications, in-house agency for Visa, U.S.A., Inc., San Francisco, with responsibilities that include planning and buying national media for new Visa credit card (formerly BankAmericard).

**Thomas Ryan**, account executive with WCBS-TV New York, promoted to general sales manager.

**Ken Hall**, national sales manager, WCAU-TV Philadelphia, named general sales manager of WBBM-TV Chicago. Both are CBS O&O stations.

**Donald J. Grant**, freelance writer, joins Kenny & Eckhardt, New York, as VP-corporate communications.


**William M. Lane**, VP, J. Walter Thompson Co., New York, elected senior VP.

**David Murphy**, from Chiat/Day, Los Angeles-San Francisco, joins Tracy-Locke Advertising & Public Relations as media manager for San Francisco office.

**Bill Cunningham**, account executive with Eastman Radio, joins Chicago office of McGavren-Guild in same capacity.

**Janet Karger**, in promotion and sales at WKOX(AM) Boston, transfers to sales staff of commonly owned RKO Radio Representatives in Los Angeles.

**William S. Stein Jr.**, account executive, McCann-Erickson, joins Tatham-Laid & Kudner, Chicago, in same capacity.

**Suzi Leonard**, media director, Daniel E. Kirk, Dallas, named broadcast group manager at The Bloom Agency there.


**Gary L. Brahl**, from Marsteller Inc., Chicago, becomes copywriter at D'Arcy-MacManus & Masius, St. Louis.

**Dan Forth**, sales manager, WAAF(AM), Worcester, Mass., appointed general sales manager of WAAF and co-owned WNCR(AM) there. **Thom L. Klotz**, sales manager, WNCR, named director of business development, WAAF and WNCR.

**Jack O'Hern**, VP-sales manager, Petry Television, Dallas, appointed national sales manager, WAGA-TV, Atlanta.

**David T. Hansen**, account executive for ABC Television Spot Sales, New York, named national sales manager, WJFK(AM)-Cleveland.


**Roger Bumstead**, head of media service department, Tinker Campbell-Ewald, New York, elected senior VP.

**Robert R. Hartman**, national sales manager, WUBT(AM)-WJUT(AM) Lorain (Ohio)-Cleveland, appointed general sales manager.


**Programming**

Matt Poulos, director of sales operations, international division of Columbia Pictures Television, Los Angeles, promoted to VP of feature marketing for syndication. **Pat Richwood**, CPT manager of movies, appointed director of development for Jeni Productions, which is developing theatrical films and television programs in association with Columbia.

**Susan Swimer**, assistant promotion manager, Viacom Enterprises, New York, appointed to new post of manager, advertising and promotion.

**Alan L. Cohen**, executive producer, program department, WABC-TV New York, named director of program planning, ABC Entertainment. He is succeeded by **Miskit Airth**, producer, WABC-TV New York.

**David F. Ashton**, promotion director, KEX(AM) Portland, Ore., joins TM Productions, Dallas, as sales development director.


**Don Overton**, photographer, KOMU-TV Columbia, Mo., named to same position, KATV-TV Little Rock, Ark.


**Ken S. Tanner**, associate farm director, WCTA(FM)-WFCA(FM) Greenville, N.C., named farm service director.

**Alan Hay**, administrative assistant to general manager, WAVE-TV Louisville, Ky., named program director, WVEE-TV Evansville, Ind. **Jack Crowner**, executive secretary, Kentucky Beef Cattle Association, named WVEE-TV farm director. Both are Orion Broadcasting stations.

**Amy Parker**, Arizona State University graduate, named continuity writer, WTVQ(AM)-TV Rockford, Ill.

**Richard Kunkel**, production director-producer,
noncommercial WMKY(FM) Morehead, Ky., named radio program manager, Maine Public Broadcasting Network, Orono.

**Broadcast Journalism**


Ted Savaglio, newswriter, KNXT(TV) Los Angeles, named assignment editor.

Jack Cole, anchor, WNAV-TV Boston, named political editor.


George Faulder, news director, WXEX-TV Pittsburgh, Pa., joins KNXT(TV) San Francisco, as assistant news director.

Peter Lewine, reporter, KNXT(TV) San Jose, Calif., named to same position, KOTV(TV) San Diego.

Joe Spencer, Sunday reporter-anchor, WGH-P TV High Point, N.C., named general assignment reporter, KMGH-TV Denver.

Cherie Simon, producer-reporter, KOMU-TV Columbia, Mo., named assistant assignment editor, KDFW-TV Dallas.

Merwin Sigala, freelance correspondent, named public affairs producer-reporter, non-commercial WPST(TV) Miami.

Gary Stromberg, producer, WSF-TV Atlanta, named to same position, WKW-TV Cleveland.

Cheryl Pressey and Rick Hendrickson, news photographers, KSAT-TV San Antonio, Tex., and KXIS-TV Valley City, N.D., respectively, named to same positions, KMSPTV Minneapolis. Mike Kronfort, TV teacher, Brown Institute, Minneapolis, named KMSPTV weekend weathercaster.

Terry O’Reilly, reporter, WNDU-AM/FM-TV South Bend, Ind., named general assignment reporter, WTVN-TV Columbus, Ohio.

Jay Lewis, editorial director, WSFA-TV Montgomery, Ala., named president-general manager, Alabama Information Network, Montgomery, new statewide radio news service.

Kent Baker, assistant state editor, Des Moines (Iowa) Register, named news director, WQAD-TV Moline, Ill., replacing Phil Riske, who joins Des Moines Tribune as reporter (station is owned by Des Moines Register and Tribune Co.).

Lou Maglio, anchor-reporter, KOMU-TV Columbia, Mo., joins KCKG-TV Cedar Rapids, Iowa, in same position.

**Cable**

Howard Burkat, manager of promotion, NBC Radio division, New York, joins Home Box Office there as director of promotion.

Beverly J. Land, member of cable television consulting firm of Bradley Associates, joins Cox Cable, Atlanta, on corporate development staff, involved in franchise acquisition and community relations programs.

Ted R. Slopey, sales representative, Jerrold Electronics, Horsham, Pa., joins Magnavox CATV, Manlius, N.Y., in same capacity.

Robert E. Cowley, general manager of National Cable Co., East Lansing, Mich., retires. Mr. Cowley started with cable industry as manager of Flagstaff, Ariz., system in 1959, was president of Arizona CATV Association for two terms and organizer of Rocky Mountain CATV Association.

**Equipment & Engineering**


Frank Breward, WILA-TV Washington engineering operations supervisor, named assistant director of engineering.

Ron Lask, technical operations supervisor, Metromedia Inc., named assistant chief of engineering, Metromedia’s WMG(TV) Washington.

James A. Gimbel, manager sales, broadcast equipment activity in Europe, Africa and Middle East for RCA Broadcast Systems, Camden, N.J., named marketing director.

Ted Lester, engineering supervisor for Kaiser Broadcasting Co., Cleveland, joins WAGA-TV Atlanta as chief engineer.

Andrew Szegda, general manager, Automatic Radio Manufacturing Co., Boston, named vice president and general manager of Cerris Communication Products, Chicago.

Doug Moore, anchorman, WITI-TV Milwaukee, joins WCCO-TV Minneapolis as co-anchor. Mike Fairbourne, meteorologist, KGTV-TV Portland, Ore., joins WCCO-TV in same capacity.

Wendy Graissam, freelance reporter-anchor, KTLA(TV) Los Angeles, named news director, KNST(TV) Monterey, Calif.

Linda Fuoco, production assistant, Irv Kupcinet Show, Chicago, named reporter-photographer, WTVOTV(TV) Rockford, Ill. Tom Vloek, Southern Illinois University graduate, and Brad Clark, Northern Illinois University graduate, named news photographers, WTVO.

Kathy Wold, assistant news director-anchor, KRNA(FM) Iowa City, Iowa, named news director.

Bill Dagg, newscaster, Mutual Broadcasting System, New York, named news director, KRIS(FM) Stillwater, Okla.

Marcia Harper, reporter, KCMO(AM) Kansas City, Mo., named to same position, WHOM(AM) Des Moines, Iowa.

Jerry Slaba, producer-reporter, WAND(TV) Decatur, Ill., named reporter-co-anchor, WCAI(TV) Champaign, Ill.

**Park City**

in the DESIGN of AM/FM TRANSMITTERS, McMARTIN considers the DECISION MAKERS

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MCMARTIN

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government accounts, Telemation, San Francisco, joins Cohu, San Diego, electronics division as sales engineer.

Ron Pitchford, manager of assembly centers, and Richard D. Bremerton, manager of general line distributor sales and national advertising, Switchcraft, Chicago, appointed general line sales manager and advertising-sales promotion manager, respectively.

Henry Duvalaisant, senior project engineer, GTE Lenkurt, manufacturer of microwave and carrier systems, San Carlos, Calif., appointed Western area installation manager-engineer, furnish and install department.

Cliff Balkam, manager-sales and marketing group, Hippe Waters executive recruitment firm, Greenwich, Conn., joins Compu/Net, manufacturer of business automation systems, New York, as account executive-Eastern sales.


George Crowther manager of systems services, technical services division, Telemation, Salt Lake City, appointed product manager.

Richard R. Collino, Comsat vice president, assigned additional title of general manager of international operations division, Washington. International operations division represents Comsat's 27% ownership interest in Intelsat.

Brian W. Manley, manager directing of Pye Business Communications, Cambridge, England, appointed managing director of Pye TMC.

Bill Johnston, chief engineer, KENV-TV Rapid City-KJTV Lead, both South Dakota appointed manager of operations and engineering.

**Allied Fields**


Merrill (Red) Mueller, veteran of 37 years in network radio-TV journalism, most recently with ABC Radio, appointed distinguished visiting lecturer for 1977-78 academic year in College of Communications at Ohio University, Athens.

**Deaths**

Gerald F. Maulsby, 71, who retired in 1969 as administrative manager of affiliate relations for CBS Radio, died Sept. 25 after brief illness at his Tucson, Ariz., home. During World War II, he interrupted his 34-year career with CBS to work closely with Office of War Information. Mr. Maulsby is survived by three sisters and three brothers.

