Christmas Is!

The Yuletide classic for millions of families features the talents of Hans Conreid, with Benji and Waldo.

"Christmas Is!" has built a loyal audience, excellent ratings, and community goodwill for seven consecutive years. With sales performance to match! This is the year to attract a whole new generation of young viewers.

The City That Forgot About Christmas

"The City That Forgot About Christmas" is a worthy companion to "Christmas Is!" with quality production and high sponsor interest. Last year it ran in over 150 markets, and delivered the ratings and viewer response that usher in a classic.

A large and loving audience for family specials from Lutheran Television

- No program charge
- 3 saleable or PSA minutes
- High public service value
- Aud. cassettes/16mm prints available
- The shows are available in Spanish for your Hispanic community.

Call Mike Vincent or Jan Naji at Lutheran Television 314-647-4900

Lutheran Television
A Service of The International Lutheran Laymen’s League
2185 Hampton Ave., St. Louis, MO 63139
Twenty new reasons 
television's new great

40% network share.  43% network share.  42% network share.

“Sybil I”  “Sybil II”
Sally Field and Joanne Woodward star in this award-winning, two-part film about a real woman who developed 16 personalities.

“Nowhere to Hide”
A U.S. Marshall protects a syndicate defector in this action-adventure with Lee Van Cleef.

Source: NTI, original primetime telecasts. Audience estimates subject to qualifications on request.
Features V.

why Viacom is major source for movies!

41% network share.

“Savage Bees”

39% network share.

“Judge Horton and the Scottsboro Boys”
Famous trial of falsely accused blacks in tense Southern town.

41% network share.

“Last Dinosaur”
Richard Boone in a science-fiction thriller about prehistoric monsters.
FEATURES—

- High Performance
- Clamped Inputs
- Vertical Interval Switching
- Destination Oriented Matrices
- Expandable
- Economical

OPTIONS—

- Additional Audio Matrices
- Breakaway Audio Control Systems
- Tally Relay Systems
- Special Control Systems
- Dual Power Supplies
- XPT Memory Protection

THE GRASS VALLEY GROUP, INC.
A TEKTRONIX COMPANY
POWER SHIFT □ Richard Wiley left the FCC last week and Charles Ferris comes on the scene this week. The transition, it seems, will be an easy one. PAGE 21.

THE REGIONALS BEGIN □ NAB hits the road with its annual fall show, leading off with Chicago. PAGE 22.

SPECIAL GRIPE □ Agencies begin to complain about pre-emptions as networks continue to manipulate schedules. CBS and NBC continue to benefit from tactical warfare, pulling closer to ABC the week of Oct. 3-9. PAGE 23.

ON COURSE □ John Shenefield, new chief of the Justice Department's Antitrust Division, is not likely to alter the activist direction that his office has taken in recent years. Among his ideas: lifting federal regulation from cable television. PAGE 24.

NRBA IN NEW ORLEANS □ House Communications Subcommittee Chairman Lionel Van Deerlin wins the hearts of delegates with his talk of total deregulation of radio. PAGE 26. FCC Chairman Richard Wiley gives an accounting of his stewardship and appends some words of caution for his NRBA audience. PAGE 26. A record turnout of 2,580 in New Orleans and an agenda with memorable moments prompt the association leaders to give themselves high marks. PAGE 28.

PLEDGE OF INDEPENDENCE □ President Carter sends his plan for a U.S. Agency for International Communications to Congress and promises it will be a nonpolitical agency. PAGE 34.

BATTLE OF ORLANDO □ One of the oldest continuing adjudicatory proceedings on the FCC books resumes as the commission, on remand order of the courts, again hears the charges and countercharges of contenders for channel 9 there. PAGE 37.

MUTING TV'S PIPED PIPERS □ FTC Chairman Michael Pertschuk has some choice words about advertisers who improperly influence children to reach their parents' pocketbooks. He promises proposals to remedy the situation within a month. PAGE 40.

STUCK WITH TAB □ A federal district judge rules that CBS cannot collect from advertiser Stokely-Van Camp for charges that its agency, Lennen & Newell, incurred before going bankrupt in 1972. PAGE 42.

GORE ON GORE □ More than 50 wives of senators and representatives, lead by Tipper Gore, enlist in the crusade against TV violence. PAGE 46.

TO TV OR NOT TO TV □ Senate Rules Committee debates whether to allow television coverage of upcoming debate on the new Panama Canal treaty. PAGE 48.

INTO THE BLACK □ After five years, pay-cable programmer Home Box Office turns a profit. The pay industry's largest company has a history of innovation that's exemplified by its satellite network. PAGE 50.

FOGARTY AND FRANCHISE FEES □ FCC commissioner supports commission action easing standards for local communities, but says the FCC lacks authority to set a limit on such cable system fees. PAGE 53.

POLE BILLS PROGRESS □ Cable pole-attachment bills in both House and Senate are marked up with few changes. House Communications Subcommittee's version now goes to the full Commerce Committee, while Senate Commerce Committee approves its version which contains a forfeiture provision. Next step is consideration by the full Senate. PAGE 53.

RCA RECORD □ Company posts its best-ever quarter with an 88% increase in net income and 19% rise in sales and notes strong advertiser demand for time on NBC-TV network. PAGE 55.

CBS UP TOO □ Sales and earnings records are set by CBS's four divisions with Broadcast Group sales up 13% in third quarter. PAGE 56.

ENGINEERS IN CITY OF ANGELS □ SMPTE meets this week in Los Angeles for its annual convention. This year's gathering is marked by increased interest in television. PAGE 56. The television agenda appears on PAGE 58 and exhibitor listings are on PAGE 57.

A RENEGADE TO SOME □ David McCall may disturb some of his agency peers when he says that TV prices aren't excessive. But the board chairman of McCaffrey & McCall speaks from 28 years of advertising experience and credentials that attest to his astuteness. PAGE 81.
Eight nuclear power plants strategically located along the Susquehanna River give dramatic emphasis to the present and potential concentration of diversified industries and population centers in the WGAL-TV DMA. With a generating capacity in excess of 6 million kilowatts the plants now provide electric power for all the Channel 8 DMA market, as well as adjacent areas. Shown: giant cooling towers for an installation on Three Mile Island operated by Metropolitan Edison Co.

WGAL-TV delivers strong buying power in a diversified area

This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon DMA. One of the country’s fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: Manufacturing production $7,407,426,000; agricultural production $232,935,000; effective buying income $7,536,683,000. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV LANCASTER-HARRISBURG-YORK-LEBANON, PA.
Second stage

Corporate rocket that brought Eugene F. Jankowski from relative anonymity to executive vice presidency of CBS/Broadcast Group less than two months ago shows no sign of losing propulsion. Announcement of his elevation to still higher altitude is expected momentarily.

Mr. Jankowski, 43, worked way up company ladder from account executive of CBS Radio network in 1961, after number of sales positions shifted into numbers game as VP and controller of parent CBS Inc., was briefly VP for administration earlier this year before becoming executive VP of broadcast group. In that job, he has taken over day-to-day control of all four broadcast divisions (TV network, TV stations, radio and news) while group president, John A. Schneider, has assumed outside spokesman and inside planning role.

Bigger and bigger

Eight billion dollars in sales that Television Bureau of Advertising set as television's goal for 1980 was both too little (by at least 20%) and too late (by nearly three years). That's present thinking at TVB, which set $8.785 billion goal in 1974 and will see it almost reached this year, with current estimates at $7.66 billion. Last spring TVB raised 1980 goal to $9.5 billion, and now it has quietly, though unofficially, raised it again to $10 billion plus.

Newest target is revealed in TVB projections of TV versus-newspaper billings. This year, by TVB reckoning, TV will surpass newspapers for first time in sales of 1978. In 1978 TVB expects television to lead by $8.42 billion to $8.17 billion. In 1979 TVB expects $8.26 billion and in 1980 $10.14 billion to $9.44 billion. Estimates exclude newspaper revenues from liquor, cigarettes, classified ads and subscriptions, for which there are no TV counterparts.

Last word

Advisory panel of 15 broadcasters will hold second meeting with key officials of House Communications Subcommittee on new communications legislation Nov. 9 in San Diego, home town of subcommittee chairman, Lionel Van Deerlin. Panel will be given chance to counter testimony taken from cable, land-mobile, public-interest and other groups taken at subcommittee hearings since panel's first session with subcommittee early last summer (Broadcasting, June 13).

Expected at Nov. 9 session, to begin at 9 a.m. and run to conclusion at Little America Westgate hotel, in addition to Chairman Van Deerlin, are Representative Lou Frey Jr. (R-Fla.), ranking minority member of subcommittee, Harry M. (Chip) Shooshan III, chief counsel, and Howard Chernoff, retired broadcaster, now consultant to subcommittee. It's expected to be last advisory meeting of this kind before staff begins drafting legislation.

Sporting life

Justice Department, reportedly interested in whether TV networks had continued 1980 Olympics negotiations with Russia last year after assuring Justice they had stopped, has received available memoranda on subject from House Communications Subcommittee. Materials, discussed in subcommittee hearing (Broadcasting, Oct. 10), were turned over at Justice's request three weeks ago. Meantime, CBS last week gave subcommittee signed affidavit of Lothar Bock, West German producer who ultimately secured Olympics TV rights, confirming CBS Television Network President Robert Wussler's testimony that Mr. Bock had been warned not to negotiate during period in question.

That conflicts with what Mr. Bock had said earlier, according to subcommittee special counsel, Philip Hochberg. During hearing Mr. Hochberg said that in conversations he had had with Mr. Bock, latter failed to recall meetings at which network heads were supposed to have cautioned him. Mr. Hochberg's contract with subcommittee, which was to expire Oct. 31, has been extended until Nov. 21. Further hearings on other segments of sports inquiry will likely take place Nov. 1-3.

Outs and ins

White House aides putting together program to help minorities enter ranks of communications media owners are turning to private enterprise for help. Besides looking to National Association of Broadcasters task force that will seek ways to provide minorities with financing to acquire broadcast properties, they have also been in touch with National Radio Broadcasters Association and National Cable Television Association, as well as multiple system owners.

Necessary components of administration's program, Frank Washington, consultant to Office of Telecommunications Policy, says, are industries involved. He indicated he was encouraged by his talks. He said cable people have some ideas, and NRB members "feel strong commitment to do as much as they can."

Tuning out CB

FCC, which has been leaning on citizen-band equipment makers in effort to reduce interference television set owners are complaining of, may next turn its attention to television set manufacturers. Chief Engineer Raymond Spencer is considering urging commission to issue notice of proposed rulemaking aimed at setting standards for TV tuners that, if met, would reduce susceptibility to CB interference. Not all such interference results from illegal transmissions; some, engineers say, is fault of television set.

Ad quotas next?

House Communications Subcommittee may get radical legislative proposal from Rene Anselmo, head of Spanish International Network, when he testifies Oct. 20 in session on minorities and women in panel's rewrite of Communications Act. Mr. Anselmo has been advocating Equal Media Opportunities Act that would require radio and TV advertisers to allocate budgets according to racial or ethnic demographics of target markets. If market had, say, 20% blacks and 15% Spanish-speaking people, broadcast budget would be divided 20% to black-programmed stations, 15% to Spanish-programmed, rest to outlets with general audience appeal.

Price of research

 Arbitron Television officials say some 30 stations in 15 markets have signed new midterm contracts under "guaranteed saving" plan offered few weeks ago in new bid to get TV-rating service out of red (Broadcasting, Sept. 12). That's about 15% of stations to which offer was made, and Arbitron sources say they're pleased with progress because it means they're halfway toward original, private estimate that about 30% would sign now rather than wait and take bigger rate increase when old contracts expire. Television Bureau of Advertising, meanwhile, reportedly is continuing to explore possibility of setting up new, broadcaster-owned rating service (Broadcasting, Aug. 8, et seq.). TVB committee set up to negotiate with Arbitron was disbanded, after meeting in which Arbitron officials "refused to budge," as TVB source put it.
Creomulsion □ Company will feature its regular and child's cough syrup in four-month TV buy starting in mid-November. Tucker Wayne & Co., Atlanta, will seek spots in about 55 Southeast and Southwest markets during day and early fringe time. Target: women, 18-49.

Frito Lay □ Company features its Doritos tortilla chips in nine-week TV campaign starting this week. Tracy-Locke, Dallas, is seeking a campaign during daytime. Target: men and women, 12-35.

Canada Dry □ Subsidiary of Norton Simon is arranging two-month TV drive beginning next month featuring its Canada Dry mixers. Trends & Associates, Columbus, Ohio, is placing spots in four markets during day, fringe and prime time. Target: men and women, 18-49.

Imperial Sugar Co. □ Company plans eight-week TV campaign beginning next week. Tracy-Locke, Dallas, is seeking spots in 15 markets during all day-parts. Target: women, 25-49.

James Industries □ Manufacturer is featuring its Slinky toy in seven-week TV buy starting this week. Barton, Blair & Cureton, Columbia, S.C., is placing spots in about 75 markets during daytime. Target: children.

H. R. Hood Inc. □ Firm N' Fruity yogurt gets five-week TV push beginning this week. Hill, Holiday, Connors, Cosmopolous, Boston, is buying TV spots in 10 markets during day and fringe time. Target: women, 18-34.

Libby, McNeil & Libby □ Chunky peaches will be subject of five-week TV push starting late this month. Tatham-Laird & Kudner, Chicago, will seek spots during day and fringe time. Target: women, 18-49.

Columbia Pictures □ Production group is launching one-month TV promotion for its film "You Light Up My Life" beginning late this month. Joel Poss Advertising, Atlanta, is purchasing spots in prime, early and late fringe time in Southeast markets. Target: adults, 18-34 and teenagers.

Great Lakes □ Company focuses on its Pine Mountain fireplace logs in four-week TV promotion starting in early November. Draper Daniels, Chicago, is handling spots in 19 markets during fringe time. Target: total men and women.

Steak & Ale □ Restaurant chain schedules four-week TV flight beginning this week. Tatham-Laird & Kudner, Chicago, is arranging spots in about 20 markets during prime, day and late news time. Target: adults, 25-49.


Archway □ Cookie Company will air five-week TV campaign beginning this week. Archway United, Battle Creek, Mich., will purchase spots in 60 markets during day and fringe time. Target: women, 25-64.

Amchem Products □ Industry and agricultural chemical manufacturer is placing four-week TV promotion for its Amiben soybean herbicide beginning this week. Lewis & Gilman, Philadelphia is buying in 19 markets during fringe and prime time. Target: men, 25-49.

Wilson Foods Corp. □ Certified franks are subject of four-week TV push beginning this week. Tracy Locke, Dallas, is picking spots in about 25 markets during fringe and prime time. Target: women, 18-49.

Kaiser Aluminum & Chemical □ Corporation will feature its aluminum products in four-week TV buy starting in January. Allen & Dorward, San Francisco, will seek spots in six or seven markets during fringe and daytime. Target: adults, 18-49.

Lectro-Stik □ Corporation focuses on its Stikki-Wikki childrens product in three-
The 1977 Rock Music Awards

Best Composer
Best Single
Best New Group
Best Male Vocalist
Best R&B Album
Best R&B Single
Public Service

ASCAP

We've Always Had the Best
FORWARD RADIO SELLS!

Watch your profits STACK UP when you advertise on a FORWARD RADIO STATION. We're conveniently located around the Country and our REPS are as close as your telephone.

* WSUA-AM Wausau, Wisconsin
* WIFC-FM Wausau, Wisconsin
* WKAU-AM/FM Fox River Valley, Wisconsin
* WONS-AM Tailahasse, Florida
* WBGM-FM Tailahasse, Florida
* WTRF-FM Wheeling, W. Virginia


Duofold □ Men's apparel manufacturer will focus on its Duofold 2 layer underwear in two-week TV promotion, costing approximately $100,000, starting in late November. Evans, Garber, Ligas & Paige, Utica, N.Y., will place spots in 34 markets during daytime. Target: total adults.

Pet Inc. □ Frozen food division places spotlight on its waffles in four-week TV campaign beginning next week. Haworth Group, Edina, Minn., is scheduling spots in 13 markets during day and fringe time. Target: women, 25-54.

Ralston Purina □ Company is arranging two-week TV flights, beginning this week and in November, for its Liver Dog Chow and beef, bacon and cheese products. Wells, Rich, Greene, New York is buying spots in five markets during day and late fringe time. Target: women, 18-49.


Movie Star □ Lingerie manufacturer is arranging four-week TV promotion to start in mid-November. Western International Media, New York, is buying spots in about six markets during day and fringe time. Target: women, 19-48.

Pizza Hut □ Restaurant chain schedules three-week TV push beginning in early November. Foote, Cone & Belding, Chicago, is seeking spots in about 20 markets during fringe time. Target: adults, 18-34.

Arctic Enterprises □ Arctic Cat snowmobile is subject of three-week TV push beginning this week. Carmichael-Lynch, Bloomington, Minn., is scheduling spots during fringe and prime time in northern markets. Target: men, 25-49.

Hansen Publications □ Publisher will feature its Liberace song book in two-week TV drive starting this week. A. Eicoff & Co., Chicago, will place spots in 32 markets during all day parts. Target: adults, 35 and over.

Radio only

King Arthur Flour □ Company is placing five-week radio push beginning this week. Pearson & MacDonald, Boston, is buying spots in 14 markets including, Albany and Syracuse, N.Y. Target: women, 25-54.

General Foods □ Yuban coffee will get five-week radio campaign starting in early November. Grey Advertising, New York will select spots in about 15 West Coast markets including Los Angeles and San Francisco. Target: women, 35-64.

F & F Laboratories □ Company plans five-week radio push beginning in late November for its F & F cough drops. Andrew & Thomas, Chicago, is buying spots in 10 midwest markets including Milwaukee and Omaha. Target: adults, 12-34.

Rainbo Pickles □ Company slates five-week radio drive starting next week. Biddle Co., Chicago, is placing spots in New Orleans, Nashville and Houston. Target: women, 25-54.

Mobil Oil □ Company slates four-week radio campaign starting in mid-October. Doyle Dane Bernbach, New York, is arranging spots in 16 markets including Chicago, Milwaukee and San Francisco. Target: men, 25-54.

Parker Bros. □ Game division of General Mills takes four-week radio buy for its game, Boggle, beginning in early November. Humphrey, Browning MacDougall, Boston, is selecting spots in nine markets including Detroit, Seattle and Washington. Target: adults, 25-54.

Pan Am □ Airline will begin four-week radio flight next week. Carl Ally, New York, will schedule spots in eight markets including Detroit. Target: adults, 25-54.

Renault □ Le Car will be featured in three-week radio buy beginning in mid-November. Marsteller, New York, will buy spots in six markets including Boston, Philadelphia and Washington. Target: adults, 18-34.

BASF Systems □ Division of BASF Wyandotte will spend about $30,000 on two-week radio promotion for its cassette tapes beginning this week. Humphrey Browning MacDougall, Boston, will seek spots in 21 markets including Detroit. Target: men, 18-34.
Radio gives Buxton maximum efficiency on a modest budget

How does a small, aggressive restaurant chain with 13 New Jersey locations outmaneuver the massive promotional juggernaut of the big fast-food operators in the New York metropolitan area? And how does it manage in the process to carve substantial slices out of both the fast-food and specialty-food markets in each of its localities?

It's the kind of problem that just won't yield to easy, offhand, stock solutions—any professional can feel that in his bones—especially when the dollars available to do the job fall several degrees south of minimal.

Yet these were the tasks and terms with which Lacy Herrmann, the implacable president of Buxton Country Restaurants, opened his dialogue with us at Pace Advertising one dreary Monday morning last February. It came as no surprise. He'd laid this kind of problem on us many times before (extravagant goals, diminutive budget) in an association stretching back over 17 years and a number of different corporate relationships.

Since we'd engineered some pretty marketing coups along the lines in question, both with Lacy and a fair number of our other clients, we faced the challenge with reasonable optimism. Besides, we knew him to be a tough-minded manager who'd make sharp judgments on our proposals—and that, we feel, is essential to the success of any ambitious program.

Lacy Herrmann had taken the reins of Buxton Country Restaurants in mid-1973. The original family business had gone public during the "go-go" years of the sixties, and had expanded without the requisite depth of management and financial resources. In 1972, Buxton found itself in Chapter XI. Under the reorganization, Mr. Herrmann, then chairman of Family Home Products, and an experienced capital management specialist, assumed the presidency and the rebuilding task that went with it.