Joseph L. Creamer, 63, Hollywood producer-production manager who earlier was with CBS in New York and KTLA-TV Los Angeles, died Sept. 27 in Hollywood of complications that followed cancer operation last October.

**For the Record**

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 26 through Sept. 30.


**New stations**

**AM applications**

**AM actions**
- Broadcast Bureau granted following CP modification to extend completion time to date shown: KGRB West Covina, Calif. (BMP-14-3434) Dec. 31.
- Hemphill, Tex.—Broadcast Bureau granted Sabine Broadcasting Co. 1530 kHz, 1 kw-D. P.O. address: c/o Hemphill Drug Co., Drawer E, Hemphill 75948. Estimated construction cost $51,814; first-year operating cost $22,000; revenue $74,910. Format: C & W. Principals: L. H. Adickes and G.C. Winslow Jr. (each 50%).

Marvin Kalb, CBS News diplomatic correspondent, named recipient of 1977 communications award from American Jewish Congress National Women’s Division for having “informed and enlightened millions of listeners and viewers while maintaining the highest professional standards of intelligence and integrity.”

Mark Bench, national sales manager, WAFM(FM) New York and special assistant to president of Bonneville International Corp., elected first VP, Inter-American Association of Broadcasters. Walter H. Canals, director of Spanish marketing, Bonneville Productions, Salt Lake City, elected to IAAB board of directors.

**For the Record**

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301-652-3766

Broadcasting Oct 10 1977
Ownership changes

**Applications**

- **WMMW(AM)** Meriden, Conn. (1470 kHz, 1 kw-D) — Seeks assignment of license from WMMW Inc. to Sound Media Inc. for $350,000. Seller is principally owned by New York attorney, Edward B. Brady, who has no other broadcast interests. Buyer is owned equally by George C. Clark and Richard Myers, who recently sold, subject to FCC approval WKK(A)M Leonardstown, Md., for $200,000 (BROADCASTING, May 31). They have no other broadcast interests. Ann. Sept. 28.

- **WVAK-AM-FM** Paoli, Ind. (AM: 1560 kHz, 250 w-D; FM: 95.3 mhz, 3 kw) — Seeks assignment of license from King and King to Omnia Corp. for $200,000. Sellers are Denzel and Virginia King (marrried), who have no other broadcast interests. Buyer is owned equally by Arvin H. Sanderson, Ann. Sept. 28, and James H. Thorsen. Mr. Yadon is director of news and public affairs for WAKY(AM) Louisville, Ky. Messrs. Saunders and Thorsen are executive director and assistant to executive director, respectively, of St. Louis Metropolitan Authority. Ann. Sept. 28.

- **WACE(AM)** Chicopee, Mass. (710 kHz, 5 kw-D) — Seeks assignment of license from Tele-Measurements Inc. to Ace Broadcasting Co. for $600,000. Seller is owned by Jack R. Poppe, long-time broadcast and former head of Voice of America, who has no other broadcast interests. Buyer is principally owned by Kenneth N. Carberry (professional name: Ken Carter) (30%), Grant M. Wilson (45%) and Walfre E. Gardner (25%). They bought WRTY(AM) Boston for $1.2 million earlier this year (BROADCASTING, Jan. 10). Ann. Sept. 28.

- **WJOR(AM)** South Haven, Mich. (940 kHz, 1 kw-D) — Seeks assignment of license from Van Buren Broadcasting Co. to Sound Media Inc. for $200,000. Seller is owned by Dee, Joane and J.M. Cicc. J.M. Cicc and Joee are husband and wife and Dee and J.M. Cicc are brothers. Dee Cicc is also principal of WWCA(AM) Gary and WLOI(AM)-COE(AM) La Porte, both Indiana. Buyer is owned by Walter Isbister, former ABC and NBC executive, lives in Coldwater, N.J., and has no other broadcast interests. Ann. Sept. 28.

- **KANDAM(AM)-KTFN(AM) Anoka, Minn. (AM: 1470 kHz, 4 kw-D; FM: 107.9 mhz, 37 kw) — Seeks assignment of license from Community Service Radio Inc. to North Suburban Radio Co. for $350,000 plus $75,000 covenant not to compete. Seller is principally owned by Thomas R. Holter, owner of WBU(UA) Paynesville and WLYE(AM) Baraboo, both Wisconsin. Buyer is owned equally by Jack I. Moore, Allison R. Mercer and Bruce B. James. Mr. Moore is owner of apparatus for new AM at Cambridge, Minn., and formerly owned KABG(AM) there and WAYL(AM) Minneapolisp. Miss Mercer owns Minneapolis financial service firm. Mr. James is Minneapolis attorney. Ann. Sept. 28.

- **KXOM-AM-FM** Omaha (AM: 1420 kHz, 1 kw-D; 104.5 mhz, 31 kw) — Seeks assignment of license from Peter San of Nebraska Inc. to Centennial Communications Inc. for $1.2 million. Seller is owned by Mack Sanders also owner of KFRM(AM) Salina and KCTF(AM) Wichita, Kansas; KBLM(AM)-FM Liberty, Mo.; KECK(AM)-KHAT(AM) Lincoln, Neb. and KTWAM(KGWF(AM)) Tulsa, Okla., and has bought WNWO(AM) Madison, Tenn. (see below). Buyer is owned by Bruce Mayer and Marshall Hambrick, both of Denver. Mr. Mayer is broadcast management and marketing consultant. Mr. Hambrick's account. Ann. Sept. 28.

- **WADK(AM)** Newport, R.I. (1540 kHz, 1 kw-D) — Seeks transfer of control of Key Stations Inc. from Arnold Lerner and Myer Feldman (100% before; none after) to Newport Communications Inc. (100% after). Consideration: $350,000 plus $120,000 consulting agreement. Principals: Mr. Lerner (70%) and Mr. Feldman (30%). They also are principal owners of WLLH(AM)-WSSH(AM) Lowell, Mass., and WLAM(AM) Lewiston, Me., and are applicants for new FM at Auburn. Mr. Mr. Feldman also owns 75% of WWA-B(AM)-FM St. Petersburg and WCGL(AM) Jacksonville, both Florida. Buyer is principally owned by Peter W. Kuyper and Peter G. Mangone. Mr. Kuyper is vice president of Paramount Pictures Corp., New York. Mr. Mangone is vice president of Chicago interests (15%) they have no other broadcast interests. Ann. Sept. 28.


- **WHYI(AM)** Huntington, W.Va. (1470 kHz, 5 kw-D) — Seeks assignment of license from Ohio River Broadcasting Corp. to Abraclusa Inc. for $413,799 plus assumption of $50,000 loan. Sellers are Richard Husted (50%) and Hector Gartin (15%), who have no other broadcast interests. Buyer is owned by Bert Michael Johnson (80%), his wife, Judy, and his mother, Margaret (10% each). They own Huntington hotel. Mr. Johnson is former announcer-engineer with WSZ(A)AM Huntington. Ann. Sept. 21.

- **WBGC(AM)** Chipley, Fla. (1240 kHz, 1 kw-D; 250 kw) — Broadcast Bureau granted assignment of license from Sunny Hills of Chipley Inc. to R4 Radio Corp. for $200,000. Seller is principally owned by William A. Maso, who also owns 10% of WBHI(AM)-FM Newaukee, N.J. Buyer is owned by Richard D. Ringenwald, organist and choir director of Gadsden, Ala., church. He has no other broadcast interests (BAL-9073). Action Sept. 26.


- **WSPR(AM)** Springfield, Mass. (1270 kHz, 5 kw-D; 1 kw-N) — Broadcast Bureau granted assignment of license from WSPR Inc. to Northeast Communications Corp. for $412,500, plus $46,250 covenant not to compete. Sellers: Alan C. Tindal and Kristian Solberg, who have no other broadcast interests. Buyer is owned by Jeffrey E. Fisher (40.3%) and five other members of his family. Buyer also owns WFTN(AM) Franklin, N.H., and has bought WAKBA(AM)-WKM(E)FM Gardner, Mass., through subsidiary copor. David D. Walsh, 38% owner of buyer, also owns 29.7% of WQRC(FM) Burlington, Mass. Mr. Fish and Alvin B. is retired founding partner of Lang, Fisher & Stashower Inc., Cleveland advertising agency (BAL-9078). Action Sept. 22.

- **KRFS-AM-FM** Superior, N.H. (AM: 1600 kHz, 500 kw-D FM: 103.9 mhz, 500 w) — Broadcast Bureau granted transfer of control of Valley Broadcasting Co. from Leroi L. Wolfe and others (100% before; none after) to Dennis E. Hall and David Rieke (100% after). Consideration: $157,500. Principals: Mr. Wolfe (33% of this brother, Gilbert (27%), and his son, Charles (12%) and William M. Hildebrand (22%). They have no other broadcast interests. Buyers (50% each) have no other broadcast interests. Mr. Rieke is former sales manager of WNB(P)(AM)-WQYT(FM) Binghamton, N.Y., and Mr.
Facilities changes

AM applications
- WLOH Chiefland, Fla.—Seeks CP to increase daytime power to 1 kw. Ann. Sept. 27.
- WPWC Quentinco, Va.—Seeks CP to change station location to Damfries-Tracyville; change freq. to 1480 khz; add night power with 300 w; increase daytime power to 500 w; change hours to unlimited. Ann. Sept. 28.
- WFWR Aurora, Ill.—Seeks CP to change freq. to 930 khz; increase power to 500 w; change ant. system. Ann. Sept. 28.
- WWBC Cocoa, Fla.—Seeks CP to increase power to 1 kw. Ann. Sept. 28.

FM applications
- KYHT Tucson, Ariz.—Seeks CP to change station location to South Tucson; add nighttime operation with 5 kw, DA-N; change hours to unlimited. Ann. Sept. 27.
- KITT Jeddah, Saudi Arabia—Seeks CP to change station location: 7000 La Jolla Scenic Drive, San Diego; type: one; makes changes in ant. system (increase height); ERP: 29 kw (H&V) and HAAT: 623 feet (H&V). Ann. Sept. 26.
- SB Bemidji, Minn.—Seeks CP to change freq. to 89.7 mhz; change type trans.; ERP: 113 kw; HAAT: 126.4 feet. Ann. Sept. 26.

FM actions
- WRCK-FM Shefffield, Ala.—Broadcast Bureau granted CP. Effective date of change in station location 112-1/2 S. Main St., 2nd fl., Rucumbria, Ala.; opens relat. by remote control from proposed station location (BRCH-134). Ann. Sept. 21.
- KQXY Beaumont, Texas—Broadcast Bureau granted CP change trans. location to Butler Rd. Vidor, Tx.; station location and remote control location to 550 Fann non St., Beaumont. Tx.; install new ant. make changes in ant. (increase height); change TPO: ERP: 25 kw (H&V); ant. height 600 ft. (H&V); remote control permitted (BP27-1024). Action Sept. 21.
- KTEP El Paso, Texas—Broadcast Bureau granted CP to change trans. location to South Commerce Peal. El Paso: studio location/remote control location: Cotton Memorial Building, University of Texas; install new trans. make changes in ant. system; (increase height): ERP 94 kw (H&V); ant height 720 ft. (H&V); remote control permitted (BP27-2371). Action Sept. 21.

In context

Procedural rulings
- Ciceron, Ill., AM proceeding: Radio Ciceron, et al (Docs. 21247-51, 21253)—ALJ Daniel M. Head extended CP to cover a change in station location to Champaign, Ill. for Midway Broadcasting to file comments on Radio Ciceron’s motion for protective order and to Oct. 21 time for Midway to file opposition to petition to enlarge issues filed by Migala and Midway, scheduled hearing for Jan. 10. Action Sept. 28.
- Patterson, N.Y., FM proceeding: Patterson Commun.

Call letters

<table>
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<tr>
<th>Call</th>
<th>Sought by</th>
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<tbody>
<tr>
<td>KJLA</td>
<td>Clay Frank Hummington, Lakewood, Wash.</td>
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<tr>
<td>WFBZ</td>
<td>Frederick H. Beebaun, Mio, Mich.</td>
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<tr>
<td>WWDS</td>
<td>Delaware Community Broadcasting Corp, Muncie, Ind.</td>
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<td>WBPV</td>
<td>Regional Vocational High School, Charlton, Mass.</td>
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<td>WDBY</td>
<td>Dubuque Community Radio, Dubuque, Iowa</td>
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<td>WSHI</td>
<td>Zuni Radio Board of Commissioners, Zuni, N.M.</td>
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<tr>
<td>WRKX</td>
<td>Kingsborough Community College, Brooklyn, N.Y.</td>
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<td>KFLL</td>
<td>KOPQ Tucson, Ariz.</td>
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<td>WWMO</td>
<td>WPRT Cocoa Beach, Fla.</td>
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<td>WTS</td>
<td>WMEX Boston</td>
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<td>KPBA</td>
<td>KALG Alamogordo, N.M.</td>
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<td>WRAG</td>
<td>WKEE Aveille, N.C.</td>
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<td>WCEZ</td>
<td>WBLU Salem, Va.</td>
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<td>WCHO</td>
<td>WEN Harrison, Pa.</td>
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<td>KXMT</td>
<td>WEM FM Cowen, W.Va.</td>
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<td>KGSO</td>
<td>KLRB Carmel, Ind.</td>
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<td>KACF</td>
<td>KPMX Ashland, Oreg.</td>
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<td>KSAX</td>
<td>KBAR-FM Burley, Idaho</td>
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<td>WDNL</td>
<td>WMBJ Danville, Ill.</td>
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<td>WKZV</td>
<td>WMBD-FM Pocatello, Idaho</td>
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<td>KJST</td>
<td>KTS Tasc. N.M.</td>
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<td>WPRV</td>
<td>WPVR Rock Hill, S.C.</td>
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<td>WOGO</td>
<td>WKEM-FM Cowington, Va.</td>
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Applications

- KOLN Clinton, Iowa. Action
- WWGB Springfield, Ill. Action
- WITR Madison, Wis. Action
- WORL Washington, D.C. Action
- WQRT Ponce de Leon, Fla. Action

Grants

<table>
<thead>
<tr>
<th>Call</th>
<th>Assigned to</th>
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<tbody>
<tr>
<td>WVOA</td>
<td>Red Lion Broadcasting, Red Lion, Pa.</td>
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<tr>
<td>WWIM</td>
<td>Monticello Community Broadcasting, Monticello, Ia.</td>
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<td>WOBL</td>
<td>Marion Institute, Marion, Ind.</td>
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<td>WOES</td>
<td>Ovr-Estate Areas Schools, Elsie, Mich.</td>
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<td>WZSB</td>
<td>Western Mississippi Broadcasters, Centerville, Ia.</td>
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<td>WACR</td>
<td>James W. Eisthenion, Columbus, Md.</td>
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<td>WFRV</td>
<td>WCEC-TV Freeport, Ill.</td>
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<td>KDAF</td>
<td>KAWT Doughart, Ariz.</td>
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<td>WWNE</td>
<td>WWPS New Orleans</td>
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<td>WOSF</td>
<td>WHPE High Point, N.C.</td>
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<td>WDHN</td>
<td>WVE Ashland, Va.</td>
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<td>KGAA</td>
<td>KIKO Kankakee, Ill.</td>
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<td>WMYO</td>
<td>WSPT Stevens Point, Wis.</td>
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<td>WYFT</td>
<td>WABK Key West, Fla.</td>
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<tr>
<td>KJFM</td>
<td>KCHQ Crawfords, Wyo.</td>
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<tr>
<td>WSPF</td>
<td>WSPT-FM Stevens Point, Wis.</td>
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In suplementrail initial decision granted application of Chapman Radio and Television. Effective in 30 days unless appealed or reviewed by commission. Action Sept. 30.

Tri-State Broadcasters, Sioux City, Iowa—Broadcast Bureau ordered forfeit of $300 for repeated violation of rules by failing to read without modulations indications of all parameters whose values are affected by modulation. Action Sept. 20.

Allocations

- FCC received following petition to amend TV table of assignments (ann. Sept. 30).
- FCC received following petitions to amend FM table of assignments (ann. Sept. 26).
- FCC received request for new assignments. Action Sept. 23.
- FCC received request for new assignments. Action Sept. 27.
- FCC received request for new assignments. Action Sept. 28.

Rulemaking


Petition


Translators

- Kongsangnak, Alaska—Bechtel Broadcasting seeks ch.
Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 27 (stations listed are TV signals proposed for carriage):

- Community Tele-Communications, for Huntsville, Walker, both Texas (CAC-10525-6): WWAH-TV Portsmouth, Va.
- Durfee TV Cable, for Parkerburg, W.Va. (CAC-10527): Interim Authorization for existing operation.
- Americable, for Homestead, Dade, both Florida (CAC-1028-9): interim authorization for existing operation.
- Catowa Valley Communications, for Hickory, Long View, both North Carolina (CAC-10530-31): WTGC Atlanta.
- Teleprompter of Santa Maria, for Santa Maria, Calif. (CAC-10531): interim authorization for existing operation.
- Teleprompter of Sierra Madre, for Sierra Madre, Az., both California (CAC-1033-2): interim authorization for existing operation.
- Teleprompter of Simi, for Ventura, Calif. (CAC-10334): interim authorization for existing operation.
- Teleprompter of Yucca Valley, for Moreno Valley, Joshua Tree, Yucca Valley, all California (CAC-10535-7): interim authorization for existing operation.
- Teleprompter of Twenty-Nine Palms, for Twentynine Palms, Calif. (CAC-10538-9): interim authorization for existing operation.
- Citizens Cable of Allen County, for New Haven, Adams, St. Joseph, all Indiana (CAC-10540-2): WHME-TV South Bend, Ind.
- Fairfield Cable TV, for Shelbyville, Ill. (CAC-104543-44): WCIA Champaign, WICS Springfield, WUSI-TV Osceola, WICD Champaign, WILL-TV Urbana, WTVN-TV Chicago, all Illinois, KODN-TV St. Louis, WAND Decatur, Ill., KETC St. Louis.
- JAL CATV, for Eunice, NM. (CAC-10548): KMID- TV Midland, Tex., KENW Portales, NM., KTLA Los Angeles, KOSA-TV Odessa, Texas, KAVE-TV Carlsbad, NM., KIBM-TV Roswell, NM., KTFT Fort Worth, Tex., KTXT-TV Dallas, WFAA-TV Dallas, KTTV Los Angeles, KMOM-TV Monahans, Tex.
- Colonial Cablevision, for Corinich, Lake Lonerne, both New York (CAC-10549-50): WSBK-TV Boston, WPIX New York, WTN-AM Albany, WMHT Schenectady, both N.Y., WOR-TV New York, WAMC Albany, WRGB Schenectady, both N.Y.
- Fairfield Cable TV, for Fairfield, Ill. (CAC-10551): Interim authorization for existing operation.
- Durfee TV Cable, for Beloit, Oak, Wood, both Wi., Va. (CAC-10552-4): interim authorization for existing operation.
- Coachella Valley Television, for Indian Wells, Desert Palms, Indio, Riverside, all Calif. (CAC-10555-60): interim authorization for existing operation.
- Range Cable TV, for Carriage Hills, Calif. (CAC-10561): KNX-T, KJHI-TV, KABC-TV all Los Angeles.
- Cross Country Cable, for Middlesex, Green Brook, South Bound Brook, Warren, Dunellen, Bound Brook, all New Jersey (CAC-10564-9): WCBS-TV New York, WFTA-TV Philadelphia, WNYE-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX, all New York, WNET New York, WJLC Garden City, N.Y., WNBC-TV New York, WPLH-TV Philadelphia, WNEC-TV New York, WXTV Paterson, WNJU-TV Linden, WTVG Newark, WNJB New Brunswick, all N.J.
- State Video Cable, for La Mesa Village, Calif. (CAC-10570): KETH San Jose, Calif.
- KCSC-Cable TV, for Cordova, Valdez, both Alaska (CAC-10571-4): WTGC Atlanta, WYAH-TV Portsmouth, Va.
- G-F Cable TV, for Gran Forks, N.D., East Grand Forks, Minn. (CAC-10575-61): WTCG Atlanta, WYAH-TV Portsmouth, Va.
- Tele-Cable Corp. of Jackson County, for Jackson, Wellston, Coalville, Hamden, Clinton, Coal, all Ohio (CAC-10577-84): interim authorization for existing operation.
- Cable Services, for Jamestown, N.D. (CAC-10585): WTCG Atlanta.
- Gateway Cablevision Systems, for Green Island, N.Y. (CAC-10889):
- Tom's TV Service, for Donner Summit, Truckee, both California (CAC-10894-5):