After four years, thanks to Mr. Herrmann's painstaking controls, sound forecasting and effective planning, Buxton's financial integrity and service capability had been restored to the point where its story deserved exposure. Here was a quality chain which combined the efficiency of the fast-food operations with a more congenial "family" style of service ... with a focus on ice cream specialties which promised to be a strong drawing card in Buxton's markets.

Accordingly, Mr. Herrmann budgeted for advertising and promotion, preparing to sow a mere handful of dollars over the world's most expensive marketing area, and expecting, as I've indicated, nothing less than a bumper crop of returns on investment.

We had to rule out research. As much as we like to work with well-designed, adequately funded market studies, that's how much we hate to bind ourselves to the half-baked variety. And we well knew that a decent research effort would leave too few dollars available to exploit its results.

So we had to rely on our knowledge of the market, and some educated intuitions—to position this client, fix our sights on target audiences, and develop a media strategy that would work within severe budget constraints.

First, it was obvious that we had to fine our effort to a single medium. Television, of course, would have gobbled up the frail budget too voraciously. We felt that for efficiency, reach and penetration, it had to be radio. And we not only proposed committing Buxton to a single medium, but a single station as well.

It takes a degree of courage to make this kind of recommendation; you stand or fall with a single choice ... without any hedging of your bet; no turning back; no second guessing.

We selected WOR, AM New York for its credibility, its penetration into the New York-New Jersey market, and its line-up of personalities. Based on a determination that the initial creative thrust should focus on Buxton's family-oriented, community-centered image, we felt that WOR's demographics matched our target, and its programming provided a good environment for our message.

Pace developed a catchy, contemporary, up-beat musical "doughnut" with a simple but memorable lyric, "Buxton ... Bringing the Best to You" ... with live "centers" to be filled by a variety of wor personalities. These ranged from heavyweight John Gambling in the morning slot right on through the nighttime anchor show hosted by the irrepressible Bob Grant. Seeking the greatest possible continuity that the budget would allow, we went for multiweek flights in each time period, maintaining a 52-week commitment on the station as a whole.

Buxton management and agency personnel spot-checked traffic at various Buxton Country Restaurants to determine whether the campaign was enhancing customer loyalty and generating new traffic. While the readings were generally quite favorable, the agency needed a reliable index of effectiveness. To accomplish this, approximately 100 days into the campaign, we introduced a benchmark promotion designed to test the effectiveness of the media strategy.

The vehicle was an offering of "Buxton-Bux", each one 25 cents off a minimum check of $1. The listeners were invited to write for a sheet of 10 Buxton-Bux, or a total of $2.50 in coupons. Over nine weeks, 6,381 requests were received. More important, 5,592 Bux were redeemed, and we could track the redemptions on a store-by-store basis. The results provided further confirmation that the promotional strategy was on the right course.

Naturally, we have also taken care to get some good merchandising mileage out of the wor activity. Buxton guest checks "cross-reference" the radio coverage, with the message that both Buxton and wor "bring the best to you." Giant posters, featuring wor personalities—each of them happily occupied with a big Buxton ice cream cone—greet customers at the door of each restaurant. And additional merchandising projects are on the timetable.

Here at Pace, we've added one more piece of solid evidence to our long-held conviction that radio can provide exceptional efficiency when used with sound marketing sense and creativity. At this writing, it is apparent that sales increases have more than met the ambitious projections, and negotiations are in process to add to the promotional effort. It should come as no surprise that more Buxton Bux are somehow materializing—to be dedicated to another radio "buy," of course!
TODAY
KIDS ARE
GETTING AWAY
WITH MURDER.

Storer Stations are concerned and are doing something about it.

11,256,600 serious crimes were reported in America during 1975. 43% of those arrested for the crimes were under 18 years of age!

In our schools alone there were 100 murders, 9,000 rapes, 12,000 armed robberies, 204,000 aggravated assaults. The victims were students and teachers. The criminals: other students.

One explanation for our soaring crime rate: "revolving door" justice. 65% of all crimes are, in fact, committed by repeat offenders. Some laws for youthful wrongdoers compound the problem. Like one that makes any prior crimes by those aged 15 or younger a sealed record. Not even a judge is allowed to see it!

Too often, this has become a "license to steal." Or to kill.

Storer Stations are deeply concerned about the violence and vandalism ravaging their communities. So, in their programming and editorials, they continually devote key segments to juvenile crime.

A good example is WJBK-TV in Detroit. Sensing a growing problem, WJBK-TV began warning Detroit about the dangers of cutbacks in the Detroit Police Youth Bureau that left almost no youth officers in precincts. As violence grew, WJBK-TV continued to alert viewers.

Reporters were dispatched to where juvenile gangs were terrorizing neighborhoods as well as slaughtering each other. They rode with plainclothes squads assigned exclusively to the gang problem. They rapped with gang members. And almost nightly on the news, they let viewers see and hear what they learned.

Suddenly on August 15, Detroit erupted into national prominence when, after a rock concert, youth gangs mugged and raped concertgoers.

The day after, WJBK-TV reporters probed officials on what would be done. Action came fast. Police were added to the Youth Bureau. A strict curfew for under-17's was imposed. A WJBK-TV reporter worked as an intermediary between gang leaders and the city council.

And this was only for starters. A steady barrage of editorials pushed to change a law that lets social workers put juveniles back on the street even though judged guilty. The curfew was defended. Problems at the Detroit Youth Home and juvenile court were delved into.

When the violence finally faded, WJBK-TV refused to let up. For a solid month it aired a series on the larger problem of crime in our communities, and its remedies.

All Storer Stations have been waging the fight against juvenile crime. The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo/KTNQ and KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
This week


Oct. 16-19—American Association of Advertising Agencies western region conference, Hotel del Coronado, Coronado, Calif.

Oct. 16-21—The Society of Motion Picture and Television Engineers 119th technical conference and equipment exhibit, Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, NY 10583.


Oct. 17-19—National Bureau of Standards seminar on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo. Information: Sandra L. Howe, seminar coordinator, NBS, Boulder 80302; (303) 499-1000. extension 3212.

Oct. 17-19—New York State Cable Television Association fall meeting, Sheraton Canandaigua Inn, Canandaigua.


Oct. 18-20—Seventh annual conference of Western Educational Society for Telecommunications (WEST), Harran’s hotel, Reno. Information: Wendell H. Dodds, WEST 77 chairman, University of Nevada, Reno 89557.

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-separation 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—Luncheon by Boston/New England area chapter of the National Academy of Arts and Sciences. "Television The Year 1984" will be discussed by James E. Duffy, president of ABC TV Network; Robert Wussow, president of CBS TV Network; Lawrence Grossman, president of Public Broadcasting Service; and Robert Mulholland, president of NBC TV Network. Anthony's Pier 4 Restaurant, Boston.


Oct. 19-20—Twenty-third annual Broadcasters Clinic, sponsored by the University of Wisconsin-Extension, Madison. Clinic will feature presentation of technical paper, equipment editors, news and consultants. Information: Don Borchert, UW Telecommunications Center, Vilas Hall, Madison 53706; (608) 263-2157.


Oct. 19-21—Tennessee Association of Broadcasters annual convention and business meeting. Read House, Chattanooga.


Oct. 20-21—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives, Peachtree Plaza hotel, Atlanta.


Oct. 20-22—Mississippi Cable Television Association annual meeting, Broadwater Beach Inn, Biloxi.


Oct. 21—Kansas Association of Broadcasters fall meeting, Ramada Inn Grove City Ohio.

Oct. 22—Ohio Associated Press Broadcasters fall meeting, Holiday Inn, Fargo.

Oct. 23-24—North Dakota Broadcasters Association fall meeting, Holiday Inn, Fargo.


Also In October


Oct. 27-28—Conference on food advertising and labeling, sponsored by The Food and Drug Law Institute. Among sessions will be a review of recent court cases involving First Amendment rights in commercial advertising, and a children's advertising workshop. Sheraton-Park hotel, Washington.

Oct. 28-29—"Interface '77" conference to provide broadcast students with professional input about that field. Sponsor is Broadcast Focus, organization of college students interested in broadcasting. Networks and other radio-TV related groups will provide speakers and participants. Statler Hilton hotel, New York. Information: Bob Tarlet, 89 Longview Road, Port Washington, N.Y. 11050.


Oct. 29—Florida Association of Broadcasters fall conference. The Beach Club hotel, Naples.


November

Nov. 1—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W.Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, March 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983: Atlanta, March 18-21, 1984.

April 21-28, 1978—MIP-TV '78 14th annual international marketplace for producers and distributors of TV programming. Piaise des Festivals, Cannes, France.


The reliable ENG camera!

Cinema Products Corporation announces the introduction of a totally new ENG camera of such high quality and reliability that we are proud to put our name and logo on it.

Manufactured by NEC—the second largest broadcast equipment manufacturer in the world—the MNC-71/CP represents a major technological breakthrough in the use of advanced integrated circuitry techniques.

NEC is the only manufacturer of ENG cameras to use large scale integrated (LSI) circuits, dramatically reducing the number of individual circuit components in the camera. As a result, the MNC-71/CP is significantly more stable in performance, as well as 7 to 14 times (!) more reliable in circuit operation.

With the introduction of this remarkable new ENG camera, Cinema Products and NEC provide the perfect combination for the electronic side of a balanced TV-news operation.

Cinema Products' commitment to the television news gathering industry remains the same as it has been with the CP-16, widely recognized as the finest newsfilm camera in the world. We will provide the MNC-71/CP with the same reliable backup: liberal warranty terms, an extensive dealer organization, centrally-located warehouses fully stocked with modular replacement components, and full factory support. And since NEC directly manufactures all circuit components for the camera, you are guaranteed a full supply of replacement parts for the life of the camera.

As our track record with the CP-16 shows, no one understands better than we do how vital it is for the TV-news cameraman to have a reliable camera to work with.

Remember, you can’t go “live” with a dead ENG camera! So, make the most of your ENG dollar with the MNC-71/CP, the reliable ENG camera with reliable CP backup!
Tenn., and Salt Lake City). Reprints are now due Dec. 1 (Docket 20418). FCC, Washington.

Nov. 1—Awards presentation. U.S. Television Commercials Festival. Deadline for entries was Oct. 1, Chicago.


Nov. 2-3—Tenth AM directional antenna seminar sponsored by National Association of Broadcasters. Carl Smith & Associates will handle program. Marriott Inn, Cleveland.

Nov. 2-4—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 21352), FCC, Washington.

Nov. 3-4—Institute for Democratic Communications "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, New York Times columnist; Robert Maynard, Washington Post correspondent; George Sherman Union, Boston, Information: Conference coordinator, School of Public Communication, Boston University, 540 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450.

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

Nov. 4-5—National Broadcast Editorial Association regional seminars. Former FCC Chairman Richard Willey will be Friday dinner speaker. Sheraton Plaza hotel, Chicago.

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

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

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

Nov. 6-7—National Association of Broadcasters management seminar. Marriott hotel, Denver.

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

Nov. 8-10—Midcon electronic convention and exposition, sponsored by regional Electronic Representatives Association. O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.

Nov. 9—Ohio Association of Broadcasters-Ohio Retail Merchants joint meeting, Maurie Webber Webster Group, will be principal speaker. Sheraton-Columbus, Columbus, Ohio.

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

Nov. 9-11—Western Cable Show, sponsored by the Arizona Cable Television Association, California Cable Television Association and Hainui Cable Television Association. Town and Country hotel, San Diego.

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

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

Nov. 10-11—Seminars on Canadian-American relations, "Accountability and Responsibility in North American Communications System: Future Perspectives," sponsored by University of Windsor. Among participants in panels and discussions: Henry Geller and Donald S. Homel, Appalachian Institute; Karen Postner, House Subcommittee on Communications staff assistant; Benjamin Hook, National Association for the Advancement of Colored People and former FCC commissioner; Harold Gunn, Public Broadcasting Service, and Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania. Law building, University of Windsor, Windsor, Ont.

Nov. 10-11—Practicing Law Institute seminar. "Communications Law 1977." Session in antitrust area will include discussion of television-newspaper crossownership. The new copyright law access by the press to courtrooms and prisons, and recent developments in libel practice are also among topics. Barzino Plaza hotel, New York.

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


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

Nov. 11-12—West Coast convention of Intercollegiate Broadcasting System. University of California at Berkeley's KALX-FM will 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: J. Hunter Todd, Festival of the Americas, Box VII - 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. 14-16—Television Bureau of Advertising's annual meeting. Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy T. Bergold of McDonald's Corp.; Charles 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. 14-17—the National Association of Regulatory Utility Commissioners annual convention. Hyatt Regency hotel, New Orleans.

Nov. 16-19—National convention of The Society of Professional Journalists, Sigma Delta Chi, Renaissance Center, 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 into use of subcarrier frequencies in aural baseband of television transmitters (Docket 21323). Reprints are now due Dec. 9, FCC, Washington.


Nov. 28-29—Gospel Music Association meetings and seminars. GMAs 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 C1284). 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 revamp of Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).

January 1978
Jan. 10 - Tennessee Association of Broadcasters annual legislative reception, Nashville.
Jan. 16-20 - National Association of Broadcasters joint board meeting, Cerromar hotel, Puerto Rico.
Jan. 16-30 - National Association of Farm Broadcasters agricultural seminar at sea aboard Queen Elizabeth II sailing from East Coast to Los Angeles. Contact: Russell Plerson, WKJ(WM)-KTVY(TV) Oklahoma City.
Jan. 18-21 - First U.S./Southeast Asian Telecommunications Conference and exhibition, sponsored by Electronic Industries Association's Communication Division. FCC Chief Engineer Raymond E. Spence Jr. will be keynote speaker, Singapore.
Jan. 21 - Florida Association of Broadcasters midwinter conference featuring license-renewal seminar at En route Inn and Country Club, north of Orlando, Fla.
Jan. 22-24 - South Carolina Broadcasters Association winter convention, Sheraton Inn I-95, Horseshoe Circle, Spartanburg, S.C.
Jan. 27-18 - National meeting of Northwest Broadcast News Association in conjunction with Radio and Television News Directors Association, Sheraton Hotel, Minneapolis.

February 1978
Feb. 9 - Ninth annual Abe Lincoln Awards presentation of the Southern Baptist Radio-Television Commission. Dr. Billy Graham will be keynote speaker and will accept the commission's Distinguished Communications Medal. Tarrant County Convention Center, Fort Worth.
Feb. 17-18 - Nebraska Associated Press Broadcasters Association annual convention, Omaha.
No magic formula

EDITOR: Under the “fairness doctrine,” a response to your Sept. 26 editorial, “Presto Change-o,” alluding to National Cable Television Association prediligations for cable deregulation, is called for.

The FCC’s responsibilities do not include judging the adequacy or inadequacy of the new Copyright Act. The FCC is obligated only to respond to any regulatory challenges that new technologies might present.

Using a phrase from your editorial of last week, “those with short memories are reminded” that the very FCC rules the cable TV industry is attempting to have repealed were based on assumptions of adverse impact which to this day have no foundation in fact. If trying to get out from under one rule which rests on false premises is somehow wrong, we plead guilty as charged.

Broadcasting has often editorialized on the subject of excessive and unneeded regulation of the broadcast industry, saying federal regulation should be imposed only where there is a demonstrated harm to the public interest. Then certainly the cable industry cannot be scored for demanding that that criterion be applied to it as well. —Stuart R. Feldstein, vice president, general counsel, NCTA, Washington.

Heard it wrong

EDITOR: The Bell System strenuously objects to two consumer groups represented by Media Access Project questioning whether two of our business-sales TV commercials pose a fairness-doctrine violation (Broadcasting, Sept. 26). They are misinterpreting the objective of this advertising effort.

The theme being challenged—“The system is the solution”—is a succinct statement of our marketing emphasis on developing communications systems designed to solve specific customer problems.

It is a basic expression of the Bell System’s marketing philosophy and is at the heart of all our business print, exhibit and TV sales messages. It is clearly addressed, in all media, to business people. In context, in all media where it appears, the line carries the obvious meaning that the business communications system developed and provided by the Bell System can be a solution to a problem facing a manager in a customer firm. It has no relationship to any legislation or antitrust suits currently pending.—John A. Howland, assistant vice-president-advertising, AT&T, New York.

Where’s my money?

EDITOR: In reply to Alan Gottesman’s allegation that the government is paying high subsidies to radio stations (“Open Mike,” Sept. 12), if KLVU is receiving such subsidies, then the Post Office Department has failed to deliver our checks.—J. P. Robillard, president, KLVU(AM), Haynesville, La.

Page party

EDITOR: I read Hal Davis’s Aug. 29 letter about the CBS pages with much interest. I too served, and spent the summers of 1943 and 1944 working on the staff at Playhouse Number Two and Three, now the Ed Sullivan Theater, as a backstage page. When I was radio vice president for the Merv Griffin Group, headquartered in Connecticut, I met many former pages. How about a CBS reunion?—Bob Arden, area vice president, Pacific FM Inc., KIKI(AM), Honolulu.

March 1978

March 4-8—National Association of Television Program Executives conference, Bonsorvenue hotel, Chicago.


March 22-24—Indiana Broadcasters Association spring meeting meeting, Marriott Inn, Indianapolis.

April 1978

April 9-12—National Association of Broadcasters annual convention, Las Vegas.

April 21-26—MPI-TV, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

May 1978


Mcircle
These stations have ability, style, timing, programming know-how, foresight, initiative, money and success. They also have Welcome Back, Kotter.

WNEW-TV New York
KTTV Los Angeles
KRON-TV San Francisco-Oakland
WNAC-TV Boston
WTTG Washington, D.C.
WEWS Cleveland
WTAE-TV Pittsburgh
WTCN-TV Minneapolis-St. Paul
WXIA-TV Atlanta
WTTV Indianapolis
WBAL-TV Baltimore
WISN-TV Milwaukee
KBTV Denver
KTXL Sacramento-Stockton
KMBC-TV Kansas City
WXIX-TV Cincinnati
KTAR-TV Phoenix
WCMH Columbus, Ohio
WMC-TV Memphis
WDTN Dayton
KTEW Tulsa
KARK-TV Little Rock
WMT-TV Cedar Rapids-Waterloo
KREM-TV Spokane
WKJG-TV Ft. Wayne
HOW CAN A RADIO STATION IN MANITOU SPRINGS, COLORADO, AFFORD A FULL PAGE AD IN BROADCASTING MAGAZINE?

EASY. READ THE COLORADO SPRINGS, COLORADO, ARBITRON. OUR REP, SELCOM CAN TELL YOU WHY WE'RE THE BEST BUY IN SOUTHERN COLORADO.
Clear sailing for first days of Ferris FCC

Charles D. Ferris moves into the chairmanship of the FCC tomorrow (Tuesday) under circumstances that appear auspicious. The Senate, in a roll-call vote unusual in such matters, confirmed his nomination last Monday (Oct. 10) by a vote of 85-to-0. And this afternoon, in a White House ceremony, Vice President Walter Mondale is to swear him in as a member of the commission.

And those were not the only positive signs. The White House was expected momentarily to announce the nomination of Tyrone Brown to succeed Commissioner Benjamin L. Hooks, who resigned in July to take over as executive director of the National Association for the Advancement of Colored People. Thus, it seemed likely Mr. Brown could be confirmed before Congress recesses, possibly early next month, which would bring the commission up to full strength now, rather than next January.

Mr. Ferris will be taking over the office vacated by Richard E. Wiley, who last week spent his final FCC days in farewell speeches and at a regulatory agency management seminar sponsored by the Administrative Conference of the U.S. (in Charlottesville, Va., on Friday and Saturday).

But Thursday was his day to say goodbye. About 20 minutes into the commission meeting that morning he interrupted matters to turn the gavel over to Commissioner Lee, the senior member in point of service and who served as acting chairman for the remainder of the week. "No one has waited so long for so little," was the acceptance comment of the commission's quipster.

But Mr. Wiley, who had joined the commission as general counsel in 1970 and was named a commissioner in 1972 and chairman in 1974, wasn't ready to vacate the premises just yet. On Thursday afternoon, the commission held a gathering in the meeting room for employees and others who wanted to say goodbye, and the room was filled to overflowing. Among those present were two former commissioners—Nicholas Johnson, now chairman of the National Citizens Committee for Broadcasting, and Robert Wells, vice president of Harris Enterprises Group, based in Garden City, Kan., who was at the commission "on business."

Commissioner Lee, who served as master of ceremonies, "roasted" the chairman with good-natured ribbing for about 15 minutes. "We're not losing a friend but gaining a well-heeled lobbyist," Commissioner Lee noted.