Other actions

In case assignments

- Lakesboro, Glocester and Sustquapana, Pa.: Tri-Boro Cablevision (Dec. 21, 1979)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Byron E. Harrison as presiding judge, scheduled prehearing conference for Nov. 10, hearing Jan. 3. Action Sept. 27.
### Professional Cards

<table>
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Member AFCCE</th>
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<tbody>
<tr>
<td>Edward F. Lorentz &amp; Associates Consulting Engineers</td>
<td>1334 G St., N.W. Suite 500, Washington, D.C. 20005</td>
<td>(202) 296-2272</td>
<td>Member AFCCE</td>
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<tr>
<td>A. D. Ring &amp; Associates Consulting Engineers</td>
<td>1771 N St., N.W. 20036</td>
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<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W., Washington, D.C. 20006</td>
<td>(301) 827-8725</td>
<td>Member AFCCE</td>
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<tr>
<td>Vir James Consulting Radio Engineers</td>
<td>9208 Wyoming Pl. Hilland 4-7010, Kansas City, Missouri 64114</td>
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<tr>
<td>Merle Saxon Consulting Radio Engineer</td>
<td>622 Hoskins Street, Lufkin, Texas 75901</td>
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<tr>
<td>COHEN and DIPPELL, P.C. Consulting Engineers</td>
<td>527 Mursey Blvd., Washington, D.C. 20004</td>
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<tr>
<td>Carl T. Jones Assoc. (Formerly Gantney &amp; Jones) Consulting Engineers</td>
<td>2990 Telecast Ct., Suite 405, Falls Church, Va. 22042</td>
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<td>hammett &amp; edison, inc. Consulting Engineers</td>
<td>924 15th St., N.W., Suite 606, Washington, D.C. 20005</td>
<td>(202) 296-2272</td>
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<td>lohnes &amp; culver Consulting Engineers</td>
<td>1156 15th St., N.W., Suite 606, Washington, D.C. 20005</td>
<td>(202) 296-2272</td>
<td>Member AFCCE</td>
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<td>John B. Heffelfinger</td>
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<tr>
<td>John H. Mullaney Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkney Court, Potomac, Maryland 20854</td>
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<tr>
<td>dawkins espy Consulting Radio Engineers</td>
<td>P.O. Box 3127-Olympic Station 90212, Beverly Hills, Calif.</td>
<td>(213) 272-3344</td>
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<tr>
<td>matthew j. vlissides, P.E. Structural Consultant</td>
<td>3801 S. Furnald Drive, McLean, Va. 22101</td>
<td>Tel (703) 556-9104</td>
<td>Member AFCCE</td>
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<tr>
<td>C. P. Crossno &amp; Associates Consulting Engineers</td>
<td>P.O. Box 1031, Dallas, Texas 75215</td>
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<tr>
<td>COHEN and DIPPELL, P.C. Consulting Engineers</td>
<td>527 Mursey Blvd., Washington, D.C. 20004</td>
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<td>Jules Cohen &amp; Associates</td>
<td>3170 M St., N.W., 656-3707, Washington, D.C. 20036</td>
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<tr>
<td>hatsfield &amp; dawson Consulting Engineers</td>
<td>Broadcast and Communications 3525 N. Stone Way, Seattle, Washington 98103</td>
<td>(206) 898-2885</td>
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<tr>
<td>Midwest Engineering Associates Consulting Engineers</td>
<td>P.O. Box 1013, Thousand Oaks, California 91360</td>
<td>(805) 445-5055</td>
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<tr>
<td>LAUREN A. COLBY</td>
<td>Attorney-at-law 1514 Court Street Frederick, Md. 21701</td>
<td>Tel. (301) 663-1066</td>
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<td>Authors</td>
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Classified Advertising
See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Management Opportunity for a broadcast professional in growing group. If you can direct and motivate people, and if you can lead by selling personally, then we should meet. Send details or call Ron Gray, Vice-President, Hunter Broadcasting, 2414 South Leonard Road, St. Joseph, MI 49085. 616—233-2577. EOE.

Needed Immediately—a creative, experienced sales/station manager. Medium size market college town with abundant opportunities. Reply to JoAnn Anderson, 2253 Monaghan Drive, Tallahassee, Fl. 32303.

Strong broadcaster needed to take charge of Sales ... work out sales plans ... train and motivate. If you are ready to move up write Box M-133.

Wanted, a young experienced Station Manager for a Midwest AM-FM city. Must have a college degree or equivalent training and experience. Send resume and salary requirements to Box M-125.

General Sales Manager for group-owned Radio Station in major Mid-Western market wanted. Adult music format. Good fringe benefits. Person must be able to find, train and motivate local sales staff, supervise national sales. Long established station. Excellent working conditions. Send resume, references, salary requirements to Box M-125.

Group broadcaster looking for religious broadcast station opportunity. Must have sincere and dedicated broadcast experience. Eastern United States location. Equal Opportunity Employer. Forward resumes to Box M-114.

One of Iowa's Most Aggressive Stations seeks a reasonable AM-FM broadcaster. Send resume to BOCA, Box 305, Ankeny, IA. 50023.

WYLD AM & WLGQ FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. P.O. Box 1529, Valdosta, GA 31601.


Successful Salesperson with management potential needed by leading Southwest AM/FM. Call Jim Brady, 802-782-4321.

WSRS Radio is now offering a career opportunity in advertising sales to qualified applicants with established track record selling quality product. For personal interview send resume to Jack Flynn, W.S.R.S., P.O. Box 961, West Side Station, Worcester, MA 01602. W.S.R.S. is an equal opportunity employer. No phone calls please.

Sales Opening Go-getter needed to take charge of re-organized radio station sales dept. Large account list and plenty of room for growth at Midwest vacation-land community. Box M-109.


HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

California: Salesperson with solid record of six-figure annual sales. Dynamic SF Bay area market. Box M-119.


Sales Manager for major Midwest rocker. Aggressive in sales and promotion you. Send resume to Box M-149.

Salesperson to take charge of complete sales on Modern Country stereo station. Ability to produce commercials necessary. Send tape and resume to WXYK-FM, Fairmont, NC 28340.

HELP WANTED ANNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

WCCC AM-FM Hartford looking for strong morning personality. Must be creative. Previous experience necessary. Good salary, Send tape, resume Program Director, 11 Asylum St., Hartford, CT E.O.E.

P.O.—Top station in 6-station Rocky Mountain market! Beautiful country to be found, must be client-oriented detail person. Full information first letter including salary requirements. E.O.MF. Box M-70.

WJET Erie, PA, looking for two professional top 40 personalities. First real opening in many years. Good starting salary, substantial benefits. A chance for two of the best to join this unique organization. E.O.E., send tape and resume to Rick Hanka, WJET, Erie, PA 16503.

KCRA Radio Needs an all-night person with a First Class F.C.C. License, air experience, and an audition tape or air check that demonstrates your ability. Good character references. reliability a must. Tape and resume to Dave Daring, 2255-19th St. Sacramento, CA 95818. E.O.E. MF.


Position open for experienced announcer, Live AM, Automated FM, KQW. Apply Program Manager, WSOO 906—632-2231. No collect calls.

Southern Company Chain looking for Morning Personalities with production skills to match. Good pay, fringe, and very pleasant working conditions. Send resume and references to: WMMI-WQID, P.O. Box 4606, Biloxi, MS 39533, EOE.

Adult contemporary personality for top rated 5000 watt leader in Southeast. Group operation, good benefits. Send tape and resume to Bob Young, WGAC Radio, P.O. Box 1131, Augusta, GA 30903.

First Phone need for evening shift. Skw Contemporary near Washington, D.C. Great opportunity to advance from smaller market. Send resume and salary requirements. EOE. Box M-147.

Looking for adult communicators!!! If you can communicate with an adult audience, in an entertaining way, then you're what we're looking for. Great opportunity at a growing station in a medium market. Reply Box M-131.

Are You an Announcer with several years in the business? Do you have a strong voice and reading ability? Are you potential Program Director material? If so we'd like to talk. Send tape and resume today to KLMR, Box 890 Lamar, CO 81052.

Announcer/Personality: No. 1, Rated C & W Personality Radio Station. Strong local news. Send tape and resume to Charlie Tuma, KLJX Radio, P.O. Box 1259, Twin Falls, ID 83301. 1—208—733—1310.

Where have all the communicators gone? If you are a communicator instead of a machine, have a First Phone and expect to be paid for what you produce, let's talk! We have one of the finest broadcast facilities in the state with good pleasant working conditions. I will pay 200 dollars a week to start for the right person, depending upon ability and experience. E.O.E. Call Butch Luth 307—662—4747.

Top rated Illinois C & W Station needs personality lock for shift. Excellent opportunity with good co. benefits. Send tape and resume to Program Manager, 820 Myers Blvd., Springfield, IL 62701. EOE.

Wanted: Announcer with first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Leading West Michigan Adult station looking for strong MOR Personality, and also, a News-oriented Announcer. Send tapes and resume to: William Struyk, P.O. Box 115, Grand Rapids, MI 49501.

Immediate Opening for personality MOR announcer at WOCB on Cape Cod. Top Pay. Good production voice, essential. Tape, resume to R. Odenel. WOCB 278 South Sea Ave., West Yarmouth MA 02673.

WELK, Charlottesville, Virginia has immediate opening for Top 40 Contemporary Jock. Great opportunity. E.O.E. Resume and tape to P.O. Box 1294, Charlottesville, VA 22902.

News Production Announcer for Automated station. Will train bright college grad. P.O. Box 188, Waverly, NY 14892.

Unique, Exciting South Texas AM/FM operation seeks serious broadcaster with 1st Class License. Maintenance and board experience needed. A good place to work in a good small market near the Texas Gulf Coast. Good pay and benefits. Call Harold at 1—512—654—4322.