And he concluded his remarks with a bit of doggerel, which ended on the same note:

"But you'll be in town (confirming our hunches),
Sipping martinis at 50-buck lunches,
Advising your clients and leading the bar
But without us to (ahem) guide you,
You may not go far.
We know that you'll miss us,
But not all that dough
From Wiley, Kirkland, Ellis & Rowe."

Mr. Wiley is joining the Washington office of the Chicago-based firm of Kirkland & Ellis as a managing partner. (The Washington office, now known as Kirkland, Ellis & Rowe, will drop the last name from its title next Jan. 1, when Frederick M. Rowe leaves the firm, initially for a year's sabbatical in London.) Although there is no confirmation, it's believed that Mr. Wiley's initial salary will be in the $125,000-$150,000 range, with future escalations when he begins to participate in the firm's profits.

As a former commissioner, Mr. Wiley will be barred by conflict of interest laws from ever participating in matters—primarily adjudicatory matters—in which he had a "substantial responsibility" as a commissioner. However, under the so-called "Dean Burch precedent," the firm would not be barred from participating in such matters provided Mr. Wiley is screened from involvement in the cases and from participating in the profits from them.

Mr. Wiley would also be barred for one year from appearing before the commission in any matter for which he had "official responsibility," although he would not be barred from discussing the matter with associates or a client. A one-year ban on appearing before the commission on any matter that applies to commissioners who do not complete their terms does not apply to Mr. Wiley, who completed his.

Mr. Ferris' treatment by the Senate and the administration is seen as an indication of the strength of the connections he has made in his 13 years as a top aide to then-Senate Majority Leader Mike Mansfield (D-Mont.) and, since January, as general counsel to House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.).

Normally, a noncontroversial nomination is perfunctorily disposed of by voice vote. However, in the case of Mr. Ferris, a "hold" was placed on the nomination—thus blocking Senate action before the Oct. 8-9 weekend—by Senator William D. Hathaway (D-Me.), a friend of Mr. Fer-
faces mission possible with recommendations. The issue is being forced by a group of broadcasters who are among a group of 90 parties that are urging the U.S. Court of Claims to order the U.S. government to refund fees collected under schedules the courts have declared illegal.

The broadcasters told the court that a stalemate has developed over the issue: The commission says it lacks the data to determine what a legal schedule would have been in the past and therefore cannot calculate a partial refund.

Curtain is up on NAB's fall shows

First regional held last week in Chicago; broadcasters come to deal with real-world problems

The first stop on the National Association of Broadcasters regional road show (with its Radio Advertising Bureau sideline) was Chicago. Nine separate radio and television sessions ran the gamut of concerns for the 336 broadcasters, two-thirds of them representing radio, who attended.

Returning to his native Chicago to address both the radio and television meetings was Communications Subcommittee member Martin Russo (D-Ill.). He brought good news for radio and a warning for television.

He said that when draft legislation is written in the review of the Communications Act (he expects it to be ready in two or three months), radio would "have less to worry about than the TV people." He expects longer license terms and elimination of the fairness doctrine for radio as part of a general move towards radio deregulation.

However, during a luncheon address before television broadcasters, Mr. Russo declared that he "isn't sure that his courtroom is viewed by some of my colleagues and by some members of the public as a dangerous element of unlimited power that must be curbed, even if that means we must seriously tamper with traditional principles of freedom that are indispensable to a democratic society." Mr. Russo added that he was concerned and stressed that any new laws affecting broadcasting must be consistent with guaranteed constitutional freedoms.

Financial projections were offered during a TV session entitled "Prosperous Days—Are They Here To Stay?" The over-all conclusion, presented to a packed house of television broadcasters, was yes. Securities analyst Ellen Berland, vice president of Mitchell Hutchins Inc., New York, warned, however, that every year may not show the record increases of 1976, when, she said, the Olympics, Bicentennial and presidential election were major factors in bringing total advertising growth up 19.2% and television advertising up 27.7%. However, "baring exceptional governmental interference," she called the outlook "most favorable."

Since 1976, she said, television has broken away from its traditional business cycles into a pattern of "steady growth" and "unprecedented stability."

The Television Bureau of Advertising's predictions were offered by David E. Michels, vice president, sales, Midwest, who moderated the session. Citing TVB figures, he said 1977 national spot should rise 5%-6% and local 12%. For network, he expects a 22% gain over 1976. In the third quarter of 1977 he said network compensation would be up 6%, national spot up 1% and local up 9% over the same period in 1976.

Walter A. Schwartiz of Blair Television, who serves on TVB's national sales advisory committee, encouraged broadcasters to pursue regional advertising dollars. In 1973, he said, $30 million was spent in that area in television; in 1976, $44 million and by 1980, "conceivably" $80 million.

The growth of regional agencies' billings is up 23%, he said. Agencies in New York and Chicago have had only 59% of the over-all billings during the first nine months of this year, he said. In 1976, he continued, they had 64% and in 1970, 76%.

The range of questions went from concerns about the National Radio Broadcasters Association to inquiries of the FCC when the NAB's president, Vincent Wasilewski, sat down with a small group of his constituents for an informal "Ask the President" session.

Asked if attempts have been made to bring the rival NRBA into the NAB fold, Mr. Wasilewski said, "There has not been much in the way of specific discussion." However, he did add that "we're cooperating."

Regarding new FCC Chairman Charles Ferris, Mr. Wasilewski called him politically knowledgable and said that his prior experience already has given him a chance to talk to people from broadcasting as well as from the cable and common carrier fields. Of Tyrone Brown, who is expected to be nominated to fill the term vacated by Benjamin Hooks, Mr. Wasilewski said that he has heard that Mr. Brown understands broadcasters' problems. "I don't have any negative feelings at all about him," Mr. Wasilewski said. "I prefer to see him there than with some other people we heard about," he added.

The syndication marketplace was discussed by Henry A. Gillespie of Viacom International, Richard A. Bompone of Avery-Knode Inc., and Zvi Shoubin of WMAQ-TV Chicago on a panel, "Happy Days—Are They Here To Stay?" moderated by Jim Majors of WXYZ-TV Detroit, president of the National Association of Television Program Executives. Dominating the session was Mr. Gillespie, who was on the firing line over rising costs. "Supply and demand" and "pure psychology" were the reasons he gave. He characterized
Art imitating life, and vice versa. A television comedy became part of the legislative process—if only peripherally—last week when an episode of All in the Family was screened for House Judiciary Committee members as a key exhibit in arguing for rape legislation. "Rape strikes at everyone, even Edith Bunker," said Congressman Peter Rodino (D-N.J.), speaking at a congressional preview of last night's (Oct. 16) one-hour special on CBS-TV. In it, Edith was the victim of an attempted assault, which she prevented by smashing a burned birthday cake into the face of her gun-wielding assailant.

The presentation was put together by Congressman Herbert E. Harris (D-Va.), who has co-sponsored a bill now before the committee that will amend the rules of evidence. The thrust of the legislation is to protect rape victims from unnecessary inquiries into their private lives.

"Norman Lear and All in the Family," said Congressman Rodino, "have shown great courage to use the television medium to sensitize the American public." Congressman Harris echoed the chairman when he called the program "a moving performance." And Virginia Carter, vice president of creative affairs at Tandem Productions, Los Angeles, told a packed Judiciary Committee hearing room that Mr. Lear and Tandem had attempted to present the problem "with sensitivity and understanding and with humor" and had tried to enhance the public's awareness of a growing criminal problem. Pictured above. (Left) Mr. Harris and Ms. Carter; (center) Mr. Rodino and the House hearing room audience; (right) a scene from the rape episode.

the off-network syndication marketplace as one where a broadcaster thinks "if I don't buy it" the competition will. Panelists did not see a lack of product as driving prices up.

Broadcasters also complained that they are often stuck with a product for several syndicated runs even after it hasn't done well the first time in the market. As to whether a distributor might pro-rate a price depending on how successful the first run was, Mr. Gillespie said that would be "worth talking about."

Agencies annoyed at the TV networks' schedule tactics

As pre-emptions and specials continue week of Oct. 3-9, advertising people complain that up-front buys were 'gamble'; ABC continues to dominate ratings, but its lead is not as wide

Specials and other program pre-emptions have made the difference again in the ratings race, this time for the week of Oct. 3-9, when they boosted the prime-time fortunes of CBS and NBC. But the advertising world is beginning to wonder whether it's the real loser in the networks' free-wheeling schedule warfare.

With six weeks now gone in the fall season, the networks and advertisers—not to mention the audience—still have had no opportunity to read with any consistency the performances of regularly scheduled series. It looks as if the networks may adapt to the situation as a way of life, and agencies are clearly upset about it.

"We're scheduled 'x' amount of weeks ahead," said Robert Mulholland, president of NBC-TV, "so we know when we're going to get two, three, four weeks of a program running in its regular time slot when we see how a series is going. But it's not only a question of running your series, it's also a question of what's running opposite them. . . The business has changed, and you've got to organize yourself so you can make decisions quickly to meet changing situations."

But several advertisers said last week that they are unable to make similar adjustments because of the necessity of buying weeks and months in advance. The uncertainty of not knowing what program they will end up in and what its competition will be is, they complain, is turning their business into something of a lottery.

"I'm concerned," said Lou Dorkin, director of network programming for Dancer-Fitzgerald-Sample. "When you're buying six months up front, it's a gamble. You get a program that's doing fairly well and then, bang, you don't know what's going to happen. You pay your money and take your chances."

Mr. Dorkin gave an example buy he made in ABC's Red Fox (Thursday, 10-11). In the two weeks it faced its regular competition, Fox zipped 34 and 35 shares. The last two weeks, against the Ali-Shavers fight one night and the movie "Papillon" and the baseball playoffs the next, Fox zipped 15 and 25 shares, respectively.

Of course, advertisers aren't expecting a schedule without specials, and there are times when stunts pay off for the advertiser as well as for the network. But, it is the frequency of the pre-emptions that disturbs advertisers.

"It's a serious thing," said Jack Otter, director of network programming for SSC&B and a former sales vice president of NBC. "You make all your projections based on a regular schedule . . . This is completely disruptive of viewing habits."

Mr. Otter said that there is increasing talk within the advertising community of refusing to accept make-goods for pre-emptions. "I think you're going to be seeing a lot more of that," he said.

The two networks that are doing most of the pre-empting, CBS and NBC, are deriving the most benefits. For the week of Oct. 3-9, CBS, with two nonscheduled movies and an Elvis special, boosted its average over the previous week by 2.9 rating points and four shares, while NBC, with its down-to-the-wire baseball playoffs, edged to within a rating point of ABC-TV—the closest three-way spread of the season. The final count for Oct. 3-9: ABC, 20.6, rating/34 share; NBC, 19.8/33 and CBS, 19.4/32.

The week of Oct. 10 started out with more of the same, with specials the decisive factor in the ratings every night through Wednesday, the last national figures available. ABC joined in the pre-emption sweepstakes on Oct. 11 with its coverage of the World Series, giving the network its best showing of the year on a Tuesday, one of its strong nights for regular series, with a 28.8/45 average.

But the World Series and the playoffs did more than just win ratings for the networks carrying them. The advance scheduling of the games, plus the fact that fans watching them pushed up the number of sets in use, opened the way for some successful counterprogramming.

On Oct. 11, for example, ABC won its 45 share with the Series by pre-empting its usual Tuesday night lineup. NBC that night put in Dick Clark's Good Old Days, promoted it as "the real happy days" and walked away with a 36 share—giving the network its best Tuesday night of the season despite the 20 share pulled by a Richard Pryor rerun from 10-11.
Shenefield hopes for a cable world beyond the reach of the FCC

The new Antitrust Division chief indicates he will carry on work of his predecessors in many areas, but adds that his own aspirations are in the field of communications

For years now, the Department of Justice's Antitrust Division has been a source of concern for broadcasters. The division is the prime mover, for instance, behind the effort to break up co-located broadcast and newspaper holdings. And things won't be any different under John H. Shenefield, who was sworn in two weeks ago as the new antitrust chief (Broadcasting, Oct. 10). An idea that seems to appeal to him is to move the FCC virtually all the way out of cable TV regulation.

Mr. Shenefield discussed some of his division's plans in the communications field the day after he was sworn in by Supreme Court Justice Lewis Powell in the White House's Roosevelt Room, a setting seen by some as indicating the importance the administration attaches to antitrust work.

Mr. Shenefield, 38, made his mark in the antitrust field as a Richmond, Va., lawyer for clients needing advice, or defense, in antitrust matters. But Mr. Shenefield, who joined the division as deputy assistant chief in April and who was named acting assistant attorney general a month later, seems to have had no problem in changing sides.

Indeed, to some extent, antitrust chiefs are borne along on the momentum they encounter on entering office. One of the biggest cases the division is prosecuting is the suit charging AT&T with monopolizing telecommunications service and equipment; it is a case Mr. Shenefield inherited—its name change in 1974—will almost certainly pass on to his successor. A suit charging the networks with antitrust law violations as a result of their control of prime time is another long-range project. The division's effort to break up commonly owned broadcast-newspaper properties in the same market is now one he has made his own. (He concedes that there may be some value in the local ownership that goes with common ownership of broadcast and newspapers properties in the same market. But, he says, "you lean in favor of various presumptions, of which I feel competition would be one." And over the years, the department has urged a light regulatory hand in cable matters.

What's more, Mr. Shenefield speaks with favor of the four-point program instituted by his predecessor, Donald I. Baker, as much as anyone, to make sure that antitrust laws are not ignored by other agencies that regulate industries. The division acts as an advocate of competition whenever legislation is introduced to expand the scope of regulation; it serves as the "voice of competition" in agency proceedings; it seeks the repeal of legislation it considers anticompetitive, and it does its normal antitrust enforcement work.

But it is the cable area that the division under Mr. Shenefield seems likely to break new ground, as far as communications is concerned. His preference, Mr. Shenefield said, is "to have cable completely independent of television regulation; let it be regulated locally, if possible. Get the FCC out of the game entirely." The only exception would be in areas where regulation is "technologically necessary" to avoid interference problems.

Mr. Shenefield does not pretend to be fully informed in the field. When asked if he would wipe out the entire panoply of regulation, including such rules as those limiting the number of distant signals that systems may import, he said, "I don't know anything about distant signals."

But when a mr. "I have tremendous pull that the FCC is just too much into it [cable regulation]. They've gotten into it with the attitude of protecting UHF and VHF channels. It has virtually—and here I'm drawing on my own very local experience—slammed the door on a lot of cable development... One of the things I'll suggest is that we look toward an effort to deregulate cable television, to see where we are and how much regulation could be shed."

The division would seek to get the FCC

### In Brief

- **NFL football rights could reach $644 million for next four years.** NBC-TV announced Friday it had reached agreement with National Football League on four-year contract (1978-81) for package similar to one expiring this year: 16-week (up from 14-week) regular-season American Football Conference games, two AFC playoff games, AFC championship, two (instead of three) pre-season games, Super Bowl in January 1979 and 1981, and new element: wild-card divisional playoff qualifying game. **CBS Sports sources** said they had similar four-year deal for National Football Conference games and alternate-year Super Bowls, and **ABC was believed** at or near deal for renewal of Monday-night football plus minipackage of four to six other weeknight games per year. Officials refused to discuss prices, but estimates ranged as high as $6 million for each Super Bowl (up from $4 million this year) and as high as $44 million per year for rest of NBC package (vs. $16.6 million this year), $48 million for CBS (vs. $22 million) and $46 million for ABC Monday-night package (vs. $11.5 million) plus $17 million for minipackage on other nights.

- **CBS Inc.** reported record third-quarter and nine-month profits last Wednesday (story page 56) but its stock dropped next day by two points to close at 48-7/8., lowest since first quarter of 1976. Wall Streeters offered no particular reason other than that stock market had been in slide and plunged steeply on Thursday, with 1,121 New York Stock Exchange issues registering declines to 321 advances. 128 hitting new lows as opposed to six new highs.

- **Comsat rate case** that began in 1965 isn't over yet. U.S. Court of Appeals in Washington last week returned to FCC for further proceedings decision it issued in case, in 1975, ordering across-board 37% reduction in rates. Decision, however, is not seen as major victory for Comsat, since court affirmed commission's decision in several key areas. Meanwhile, Comsat continues escrow funds it would not be permitted to retain under commission's 1975 decision. As of August, fund totaled $70 million.

- FCC amended rules to allow unattended operation of FM translators. Action was response to petition by National Translator Association and had been opposed by National Cable Television Association.

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**Ball of the Belle:** Belle Brooks O'Brien (r), chief of FCC's consumer assistance office, was sworn in as president of Washington chapter of American Women in Radio and Television last Wednesday night (Oct. 12) on the steps of Lincoln Memorial. FCC Commissioner Margita White (l) served as mistress of ceremonies at event, which was attended by members of House and Senate subcommittees on communications, FCC members and others of broadcast community. Also pictured: Mrs. White's husband, Stuart, partner in Washington law firm of Hamel, Park, McCabe & Saunders.
Shenefield

"out of the business" either through filings with the commission or legislation.

Mr. Shenefield said that the division has not yet moved on the matter—"this is just an idea perking in my head at the moment." And to some extent, he is anticipating the work of an antitrust study commission President Carter is expected to create to examine two problem areas of antitrust enforcement—complex litigation (how to reduce the length of time it now takes to resolve some major antitrust cases) and antitrust-law exemptions and immunities in the context of regulated industries. Mr. Shenefield said these exemptions and immunities have proliferated to such an extent that "the free enterprise system is almost the exception rather than the rule."

Mr. Shenefield expects the study commission to deal with cable television in considering the immunities and exemptions matter. Another communications matter with which he would expect the commission to concern itself is the Newspaper Preservation Act, which permits two newspapers in a community to merge some of their functions if one would otherwise fail—and which the division has long opposed. The Antitrust Division would follow through on recommendations the commission makes.

The commission, as envisaged in the present draft, would be composed of 15 members appointed by the President. Three would represent antitrust enforcement—and would probably include Mr. Shenefield and Michael Perschuk, chairman of the Federal Trade Commission. The group would also contain one other, regulatory commission chairman, four representatives of private industry, one federal trial judge, and six members of Congress, with the three senators recommended by the president of the Senate and three House members by the Speaker. What's more, the commission would be charged with completing its work in six months. "So in the next session of Congress we might be thinking about this measure," Mr. Shenefield said. The division is expected to transmit a suggested executive order creating the commission to the White House for its consideration this week or next.

The study commission is the idea of Attorney General Griffin Bell. He notes that the antitrust laws were reviewed in 1955, in a wide-ranging study that included everything from the Sherman Antitrust Act to procedural matters. Now, he says, it would be appropriate to focus on the two specific areas he feels require attention.

As assistant attorney general in charge of the Antitrust Division Mr. Shenefield has a large number of major issues confronting him, as the recent litigation in New York City has shown. Nevertheless, deregulation of cable television apparently is another matter he is interested in adding to his agenda.

It looked dead for moment, but word at week's end was that there's still life in resolution for live broadcast coverage of House proceedings this year. House Speaker Thomas P. (Tip) O'Neill told reporters at one point last week that broadcast resolution was dead this year. On Friday, however, O'Neill lieutenants said broadcast resolution is "back on track," and is to be reported out of Rules Committee Wednesday (Oct. 19).

Harry Lillis (Bing) Crosby, 73, world-famous entertainer, died of apparent heart attack Oct. 14 while playing golf in Madrid. In addition to regular performances on CBS (1931-35), NBC (1936-47), ABC (1947-49) and CBS afterward, he was founder and president of Bing Crosby Enterprises, program producer-distributor now owned by Cox Broadcasting. At ABC he broke radio network taboo against use of recorded material when he began taping weekly Wednesday-night show in fall of 1947 with equipment that led to Ampex entry into audio and video taping. Survivors include wife, Kathryn, and seven children.

Leonard H. Goldenson, board chairman of ABC Inc., said communications industry should proceed cautiously about dismantling or curtailing current TV system despite current wave of new television technologies. In accepting one of two 1977 Communications Awards of ICD Rehabilitation and Research Center in New York last Wednesday night, he went to Pearl Bailey, with whom he's pictured here, said communications systems are valuable only if there is a message to be passed through and an audience with some use for the message.
Van Deerlin wins NRBA audience with talk of total radio deregulation

He also says recent appointments in Washington should be reason for broadcasters to better appreciate his subcommittee's work.

Since it undertook to review the Communications Act, the House Communications Subcommittee has been maligned—and pretty soon broadcasters, especially radio broadcasters, are going to realize that, Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week.

The congressmen told an applauding National Radio Broadcasters Association that in light of some recent appointments to some high government positions, "we in Congress, and especially in the Communications Subcommittee, are going to smell a lot better to you.... Events may even bring you around to supporting our effort."