Immediate opening for beautiful music announcer. Pleasant voice and third ticket required. Call Dan Roeber 502—821—4096. E.O.E.

HELP WANTED TECHNICAL


Chief Engineer for aggressive AM in Hawaii. New Equipment. Ideal working conditions. EOE. Contact Donald E. Winget, O'Day Broadcasting Co. 1305 3rd Ave., Suite 400, Seattle, WA 98101, 206—882-2828.

Chief Engineer for long established top 100 market Ohio AM/FM. Directional antenna and automation experience desirable. Real working knowledge and good ear for audio essential. Ample help available, superior knowledge and practical knowhow necessary. A challenging opportunity to move up in group operation; where engineers are not limited to technical jobs. Chance to expand to group TV station. Excellent benefits, line salary commensurate with experience and training. EEO. Reply Box M-98.

Chief, 6,000 watts at 800 watts, need directional experience. Group operation, good benefits, call Bob Manning: 404—863-5800; Augusta, GA.

Rare opening at Wyoming's KRKK—AM/KGOW-FM in Rock Springs. Chief Engineer needed to help maintain 1 kw-AM, kw-AM, kw-AM, kw-AM, kw-FM. FM is Shafter automated. Combo helpful but not necessarily preferred. Salary open. Call Bill Luzmore 307—682—3793 between 8-9 AM. Must of write P.O. Box 2128, Rock Springs, WY 82901.

Necessary at once experience 1st class radio technician for maintenance of 5000 watt AM, and 100,000 watt F.M. in North Carolina. Can use announcer-engineer if strong on studio equipment. Contact Don Curtis 919—276—2911 in Laurinburg, NC.

Broadcasting Oct 10 1977
HELP WANTED TECHNICAL CONTINUED

Group Broadcaster seeks chief. Must be experienced in all phases. Angling helpful, but engineering more important. Send Belt. Box M-130.


Wanted: Engineer, good maintenance, 1st 2nd or 3rd Phone, good salary. Phone 606-886-2050 day, 606-886-5191 night. O.C. Stephens.


A take charge broadcast engineer for AM/FM, with automation, directional array... with short board work. Call 517-724-7911, WRIJ St. Johns, MI ask for Bob Ditmer.

Immediate Opening for a Chief Engineer/Air Talent, KOFM Radio (top 40). Oklahoma City, OK. Att: Mike Miller. Area 405-478-0444. EOE.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three man Midwest local news operation. Box M-55.

People reporter whose talents to interview and investigate matters on the news and events behind the news. We’re expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and on-air anchoring. WODF, P.O. Box 524, Marion, OH 43302.

Experienced Newsreader (male or female) for AM/FM operation. No 1. or No 2 in North Central PA. Local emphasis with growing, aggressive company, stations in Pennsylvania and New York, with an eye toward future growth. If you talk quality, we’ll talk money. If you’re a communicator, send tape and resume to: Program Director, WLYC/WILQ, PO Box 1178, Williamsport, PA 17701.

News Director, college background, medium market experience as Lead, management and administrative, to head six-person news and public affairs department in Midwest. Good voice, professional delivery, writing and interviewing skills, plus an understanding of government and community affairs qualifies you for substantial salary and fringe benefits in a sound, stable organization. Write Box M-10.

Natural, conversational. Male News Director for AM/FM. Excellent opportunity. Send tape and resume or call 402-432-6800 to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal opportunity employer.


Management Opportunity in our group. Your position would involve news, public affairs, and sports. We want a pro. Let’s talk — we want to do it all. Someone who can manage the public image of one or more of our stations. Send tape, resume to Mark, Mathew, Operations Manager. Hunter Broadcasting, 2414 South Leonard Road, St. Joseph, MO 64503. EOE.

News Director major Midwest rocker. Must be experienced in all phases of news including air work. EOE M/F. Send resume to Box M-146.

Immediate Opening for News Director. Strong on human interest and actualities. Telephone, talk, MOR. Midwest, 5-cord. Good pay-for-performer. EOE. Resume to Box M153.

News Director: Experienced Newsperson who wants to move up to current News Director who wants a new opportunity. Good pay, car & other benefits. Minneapolis station located near Minneapolis. Box M-150.

Rocky Mountains calling! Can you gather and deliver local news with the accent on the human in the interest side, in a clear, concise manner? Fine city and climate. EOEMF. Send resume to Box M-128.

50 KW SE Top 50 Mkt with total news commitment needs experienced Senior News Director. Must be able to take time co-assignment. Good pay and top benefits. Equal Opportunity Employer. Resume to: News Director, Box M-128.

Personnel/Journalist: Southern Idaho’s largest Radio News Director, 10 years experience, sits on station and resume to Charlie Tuma, KLIX Radio, P.O. Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

Farm Director—KOTH MOR/Informal format. Excellent opportunity for degree Journalist with at least one-year of agricultural broadcast experience. National Association of Farm Broadcaster’s membership preferred. Send resume, tape, and salary requirements to Tom Kameier, Box 688, Dubuque, IA 52011. KOTH is an Equal Opportunity Employer, M.F.

News Director to head two person department. Excellent salary, benefits and working conditions. Send tape, resume, and salary requirements—Program Director, WROZ, P.O. Box 138, Evansville, IN 47701. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director—Central New England medium market. Responsibility for overall sounding包括 form-ula, announcers, promotion. 311-000-$10,000 to start, AM Station successful now with MOR but needs a pro to tie it all together. Box M-90.

Program Director—Top air sound and production ability for image building. Send tape and resume to: Program Director, WLYC/WILQ, PO Box 1178, Williamsport, PA 17701.

Classical Music programmer/announcer needed for religious fine arts AM-FM. Resume to Box M-142.

Operations Director for automated AM/FM. Need promotion minded individual with good voice and production background. Excellent salary, all benefits, group owner, EEO. Send resume to Box M-102.

Professional baseball, basketball, football. Excellent color commentator. Send resume, tape, salary requirements to Box M-145. "You're the color man in the house"—Mike Rigsby, 312-724-5400. EOE.


Production Manager. Maintains high standards of production quality for all programs broadcast by WOSU (AM) and FM. Produces and supervises production of programs. Prefer degrees and extensive production experience. $12,000 - $17,280 plus benefits. Send resume, writing samples and audition tape to Don Davis, WOSU Radio, Telecommunications Center, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. The Ohio State University is an EOE.

Contemporary Station needs morning person with production and/or sales ability. Air check and resume. WFMO, Fairmont, WV 26534.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced pro in sales, programming, administration. Strong leader, hard worker, best credentials. Family man, early forties, prefer sun belt but consider any solid offer. Box M-33.

GM or Executive VP. Creative sales, management programming, Climbs mountains. Box M-108.


Money Maker! There is only one kind of manager you want—someone who knows how to make money! Someone who has a brain and knows how to use it. A smart, a station group top notch man. Ready to relocate as GDM or GM, larger market. 10 years experience all phases of radio. Plenty of national experience, strong local sales and management. Blue chip references. Box M-143.

SITUATIONS WANTED ANNOUNCERS


Experienced Announcer—3rd endeavor seeks a permanent full time at an automated station which includes newscast and production duties. Will relocate. Call Frank Cordell 714-658-1094.

Sportscaster 27, seeks new position. 1 year PBP, football, basketball, baseball. Excellent color commentator, sportscasts, act in studio. Degree will relocate for right offer. Call John Gregg 714-435-2574.

Sportscaster—6 years major college basketball, football, baseball, PBP, award winning documentaries. Credits also include PBP of Indiana’s national basketball champions and Purdue football. Format change has completely eliminated sports department. If you are a college seeking a top notch man I have the credentials. Can combo with sales, news, or personality arch. Box M-66.

Hard-working, promotion-minded DJ/MD with PBP potential. BA and third endorsee seeks new challenges. Northeast or Midwest market of at least 25,000 preferred. Others considered, Oldies my specialty. Top 40, Country, MOR line; No AOR please. Superlight board, some news and sales, commercials that sell, good references... and I’m not that expensive! Available immediately. What do you say? Mike 912-367-4932 before 10AMafter 8PM or Box M-68.

Experienced Sportscaster, BA degree, seeks sports position. PBP, color, actualities, sportscasts. Also experienced in straight news writing, editing, production, northeast preferred, but will consider relocation. Call Joe Conlan, 617-485-1779.


Looking for mornings: Top 100 market, 28, ten years small to major experience, consistently good ratings. Call toll free 1-800-824-5136 (California call 1-800-852-7631) and request resume and/or call back from "Jacks M216".

Award Winning personality, strong radio background, seeking permanent challenge, will accept management-performing combination. Box M-151.

Money Maker—heavy on ambition, 1 year experience, 3rd ticket, will travel anywhere. Box M-145.

Syndicated talk show production associate seeks small market on air. DJ-news staff position, 3rd en- dorsed. Box M-144.

Third Phone DJ, good production, news, commer- cials, will relocate—another experienced, hard worker. Box M-124.

Aspiring Announcer holder of 3rd phone seeks position in northeast area. Well trained. Box M-117.
SITUATIONS WANTED ANNOUNCERS CONTINUED

4 Years Commercial Experience, some Major, currently Medium; solid production, News; East—any size, format. Box M-111.


Top 40 Rock—personality plus creativity. Let me stick it in your station. Marsha Weed, 3513 Ashland Drive, Bethel Park, PA 15102. 412—833-2740.

Florida Stations: Seven years experience various formats: DJ, news, sales, production; MA in Broadcasting; 3rd endorsed. Prefer Orlando, Tampa-St. Pete areas, but will go anywhere in Florida. Married, presently employed. Chuck: 404—787-0892.

You undoubtedly are looking for someone good. Consider this—two years as Promoter-Manager of NY Disco, I know what sells and appeals to an audience. DJ (any format) also news and interviews. Call Vic 914—632-2673, 3rd Endorsed.

DJ Looking for first job in Illinois, Wisconsin, Indiana, or Iowa. Ready now, 3rd Endorsed, no experience. Thomas Mattriciano, 1323 S. Kenilworth, Berwyn, IL 60402. Phone 312—788-5056. Call between SAM and 10 PM.

Program Director with six years experience. Music Director with three years experience. Both hard working and dependable—looking to relocate. Call 812—448-8725 mornings, 812—448-1409 afternoons.