The reason: "I see the prospect of virtually the total deregulation of radio." In his New Orleans speech last Monday, he mentioned specifically radio's license term. "There has been some talk about a five-year license-renewal period," he said. "I say why not seven? Or nine? Or 10 years?... The FCC doesn't have to wait until your term is up to move against you [for a rule violation]."

"While I knew you would like to hear that, believe me that is not the reason that I said it," Mr. Van Deerlin declared. "It's not for the sake of deregulation... or to make life pleasanter for you, but it makes more sense for the American public."

The congressman added, "I see no reason to compel you every three years or every five to prepare this mountain of material... which nobody down [at the commission] reads." (Applause). "I'd like to free up some of that talent down [at the commission]," he said, and if his subcommittee doesn't succeed at that, "then I'll tell you no matter what else we have done, we have failed."

Since Mr. Van Deerlin and the subcommittee's ranking Republican, Lou Frey (Fla.), announced his intended review of the 1934 Communications Act last year, the broadcasters' attitude has been one of suspicion and distrust," Mr. Van Deerlin said. But "I think that we in Congress might look very different to you" when the subcommittee takes up proposed legislation which he expects in draft form next year.

This is particularly so in light of three recent federal appointments important to the broadcast industry—Charles Ferris to chairman of the FCC, Michael Pertschuk to chairman of the Federal Trade Commiss-

sion, and Henry Geller to the newly created post, assistant secretary of commerce for communications. All are "bright and respected men"; all are men. Mr. Van Deerlin said he considers friends, but all are also liberal and have identified themselves with positions "which seem to me to be at variance with what your goals appear to be," he said.

In the sum of the three, "we might see a trend toward sharper regulation of your industry," Mr. Van Deerlin said. "Our subcommittee may be the only voice left in government for deregulation."

Mr. Van Deerlin left his radio audience virtually no reason to dislike him. Because there are as many radio stations as there are daily and weekly newspapers, and because radio already accommodates most of the public's listening interests, he said, "radio is one industry where I can't think of a situation where it wouldn't be safe to turn the broadcasters loose tomorrow."

Furthermore, he told them that he recognizes that "your problems do differ from TV. That's why you organized separately, I guess."

Aside from the major issue of deregulation, Representative Van Deerlin told NRBA he is also on the association's side on the all-channel radio issue. In previous years he has sponsored legislation to require car radios to be equipped with FM as well as AM, and he told the group Monday that if the House Small Business Committee does not move against auto manufacturers for pricing FM radios out of most people's range, "it will definitely be part of our rewrite."

There are other reasons the NRBA should support the Communications Subcommittee. Mr. Van Deerlin said, notably two Supreme Court decisions; one making it possible for private telephone users to purchase all their phone receivers from sources other than AT&T; the other overturning the FCC's restrictions on pay-cable carriage of movies and sports. In both cases the Supreme Court let stand appeals court rulings. "There will be pressure for Congress to act" in areas that affect broadcasting, Mr. Van Deerlin said. "So let's get serious with one another.

"Let's get away from fantasy and dire warnings and let's talk about what will be best for you and more important, what will be best for the public."

He indicated that the subcommittee will take steps to remove barriers to the development of new technology—direct broadcast satellites and fiber optics, for example. "They may change things in a significant way in signal distribution," he said, "but they're not going to be throwing people into the breadlines."

But whatever the subcommittee passes, it will never make it through the House without broadcasters behind it, he said. "If we on the committee come up with something inimical to broadcasters, we won't have a chance of passing it."

"You have clout," he said.

The NRBA luncheon audience gave Mr. Van Deerlin a standing ovation.

Wiley reviews his stewardship in farewell talk to NRBA delegates, appends some words of caution

Departing FCC chairman reiterates his desire for less regulation, cites the breaking down of walls of distrust during his regime; and a cheering audience responds to his history of help to radio

After being introduced at the National Radio Broadcasters Association convention in New Orleans last week as one of the best friends radio ever had, outgoing FCC Chairman Richard E. Wiley told the broadcasters to beware of "some tumultuous days ahead."

He said that despite a sound financial position and public acceptance, the broadcast industry faces challenges from new technologies, the House Communications Subcommittee's rewrite of the Communications Act of 1934, and government attitudes such as those expressed in the Civil Rights Commission report on minorities on TV. Last on his list but not least is the potential challenge from "a new FCC with a new regulatory philosophy."

He didn't go into much detail on the last reference, in fact mentioned the name of his successor, Charles Ferris, only once, in another part of the speech. He said he wanted to be careful not to say anything negative, but just to caution broadcasters that "all of you should be concerned about [the challenges] and watch [their] development."

He added in an aside that things may become worse for TV than radio.

It was the closest thing to a prediction in what was to be Mr. Wiley's last speech before stepping down from the commission chairmanship today (Monday). He devoted the greater part of his remarks to a review of his own efforts, which were for
If you want Plumbicon* picture quality from your ENG camera—specify Plumbicon TV camera tubes.

As predicted, the Plumbicon 2/3-inch camera tube changed the entire course of broadcast journalism and helped make ENG the world's most important medium of information.
the most part in the best interests of last week's radio audience, he said. And the broadcasters in attendance demonstrated their agreement, interrupting his remarks with frequent applause, and presenting him at the end with NRBA's annual Golden Radio Award, inscribed, "in recognition and appreciation of his outstanding contributions to the radio industry."  

Mr. Wiley returned their good will with his assertions that less regulation is better than more, and that government and industry don't have to be enemies. One of the accomplishments of his administration was that "we've made great strides in breaking down the walls of distrust" between the FCC and broadcasters, he said.  

One of the lines evoking the heaviest applause was his assertion that "I don't think you have to apologize to the United States of America for making a profit." Without the profits, radio could not provide good service, and its "unique" service to the local community is the key to radio's future strength, he said.  

He added in another aside that although he has never taken sides with one association or another, "it's a matter of considerable pleasure to me at the FCC that I'm making my final speech to a radio audience."

Mr. Wiley summarized the philosophy of his chairmanship, citing these specifics:  
- Efficiency. "The commission has to operate like you run a business," he said, with deadlines and decreased backlogs. During his administration the backlog of broadcast renewal applications was cut to zero, he said, but he added that "we haven't reached the millennium" in the AM processing area.  
- The Rule of Four. The program to cut out or rewrite outdated regulations which he started in 1972 resulted in about 600 policy or rule changes, prominent among them the short radio renewal form, and some minor EEO rule changes aimed at "giving small broadcasters a break."  
- A willingness to face tough issues. Among those is the commission's inquiry into clear channels and the demands of daytime radio stations for expanded hours of broadcast time. He said he hopes the commission will take action on the clear channel docket this fall.  
- Better relations with regulators. Gone are the days when broadcasters are afraid to show their name badges when complaining to FCC personnel for fear of reprisal from the commission at renewal time. Mr. Wiley said, during informal state-of-the-association meet-  
   ings and phone-in program he initiated, he said, contributed to improved relations between the regulators and the regulators.  
- More respect at the commission for the First Amendment. Mr. Wiley said there is "an improved view at the FCC toward the "importance of the First Amendment" since he took over; evidenced in the FCC's challenging a court opinion that the commission should be involved in radio format changes. The shape of formats is "better left to the marketplace," he said.  

Other main tenets in the Wiley philosophy, he said, include the following:  
- On program percentages: "I don't think we're in the position just yet."

NRBA: still thriving after four years

Almost, it seemed, to the astonishment of many, radio association attracts record turnout in New Orleans; registrants and exhibitors share board's satisfaction with way things are going

About 2,560 radio broadcasters, exhibitors and guests swarmed to the National Radio Broadcasters Association's fourth annual convention in New Orleans last week, straining the resources of the new Hilton hotel there and putting smiles on the faces of the NRBA convention coordinators.  

Memorable moments were provided by the House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who gave the radio managers great expectations for the outcome of his subcommittee's markup of the Communications Act of 1934 (see page 26); by FCC Chairman Richard Wiley, who delivered what was expected to be his last address as the industry's chief regulator (page 26), and by Radio Advertising Bureau President Miles David, who renewed his appeal for unity among industry associations (page 30).  

NRBA's leaders took great comfort in the numbers of the convention. It was difficult to say how many of the 2,560 were actually radio managers, but there were 1,187 people who paid the full registration fee to participate in the three-day gathering. The volume of registration came as something of a surprise to those who remembered the association's first convention in the same town three years ago. Lionel Van Deerlin, who recalls speaking to sparse NRBA crowds in the past, blinked at the sea of faces greeting him this time and said, "Knowing your humble beginnings, it sure is a surprise to find a throng this size."

On the exhibit floor, containing what was said to be the biggest show in NRBA's brief convention history, sales people reflected uniform pleasure with the traffic of buyers. Some among the 65 exhibitors compared the show favorably with that at the National Association of Broadcasters' annual convention, and none could be found among the exhibitors who would be willing to forgo NRBA in the future.  

"I wouldn't miss it," said one computer salesman. "I wouldn't do better at NAB," said a program salesman.  

Upstairs at the suites, business was reported considerably slower, however, something NRBA's officers attributed to the lure of the nighttime entertainment of the French Quarter just a few blocks from the hotel.  

As far as NRBA's leaders were concerned, the show represented another step in NRBA's evolution into a "major, serious, radio trade association," as John Richer, NRBA executive vice president-admnministration, phrased it.  

From the registrants came occasional comparisons to the much bigger, busier and more lavish NAB show. More than one broadcaster was heard to grumble at the lunch table that NAB is too big, still too dominated by television, despite recent additions in radio services.  

"We really believe in NRBA," said one general manager, who disagrees with Miles David's call for the joining of the two radio representatives in Washington (NAB and NRBA). "I don't want them to join together," this manager said. "Having to compete to be good makes them do better."

NRBA heads tried to keep such comparisons upbeat. "In no way want to take anything away from NAB," NRBA president Jim Gabbert said in opening remarks at the convention. "It's just that we speak with a little different voice."

At an early-morning membership meeting, later in the week. Mr. Gabbert was asked what NRBA is doing to bring the networks into the fold. He replied that "that will come around by itself." He implied that he sees signs now to support that view. "The presence of Miles David I think is very significant," he said.

In informal state-of-the-association remarks to the 30 broadcasters who showed up for the membership meeting, Mr. Gabbert said NRBA currently has 1,175 members and is in good shape to deal with Washington problems which he thinks may make next year one of radio's "busiest. "It was Washington, small is good," he said. "The trend to listen more to us because we're real. We're not just getting paid to go in and say something."

The association leaders gave themselves high marks for the New Orleans gathering, despite chronic problems with the hotel. A new structure with a lot of bugs in it yet, the Hilton turned away about 30 broadcasters who had confirmed reservations. At least one suite hotel, Torber-Lasker Inc., had to find new quarters, and the FCC's Broadcast Bureau chief, Wallace Johnson, woke up one morning to find water leaking on him from the ceiling. The lesson, Mr. Richer said, was not to pick a brand new hotel as a convention site.
Twenty-five years ago we first honored the world’s greatest Country songwriters. We’re still doing it!

Our heartiest congratulations to the writers of the 101 most performed BMI Country Songs from April 1, 1976 to March 31, 1977:

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believe it’s a good idea for the government to put every broadcaster in a preconceived mold.”

■ On the equal time law: “The effect has been to prevent the electronic media from doing the job as they would in the print media.” Mandatory equal time should be abolished, he said.

■ “The same goes for the fairness doctrine,” he said, adding that his proposal for suspending the fairness doctrine experimentally in major radio markets “is an idea whose time will eventually come.”

■ On ascertainment: “I don’t want to cause you to spend all your time filling out government forms . . . when you should be devoting more of your time to the bottom line—to public service.”

Contained in that last remark was Mr. Wiley’s final admonition for the radio: “Public service: It’s the great responsibility of broadcasting in our system. You alone have the unique opportunity to provide service to the listeners when they live . . . if radio continues to emphasize localism, it will continue to be a great industry.”

He said broadcasters should “think about engaging in self-regulation without the government having to tell you what that self-regulation should consist of.” Current problems with record-keeping, broadcast obscenity, advertising excesses, news bias, broadcast coverage of terrorism, are all situations calling for some industry self-policing, he said.

He also urged broadcasters to keep current with the issues that involve them and that may threaten their system. “Know your rights and stand up for them,” he particularly of the trade-offs, he said. If broadcasters win repeal of the fairness doctrine, will it be at the expense of being forced by the government to provide free access? And what is the quid pro quo for a longer license renewal period? Program percentages? he asked.

During the last seven years, he said he has seen a constant pressure for government to solve some broadcast-related problems. He called on the broadcasters to fight against that. When he was finished, the broadcasters gave Mr. Wiley a standing ovation, as they had at the start, when former FCC General Counsel Ashton Hardy, now an attorney in New Orleans, had introduced Mr. Wiley as the “finest chairman to ever hold a gavel” at the FCC. “Over the next few years you’re going to find out just how good a friend you had at the FCC,” Mr. Hardy said.

RAB’s David makes togetherness pitch

He cites success of battle against saccharin restrictions, says there’s need for joint action

Radio Advertising Bureau President Miles David made a pitch for greater unity among broadcast and advertising associations in a speech to the National Radio Broadcasters Association last week in New Orleans.

It worked once, when the National Association of Broadcasters, RAB, NRBA, Television Bureau of Advertising, the Station Representatives Association and several advertising associations joined to fight proposed restrictions on advertising of saccharin products, Mr. David said. In his opinion, it will work again on future issues that are bound to arise again “in this age of total hypochondria.”

It seems the government is finding health risks in all kinds of products, from butter and sugar to flame-retardant pajamas, he said. “The only thing that hasn’t been found to be bad for you is sex,” he added jokingly, “and I am waiting for the discovery to be announced any moment.”

Mr. David called the defeat of saccharin advertising restrictions a “great victory.” “I think it’s exciting to win one for a change.

“But we won a battle, not a war,” he said. “There’s no telling what product will be banned next.”

He tipped his hat to the National Association of Broadcasters for its leadership in the fight against the saccharin proposal. With NAB at the head of the industry cooperative, “an unprecedented number of letters, calls and mailgrams were stimulated.” And he added, “the combined effort should be a pattern in the future when major principles are at issue.”

Specifically Mr. David proposed that the same communications associations that held a summit in Washington during the saccharin fight (Broadcasting, July 18), reconvene once or twice a year, even when there is no imminent threat on Capitol Hill.

Further, “I personally hope for evolution under which the Washington representation of radio is reunited. It worries me that we have two organizations repre-
ABC's Broadcast Operations and Engineering has won a special Emmy—
for clearing up your TV picture.

ABC's Broadcast Operations and Engineering Department has been
awarded a special Emmy. It was
for the development of circularly
polarized television transmission.
Stated simply, this means they
have pioneered an innovative sys-
tem to make today's TV pictures
even clearer.

This system has already reduced
multiple images, and holds the
promise of eliminating them
altogether.

We're proud of ABC's Broadcast
Operations and Engineering
Department, and offer them our
special congratulations on winning
this very special Emmy.
FCC feels a bit of nosiness makes broadcasters more aware of their EEO obligations

Commission, commenting to court
In review of its methods of dealing in such employment matters, cites case histories to show how stations were motivated to improve own work situations

The FCC's specific requirements for broadcasters to report how they are implementing their equal-employment-opportunity programs is proving a valuable tool in improving the broadcasters' performance in EEO matters, according to the commission. It also said that, since it seeks to encourage licensees to improve their affirmative efforts in the EEO area, only in "egregious cases" does it call for evidentiary hearings.

The commission made those comments in responding to questions asked by the U.S. Court of Appeals in Washington in a proceeding in which it has opened a major review of the manner in which the commission deals with EEO in matters (BROADCASTING, July 4). The court granted the commission's request for rehearing—by the full nine-member bench—of a decision by a panel reversing commission decisions renewing the licenses of KONO(AM) San Antonio, Tex., and KCBX(AM) San Francisco (BROADCASTING, April 25).

But then, since the question of whether citizens groups should be authorized to obtain information from broadcasters to support a petition to deny, the court asked the commission a number of questions to determine how the commission develops and uses the information citizen groups need in filing those actions. It also invited a number of parties—among them, citizen groups and broadcast industry representatives, including broadcasters likely to be affected by the outcome of the case—to file friend-of-the-court briefs. These are due Oct. 31.

The commission, in its response, stressed that, in dealing with "literally thousands of contested and noncontested EEO cases in the past six years," it has found it impossible to establish hard and fast dividing lines governing the kind of sanctions to be applied in a particular case. Instead, it said, it has attempted to deal "with a specific case, while fitting into a pattern of remedies consistent over the whole range of cases" presented to it.

The value of the sanction of conditioning a renewal on the licensee reporting on actions to deal with what appear to be weaknesses in the implementation of its EEO program, and the reason for its "more frequent" use than any other, the commission said, is shown by the results.

As an example, it cited the history of...
If you're at the mercy of someone else's computer, it's time you took matters into your own hands.

Control. It's what separates The Cox System from other broadcast automation systems. Here's our unconditional guarantee: However you handle your business now, The Cox System will make it work better and more efficiently. Here's what you get:

1. An instantaneous computer print-out of all commercial avails.
2. Automatic printing of an up-to-the-minute log in less than 15 minutes.
3. Automatic vertical and horizontal rotation.
4. Accurate standard industry invoices and follow-up statements printed in less than three hours.
5. Aged accounts receivable registers.
6. Delinquent listings.
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KONO, one of the two stations whose license is at stake in the case. After reporting conditions were attached to the station's renewal, in 1975, the percentage of minorities employed increased from 22%, in 1974, to 38% this year and the number of women, from 24% to 34%. As for employment in the top-four job categories, the percentages increased, for minorities, from 12.3% to 27.3%, and for women, from 5.3% to 18.2%.

The designation of an employment issue for hearing, the commission indicated, is a reluctant last step. The commission's aim, it said, "is to foster licensee self-help through appropriate sanctions designed not only to eliminate the negative aspects of the licensee's employment practices and policies but also to encourage affirmative efforts."

The commission noted it designated the renewal applications of Rust Communication Group's WHAM (AM)-WHFM (FM) Rochester, N.Y., after a review of the record showed for three years the work-force of 40 persons included no minority group members. Furthermore, the commission said, the licensee's EEO program indicated some positions were "suitable" or "feasible" for minority applicants, while others were not.

The commission also cited the designation order in the case of WSAW (AM) Rochester. The station not only failed to show any minority employment since adoption of the commission's EEO rules, in 1969, but it also failed to reveal any type of affirmative action program. This far, only one renewal case involving an EEO issue has reached the commission. The station is WSWG (AM) Greenwood, Miss., and the commission denied renewal (BROADCASTING, Aug. 1).

The report to the court also indicated that the commission's new EEO guidelines may be causing broadcasters problems. Texas stations that filed for renewal on April 1 were the first to file under the new program, and of the 225 stations involved, 128 "technically fell below" the criteria established for staff processing. Of those, 64 reported "mitigating circumstances" which served to "questionable employment profiles." But the remaining 64, the commission said, "may be the subject of further administrative inquiry and/or sanction."

Carter pledges that USAIC will be independent

New agency will combine USIA and State Department bureau under reorganization proposal sent last week to Congress; President promises that it will be nonpolitical outfit

President Carter moved last week to reorganize the nation's machinery for disseminating information about the U.S. abroad and for engaging in cultural exchange activities with foreign nations. The result would be the creation of the U.S. Agency for International Communication, which would incorporate the functions of the U.S. Information Agency, including the Voice of America, and the activities now conducted by the State Department Bureau of Educational and Cultural Affairs.

The proposal, the product of months of study by groups inside and outside government, is designed, the President said, to promote "a more effective, a more evident dialogue among peoples of the earth." He said that "Americans—mostly immigrants or the descendants of immigrants—are particularly well suited to enter into such an undertaking."

The new agency, he said in a message to Congress describing his plan, will "tell the world about our society and policies—in particular our commitment to cultural diversity and individual liberty." And, he added, it will "tell ourselves about the world, so as to enrich our own culture as well as to give us the understanding to deal effectively with problems among nations."

And for those concerned about the independence of the VOA and the integrity of the government's total output of information for foreign consumption, President Carter made these commitments:

"Under this administration, VOA will be solely responsible for the content of news broadcasts—for there is no more valued coin than candor in the international marketplace of ideas."

"The new agency's activities must be straightforward, open, candid, balanced and representative. They will not be given over to the advancement of the views of any one group, any one party or any one administration. The agency must not operate in a covert, manipulative or propagandistic way."

"Maintaining the integrity of the educational and cultural exchange programs is imperative."

Under the plan, which was anticipated by a statement issued by officials of the State Department and USIA in September (BROADCASTING, Sept. 19), the new agency would have ties both to the White House and the State Department. The agency's director will be the principal adviser to the President, as well as to the National Security Council and the secretary of state, on international information and exchange activities. And under the secretary's direction, the director would have primary responsibility within the government for the conduct of such activities.

The plan also envisages the consolidation into a single seven-member commission of the two commissions that now advise the USIA and the Bureau of Educational and Cultural Affairs. Members of...
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the new nonpartisan commission—to be known as the United States Advisory Commission on International Communication, Cultural and Educational Affairs,—will be appointed by the President and confirmed by the Senate.

The President’s message contained no cost figures. But officials said the new agency would require about the total amount now spent on USIA—$270 million—and the cultural affairs unit—about $70 million.

The reorganization plan becomes effective unless vetoed by either the Senate or House within 60 legislative days—that is, days on which Congress is in session. Since Congress is expected to recess later this month until January, the plan could not become effective until next year.

The plan is the second reorganization measure submitted by the President. The first, transmitted to Congress in July, provides for the transfer of Office of Telecommunications Policy functions to the Department of Commerce, and is expected to clear the 60-day waiting period this week.

### Changing Hands

- **KBUK(AM)** Baytown, Tex.: Sold by Bayradio Inc. to G&K Broadcasters Inc. for $950,000. Seller is owned by Wayne E. Marcy, David E. Perkins Jr. and J. Edward Martin. Mr. Marcy has interest in KISO(AM)-KLOZ(FM) El Paso and Brazoria county, Tex., cable system. Neither Mr. Perkins nor Mr. Martin has other broadcast interests. Buyer is owned by Lawrence Gross (71%) and his minor nephew, Joshua Gross (29%). Mr. Gross is air personality with KSDO(AM) San Diego and son of long-time California broadcaster, Jack O. Gross. Gall Keeble, former employee of WRLA(AM)-WRLF(AM) Richmond, Va., is president of seller. KBUK operates on 1360 kHz with 1 kW full time. Brokers: Robert O. Magruder for sellers, Dan Hayslett & Associates for buyers.

- **KJIL(AM)** Mount Pleasant, Iowa: Sold by Pleasant Broadcasting Co. to KJIL Inc. for $400,000, plus $148,000 covenant not to compete. Buyer is principally owned by Forrest J. Mitchell, 55.2% owner of KGRN(AM) Grinnell, Iowa. Buyer is owned by Paul L. Dennison, general manager of station. There is no other broadcast interest. KJIL is on 105.5 MHz with 3 kW and antenna 300 feet above average terrain.

- **WKHL(AM)** Montgomery, Ala.: Sold by Griffin Broadcasting Co. to Colonial Broadcasting Co. for $500,000. Sellers are Mills, Lloyd and Sidney Griffin, brothers (one-third each). They have no other broadcast interests. Buyer is owned equally by three brothers, Robert, James and Thomas Lowder, owners of Montgomery insurance agency, mortgage company and construction firm. They have no other broadcast interests. WKHL is on 92.3 MHz with 50 kW and antenna 409 feet above average terrain.

- **KNF-AM** Abilene, Tex.: Sold by West Texas Media Inc. to Taylor County Broadcasting Inc. for $400,000. Sellers are Page W. Nelson, Joe Glenn Thompson, Raymond Reid and Frank J. Gerow, owners of 95% of KZFM(AM) Corpus Christi. Buyer is owned by J.D. Osburn and Kenneth R. Reynolds. Owners of KYYX(AM) Longview, Tex. Mr. Osburn also owns KAMCA(AM) Arlington, and Mr. Reynolds owns 20% of KMCQ(AM) Conroe, both Texas. KNF is 500 w daytimer on 1280 kHz. KNF-FM is on 105.1 MHz with 49 kW and antenna 154 feet above average terrain.

- **KZJ-AM** Amarillo, Tex.: Sold by Panhandle Broadcasting Co. to Denning Broadcasting Group for $275,000. Seller is owned by David P. Pinkston, 50% owner of KDAM(AM) Lubbock, Tex., and applicant for new FM there. Buyer is owned by Donna Lou Denning (70%) and her three children (10% each). Mrs. Denning has various real estate investments in Kansas and Oklahoma and no other broadcast holdings. KZJ is 1 Kw daytimer on 1310 kHz. KZJ-FM is on 98.7 MHz with 100 kW and antenna 800 feet above average terrain.

- **WECO(AM)** Geneva, N.Y.: Sold by Buccaneer Broadcasting Co. to Aquarius Radio Communications Ltd. for $155,000. Seller is principally owned by Frank Shoupe, who has no other broadcast interests. Buyer is principally owned by Joseph Weinfield, Newton, Mass., manufacturer’s representative, and his son, David, who is general manager of WSKT(AM) New Castle, Pa. Buyers have no other broadcast interests. WECO is on 101.7 MHz with 3 kW and antenna 125 feet above average terrain. Broker: Keith W. Horton Co.

Approved

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

- **KBEQ(AM)** Kansas City, Mo.: Sold by Mark and Connie Wodlinger to Mariner Communications for $5.1 million. Sellers have no other broadcast interests but will remain as consultants to station. Buyer is owned by L. Joe Scallan and Elmer Ward Jr. Mr. Scallan is also president of Riverbend Group, media broker based in Cincinnati. Mr. Ward is chief executive officer of Palm Beach Corp., manufacturer of men’s clothing. Mariner has also bought, subject to FCC approval, WMEX(AM) Boston, for $2,640,000 (BROADCASTING, May 30). KBEQ is on 104.3 MHz with 50 kW and antenna 953 feet above average terrain.

- **WAVA-AM** Arlington, Va. (Washington): Sold by U.S. Transdynamics Corp. to Wava Limited Partnership for $2,500,000, plus $50,000 covenant not to compete and $760,000 consulting agreement. Seller is owned by Arthur W. Arundel, owner of weekly Loudon Times-Mirror, Leesburg, Reston Times, Reston,
Orlando ch. 9 in-fighting resumes at original front

Remanded again to FCC by courts, contenders battle on such issues as a demerit for a former principal, and whether an applicant should be given merit for minority participants

The Orlando, Fla., channel 9 case, one of the oldest continuing adjudicatory proceedings on the FCC’s books, has taken another step in its journey through the commission and the courts—the filing by the parties of another round of proposed findings and conclusions as the result of the latest of a series of court remands to the commission.

One principal issue in the new round in the case is whether the indictment, on gambling charges, of a former officer, director and 1.54% stockholder of Mid-Florida reflects adversely on Mid-Florida’s character qualifications.

Another—and one that is of greater concern to the industry generally—involves the court’s ruling that minority ownership should be accorded a merit, in comparative hearings, when “it is likely to increase diversity of content, especially of opinion and viewpoint.” The ruling resulted from the commission’s failure to give any special weight to the presence of two blacks—owning a total of 14% of the stock—in the application of the Comint Corp.

The former Mid-Florida official involved in the remand order is Martin Segal, an Orlando attorney. His indictment grew out of substantial loans he made to a man reputed to be “the kingpin” of organized gambling in Florida, Harlan Blackburn. However, Mr. Segal, who resigned his post with Mid-Florida in November 1971 after he was indicted, was later cleared for that, the charges were dismissed because of his health.

Mid-Florida, whose principal owners are Joseph Brechner and his wife, Marion, contended in its proposed findings that the record is “devoid of probative evidence” showing that Mr. Segal’s activities had an adverse effect on the applicant.

And the commission’s Broadcast Bureau and the United Church of Christ, which has been granted permission to participate in the proceeding, took similar positions on that point. The Broadcast Bureau concluded that “Segal’s wrongful conduct never affected his participation in Mid-Florida or the operations of the station” and that there had been no reason for Mid-Florida to “suspect any wrongdoing” on Mr. Segal’s part. Furthermore, the bureau said, Mr. Segal’s role in the applicant company “was very limited” in terms of his ownership and the authority as an officer and director.

However, some of the four competing applicants were not as generous. TV 9 Inc., for instance, said the evidence indicates that disqualification of Mid-Florida—or at least a “substantial comparative demerit—would be “appropriate.” And Comint Corp. said the only conclusion possible is that the record “is insufficient to support an affirmative finding that Mid-Florida possesses the high character qualifications to be a licensee.”

As for the minority ownership question, Comint and the United Church stressed the importance of the black ownership in the Comint application. (The Broadcast Bureau, in line with its policy, did not comment on that or other comparative aspects of the case.)

“This case is distinguished by a unique and important factor—the promise of substantial black participation in the ownership and operation of an important facility serving Orlando and the Central Florida area,” Comint said. It noted that although...
The United Church of Christ said the grant should go to Comint because of the presence of two local blacks. (One is the widow of one of the two black men who were original members of the applicant company. UCC said that because of the black participation, Comint would be more sensitive to the entire community’s needs and interests.)

Mid-Florida’s answer was to stress the importance of the participation of women in broadcast ownership and management. And Mrs. Brechner, Mid-Florida said, not only owns 11% of the applicant company and would help her husband run the television station as a full-time vice president, but also is a veteran broadcaster in her own right. Before moving to Florida, she helped operate WOJM and Silver Spring, Md., in which her husband had been a part owner. Thus, Mid-Florida said, it is entitled to “a clear preference” in the contest for the grant.

The case is before the commission for the third time since the 1950’s. Three times Mid-Florida was awarded the grant, and three times the U.S. Court of Appeals reversed the commission and sent the case back to it. The Brechers in 1957 put WFTV(TV) on the air. But in 1969, as the result of one of the many court decisions in the case, the commission granted joint interim operating authority to the five competing applicants—Central Nine Corp. and Florida Heartland Television as well as Mid-Florida, Comint and TV Nine.

**Rockefeller, Sorensen breeze through hearing on nominations to CPB**

President Carter’s two nominees to the board of the Corporation for Public Broadcasting, Sharon Percy Rockefeller and Gillian Sorensen, appeared before the Senate Commerce Committee last Wednesday. Although the committee is not expected to vote on the nominees until sometime this week, the tone of the hearings indicated that the two women would have little difficulty with the senators.

Mrs. Rockefeller, wife of West Virginia Governor John D. Rockefeller IV, told the senators that her particular interests were in “public affairs programming and children’s programming.” On the latter subject, she said she was interested in “superior” programming for children. “I care about public broadcasting as a concerned mother. My children are as mesmerized by commercial television as most American children,” she said.

Mrs. Sorensen likewise is no stranger to politics. Her husband, Theodore, was an adviser to President Kennedy and was also President Carter’s original nominee for the top post at the Central Intelligence Agency. In response to a question on the right of public broadcasters to editorialize, Mrs. Sorensen, was adamant that “a station must take a side.” The alternative, she said, would be “pablum.”

Both women have long been active in broadcasting. Mrs. Rockefeller is a trustee of WETA-TV Washington and has been active in the West Virginia Broadcasting Authority. Mrs. Sorensen is a former production assistant with CBS and an assistant producer for Teleprompter Corp.
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staff ruling and denied Pullman TV Cable Co. and Moscow TV Cable Co., operators of systems at Pullman, Wash., and Moscow, Idaho, access to 1973-76 financial reports of KIMA-TV Yakima and KEPR-TV Pasco, both Washington. Requests were made after licensee, NWG Broadcasting Co., had voluntarily submitted report on satellite KLEW-TV Lewiston, Idaho, in nonduplication proceeding. Cablecasters said that introduction “necessarily” placed finances of NWG’s other stations in question. But commission ruled NWG could withdraw KLEW-TV’s reports and denied requests to open files of other stations.

Second try. Attorney of convicted murderer Ronny Zamora, whose defense argued he was “TV addict” and “intoxicated” by television violence (BROADCASTING, Oct. 10), has filed for new trial on grounds that judge “cut heart out” of defense. Ellis Rubin, based request on Judge Paul Baker’s rulings against allowing testimony on general effects of television violence on young. Judge also banned questioning of jurors about their own television experiences.

Hispanic help. Spanish International Network (SIN) is offering free consulting program to Hispanic groups seeking to own and operate Spanish-language TV stations in U.S. Reno Anselmo, president, said SIN will make available without charge advice and assistance on application and licensing procedures, engineering and construction requirements and financing, programming, operations and sales development information. He said program is an outgrowth of assistance provided to KORO-TV Corpus Christi, Tex., first U.S. TV station to be wholly owned by Hispanic Americans, and to group which recently filed for channel 31 in Denver.

PSA petition denied. FCC turned down request by Public Media Center, 65 citizens groups and five members of Congress asking that broadcasters be required to air public service announcements during more “desirable” time periods. They also sought limitation on number of PSA’s broadcasters could accept from single source and requirement that they carry certain percentage of locally originated PSA’s. Commission said adoption of such rules would be “inappropriate intrusion” in programming.

Corrections. In story dealing with settlement of National Association of Broadcast Employees and Technician’s strike against ABC (BROADCASTING, Oct. 10), weekly salary of experienced technicians in fourth year of new pact was given as $585. Correct figure is $535.

Right man, wrong pew. BROADCASTING’s Oct. 10 story (page 53) concerning possible staff changes at the FCC identified James Hobson as chief of Common Carrier Bureau. Mr. Hobson is chief of Cable Television Bureau. Walter R. Hinchman is chief of Common Carrier.

FTC’s Pertschuk wants to mute the piped pipers of TV selling

Chairman uses AAF roundtable to express anger about ways ads are being directed at children

The chairman of the Federal Trade Commission had some choice words for advertisers last week. And he expects some of his views to be backed up “within a month” when his staff may be finished with some new proposals on the way products can be advertised.

“I’m pretty damned well convinced,” said Chairman Michael Pertschuk, “that a three-year-old ought not be the subject of messages.” He said “the protection of children receives special attention” from the FTC, and that, among other questions the commission would be looking into would be “whether an ad directed at three-year-olds” should be on television.

Mr. Pertschuk was speaking to the board of the American Advertising Federation at a Tuesday roundtable discussion at the FTC in Washington.

Adding illustration to his language, Mr. Pertschuk showed the advertisers a copy of an advertisement that appeared in the Aug. 29 issue of BROADCASTING that promoted the potential market of a Boston television station by saying that advertisers could reach children whose “buying power is an American phenomenon.” (The advertisement, headlined “Kid Power is Coming to Boston,” announced the debut of Christian Broadcasting Network’s channel 25 WXNE-TV.)

The chairman said the FTC was concerned that advertisers are trying to turn children into “guided missiles” aimed at their parents’ pocketbooks. Mr. Pertschuk also said the commission was still interested in the “advertising of highly sugared products to young children.” In answering questions by the advertisers, Mr. Pertschuk said he did not believe the FTC “should substitute its judgment” for that of individuals in its rulemaking proceedings, but he added that he felt consumer laws “basically do reflect the desires of the public.” He postulated, as an example, that few consumers would be inclined to want seat belts removed from automobiles although initial public reaction to legislation requiring their installation had not been overwhelmingly favorable.

He also said the commission has “tried to strike a balance” in opening itself to business groups as well as to consumer groups. “We’ve probably been meeting more with business than with consumer groups,” he said, and the commission had no intention of excluding business access to it.

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KMGH: Denver, Colo.
WTVN-TV: Columbus, Oh.
KGTV: San Diego, Cal.
WHAS: Louisville, Ky.
KTAR-TV: Phoenix, Ariz.
KOCO-TV: Oklahoma City, Okla.
KENS-TV: San Antonio, Tex.
WFMY-TV: Greensboro, N.C.
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CBS loses case on sole liability

Judge won't make Stokely pay what Lennen & Newell didn't

A federal district judge has ruled that CBS cannot collect from Stokely-Van Camp the $390,382.48 that Lennen & Newell should have paid it on Stokely's account before the agency went bankrupt in 1972.

Judge Inzer B. Wyatt of the U.S. Southern District of New York ruled that Stokely had paid the money to Lennen & Newell, and that CBS, although it knew the agency was in financial trouble, made no claim on Stokely—did not even mention the subject to Stokely—until after L&N's collapse.

The decision resolves, subject to appeal, the largest single case centering on the insistence of major agencies that they, rather than their clients, are solely liable for payments to media. It does so, however, only in the context of the CBS suit, without addressing the general question of whether advertisers should share liability. But if allowed to stand or upheld on appeal it presumably would serve as precedent in other cases in which media made no move against advertisers until agencies had failed.

The issue became a stormy one in the years immediately following Lennen & Newell's bankruptcy in 1972 and that of U.S. Media International a few months earlier; it has become more turbulent following the development of a recommended standard form, by Broadcast Financial Management Association and others, specifying that the agency is solely liable up to a point but spelling out conditions under which the client becomes liable.

That form is used by a growing number of stations, currently estimated at about 150, including those of many large group owners, but is not used by networks. It was developed as a compromise between the sole-liability and advertiser-liability extremes CBS suggested by some agencies but rejected by others.

CBS filed its suit against Stokely in 1972. Judge Wyatt subsequently issued a summary judgment in favor of the advertiser, but on appeal CBS the case was remanded to him for trial last January.

In his decision Judge Wyatt traced the history of sole liability, saying it went unchallenged from the earliest agency days until the early 1950's, when TV billings were growing large and CBS "and no doubt other networks" revised their contract forms to identify the advertiser and to show that the agency was "acting as agent" for him.

is due in part to "selfish reasons." For one thing, direct dealings between media and advertisers might lead to "elimination of the agencies." For another, payment through the agencies increases their cash flow "and is believed by them to improve the standing of the agencies with their banks." For still another reason, this position "makes it easier (for agencies) to collect from the advertisers.

Though CBS failed to spell out the agency position, Judge Wyatt continued, "CBS did nothing to inform the advertisers of this difference of position." And it had its reasons for not informing them: "CBS wanted to be able in an emergency, as in the case at bar, to assert its legal position that the advertiser was liable on the contract; at the same time, CBS wanted to retain the good will of the agencies which placed 75% of the advertising with CBS; CBS did not want to antagonize the agencies, whose good will CBS was constantly seeking, by informing their advertiser clients of the legal position CBS was taking on the agencies.

Thus, the decision continued, Lennen & Newell was late in its payments to CBS as early as 1968, and in 1970 "fell seriously behind," but CBS continued to push the agency for collections rather than turn to Stokely. CBS, Judge Wyatt ruled, knew in 1970 that "Stokely and the other advertisers" were paying the agency promptly but that the agency "was diverting the payments elsewhere." In contrast, he said, Stokely was not aware of L&N's financial problems until January 1972, a month before the bankruptcy.

Judge Wyatt contrasted the Stokely case with that of the Florida Citrus Commission, another L&N client buying time on CBS. In 1970, he said, the citrus commission learned, apparently from an audit, that the agency was late in making payments in its behalf. The commission asked whether CBS would look only to L&N for payment, CBS said in writing that it would not, and "Citrus" paid the point in 1970 or early 1971 began to pay directly to CBS rather than to Lennen.

The Citrus incident, Judge Wyatt continued, showed that CBS knew L&N was in "substantial financial difficulty:" "Substantial financial difficulty," he said, "is not taken by me to mean so bad that collapse is imminent or even probable. Doubtless CBS hoped until the end that Lennen, a major customer, would survive, but it certainly knew at the end of 1970 that financial collapse was a possibility. Yet CBS had no contact with Stokely until after the bankruptcy when its first demand on Stokely for payment was made."

No hang-up about print. Radio and television stations boosted their advertising in daily newspapers during the first half of 1977 by 50% over last year, according to the Newspaper Advertising Bureau. The bureau noted that in the full year of 1976, stations spent $65 million in newspapers and said this figure topped 1976 by 35%.

Stock analyst says spot TV won't be so soft after all

Hoffman of Bache Halsey predicts eventual growth of 10%-11% over last year, contends summer wasn't as bad as was thought

A Wall Street specialist with an independent streak, who predicted a year ago that spot-TV business in 1977 wouldn't live up to then-current expectations, thinks now that in 1978 it will be a good bit better than many expect.

He also thinks this year's fourth quarter will be stronger than a lot of people had thought during spot's long summer slowdown.

The specialist is Anthony M. Hoffman, vice president of Bache Halsey Stuart Shields Inc. He figures the 1977 fourth-quarter growth for spot TV at about 8% over last year's fourth, and thinks 1978 will be 10%-11% better than 1977.

A year ago Mr. Hoffman advised Bache clients that 1977, compared with record-setting 1976, was apt to be a disappointing year for spot. Others were projecting growth of 12% or more, but Mr. Hoffman noted that 1976 had a lot going for it that wouldn't recur in 1977, including the Bi-centennial celebrations, the Olympics and the presidential elections. In addition, he pointed out, 1976 had been an unprecedently big year for new-product introductions, another boon to spot.