Creative Radio job sought by former manager, jazz announcer at broad-format FM station. Diverse experience from anywhere. Resume, tape available. WT Young 804—823-2235.


Young, energetic DJ seeks advancement. Currently employed, 1st phone, 3 years experience, relocate anywhere. 304—255-0822.

SITUATIONS WANTED TECHNICAL


First Phone with 600 hours Electronics. Trainee position with opportunity for or resume Box M-116.

Chief Engineer—10 yrs broadcast exp. 6 yrs D.A., has Automation, T.V. stereo 301—939-1869.

SITUATIONS WANTED NEWS

Your Sportscaster is waiting for your call. Major college play-by-play experience, reporting, writing. Dan Faber, 2245 East Montera, Phoenix, 85016. 602—286-6515.

Broadcast news/feature writer with two years experience including some air work, desires news position. 3rd endorsed. Call Stan Froelich 522—126-1831 daylight.

Versatile Talent: 1 year top 50, 4 years super p-b-p, network assignments. TV work, B.A. Journalism, 3rd phone, pleasant, conversational, believable, experience in news, sports, music, seeks Radio and TV p-b-p with immediate position. 212—898-5217.

Sports—Sales combo/West-Midwest/WCAC Basketball experience have done NASA Soccer/Tape available/Greg Fiskus, 2911 25th W Seattle 98109.

Informative Newscaster with Sales exp. seeks weekend pos. in PA, NJ, or DE. Broadcast schl. grad. John Van Winkle, 1480 Solly Ave, Phila, PA 19152, 215—742-3195.

Journalist—Successful all news programmer, freemime major reporter, college educated, Box M-152.

Small Market News Director leading six-person staff seeks major market position. Box M-148.

New Jersey newsmen desires position with opportunity to do talk as well. Informed, articulate conversationalist, experienced inclusive interviewer. Ready for a challenge. Box M-118.


Young family man with 10 years experience in PPPSports and news wants to join your staff. Will relocate. Jerry Arnold, Box 464, San Gabriel, CA 91776.

SITUATIONS WANTED PROGRMING, PRODUCTION AND OTHERS


Production worker-Annc. position. 1st phone. 2-1/2 yrs. exp. Office work exp. Prefer Southwest, consider all. 207—882-7395. Box M-87.

Top 25 Market jock seeking to program. Have worked for the best. If you're looking to better your ratings and revenue, let's get together. Box k-95.

TELEVISION

HELP WANTED MANAGEMENT

Operations/Production Manager, PTW Station WBGU-TV, Bowling Green State University. Covers 19-county region in W. Wayne, Indiana. Salary: $16,600 to $17,600 depending on qualifications. Send application, resume, college transcript(s), and three letters of recommendation by Oct 14 to Dr. Duane E. Tackett, Bowling Green State University, Room 43043. 419—372-0121. Bowling Green State University is an Equal Opportunity Employer.

Promotion Manager with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive, capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Hanover, WTAY-TV, Altoona, PA, 814—344-3031.

Howard University is seeking a Chairman for their Radio, TV and Film Department. Prefer a Ph.D. with a combination of teaching and commercial experience in Radio, Television and Film. References required. Forward vita to: Office of the Dean, School of Communications, Howard University, 4th & College Streets, NW, Washington, DC 20052—636-7690.

HELP WANTED TECHNICAL

Engineer, T.V. Immediate opening for television engineering operator at KOMU-TV, (Commercial station for the University of Missouri-Columbia). Will train if applicant has some background in electrical engineering, vocational, or training school specializing in television engineering. Will consider applicants with five years experience in TV studio operations. Young knowledge of electronics if educational requirements cannot be met. Salary varies according to experience and training. Mail resumes to: Personnel Services 309 Hill St., Columbia, MO 65201. An Affirmative Action/Equal Opportunity Employer.

Engineer, First phone. Thorough knowledge of electronics. Three years experience. $300 or more per week. EOE. Write WDCA-TV, 5202 River Road, Washington, DC 20016.

Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CTV facility. First Class FCC license required. Send application, resume, school or college transcript(s), three letters of recommendation to Dr. Russell L. Young, Chief Engineer, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Video tape maintenance engineer for quad VTR's and other related equipment for post production and duplication house. Prefer at least one year experience. Call collect 313—971-3800, Bob Stapleton.

Immediate Opening, experienced television broadcast technician—write or call Chief Engineer, KPVI-TV, Pocatello, ID 208—232-0654.

Growing TV Production House expanding. We need maintenance engineer with some experience on Ampex Quads. Phillips and Fernesh Cameras, Film Chains, U. Matic, etc. who also enjoys doing video for a change of pace. Box M-126.

Engineer—First Phone License required. Maintain television and special electronic systems (I.T.S, VTR, RF, digital) associated with statewide educational telecommunications system. Travel involved. Salary $12,750 to $13,750 per year. University benefits. Contact: Jim Potter, 317—264-7845. EEO/A employer.

Engineer, Maintenance. Studio, Transmitters, ENG, KFMB AM, FM TV. Send Resume to KFMB-P.O. Box 80886—San Diego, CA 92130—Attn: John Weigand.

1st Class Licensed Engineer needed. Must be fully knowledgeable and experienced in maintenance and repair of commercial television equipment. References needed. Write or call: Personnel Administration, Howard University, 6th & Bryant Streets, NW, Washington, DC 20052—356-7712.

Experienced TV Engineer—Switcher with 1st ticket and strong maintenance background. Send salary requirements to WEUV-TV, P.O. Box “N”, Bonita Springs, FL 33923.


Studio engineers: We are building new studios, install and maintain Vital Switcher, TR600 VTRs, Weather Radar & ENG Equipment. Excellent opportunity, Contact Chief Engineer, P.O. Box 3687, Lafayette, LA 70502.

Assistant Chief Engineer in charge of studio operations, minimum five years experience with knowledge of digital technology. Ability to guide, motivate and supervise people. Salary $50,000. EOE. WDCA-TV, 5202 River Road, Washington, DC 20016.

HELP WANTED NEWS

Sports. Need aggressive, energetic sportscaster that knows how to get the local angle on sports that interests the audience, not just the major league fans. On-Air TV experience desirable, but not a requirement. Salary determined on ability and experience. Send resume to Box M-33.

Anchor Person for growing market on the Central California Coast. Minimum 2 years on-air experience. Send tape and resume to: Missie Pires, News Director, KCOY-TV, P.O. Drawer 1217, Santa Maria, CA 93454. An Equal Opportunity Employer.
HELP WANTED NEWS CONTINUED

Meteorologist: Must be qualified meteorologist and member of AMS. Experience as on-air weathercaster. Able to work with TV radar, fax equipment and other weather instruments. We want a professional, credible, and likeable person to anchor the weather portion of early and late news reports. Top salary. Send resume to Box M-124.

News Reporter/anchor potential. Top 50 market. Equal Opportunity Employer. Send tape and resume to Bob Broder, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721.


Meteorologist for medium market. Should have television and sub-tropical weather experience and ability to devise and storyboard graphics to perform weekend and noon weathercast. Must be A.M.S. member or have equivalent qualifications. Resume to Box M-154.


Grant Anticipated for producer/writer/animator talent (8,500). One year with possible renewal. Research and produce feature segments for News. Ombudsman type operation. Work with community and university groups. Investigative work with agencies for underprivileged. Send resume to Harry Durham, KMHP TV, 2800 S. Mooney Blvd., Visalia, CA 93277. Women and minorities are encouraged to apply. E.O.E.-M.F.

TV Graphic/Art Supervisor, PT, BA or equivalent, three years professional experience, one year in TV graphics. Select design/construction, publication layout, station promotion, setting, Eligible for experienced production artist experience desirable. Letter, Resume and references to Jim Flickin, KRWG TV, Box 3J NMSU, Las Cruces NM 88003 by November 5. An Equal Employment Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT


SITUATIONS WANTED TECHNICAL

First Phone Desires Xmtn Maintenance. Anywhere. Box M-59.


SITUATIONS WANTED NEWS

Experienced Female Radio News Director looking for move into small market Television. Box M-59.

Sports Professional—Can offer more than my 9 years of experience might indicate. PBP, film/TV shooting, editing. Sports anchor, commentary and more. Looking for a challenging sports position with sports-oriented station in Far West or Midwest. No Magild stations need apply. Box M-88.


Sportscaster—Enthusiastic young male college grad seeking entry level opportunity in TV sports. Want to learn industry from bottom up in small/mid market. Will repay your confidence with hard work and lots of loyalty. Excellent with all sports. Call Ed 616—654-8543 atter 5. Audio tape only.

Hardworking Young Woman with radio background seeks entry level TV report position. Glad to relocate for an opportunity Box M-61.

Successful Broadcast Meteorologist: In presentation and forecast accuracy. Looking for a true personality to do your weather? Box M-139.

Anchor Producer Spot. Seven years experience in news and Director-Producer. Energetic, versatile, creative. Opportunities anchoring and reporting; want to move up. Box M-134.


News Director, Executive Producer, Major market, ENG experience. Skilled in all phases newsroom operations. Box M-135.


SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Network experienced, technically oriented, audio, AD, character generator operator, stage manager. Willing to start as PA. Andrew Faber 213—454-0141.

I've got the part-time directing blues! Seeking challenging position as director or assistant director. Hard worker, willing to travel. Box M-137.

TV Triple Threat—talent-producer-writer of talk, magazine documentary and news with 10 years experience in one of the top five markets seeks change of scene and new challenges. Write Box M-140.

Heads up Producer-Director with 6 years experience seeks challenging position with commercial or PTV station, independent production house. Able to work as a team member or in leadership position. Past experience in News, sports, public affairs, documentary. Arnold Posner 212—229-7210.

Savvy TV Producer. Major market experience as producer of advertising and promotion, producer and director of top rated morning show and as associate producer of nationally syndicated talk and variety program. Fresh ideas, solid managerial abilities and sound journalistic judgment. Top references, degree in broadcasting and journalism; Seeks challenging opportunity. Salary negotiable. Reply Box k-52.

WANTED TO BUY EQUIPMENT

Automation Systems,—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boyston St., Boston 02116. 617—534-8987.

Want to Buy Equipment Used cp16-A film camera in good condition for news work. KIMA-TV, John Voros 630—575-0029

Used 16mm Black and White Processor and Optical Contact Printer, Tom Rotherham 9143 Westchester Blvd, New York, 10024.

FOR SALE EQUIPMENT

Stainless G400* Tower on ground in Alabama. Guy lighting, erection, etc. Will sell complete. Box M-110

Color Studio Camera: Three G.E. 35 light best offer: Telecine Film Multiplexer Model 19mm-203 best offer: 35mm slide projector, Selectaslide Model 332c best offer: 704—536-3636.

RCA BA 43 Program Amplifiers, Two mounted in single row for stereo with color in each. $455. E. Bench, KCFM St. Louis, MO 63112. 314—361-7500.


Save 40% on a complete Harris Systems 90 Auto-Comms. Unit is mono, 15 months old consisting of six carousels, stack three, logger, recorder-encoder and 250-10 1/2 carts. The new cost $34,000. The answer to your AM-FM non-duplication problems. 904—356-1366.
Tests- Answers
955-6922.

Classes begin October
license. Over
Northfield, 
ry
Deejays of America: Free
Ghost-hunter
in
Kickers!
93704.

Hundreds
Francisco 94126.

f

Student rooms
as
Sales
Manager
Upper Midwest territory open now for complete line of AM/FM equipment. Excellent compensation, fringes, and opportunities. Send resume to Andy McClure at CETEC BROADCAST
GROUP
75 Castillian Drive
Goleta, CA 93017
(805) 958-1581 EOE/MF

GENERAL MANAGER

Situations Wanted Announcers
Beautiful Music
Top voice with Top background in News and Beautiful Music looking for Top 10 Market only. 3rd, 35, single, stable. Minimum $15,000. Reply Box M 103.

SITuations Wanted Management

GENERAL MANAGER
Major market experience as Sales Manager and General Manager. I'm a good "people manager" and a seasoned, profit oriented business man. The people I've worked for will confirm that I can develop your station to its maximum profit potential. Station sale fees me for new position. Write in confidence to Box M-141.

INSTRUCTION
REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 24, January 3. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813—955-8922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.


1st class FCC, 6 wks, $450 or money back guaranteed. VA apprvd. Natl. Inst. Communications, 11488 Oxnard St, N. Hollywood, CA 91606.


OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand. Chicago, 312—321-9405.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets. benefits.


Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

RADIO
Help Wanted Sales
LOCAL SALES MANAGER
Position to be open on or about January 1, 1978. Centrally located. Contemporary format. Account 1st plus override. Send full details of experience, education and personal history EOE... M/F Box K-72

BROADCAST EQUIPMENT DISTRICT SALES MANAGER
Situations Wanted News

Talk/Music Personality currently small station in major market, excellent credentials—news, promotion, writing—any market. Reply Box M-71.

TELEVISION
Help Wanted Programming, Production, Others

TV PERSONNEL NEEDED
Religious broadcaster has continuing need for experienced personnel in all areas of programming, production and engineering. Send resumes to Box M-33 Broadcasting.

ART DIRECTOR
Experienced graphic artist with a thorough knowledge of television to handle a variety of design and layout assignments including on-air print, sets, etc. Send resume to Personnel Department, WBEN-TV, 207 Elmwood Avenue, Buffalo, N.Y. 14207. WBEN-TV is an Equal Opportunity Employer.

Help Wanted Sales
Marketing

Tektronix Television Products
We need an individual with demonstrated marketing skills to develop and execute television product introduction programs.

Knowledge of marketing, along with experience in Television Technology are essential in the activities of the TELEVISION MARKETING PRODUCT SPECIALIST: competitive analysis, sales forecasts, product promotion, training and sales support. An applicant must have the solid communication skills that are essential in interaction with design engineers, sales engineers and support people. This position is at our Beaverton, Oregon facility.

Please send a complete resume including salary history or send a letter requesting an application to: Art Andersen, Tektpronix, Inc., P.O. Box 500, B5, Beaverton, OR 97077.

An Equal Opportunity Employer M/F/H.

Situations Wanted Announcers

HIRE ME!
If it's Humor, Personality or even One Line cards... IT'S ME. So here I am. 14th market and eight years later... my chance is your chance. I'm looking for a Top 40 or Adult Contemporary position in any major market. Please call or write: 612-777-4849 Bill Baurman, 2467 N. 3rd N. St. Paul, Minn. 55106.

Situations Wanted Announcers

Beautiful Music
Top voice with Top background in News and Beautiful Music looking for Top 10 Market only. 3rd, 35, single, stable. Minimum $15,000. Reply Box M 103.

Broadcasting Oct 10 1977
92
Help Wanted Technical

ONCE

in a great while we have an opening on our engineering staff. This is one of those rare occasions. This opening involves both operating and maintenance duties at the Operating Center of our Network which serves seven stations in Pennsylvania. The person we are looking for must have a minimum of three years' television broadcast experience with a strong maintenance background. Rotating schedule; salary is $15,210 per year plus outstanding benefits. If you believe you are qualified, would like to work in a state of the art operation, and would like to live in beautiful south-central Pennsylvania, please reply only in writing:

Larry Messenger
Director of Engineering
Pennsylvania Public Television Network
169 West Chocolate Avenue
Hershey, PA 17033
Equal Opportunity M/F Employer

Help Wanted News

Wanted: TV Anchor

Send video tape and resume to
Ed Baron,
News Director,
WFMJ-TV,
101 West Boardman St.,
Youngstown, Ohio 44503.
We are an Equal Opportunity Employer

Business Opportunity

“UP YOUR RATINGS” Radio Station Owners
Budget-Sales-Pgm. Specialist
bb radio consultant
suite 17-plaza del lago
Wilmette, Ill. 312-251-3635

“HOLLYWOOD STARS” VOICE YOUR SPOTS!
Professional impressionist's uncanny likeness! Your copy or we write. Unique image campaigns for station, agency or client direct. Also original characters. Superb multi-track production, 24-hour custom service, affordable rates (by market size). Call or write for demo tape.

215 Windward Avenue
Venice, Ca. 90291
Phone (213) 398-2381

Employment Service

Job Leads

YOUR MONEY BACK...

If the first issue doesn’t give you a head start on the jobhunting competition, EXCLUSIVE RADIO & TV OPENINGS: O.J.'s...News...Technical...Sales...Everyone $5 for three weeks

Name
Street
City/State/Zip
1680 Vine Street, Hollywood, CA 90028

Free Golf/Car Rental

FLORIDA FREE GOLF
Completely furnished deluxe condominium apartments for two 530 per day until December 14 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental WE FEATURE FORDS Write or call
VILLA LAGO APARTMENTS
3910 Crystal Lake Drive
Pompano Beach, Fla. 33064 (305) 782-3400
SORRY NO PETS

Public Notice

The Village of Lancaster, in Erie County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a “Request for Proposals” available from the undersigned. Applications will be accepted until 8:30 p.m. on Jan. 9, 1978, and all applications received will be available for public inspection during normal business hours at the office of the Village Clerk-Treasurer. An executed non-collusive bidding certification shall accompany each proposal. Failure to provide or execute this certificate will result in not having the bid read.

Lyn G. Eck
Village Clerk-Treasurer
Municipal Building
Village of Lancaster
5423 Broadway
Lancaster, New York 14086
Phone (716) 683-2125

Free Film

MODERN TV
The leading distributor. We have the most.
All sales & newscasts too. Call regional offices.

Radio Programming

LUM and ABNER
5-15 MINUTE
PROGRAMS WEEKLY
Program Distributors
1001 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 378-0135

WANTED TO BUY STATIONS

PUBLIC COMPANY
Interested in acquisitions and/or mergers.
TV - Radio
Profitability not a factor.
Reply Box E-69.

For Sale Stations

MEDIA BROKERS APPRAISERS
RICHARD A. SHAHEEN, INC.
435 NORTHERN MICHIGAN - CHICAGO 60611
312-467-0040

“TEN STATIONS”

CHAPMAN ASSOCIATES
nationwide service

STATIONS
CONTACT
MW Small Full Time $200k 29% David Kelly (414) 499-4933
SW Small AM/FM $500k Terms Bill Hammond (214) 243-6043
W Medium FM $800k $540k Ray Stanfield (213) 363-5764
MW Medium Daytime $160k Terms David Kelly (414) 499-4933
S Metro Full Time $425k 25% Bill Chapman (404) 458-9266

NRBA: New Orleans Hilton, Suite 2106
To receive offerings of stations within the areas of your interest, write to Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

Broadcasting Oct 10 1977 93
FM/AM

Very successful full power FM/AM Combo in growing Southwest market for sale to qualified purchaser. Price of $3,500,000 is less than 9 X cash flow and is just over 2 X gross. Include financial qualifications first letter. Principals only, please. Reply Box M-123.

Sellers Wanted!

Record summer sales find us with many qualified buyers for AM-FM-TV properties in all market sizes and price ranges. Thinking of a profitable sale? Now is the time for a confidential, no-obligation discussion with one of the men from the Horton Company. (This is where the action is!) N.R.B.A. '77

Keith Horton will be pleased to see you in New Orleans October 9-12 to discuss your buying or selling interest. He also will be interviewing prospective associates for our expanding organization, preparing to serve the southeast and all fifty states. Contact him at The Hilton.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 - Elmsira, NY 14902 - (607) 733-7138

Brokers & Consultants to the Communications Industry

1Kw. AM Daytimer


Ethnic FM

Class C
Southwest
Box M-107

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles

Contact:
William L. Walker
Suite 505, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1555

MINORITY BROADCASTER

No. 1 Rated Station—Metro market.
Full time AM
Terrestrial volume and cash flow
No broker
Reply to 1901 Pennsylvania Avenue, N.W.,
Room 400
Washington, D.C. 20006

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing (No telephone copy accepted).