Over-all, he estimated a year ago that spot-TV growth for 1977 would be in the neighborhood of 5.6%-a neighborhood to which industry forecasters have much more recently retreated (Broadcasting, Aug. 8).

Now, in his latest advisory to clients, Mr. Hoffman says a lot of forecasters seem to have overreacted the other way as a result of spot's summer slump:

"As demand began to soften in the second quarter, forecasts of annual growth were trimmed and analysts' profit estimates adjusted. Further softness in the third quarter gave rise to contentions that the fourth quarter would also fail to equal the year-earlier period. In the minds of some, the decline in the fourth quarter was expected to be even more severe than the third, suggesting a very poor year in 1978."

His analysis continues:

"For some time we have been at odds with those holding this bearish outlook for the final 1977 quarter and the year 1978. We have been advising clients to take advantage of any unusual dips in the price of the group broadcasters that result from these dire predictions.

"We now have definitive data from the FCC for 1976 and from other sources for the first half of 1977 that fully document our position."

"The same type of analysis we did last
RAILROADS AND COAL:
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One of the things railroads do best is move coal. Today, they move most of the coal that is mined in America. And they have the capacity to move more—much more.

In recent years, the nation’s railroads have been hauling more freight than at any time in their history. But, because of the use of larger cars and more efficient operating methods, today’s railroad tracks handle only half as many trains as they did during World War II.

What this means is that the nation possesses an untapped resource in the form of unused rail capacity. That’s important because much more transportation capacity will be needed as America begins to make more use of another vast, underutilized resource—coal.

President Carter has called for an increase in coal production averaging 8 percent per year over current levels. For the railroads, such increases would mean only a 3 percent annual increase in their total traffic—no strain for an industry that easily handled 15 percent traffic growth during the 1972-73 period.

Since the lead time for obtaining new coal cars is far less than the time needed to open new mines, railroads can easily keep pace. In fact, they’re already ahead of schedule. New coal cars added in each of the past two years were double the average of the previous five years.

An added bonus is the railroads’ energy-efficiency, particularly when it comes to moving coal. There is simply no safer, more efficient, fuel-thrifty way to move most volume shipments long distances throughout the nation than by rail. Railroads are here, built with yesterday’s dollars, moving the coal we need so urgently. They can go a long way toward pulling America through the energy crisis.
year to arrive at our estimate of 5.6% growth for the entire 1977 year indicates it will finish with a relatively strong fourth quarter, about 8% above the comparable 1976 level. In addition, our analysis finds no disruption of the medium's long-term growth patterns and we estimate spot television will grow 10% to 11% in 1978.

"This performance, combined with a comparable level of growth for local television expenditures, suggests that total revenue growth for the industry in 1978 should be about 10%, more than enough to offset the expected 8%-9% escalation in costs. This will allow an increase in margins after a decline in 1977. This scenario augurs well for the profits of the group broadcasters and, to a lesser extent, the owned stations of the major networks."

Mr. Hoffman's advisory anticipates "a change in investor psychology regarding these [group broadcasting] stocks" and recommends "selective accumulation of positions" in them.

He lists his preferences among seven broadcasting issues and one station-rep stock in descending order: Metromedia, Storer, Taft, Cox, Combined Communications, LIN Broadcasting, Capital Cities Communications and John Blair & Co. But he adds, "Despite the fact that we have ranked these stocks, we feel that all names on this list offer the potential for near-term price appreciation from current price levels."

**Spector: Legal expenses are inflating ad costs**

The legal cost of commercial clearance is likely to become a regular part of many clients' advertising budgets, Larry Spector, president of DKG Advertising Inc., New York, stated.

In a speech to the Grand Rapids (Mich.) Advertising Club, Mr. Spector pointed out that in recent years consumer protectionists and government regulators "have added a new dimension to the advertising business—the legal cost of doing business." He noted that in setting up a staff recently for a new toy account DKG had to add a broadcast clearance person.

"And we have to figure that cost in our fee arrangement," Mr. Spector remarked.

He said the problem with industry self-regulation is "not the fact that the regulation exists; the problem is the caliber and attitude of the people who administer the regulations—they tend to be people who are very narrow and literal-minded, and their rulings too often are ludicrous."

**Korvettes buys Big Apple**

In its first regular use of television this fall, Korvettes Inc., New York, is investing approximately $500,000 for three flights in New York, the first running for one month through Nov. 5; the second between Nov. 6 and 23 and the third from Nov. 24 through Dec. 17.

A spokesman for Korvettes said in the past the retailing chain has restricted its TV activity to occasional weekend and holiday advertising. The New York area campaign, created by Grey Advertising, New York, is aimed at stimulating business in 31 stores, particularly for its soft goods. The theme is, "For fashion, shop 'The Other Korvettes' at Korvettes." Re-inforcing the TV splurge will be radio and print advertising.

David Brous, president, said the thrust of this program is to strengthen the message that over the past few years Korvettes has "substantially increased the quality and fusion orientation of its messages and still retains its competitive prices."

**CBBB onto business ethics**

The Council of Better Business Bureaus is convinced that business ethics are slipping and has announced a series of panel discussions on the subject, including one entitled "Responsibilities of Advertisers to Society."

CBBB President William H. Tankersley, in a speech last week to the Detroit Economic Club, reported on the project. The first panel discussion will be held in Dallas.

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**Did you call State Farm last year for help on a story? 441 other reporters did.**

Reporters on papers, magazines, and broadcast stations across the country are calling State Farm for help on stories involving auto, homeowners, boatowners, and life insurance. Why? Two reasons.

First, we're the nation's largest insurer of cars, homes, and pleasure boats. Reporters naturally call the industry leader when they need facts or opinions about these forms of insurance. While we're not the leader in life insurance, we are the seventh largest writer of individual life policies.

Second, our public relations staff of former newsmen welcomes calls from the media. We understand deadlines. If we have the information you need, we'll give it to you right away. If we don't, we'll talk to one of our experts and call you back as soon as possible. If we can't get the information you need, we'll tell you that too.

When you need help with a story on personal insurance, join your 441 colleagues who turned to State Farm last year. Call our public relations department at 309-662-2521 or 662-2063.

STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY
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STATE FARM INSURANCE

Broadcasting Oct 17 1977
An award for excellence in economic reporting.

The 1977 Media Awards for the Advancement of Economic Understanding

Purpose:
The 1977 Media Awards for the Advancement of Economic Understanding is a new program to give recognition to outstanding economic reporting directed to the general public. Patterned after the Pulitzer awards, the program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The goal of the program is to improve the quality and increase the quantity of economic reporting in the general media. It aims to encourage and reward outstanding submissions by media which effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

Eligibility:
Entries must be original works published, broadcast or telecast between January 1, 1977 and December 31, 1977.

Judges:
Winners will be selected by a panel of judges consisting of the following:

- Alexander Calder, Jr.
  Chairman & Chief Executive Officer
  Union Camp Corporation

- Arthur C. Deck
  Executive Editor
  Salt Lake City Tribune

- Roy M. Fisher
  Dean, School of Journalism
  University of Missouri

- Norman E. Isaacs
  Chairman
  National News Council

- Paul Miller
  Chairman
  Gannett Co. Inc.

- Rudolph A. Oswald
  Director of Research
  AFL-CIO

Awards:
A total of $105,000 will be awarded in 14 media categories, competitively grouped according to circulation or scope of market. In each category, there will be a First Prize of $5,000 and a Second Prize of $2,500.

Kenneth A. Randall
President, The Conference Board

Irving S. Shapiro
Chairman
E. I. du Pont de Nemours

Otto A. Silha
President
Minneapolis Star and Tribune Co.

Frank Stanton
Former President CBS

Murray L. Weidenbaum
Director of Center for the Study of American Business
Washington University

Administration:
The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the Media Awards for the Advancement of Economic Understanding.

Media Awards for the Advancement of Economic Understanding is being sponsored by the Champion International Corporation, Stamford, Connecticut.

Deadline for Entries:
January 15, 1978
in February. Dates and locations for the other four sessions have not been set yet.

Mr. Tankersley, in referring to weakened principles in business practices, cited comparative advertising which he called the practice of "knocking competitors in advertising." Mr. Tankersley said the "plethora of such ads has further damaged the credibility of advertising with equal negative effect on the mores of civilized business behavior."

He put the blame on the Federal Trade Commission for the practice, which had "little standing," he said, "until the FTC began to urge the broadcasting networks, the National Association of Broadcasters and other associations including ours to abandon their prohibition against the naming of competitors in advertising."

'Time' study says TV outdone by print for corporate images

The results of a study commissioned by Time magazine claim corporate-image advertisements are more believable in print than on TV.

The study, which cost $70,000, was conducted for Time by Yankelovich, Skelly & White, New York, which interviewed 700 business executives in the 25 largest metropolitan areas. The research firm questioned respondents basically on their opinions of the corporate advertising of five firms—AMF, IBM, St. Regis Paper, Texaco and U.S. Steel—and of five companies that do no corporate advertising—Burroughs, Armstrong Cork, Champion International, General Foods and Gulf & Western.

The executives in the study, by a margin of 59% to 38%, felt that companies active in corporate advertising—irrespective of media—have a significantly better image than those that do not.

In comparing media, YS&W said that businessmen found advertisements in magazines to be more believable than commercials on television by a 39% to 22% margin. Similarly, in judging the believability of the editorial contents of magazines with that of selected TV programs, publications edged out television by a 71% to 67% ratio.

Regarding advertising recall, both magazines and TV scored 50%, but since the 10 corporations under study spent about $245 million in TV and $47 million in magazines, publications would seem to have an edge in this area, according to a spokesman for Time.


Advertising Briefs

It's up at WRG. Wells, Rich, Greene Inc., New York, reports billings for nine months ended last June 30 rose to $170,578,000 from $142,356,000 in like period last year. Net income virtually doubled to $1,206,997 ($2.62 per share), as compared with $625,508 ($1.37 per share) last year.

Angel. CBS Inc. has made $2,045,000 in cultural grants to seven organizations: New York City: Cultural Affairs Commission ($150,000); New York Public Library ($330,000); American Academy of Dramatic Arts ($260,000); Brooklyn Children's Museum ($343,000); Municipal Art Society of New York ($200,000); Bedford-Stuyvesant Restoration Corp. ($460,000); Harlem School of Arts ($300,000).

Congressional wives enlist in crusade against TV violence

Group produces report that says It's 'secondary form of child abuse'; makes long list of corrective recommendations

"The heavy reliance of American television broadcasters on violence in entertainment programming is an outrage against the young people of America," says a report filed by a group of some 50 wives of U.S. senators and congressmen.

The Congressional Wives' Task Force produced a seven-page report on "television programming in general and violence in particular," according to Tipper (Mrs. Albert A.) Gore Jr., chairman of the group. The report says television violence has become a "disruptive and negative influence" on society and "could well be defined as a secondary form of child abuse."

The task force made several recommendations including: devoting a "larger share of network profits to the development and purchase of quality programs"; "stricter control of advertising directed at children"; a Children's Television Network, funded either with federal money or by a combination of public and private funds; more prescreening time for affiliates; FCC commissioners "who will represent the interests of viewers rather than those of broadcasters"; a private rating system; network-produced after-school programming; "explicitly limited antitrust exemption" for networks to provide children's programs, and viewer participation in expressing their views "directly to the networks, the advertisers and the FCC.

Mrs. Gore, whose husband, a Tennessee Democrat, is a member of the House Communications Subcommittee, said she and the other members of the task force were acting as "wives and mothers" in presenting their "concern" to broadcasters. "I see no conflict of interest," she said, in offering her views on a subject her husband oversees in Congress. Kathy (Mrs. John M.) Murphy, whose husband also sits on the Communications Subcommittee, is a member of the task force, too.

Although the task force will now look at another issue of national importance, Mrs. Gore said a "continuing subcommittee on television" has been established to carry on the task force's work.

Eastern front revisited

Twenty-one-hour documentary films depicting battles in World War II on the Eastern European front are now in production for syndication in the U.S. and throughout the world in the fall of 1978. Burt Lancaster will be host of the series,
More critics' fodder

Latest new-season premiers draw opinions on the upbeat side

With the bulk of the new television series properly premiered and reviewed, the nation's television critics seemed to be breathing a distinct sigh of relief last week—although many warmly noted that the replacements are already coming in.

Two CBS comedies, We've Got Each Other (Saturday, 8:30-9 p.m.) and On Our Own (Sunday, 8:30-9 p.m.), were the last new series to premiere on the three commercial networks except for NBC's Mulligan's Stew (Tuesday, 9-10 p.m.) which comes aboard Oct. 25.

Reviews for We've Got Each Other and On Our Own were mixed, leaning toward the positive, but individual critics usually displayed strong feelings one way or the other. Following are some sample comments:

We've Got Each Other (CBS, Saturday, 8:30-9 p.m.)—

"Joe Average Viewer finally has a relatable television show to watch. Maybe not to embrace, but at least to relate to ... a delightfully workable concept, a solid cast and a slue of talented backstage people. Its simplicity is its weak point." Bud Wilkinson, Columbus (Ohio) Dispatch.

... debuts as an also-ran, rather than the winner one has come to expect from the MTM stables ... everything is played full throttle and there is no subtlety in any of the humor ... can't be written off immediately, but it will have to show spectacular improvement or Each Other is all the show will have," Bob Brock, Dallas Times Herald.

"As in most MTM efforts, the situations are simple and the comedy is inspired ... the new season's most promising entry." John O'Connor, New York Times.

On Our Own (CBS, Sunday, 8:30-9 p.m.)—

"... pleasant, cute and fairly entertaining ... a far cry from a powerhouse [but] I'm rooting for On Our Own." Bob Goodman, Atlanta Journal and Constitution.

"... one-trait characters and mechanical gag lines ... the moral ... appears to be that only plain people have any decency ... Plain people can be rotters too ... perky, jerky, winsome and tiresome bores." Tom Shales, Washington Post.

"The comedy is cute and most of it is based on youthful freshness confronting experienced cynicism ... a gentle look and sound." Steve Hoffman, Cincinnati Enquirer.

One step beyond

'One Step Beyond'

Worldvision does pilot of show that picks up where old network program left off; it and P&G hope to barter

A January 1978 telecast is planned for The Next Step Beyond, a half-hour prime-time access special that Worldvision Enterprises Inc. and Procter & Gamble anticipate will become a barter series beginning next fall. A sequel to One Step Beyond, which ended a three-year run on ABC-TV more than a decade ago and continues to be distributed internationally by Worldvision, The Next Step Beyond delves into extra-sensory perception, parapsychology and other phenomena, subjects which Kevin O'Sullivan, Worldvision president and chief executive officer, says are "of even more interest today" than when its predecessor was offered by the network.

Production costs, paid by Worldvision and Procter & Gamble, are to be $140,000 for the pilot. If the pilot is successful, according to Mr. O'Sullivan, the same investment will be made for each of the 24 half-hours that are expected to make up the series. Procter & Gamble will take opening and closing billboards and two commercial minutes; in return for clearance, stations will receive three commercial minutes.

With the investment—and the return of the same production team of Factor-Newland Productions and director/host, John Newland, that handled One Step Beyond—Mr. O'Sullivan claims that the critics of present prime-time access programming will be shown that a "program of network quality" can be placed there.

Mr. O'Sullivan says that some 50 markets already have cleared the pilot and anticipates no problem getting more than 100. Those already on board for the pilot are ABC's five owned-and-operated TV's, as well as WTVI Miami; WILA-TV Washington; WTVH-TV Syracuse, N.Y.; KHOU-TV Houston; KXTV Sacramento, Calif., and WCPO-TV Cincinnati.

Sequel-time doctrine used by 'Donahue'

When syndicated series segment on WTOP-TV Washington evokes response from Catholics, Multimedia bends over backwards to let them have their say

A potential fairness doctrine complaint was avoided last month when the producers of the syndicated Phil Donahue...
Show agreed to produce a second show on the book, "Human Sexuality, New Directions in American Catholic Thought."

The Rev. Maurice Fox, director of radio and television for the Catholic Archdiocese of Washington, wrote a letter to Post-Newsweek-owned WTOP-TV there after it aired the first program in the book, asking for a second show to air other opinions on what he considered to be a controversial subject. The station contacted the show's producer, Multimedia Program Productions, which agreed. Father Fox was told to select the people he wanted to appear and Multimedia paid their transportation to Chicago where the show was taped.

Father Fox later commented on the broadcasters' response: "The people of the Phil Donahue Show were most responsive to our letter. The executive producer, Richard Mincer, in particular wanted me to have equal time ... They could not be criticized in their responsiveness to my initial letter."

The second show began airing on the 120 or so stations that carry Donahue about two weeks after the original.

Program Briefs

Rising tally. Metromedia Producers Corp., distributor of Merv Griffin Show, reports "best sales record" during summer months, with 15 stations adding show and 10 renewals. New count puts Merv in 90 markets. On another distribution front, MPC has renewed Cross-Wits with Ralph Edwards' Gemini Productions for third year. Daily game show is said to have been sold in more than 80 markets.


Money's all in. With $250,000 grant from Gulf & Western Industries, Public Broadcasting Service and WNET-TV New York have finished fund-raising for this year's nightly Dick Cavett Show. Other major contributors to $1.8 million budget are PBS stations, $1 million; The Chubb Corp., $250,000, and PBS general fund (with money given by National Endowment for the Humanities), $235,000.

Navajo roots. NBC-TV will produce 16-hour miniseries from "The Yazzies," an account of 100-year history of fictional Navajo Indian family. Executive producer will be David Sontag, who researched project five years, according to NBC. Co-writer will be Budd Schulberg. Mr. Sontag and 20th Century-Fox will co-produce for airing in 1978-79 season as eight two-hour movies.

Gets rights. Ed Friendly Productions, Los Angeles, said it has acquired television and motion picture rights to all romantic novels of British writer Barbara Cartland. They are said to number more than 200.

Senate ponders possibility of opening chamber to TV for debate on Panama treaty

Rules committee undecided, but some members are for it

The Senate Rules and Administration Committee met last week to consider allowing broadcast coverage of upcoming debate on the new Panama Canal treaty. The committee members were a bit leary of opening their floor proceedings to television and radio coverage, but Senator James B. Allen (D-Ala.) spoke for more than just himself when he said, "We might well make an exception in this case."

The resolution, which must be approved by the full Senate after the committee makes its recommendation, was introduced by Majority Leader Robert C. Byrd of West Virginia and by Minority Leader Howard H. Baker of Tennessee. Senator Mark O. Hatfield (R-Ore.) voiced the only strong opposition to the proposal.

Senator Byrd called the canal treaty debate "a fitting occasion for the first televised proceedings in the Senate chamber" and said it would be an "important step" in increasing the public's understanding of how the body conducts its business. Senator Baker said, "The public is clearly focusing on this issue," and "the very nature" of democratic government "requires" that the public be allowed to observe its representatives at work.

Both men hinted, however, that they were inclined to place responsibility for the operation of the equipment in the hands of the Senate. "It's essential that the television coverage not be intrusive or obstructive," said Senator Byrd. And Senator Baker added that the coverage should be "carefully attuned and adjusted" to the ways of the Senate.

They offered no hard-and-fast rules for the coverage, but Chairman Howard W. Cannon (D-Nev.) instructed the committee staff to consult with the major networks to get their views on how the coverage could best be handled.

Opposing the resolution, however, was Senator Hatfield, who called the treaty debate the "poorest time" to open the floor to broadcast. The Senate "can't assume," he said, that television cameras will provide the people with an "accurate presentation" of itself. "People do not understand" how the Senate operates, the senator said, and televising the proceedings could "convey more disillusion" than enlightenment. Speaking of the apparent disorderliness that takes place on the floor, the senator asked, "Do we want to telecast..."
that to the public?"

Senator Allen, who said he had previ-
ously opposed broadcast coverage,
suggested a system whereby the "entire pic-
ture ought to be shown." He was insistent,
too, that "the media shouldn't have the right" to select portions of the coverage
for airing.

Senator Dick Clark (D-Iowa) joked fun
at that argument saying, "We ought to im-
pose the same restrictions on print media
and require them to print only the Con-
gressional Record every day!"

The committee gave no indication of
when it would vote on the resolution and
send it to the full Senate. Staff members
have indicated, however, that it is unlikely
that there will be a vote before the end of
this week.

Montana may ease
Canon 35 restrictions

Special committee, set up to study
courtroom access, expected
to come up with proposal by Dec. 1

Montana may be the sixth state caught up
in an accelerating momentum to permit
broadcast access to courtrooms. The Mon-
tana supreme court has named a com-
mittee to study the issue. Comprising three
media representatives, three Montana bar
members and the president of the Mon-
tana League of Women Voters, it is
charged to make a recommendation by
Dec. 1.

The court’s action was in response to
resolutions passed last summer by the
Montana Broadcasters Association and the
Montana Press Association—and presen-
ted to the Montana Bar Association—
according to the panel’s chairman, W.C.
(Bud) Blanchette, executive vice presi-
dent of Western Broadcasting (the Dale
Moore station group), Missoula.

Montana’s judicial Canon 35, identical
to the American Bar Association’s Canon
35, forbids cameras and other broadcast
equipment in the courtroom. The Mont-
tana news groups argued in their resolu-
tions that the canon is outdated because it
"presupposes that the presence of news
cameras and microphones … must in ev-
ery case interfere with the administration of
justice."

The committee’s vice chairman, George
D. Remington, publisher of the Billing’s
Gazette, said he is confident the group will
recommend a change in the canon. "I
wouldn’t serve on a committee I thought
would not go for a change," he said. Mr.
Blanchette agreed: "The predominant
sentiment is for change. There is strong
support for change among the press and I
think most of the bar also favors it.”

Fund set up for children,
schools of ABC’s Jayne

The David W. Jayne III Memorial Trust
has been established to honor the ABC
News senior producer who was killed on
assignment on Sept. 23 when his chartered
ejet crashed in Amman, Jordan (BROAD-
casting, Sept. 26).

Serving as co-chairmen of the executive
committee of the trust are Harry Reasoner
and Barbara Walters of ABC News, others
on the executive committee are Howard
K. Smith, ABC News; Walter Cronkite
and Dan Rather, CBS News; John Chan-
cello, NBC News; Elie Abel, dean of the
Columbia Graduate School of Journalism,
and John W. Chandler, president of
Williams College.

The trust has these objectives: to pro-
vide for the college education of Mr.
Jayne’s four children and to establish a
memorial in his name at Williams College
and the Columbia Graduate School of
Journalism, two institutions Mr. Jayne at-
tended. Donations may be made to the
David W. Jayne III Memorial Trust, c/o
Walter Porges of ABC News, 7 West 66th
Street, New York 10023. Donors are asked
to designate which of the three purposes
they want their contributions to serve.

News from Britain to Brazil

A daily 15-minute news feed via satellite
from London to Rio de Janeiro, said to be
the first of its kind, has been initiated by
UPI TN under a contract with TV Globo, a
Brazilian television network.

Service via the Intelsat IV satellite is
provided seven nights a week and consists
of 10 minutes of news from UPI TN, an in-
ternational news-gathering organization,
and at least five minutes from TV Globo’s
European correspondents, according to an
announcement by UPI TN.

The agreement was said to have been
reached by Kenneth A. Coyle, UPI TN ex-
ecutive vice president, and Armando
Noguiera, TV Globo news director, after
trial runs in June, July and August.

UPI TN said the range of Intelsat IV mak-
it possible for other networks on both
sides of the Atlantic to participate.

A companion news feed is provided by
UPI TN from New York to the Far East via
a Pacific ocean satellite.

Three’s a crowd? Alabama Information
(rad) Network, Montgomery, has filed
friend-of-court brief to be named party in
divorce proceedings between Governor
and Mrs. George Wallace. Filing is attempt

to circumvent judge’s order under
Alabama law that allows for closing hear-
ings of cases that “could tend to debauch
morals of young.” LIN President Jay
Lewis said intention of plea is “to provide
different avenue” for news organizations
to gain access to courtrooms other than on
standard First Amendment grounds. Mr.
Lewis said he expects eventual outcome of
filing will be decision “to open up” case to
all news organizations. No other state
news organizations have yet joined effort.

Just Beautiful Music
Mass appeal with proven performance.
HBO: point man for an industry makes it into the clear

Pay cable’s predominant firm turns its first profit in five years; indications are that the foundation is solid and there’s nowhere to build but up

This month marks a watershed for the medium of pay cable in general and the pay-cable company, HBO Inc., in particular. The Supreme Court, on Oct. 3, refused to review an appeals court decision overturning the FCC’s restrictions on pay-cable use of movies and sports. And just last Thursday, HBO parent Time Inc. announced in a third-quarter report that the pay-cable subsidiary was itself paying—turning its first profit after nearly five years of operation.

The news was a double shot in the arm for HBO, which almost is the pay-cable industry; it controls 80% of the business. HBO’s satellite and terrestrial network has a lock on 60% and its Telemation Program Services subsidiary has another 20%. The remaining piece of the pay-cable pie is shared by some half-dozen others. HBO has 800,000 (up from 600,000, in 1976) subscribers in 46 states who shell out $8 to $10 monthly—of which HBO’s take is $3.50 to $4—for movies, entertainment specials and sports. From this base will grow HBO, and from the territory explored by this company will grow HBO’s direct competition.

As the child of Time Inc. and currently the only pay service using satellite transmission, HBO’s grip on the industry is not surprising. And in the view of at least one multiple system operator, it may be a blessing—having one company explore the way without it being eaten alive by competition.

Nick Nicholas, HBO president, who watches over day-to-day operations, rejected the idea that his service hasn’t had to compete. “In my year and a half at HBO, I cannot recollect one new affiliate of significance that has joined us that hasn’t also had several other pitches made at the same time,” he said.

Whatever level of competition HBO now faces, it is being stepped up, rapidly. RCA currently has 12 of its 24 satellite transponders allocated to cable, and according to one industry source, has been “talking to more people than there is space.”

This should come as no shock to HBO. Two months before HBO began programming to its first satellite affiliates in Fort Pierce and Vero Beach, Fla., and Jackson, Miss., Sept. 30, 1975, HBO Chairman Gerald Levin told a CATV analysts group in New York:

“We first announced our satellite networking plan in April, I made it clear that, yes, we did recognize that it would be competitive. In dealing with a terrestrial network, I pointed out, once we leased a frequency from a common carrier, it became rather difficult for anyone else to duplicate it. The satellite system, on the other hand, does lend itself to a multiplicity of services....

“We are not so naive as to believe that we are acquiring automatic squatter’s rights. We do, however, believe there is an important advantage....” The advantage he was speaking of is HBO’s head start. Just how far ahead HBO is in the satellite pay networking market may soon begin to come to light. While ViaCom International apparently isn’t ready for an announcement yet, its Showtime service is expected to be up next on the bird. The company admitted to talks with both RCA and Western Union. Showtime’s fare—also movies, specials and sports—currently services about 80,000 subscribers. And although programming is delivered by cassette, it follows the network approach, with one set of shows and set times to run them.

Another company showing considerable interest in the field is Walt Disney Productions, said to have the largest inventory of G-rated films available. Although it has made no formal commitment, it already has a nontheatrical and pay-TV division.

HBO executives are reticent about projecting where their business will be down the road. And, with Time Inc. in registration with the Securities and Exchange Commission pending its merger with the Book-of-the-Month Club, they are cautiously following attorneys’ orders not to predict anything beyond that written in the SEC filing. (Based on the facts and figures of 1976, it still characterizes HBO as having “not developed to a profitable stage.”)

It’s likely that many boardroom discussions have been held in Time Inc.’s midtown Manhattan headquarters about where HBO will be next year, in five years, and beyond. But it’s hard not to believe Mr. Nicholas when he claims: “We can’t tell you what we’re going to have in 1982, we can’t begin to tell you. It gets very difficult and hazy when you begin postulating about who’s going to be up on the bird and who isn’t.”

Listening to those who have nurtured HBO from day one, it seems that the venture always has hazy though obviously a project with enough potential to warrant risking stockholders’ dollars.

Richard Munro, Time Inc. Video Group vice president responsible for HBO as well as Manhattan Cable, Time-Life Films and WOTV (TV) Grand Rapids, Mich., recalled the beginning. We were in this room and Jerry [Levin] and Chuck [Dolan] put on a presentation that outlined what this was all about.” Mr. Munro said he and the other Time Inc. executives left that 1972 meeting “scratching our heads.”

“The basic theory was very simple,” said Mr. Levin, who was hired to see if an idea of then Sterling Manhattan Cable President Charles Dolan (now heading Cablevision of Nassau county, N.Y.) would work. Time Inc.’s New York City cable system needed more than just the promise of clear reception to attract subscribers. The competitive edge was to be additional programming and “the only way that could be amortized,” said Mr. Levin, “was not just to put it on in Manhattan but send it out to other systems.”

There were doubts from the start—fundamentally, whether consumers would open their wallets for more than what was already available. “Just to indicate the dark ages,” said Mr. Levin, “we had various attitudinal surveys that essentially told us there was no inherent demand for the kind of pay television we were modeling. We kept hammering away at more particularized kind of research.”

Ironically, the persistence of Mr. Levin and the others was the result of the example set by the industry that has become HBO’s arch enemy: conventional television. “I think we felt justified,” he said, “by virtue of the fact that some 30 to 40 years earlier, if you had asked people during the radio era they would have been interested in watching radio—calling it television—most people would have said no. So we had realized very early then that the demand, if it was there, was latent and not explicit and really needed to be brought to the surface and scratched.”

The Sterling Cable Network, later to become known as HBO, kept scratching. Paperwork became reality on Nov. 8, 1972, when HBO microwaved programming to about 365 homes hooked into Service Electric’s Wilkes-Barre, Pa., system. Initial offerings were a National Hockey League game from Madison Square Garden followed by a Paul Newman-Henry Fonda...
film, "Sometimes a Great Notion." HBO’s first feed was, literally, almost a washout. The microwave line fell victim to heavy rains and was repaired only seconds before the scheduled sign on.

At the time, Mr. Levin said, his thoughts didn’t extend too far beyond a successful microwave network in the Northeast. If viable there, the game plan was to follow the pattern in other regions and “maybe,” he said, “ultimately use satellite transmission to reach those parts of the country that wouldn’t lend themselves to regional networking. There was no domestic satellite activity we could even plan for. It seemed very much a distant thing for us.”

Especially during the early going, Time Inc. probably had good reason to be nervous. HBO was far from an overnight success. The pay-cable service ended 1972 with 1,395 subscribers, all in WilkesBarre, only to confront what Mr. Munro characterized as the “doldrums of that summer of 1973.”

Mr. Munro told the story in terms of a promotional concept with “a very low profile” HBO had planned for the 1973 National Cable Television Association convention. “We were going to have a little stand... We wanted to get a clock that would show maybe every hour there was a new subscriber. We jettisoned the idea when we realized the subscribership was beginning to decline.”

Business crept back, however, and by October 1973, HBO was serving its second state, with affiliate systems in Mount Vernon, Babylon and Ithaca, N.Y. It ended 1973 with 8,622 subscribers on 14 systems and ended 1974 with 57,715 on 42 systems including HBO’s largest affiliate, Time Inc.’s own Manhattan Cable, for which it was planned.

The major question among prospective affiliates was Time Inc.’s commitment to the fledgling service. Mr. Munro recalled the question—“Are you going to be here next year?”

“That was probably the single largest hurdle in terms of growth in those days... I remember Jerry Levin would go down and make the sale. Then [the affiliates] would all march up here to see me and they’d look me in the eye and say, ‘Now I’ve just talked to this guy Levin, but you are Time Inc. Are you going to...?’

“And I had my fingers crossed [and would say] ‘You bitches, we’re going to be here to stay.’ It was fun. We had a tiny group of people and we were all just chewing the hell out of our fingernails’.

Time Inc. silenced the doubters in April 1975 with the announcement of the satellite network plans. From Mr. Levin: “That was the clearest sign to us internally and I think publicly of what kind of company we’ve got. In retrospect, I think it was a daring thing for the company to do because we were on the hook for that satellite time whether there was going to be one earth station or a thousand.”

Time Inc.’s commitment was enough to sell Teleprompter on using the service on a

Nick Nicholas:

“In my year and a half at HBO, I cannot recollect one new affiliate of significance that has joined us that hasn’t also had several other pitches made at the same time.”
nationwide scale. Among the first multiple system operators to throw their weight behind HBO, Teleprompter had been testing HBO since 1973, but didn’t fully sign on until 1975. According to Teleprompter President William Bresnan, the company was satisfied with the programming, impressed by Time Inc. resources (“We’re not dealing with some fly-by-night”) and encouraged by satellite transmission.

The last published Teleprompter pay-cable subscriber count shows about 150,000 homes, and the figure is understood to be substantially higher now. One estimate put Teleprompter, the largest MSO in the country, serves about 1.1 million basic cable subscribers, more than 950,000 of which are offered HBO. Thirty-eight earth stations are now in place at Teleprompter systems, with another six expected to be added by year’s end.

In growth terms, HBO might be best to celebrate its anniversary not from 1972, but from Sept. 30, 1975, when satellite programing began.

At the time of the first feed—an Ali-Frazier fight brought on a 12,500 mile path from the Philippines—HBO could count about 200,000 subscribers. It ended that year with more than 250,000 which rose to 600,000 by Dec. 31, 1976. Currently, some 48% of HBO’s subscribers are served by satellite, the remainder through microwave or multipoint distribution. The ratio seems certain to swing in favor of satellite. By the end of last year when the FCC brought down the decision permitting the cheaper, more portable small earth stations to be tuned to HBO. Today HBO claims 131.

And the figure looks as if it’s going to double, if only from one new deal with Tele-Communications Inc., which has a commitment to install 60 earth stations in the near future and later go up to about 130. “We can go into systems we never thought we could,” says Graham Moore, president of TCI Cable Theater, adding that a satellite can economically serve as few as 2,800 subscribers. With 600,000 TCI basic cable subscribers, HBO has much to gain.

If the small-dish earth station decision provided a boost to the technological side of pay cable, the U.S. Court of Appeals decision on the FCC’s pay cable regulations (and this month’s refusal to review it by the Supreme Court) did the same for pay-cable programing.

Congress could step in and pass laws limiting programing access, but in the meantime, HBO and the pay industry at large have defeated rules that, among other things, generally limited pay’s chances at films between three and 10 years old; denied pay specific sporting events such as the Super Bowl and the World Series; prohibited commercials; barred films from devoting more than 90% of their time to sports and films, and limited the carriage of regularly scheduled sports.

The HBO network is a formatted package of movies, entertainment specials and sports, without commercials. From an original programing concept based on sports and movies, HBO now is moving toward a predominantly movie/entertainment special mix.

In fact when asked to provide ballpark estimates as to the 1978 schedule being drawn up, Austin Furst, HBO’s vice president, programing, said he expects a breakdown of 75% films, 20% entertainment specials and only 5% sports. “Sports have been de-emphasized,” he said, explaining that they generally have regional appeal, “don’t repeat” and are abundant on commercial television. (It could be argued that the move toward national distribution through satellite precludes a heavy sports schedule. As Robert Stice, marketing director for the pay-cable competitor, Prism, put it: “Who wants to see the L.A. Kings play hockey, in Philadelphia?”)

HBO however will continue with some sports, namely top-ranked college basketball teams as well as tennis, boxing, track and gymnastics and its Inside the NFL. The mainstay of the HBO network re-

Columbia Pictures whereby HBO, in return for an investment, secures license for pay-cable showings of 20 releases through 1978. And although funding is “tricky,” Mr. Furst admitted that HBO currently is reading the script of what could become a made-for-pay-TV movie.

The area which Mr. Furst said “is going to go through the roof” is entertainment specials. HBO currently has its On Location and Standing Room Only series that spotlight big-name talent. Mr. Furst claims that “the average special outperforms the average movie,” a conclusion based on HBO’s regular random mail samplings of more than 1,000 subscribers, as well as telephone surveys.

Even before the announcement of HBO going into the black, financial consultants were discussing an improved picture for pay cable. Loren Young, vice president of Heller-Oak Communications Finance Corp., said that the “lenders’ attitude toward pay has improved considerably over the past two years,” particularly because earth stations have allowed smaller systems to amortize the software from a broader base. He cited two basic advantages to taking on pay: “increased cash flow” and “stabilization of basic subscribers.”

Phillip Thuben, division manager and assistant vice president of Firstmark Financial Corp., claimed that while HBO “really hasn’t been around long enough to put a lot of weight on it,” he is optimistic that it will become a lending factor “once that market brightens.” CATV consultant Elmer W. Metz & Jarvis said his clients last year gave “no credence” to projected pay cable revenues and now there’s at least “discounted credence.”

More positive on the pay front is David O. Wicks, vice president of Warburg Paribus Becker, who said the lenders he deals with are “not ignoring pay TV revenues.” He said that for those systems that have had pay cable for a while, lenders “don’t distinguish cash flow” as coming from either basic or pay revenues. Specifically addressing the HBO package, he said “lenders are seeing that there’s stability.” Mr. Wicks, like others, is uncertain what competition will bring but he believes HBO will remain in the forefront because “they’re so solidly entrenched with the knowledge of the consumer.”

The industry had expected Optical Systems Corp. to be the first challenger on a satellite but now the talk from Tom Zimmerman, Optical vice president, operations, is that “there are no plans that relate to basic cable.” (Optical now has a new name, Home Premiere Cinema, and a new direction: over-the-air subscription TV). Optical’s change-of-heart, however, left no vacuum. Cable operators are now waiting for Viacom’s Showtime to make its move.

HBO claims no plans on the pay-per-viewing basis but the concept is being developed by Warner Cable, which expects to open its Qube two-way system in Columbus, Ohio, Dec. 1. And outside Philadelphia, one of the few areas where HBO faces direct competition within the
same cable system, Hollywood Home Theater and 20th Century-Fox's Prism claim to be racking up considerable numbers. Using multipoint distribution, Prism offers local sports events and six current motion pictures per month.

In the Audubon, N.J., system HBO is said to have 1,436 subscribers and Prism, 2,335. Mr. Levin speaks of Audubon as a "chaotic marketing situation," where Prism has its own sales staff working locally and HBO doesn't (and mentions that HBO may have to do something about that). As Mr. Levin points out—and Robert Stice, Prism marketing director who worked at HBO early on seconds—the Prism concept was one that Time Inc. originally had thought it would go with. Prism has its deal with the Philadelphia Spectrum; HBO had its deal with Madison Square Garden. However, Mr. Levin says that when concentrating on local sports teams, a service "draws a narrower compass" regarding its potential subscriber universe. Nevertheless, Prism picked up where HBO left off. Still other services are vying for their share elsewhere.

As Mr. Levin holds the CATV analyst two years ago, HBO has never expected to have a monopoly. He says that "there is room for a lot of program services." What HBO is banking on as its competitive edge is the foundation that's been laid and the lessons that have been learned in the past five years. But as to how the marketplace will develop, said Mr. Levin, "It's just too early to tell."

Fogarty says FCC has no right to ride herd on cable franchise fees

Commission action easing standards for local communities draws support of the commissioner, but he contends that the FCC lacks authority to set a limit on charges assessed systems.

When it comes to cable television regulation, at least, FCC Commissioner Joseph Fogarty believes in a strict construction of commission authority, the kind of construction he says is required by court decision.

Commissioner Fogarty made that clear in an opinion concurred in part and dissenting in part on the commission's action following a review of the standards it had required local communities to follow in granting cable franchises. The commission, in action taken on July 22 (Broadcasting, July 25), but not reported in a published order until Sept. 30, repealed five standards but retained the 3%-to-5% limit on franchise fees that local authorities may impose.

Commissioner Fogarty, in the opinion released with the text, endorses the deletion of the five standards. The action, he said, indicates the commission is beginning to recognize the limits of its authority to regulate a "dynamic" technology without the benefit of "a more specific congressional mandate."

But, he added, retention of the fee limitation—normally 3% of gross revenues, but 5% if the community can demonstrate that would be reasonable—"fails again to recognize the limited nature of the commission's jurisdiction over cable and fails, I believe, to meet judicially established standards for the valid assertion and exercise of our limited jurisdiction in this area."

The court has held that the commission regulation of cable must be justified as "reasonably ancillary to the commission's power over broadcasting." And the commission supported its retention of the fee limitation with the argument that "since the promise of cable's abundance and diversity of services is integrally linked with the financial viability of the fee limitation serves the goal of diversity and thus is within the scope of our authority."

Commissioner Fogarty, however, said that even assuming a reasonable connection between "the established objective of diversity in broadcasting and cable's financial viability," the Commission has not presented any evidence to support the contention that the lack of a franchise-fee limit will frustrate the industry's development or "impair the ability of cable systems to provide a full panoply of services."