Repplies to ads with Blind Box numbers should be addressed to box number & c/o BROADCASTING, 1725 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $1.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word, $10.00 weekly minimum, Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch, All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Stock Symbol and Closing Prices

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Price</th>
<th>Closing</th>
<th>Net Change in Week</th>
<th>P/E Ratio</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

#### Programing

- DISNEY (DIS): 3/8/77, $30.87, -1/32, $1.35, 11,210,993
- FILMWAYS (FILM): 3/8/77, $8.75, +1/16, $0.61, 117,543
- FOLL STAR (FOLL): 3/8/77, $1.75, +1/8, $0.67, 667
- GULF & WESTERN (GW): 3/8/77, $17.75, +5/8, $5.55, 752,838
- RCA (RCA): 3/8/77, $32.13, +2/32, $6.13, 585,780
- GMH (GMH): 3/8/77, $23.75, +2/24, $2.79, 13,320
- TELETRONICS INTL. (TLE): 3/8/77, $6.13, +1/8, $0.75, 12,130
- 20TH CENTURY-FDC (TF): 3/8/77, $25.75, +5/8, $3.05, 8,763
- WARNER (WAC): 3/8/77, $26.25, +1/2, $1.92, 381,801
- WRIGHT (WAC): 3/8/77, $4.13, +1/4, $0.32, 17,944

#### Service

- BBDO INC. (BBDO): 3/8/77, $27.13, -1/2, $2.51, 68,479
- COPSAT (COPS): 3/8/77, $31.75, -1/4, $5.80, 318,750
- POCYCE CNE & BELDING (OCN): 3/8/77, $18.13, +1/2, $2.85, 18,344
- GREY ADVERTISING (GREY): 3/8/77, $22.38, -1/2, $2.15, 16,177
- INTERPUBLIC GROUP (IPG): 3/8/77, $39.13, -1/8, $2.95, 93,689
- PCI COMMUNICATIONS (PCI): 3/8/77, $2.75, +1/2, $21.05, 57,893
- MOVIELAB (MOV): 3/8/77, $1.38, -1/8, $1.00, 1,410
- PPC VIDEOTRONICS (PPV): 3/8/77, $5.13, -2/4, $7.89, 520
- GOLVLY & MATHER (GIL): 3/8/77, $38.75, -1/4, $6.65, 68,500

#### Electronics/Manufacturing

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#### Standard & Poor's Industrial Average

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 Broadcastings own research. Earnings figures are exclusive of extraordinary gains or losses.

**Stock split.**

Broadcasting Oct 10 1977

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**Over-the-counter bid prices supplied by Hombrower & Weeks, Hemphill-Hoyes Inc., Washington.**

**Yearly Highs are down from trading days reported by Broadcasting. Actual figures may vary slightly.**

- American Stock Exchange
- Midwest Stock Exchange
- New York Stock Exchange
- O over the counter (bid price shown)
- P Permanent Stock Exchange
McCloskey: freshly minted president of the EIA

If enthusiasm and dedication were the only attributes needed to head a trade association, then Peter McCloskey is eminently qualified to lead the Electronic Industries Association. But in addition to those two traits, there's his background in physics, law, electronics and sales, not to mention association management.

In his job for only a week as the EIA gathers in San Francisco for its 53d annual convention today, Mr. McCloskey is spending most of his time finding out what's on the minds of his new constituents. "You can't just read about the issues, you have to meet the people, talk to them and try to understand what they view as their major objectives," he says.

Before taking over EIA, Mr. McCloskey was president of the Computer and Business Equipment Manufacturers Association for four years. He views his transition from that job to the EIA as a fairly natural one: "When you represent an industry, it really doesn't matter what industry it is.

There are certain things you must be sure of doing to do the job adequately. I think the most important one is to know what are the problems that are facing the industry. You have to insure that your perception of the problems is shared by industry leaders because if they're not, you might not be identifying real problems.

One issue he carried over from CBEMA to EIA is that of foreign trade. "The major concern that anyone has in an industry that is trading all over the world is that there be no barriers to our trade, that there not be a built-in inequity."

Mr. McCloskey calls electronics "one of the most exciting" industries because it is never static. "Because of emerging industries and technologies, we can't become staid or complacent. Electronics is being incorporated almost across the board with the development of microprocessors."

That electronic ubiquity involves EIA with broadcasters in ways far, wide and disparate. The hardware produced by its member companies comprises "the circulation department" of the broadcasting business, in the words of one observer: It represents manufacturers vital to broadcasters both in getting their programs on the air (transmitters, studio equipment, etc.) and having them received by the public (radio and television sets, tuners, antennas and so on). As a result, each industry needs the other, although their individual goals are sometimes at cross purposes—as for example, when broadcasters demand legislation calling for all-channel sets or more elaborate tuners.

Another similarity between CBEMA and EIA or any business group is the necessity to make its views known to the government. "We have to try to insure that the fate of the companies is in the hands of the companies and that they can make intelligent decisions and bring them to market with as little interference from the government as possible," Government-devised cures "are always worse than the disease," he adds.

Mr. McCloskey was often involved directly with the government at CBEMA as its spokesman, testifying before Congress. At EIA, however, "I want to encourage the presidents of member companies to testify if it's appropriate:" he says. "A lot of times they don't want to do that because of the commitment of time or because the issue may be somewhat controversial. I feel we should try to focus on those areas where if it wasn't for us there would be no spokesman."

Heading a trade association may at first seem a bit unusual for someone with Mr. McCloskey's educational background. He was graduated from Holy Cross with a BS in physics and then spent three years in the Marine Corps, where he rose to the rank of captain in charge of an artillery battery. But, he says, "after I got out of the Marines I decided that instead of being a theoretical physicist, I was only theoretically a physicist. I found that I really enjoyed working with people rather than in a laboratory."

So he got a job as a contract specialist with Melpar Corp., a military electronics firm outside of Washington. It was at this time that he decided to pursue another interest—law. "Both my mother and father were lawyers. Law was rampant in our family," he says. He went to law school at night and got his degree after attending schools in three cities. By the time he'd finished, he had left Melpar and joined IBM, first in Washington as a programmer, then in Los Angeles in advanced systems sales for space program accounts and finally in New York as manager of domestic licensing.

He left IBM in 1965 for Farrington Business Machines and became president in 1968, providing him background that led to his eventually joining CBEMA.

The move to CBEMA came in 1973 after three years of private law practice in Washington. "I'd always wanted to combine law with business," he says. "I think lawyers can make good businessmen, but not if they act as their own lawyers."

The sales experience gained at IBM has also proved beneficial. According to Mr. McCloskey, "Anybody who has even been in a sales area has had to develop a certain positive view of life. If you don't have it it's overwhelmingly depressing. All effective salesmen are optimists because they need to get themselves up to be able to take the previous defeat. I think it's a healthy thing. It teaches you failure, teaches you that you have no God-given right to succeed—that you must do it on your own."

After his experience at CBEMA, Mr. McCloskey considers himself a professional association manager, an art he sees as being different from other business managerial positions. "You don't have a product to sell, in the normal sense. You have to be able to tell a member what it is today that he should be concerned about because it will affect his bottom line tomorrow. If you don't put it into those terms, then you're not going to be relevant to him."

While it's a little too early in his tenure at EIA to discuss specific short-term plans, Mr. McClosky has a general goal in mind for the future—growth. (EIA now has 380 member firms.) "There are emerging industries that I want to assure will be a part of EIA. I'm not sure what they'll be, but there will be room in the association because this is the Electronic Industries Association, not the Electronic Industry Association."

Profile

A regulator's regulator

Henry Geller, one-time general counsel of the FCC and conceded to be one of the more knowledgeable authorities on communications law, is about to be appointed assistant secretary of commerce for telecommunications, a new position. Not only that, he is to be put in charge of designing the mission of the new unit that he will head. Whatever comes out of the process is bound to be interesting.

Since taking early retirement from the FCC four and a half years ago, Mr. Geller has been a hired thinker in the pay of, variously, the Rand Corp., the Aspen Institute and the House Communications Subcommittee. He has also volunteered advice where he felt it would be useful, as, for example, to Charles Ferris, who is about to become chairman of the FCC. The Geller trail is difficult to follow, but it leads to any number of position papers, resolutions and legislative drafts that bear other people's names.

The Office of Telecommunications Policy, which the new Commerce Department office will replace, always suffered from political and professional amateurism, when it had any leadership at all. In its early stages after its creation by Richard Nixon, OTP attempted so clumsily to insinuate itself in the television journalistic process that it defeated its own plans. Later, its discovery of some 80 possibilities for new VHF television stations proved to be an engineering embarrassment. But the imperfections that have beset OTP will not be transmitted to Mr. Geller's baby.

With Mr. Geller in charge, we may abandon hope that the new office will confine itself to the role of spectrum housekeeping that was the primary mission of telecommunications management in the White House before Mr. Nixon set out to conquer the Eastern establishment. Mr. Geller has an agile mind, a roving eye and vast experience in political Washington. He will be a presence.

Lost chance?

If the Supreme Court raised some hopes in its acceptance of the crossownership case last week, it dashed others in its rejection of an appeal of the circuit court's reversal of the FCC's pay-cable antisiphoning rules. There is language in the circuit-court decision that could come to trouble broadcasters, although it has attracted less attention than other features of the case.

Broadcasters were dismayed by the basic circuit-court finding that the FCC was probably without authority to issue rules restricting pay-cable use of movies and sports. They and their Washington lawyers were dismayed by an ancillary ruling of the court that FCC members ought not to talk to interested parties during a rulemaking.

The prohibition against ex parte contacts may have been negated by a contrary ruling that came later from another panel of the same court, as has been suggested by the Justice Department. There is no dispute, however, that the basic ruling against the FCC's adoption of antisiphoning rules will stand unless broadcasters can eventually prove themselves seriously harmed by cable siphoning.

Perhaps the worst part of the circuit-court decision now left untouched was an assertion that cable is less susceptible to government regulation than broadcasting is. Speaking of FCC jurisdiction, the appellate court said the commission "must demonstrate that the objectives to be achieved by regulating cable television are also objectives for which the commission could legitimately regulate the broadcast media." So far so good, but the court added: "Where the First Amendment is involved, more will be required."

Once again a court decreed that broadcasting's rights under the First Amendment rank somewhere below those of other communications media. As long as that judgment remains in effect, it can cost broadcasters more than cable siphoning.

"It's an award to the person highest on the list of those who didn't win an award."

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