He noted that the commission's action suggests that local authorities are competent to assure due process in the award of franchises, set construction timetables, provide complaint procedures, and establish the duration of the franchises they award, and that they need not be required to state in their franchises that commission regulation will be violated with fee compliance is compulsory. But, he added, it also reflects the view that local authorities are "either incompetent or untrustworthy when it comes to the imposition of franchise fees."

Commissioner Fogarty was not the only commissioner not entirely satisfied with the commission's action. Commissioner Abbott Washburn dissented because of the deletion of the standard requiring the holding of proceedings in connection with franchise awards. "Events of the past several years have revealed, again and again, the danger of favoritism in proceedings involving public officials," Commissioner Washburn said, adding, "mere guidelines are not enough."

The rule requiring "a full public proceeding affording due process was a good rule which served a useful purpose," he said.

A voice from the past was also heard last week on the franchise issue. Benjamin L. Hooks, who was a member of the commission when it acted on the matter, concurred in part, dissented in part and issued a statement, which was released on Tuesday. Mr. Hooks, who resigned from the commission to become executive director of the National Association for the Advancement of Colored People, objected to the commission's deletion of the requirements for a public-hearing, due-process proceeding, for construction time-tables and for establishing procedures for handling subscriber complaints. Those deletions, he said, leave "unprotected" those persons the commission's rules are designed to protect.

Pole bills moving through Congress

Senate committee votes out one with forfeiture provision; House subcommittee approves one without that feature

Pole attachment legislation took a step closer to law in both the House and Senate last week, but not in the same form.

The Senate Commerce Committee made no changes in its bill, which had been introduced by Commerce Subcommitte Chairman Ernest Hollings (D-S.C.). That bill contains two elements—one favored by broadcasters, the other by cable interests.

The pole attachment section supported by the National Cable Television Association and the National Association of Regulatory Utility Commissioners authorizes the FCC regulation of pole-attachment rates or allows state regulation within federally defined areas.

The National Association of Broadcasters is supporting the Senate version because it contains a section allowing FCC regulation if it changes its rules. "The forfeiture provision is very important," said Donald Zeifang, NAB's senior vice president of government relations. "It was included in the version of the bill that passed the Senate last year," he added. NCTA is also supporting the Senate version, but only the pole attachment provision. If it had its way, NCTA would prefer the House pole bill—that one is almost identical to the Senate's in terms of the pole area, but contains no mention of forfeitures.

The House Communications Subcommittee met last Wednesday and quickly approved a bill that would not contain any amendments. One was introduced by Representative W. Henson Moore (R-La.) and stated that while the federal government may regulate pole attachment rates, "at any time the state may act and set rates," much the same language as contained in the Senate's version.

The House version will now be voted upon by the full Commerce Committee, possibly as soon as tomorrow (Oct. 18). The Senate bill will have to come before the full Senate, with no date scheduled yet.

At the state level, California Governor Jerry Brown signed a bill (it becomes effective Jan. 2) that gives the California Public Utilities Commission the authority to establish the terms and conditions of pole attachment agreements when the cable industry and pole owners are unable to agree on terms, conditions and price. The bill also states that the current cable tariffs only pay for that portion of usable space they occupy on the poles.

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1735 DeSales Street NW
Washington, DC 20036
RCA chalks up best quarter in its 58 years

Report notes record sales from strong advertiser demand for time on NBC- TV network

RCA Corp. achieved an 88% increase in net income on a sales boost of 19% in the third quarter of 1977. The company noted that on an operational basis, excluding a $20-million reserve provided in last year's third quarter to reflect the reduced value of the company's United Kingdom food subsidiary, the profit gain was 18%.

By either yardstick, RCA said, the 1977 period was the best in the company's 58-year history; the third record quarter in a row, and the ninth consecutive period of improved year-to-year earnings.

Net income for the three months ended Sept. 30 amounted to $62.9 million, equal to 82 cents per share, compared with $33.4 million, or 43 cents per share, a year ago. The 1976 figure included a charge of 27 cents per share representing the $20-million reserve provision for the Oriel Foods Group. Revenues for the third quarter swelled to $1.46 billion from the previous record high of $1.33 billion in the 1976 period.

RCA said that for the first nine months of 1977, net income was $181.3 million, or $2.37 per share, an increase of 50% over the $121.4 million, or $1.57 a share, in the corresponding period last year. That result is only two cents per share less than RCA's full-year record earnings of $2.39 in 1973. Excluding the Oriel provision, the nine-month net income gain was 28%. Sales for the nine months climbed to $4.27 billion from $3.91 billion in the 1976 period.

Edgar H. Griffiths, RCA's president and chief executive officer, said "these results reflect gains in RCA's traditional electronics sector as well as its diversified businesses" and "place the company on target in building the record year we have been projecting for 1977".

NBC achieved "record sales as a result of strong advertiser demand for time on the NBC television network," RCA reported. It said although earnings reflected the effects of increased costs resulting from an early start in the fall television season, they were well ahead of 1976 for the nine-month period.

New records in both sales and net income were reported during the third quarter for these major operating units: the Heritz Corp., RCA Records, Coronet Industries, Solid State, the RCA Service Co. and Random House.

Oriel Foods Group in the United Kingdom reported lower revenues, reflecting divestiture of marginal operations, but earnings more than tripled to a new high.

Borrowing and paying. Outlet Co., group broadcasting and retailing firm based in Providence R.I., has announced negotiation of $40 million in bank financing to provide for four retail acquisitions. Total of $22 million of financing would be used for acquisition of Hughes & Hatcher Inc., men's clothing chain (to become Outlet's men's clothing division), and to cover previously made down payments on other retail acquisitions. Outlet plans to repay $22 million of loan later this year by $10-million, 20-year, 9 1/4 percent financing from insurance companies plus part of proceeds from pending $11-million sale of WNYT-TV Syracuse, N.Y., to group headed by Larry H. Israel, in which Coca-Cola Bottling is major stockholder (BROADCASTING, Aug. 29).

Teleprompter loan. Teleprompter Corp. has agreed in principle with bank group led by First National Bank of Boston and including Bank of America, Manufacturers Hanover Trust Co., Continental Illinois, Wells Fargo Bank, Chemical Bank and Bank of New York for $136.5 million loan maturing in installments through June 30, 1985. Loan would replace another loan for same amount. Teleprompter said that under terms of proposed refunding loan, its principal amortization over next four years would be dramatically reduced.

Settled, finally. Chris-Craft Industries, group broadcaster and boat manufacturer, has announced settlement of nine-year controversy with Bangor Punta Corp. over control of Piper Aircraft Corp. Proposed agreement includes sale by Chris-Craft to Bangor Punta of all of Chris-Craft's interest in Piper, consisting of 711,000 shares of common stock, for $70 per share or $49,777,000. Chris-Craft intends to use proceeds to repay all amounts outstanding under its $15,000,000 bank credit agreement and to expand activities in broadcasting and entertainment fields. Settlement is subject to approval by boards of both companies.


Field names. Field Enterprises, Chicago-based newspaper publisher and owner of five UHF TV stations (formerly Kaiser Broadcasting) named seven outside directors to its board. Included are: Robert Lemon, broadcasting consultant and former NBC Radio president, and Newton...
Equipment & Engineering

SMPTF beefs up sessions on TV

Agenda for Los Angeles convention this week has much to interest television engineers; real action, however, takes place in meetings of committees; 134 exhibitors on hand

A very specialized group is gathering today (Oct. 17) at the Century Plaza hotel in Los Angeles for the 119th Technical Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers.

An expected attendance in excess of 5,000 engineers from the television and film worlds will listen to five days of technical presentations and review the wares of 134 exhibitors in 220 booths. “Exhibitors can reach a very important kind of person,” said SMPTF Advertising Manager Jeff Friedman. “All the major technical people in television will be there, We pinpoint that group.”

Post SMPTF conventions have leaned toward the film side, but Mr. Friedman said there is an upswing this year of television-oriented registrants and exhibitors. “We’re very interested in the television field,” he said. “People are just getting to know us.”

Frank Flemming, vice president, engineering, for NBC-TV and a television affairs official for SMPTF, said he doesn’t expect startling revelations to surface at either the exhibits or the technical presentations this year. But he said the convention will provide an opportunity for full attendance at meetings of a number of SMPTF working committees, and it is at those meetings that some of the more important progress is likely to be made.

One particularly interesting session, in the mind of Mr. Flemming and others, is the meeting on Thursday of the working group assigned to devise technical standards for one-inch nonsegmented helical scan video tape recorders. Other committee meetings, “some of them very secret,” according to Mr. Friedman, include those on new television technology and video disks.

Technical presentations on film and television subjects will run concurrently throughout the week. Morning and afternoon television sessions will be held across the street from the Century Plaza in the ABC Entertainment Center. Mr. Friedman said the network has provided two movie theaters within the center for the convention’s meetings, in which the audience will be able to listen to all the various papers in each session without moving from one room to the next.

The exhibits are to be located in four large, interconnected rooms on the lower level of the Century Plaza. They will be open on Monday from 5 p.m. to 8 p.m., on Tuesday from 11 a.m. to 8 p.m., on Wednesday from 9:30 a.m. to 4 p.m., and on Thursday from 11 a.m. to 6 p.m.

Following is an excerpted SMPTF agenda, including sessions primarily of interest to TV engineers. Exhibitor listings begin on page 57.

Monday, Oct. 17


Tuesday, Oct. 18


Where the wares are: the SMPTE exhibitors

The following equipment and service firms will be displaying and selling their products in the several exhibit rooms of the Century Plaza. Listings contain booth locator numbers for each firm. New products are indicated by an asterisk (*).

Adda
1671 Dell Avenue, Campbell, Calif. 95008

Alien Products
180 Wampus Lane, Milford, Conn. 06460

Amplex
401 Broadway, Redwood City, Calif. 94063

Arriflex
34-36
25-20 Brooklyn-Queens Expressway West, Woodside, N.Y. 11377

Arvin/Echo Science
485 East Middlefield Road, Mountain View, California 94043

Beiden Corp.
Box 1327, Richmond, Ind. 47374

Bell & Howell
7100 McCormick Road, Chicago 60645

Berkeley Colortran
204-205
1015 Chestnut Street, Burbank, Calif. 91502

Product: Lighting kit packages for U.S. and foreign applications*, Gelatron color control media*, 1,000, 2,000 and 5,000 watt Fresnels*, lighting control packages (6 and 12 channels)*. Memory 2 computerized lighting control system*, Panograph suspension hardware systems*, 1,200 follow spot*, hard edge spotlights*, dimmer packs, portable lighting fixtures, key lights, fill lights, cyclorama lighting, sofights, special lighting, mounting hardware, accessories. Personnel: Peter Cee, Moe Tawil, Marion Rims, Thomas Pincu, Joe Byron, Jeff Sessier, Abbott Sydney, John Gresch, Jack Leonard.

Birns & Sawyer
1026 Highland Avenue, Los Angeles 90038

Bosch Fernseh
28-27
279 Midland Avenue, Saddle Brook, N.J. 07662

Brunmac Industries
53
7511 Clay, Huntington Beach, Calif. 92648
Product: Motion picture and sound track densitometers. Personnel: Roger Clough, Roger Imbii, Jay Magaree.

Canon USA
91-92
10 Nevada Drive, Lake Success, N.Y. 11040

Carter Equipment Co.
201-203
15430 Condon Avenue, Lauderdale, Calif. 90260

Century Precision Cine/Optics
58
10661 Burbank Boulevard, North Hollywood, Calif. 91601
Product: Photographic lenses, Duplikan copy devices, motion picture production accesso-

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TUCSON—
Edwin G. Richter Jr., Frank Kell
POB 4008, 85717, phone (602) 795-1050

Broadcasting Oct 17 1977 57
Cine Pro
1037 North Sycamore Avenue, Hollywood, Calif. 90038
90

Cine 60
630 9th Avenue, New York 10036
75

CMX Systems
3303 Scott Boulevard, Santa Clara, Calif. 95050
14

Cohu
Box 623, 5725 Kearny Villa Road, San Diego 92112
29-30

Commercial Electronics
880 Maude Avenue, Mountain View, Calif. 94043
311-312

Consolidated Video
3300 Edward Avenue, Santa Clara, Calif. 95050
222-223

Continental Camera Systems
16800 Roscoe Boulevard, Van Nuys, Calif. 91406
79

Convergence
17953 Park Circle, Irvine, Calif. 92714
230-231

Cine/Precision Engineering
1038 North Highland Avenue, Hollywood 90038
307

Dolby Laboratories
731 Sansome Street, San Francisco 94111
32-33

Durafilm
137 North LaBrea Avenue, Hollywood 90036
344

Dynaire Electronics
5275 Market Street, San Diego 92114
28

Eastman Kodak
343 State Street, Rochester, N.Y. 14650
44-45

Ehrenreich Photo Optical
101 Crossways Park West, Woodbury, N.Y. 11797
72-73

Eugen Video
Box 1027, Grass Valley, Calif. 95345
228-229

Elki
27882 Camino Capistrano, Laguna Niguel, Calif. 92677
217-219

Electro-Voice
600 Cecil Street, Department 77/B, Buchanan, Mich. 49107
335-336

Elmo Manufacturing
32-10 57th Street, Woodside, N.Y. 11377
77
Product: 8mm sound projectors and cameras, 16mm optical and magnetic sound projectors, overhead projectors, 8mm editors. Personnel: Hicho Nagao, Vincent G. Marotti, Milton Gould, Eddie Suzuki, Daniel Miller.

Farinon Electric
1691 Bayport Avenue, San Carlos, Calif. 94070
212-213
Personnel: Jim Hurd, Cliff Fiedl, Joe Baker.

F&B/Coco
315 West 43d Street, New York 10036
120-121

Ferro
419 West 54th Street, New York 10019
80-81

Frezzolini Electronics
7 Valley Street, Hawthorne, N.J. 07506
4-5
Personnel: Jim Crawford, James Frezzolini, Lina Frezzolini, Jack Frezzolini.

Adolph Gasser
5733 Geary Boulevard, San Francisco 94121
359

General Electric
NELA Park 4455, Cleveland 44112
22

Goldberg Brothers
Box 5345TA, Denver 80217
14-16

Alan Gordon Enterprises
1430 North Calhoun Boulevard, Hollywood 90028
63-66

Gould Inc.
340 Fordham Road, Wilmington, Mass. 01887
345

GTE/Sylvania
114 South Orange Street, El Paso, Tex. 79901
13

Hammond Industries
155 Michael Drive, Syosset, N.Y. 11791
342

Hazeltime
17-18
Pulaski Road, Greenlawn, N.Y. 11740

Karl Heitz
979 Third Avenue, New York 10002
100
Product: Gitzo tripods and heads, Pathe electronic double super-8 and 16mm motion picture cameras, Kinoptik apochromatic lenses, Gitzo projector stands and platforms*, levelling ball for cine or fluid heads*. Personnel: Karl Heitz, Auke Venema, Dora Delph.

Hitachi-Denshi
214, 215, 224, 225
48-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377

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Seeking Radio Engineering Firm or Consultant

The Los Angeles Department of Airports is seeking a qualified radio broadcasting firm or consultant to analyze the recent FCC Travelers Information Service (ITS—Docket 20509) rulemaking and to prepare alternatives for the extension of the Los Angeles Airport service on 530 kHz. Consideration is being given to extending this service to include the major access routes to Los Angeles International Airport.

The firm will be required to prepare detailed specifications and plans for the installation of the chosen alternative and will be required to prepare and submit all applications, reports, maps and forms as required by the FCC. The firm will also be required to review the bids and supervise the installation. The firm must have several years experience in the engineering of radio station installations and must demonstrate proficiency in this area. If further information is required, write or call the Los Angeles Department of Airports, No. 1 World Way, Los Angeles Airport, Los Angeles, CA 90009, (213) 646-9290, c/o Karl Rach. Resumes must be received by November 30, 1977.

Broadcasting Oct 17 1977 59

Pioneer Marketing
313
1021 North Lake Street, Burbank, Calif. 91502
Product: Liquid gates*, film gate photometer, instumentation film transports, Chromologie additive lamphouse*, Foleytron, animation equipment, 35mm random access, variable speed flickerless projector*. Personnel: Donald E. Stults, L. Ron Schmidt, Bill Richardson, James Martin.

Plastic Reel
20-21
7165 Willoughby Avenue, Hollywood 90046
Product: Pilo reels, cans, cases, cores, laboratory processing supplies, film editing supplies, PRC film leader, Moduline storage systems. Personnel: Bob Miller, Milt Blutet, Pat Baccarella, Jerry Friedman, Gene Stroud, Bob Tolz, Chuck Gillen, Carole Pinker.

Quick-Set
74
3650 Woodhead Dr., Northbrook, Ill. 60062

Norton Associates
206
10 Di Tomas Court, Copiague, N.Y. 11726

Nurad
365
2165 Druid Park Drive, Baltimore 21211
Product: Superquad ENG antenna system*, Goldenrod with panutil mounting pedestal, 7 and 2 ghz helicopter antennas, 7 and 2 ghz quad ENG antennas, 13 ghz window link antennas (both fixed circular and selectable polarizations). Personnel: Les Lear, Harry Rutschin.

O'Connar Engineering
234
100 Kalmus Drive, Costa Mesa, Calif. 92626
Personnel: Chad O'Connor, Gary Clayton, Bob Lowe, Jim Steinmeyer, Joel Johnson.

Oxberry Inc.
24-25
180 Broad Street, Carlstadt, N.J. 07072

Perf-Fix
211
Box 3208, Santa Monica, Calif. 90403

Rank Precison Industries
58
411 East Jarvis Avenue, Des Plaines, Ill. 60018
Product: 16mm zoom lens*, 25-250mm zoom lens for 35mm cinematography, motion picture lenses, matte boxes, support cradles.

RCA Broadcast Systems
46-49
Front and Cooper Streets, Camden, N.J. 08102

Recortec
11-12
777 Palomar Avenue, Sunnyvale, Calif. 94086

Rosco Laboratories
99
36 Bush Avenue, Port Chester, N.Y. 10573

Skirpan Lighting Control
50
61-03 32d Avenue, Woodside, N.Y. 11377

Smith-Victor
369
301 North Colfax Street, Griffith, Ind. 46319

Sony Corp.
232-233
9 West 57th Street, New York 10019

Soreme-Elair
55-56
905 North Cole Avenue, Hollywood 90038

Strand Century
114,115,124,125
20 Bushes Lane, Elmwood Park, N.J. 07407

Soreme-Elair
55-56
905 North Cole Avenue, Hollywood 90038

Super 8 Sound
59-60
95 Harvey Street, Cambridge, Mass. 02140

Tele-Cine
109
5434 Merrick Road, Massapequa, N.Y. 11768
Product: 10x ENG lens, 20x ENG lens (12-240mm, 1:1.4)*, field lens (35-1000mm)*. Personnel: Donald R. Collins, Craig Marcin, Bob Jones.

Telemation
337-338
Box 15068, Salt Lake City 84115

Telescript
226
20 Inlay Street, Demarest, N.J. 07627

Tentex
366
50 Carter Avenue, Campbell, Calif. 95008

Television Equipment Associates
301
Box 260, South Salem, N.Y. 10590

Thomson-CSF Laboratories
341
37 Brounhouse Road, Stamford, Conn. 06902

Unimedia
2255 Kingston Lane, Auburn, Calif. 95603

Vega Microphones
78
9900 Baldwin Place, El Monte, Calif. 91731

Videomagnetics
334
155 San Lazaro Avenue, Sunnyvale, Calif. 94086

Video Systems
358
12530 Beatrice Street, Los Angeles 90046

Vital Industries
346
3700 N.E. 83d Avenue, Gainesville, Fla. 32601

Viahos-Gottschaik Research
208
18807 Topham Street, Reseda, Calif. 91335

Westrex
61
390 North Alpine Drive, Beverly Hills, Calif. 90210

Wide Range Electronics
31
2119 Schuetz Road, St. Louis 63141

Winsted Corp.
309
8127 Pleasant Avenue South, Minneapolis 55420

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(212) 355-0405

Broadcasting Oct 17 1977

80
### Slice of Sayer, Thunder in My Heart (Warner Bros.), debuting at 48 on “Playlist” this week, provides a preview for top 40 listeners of Leo Sayer’s latest album of the same name. It’s a disco-beat tune that follows How Much Love, the last Sayer single that’s almost off “Playlist” now (it peaked at ‘14, is at 50 this week). Says Terry Long of WMBW Orlando, Fl., “it will sell better than How Much Love. I’d pick it as a top song.” Swinging single. Steve Miller Band, whose Jungle Love isn’t yet off the “Playlist” (37 this week), is already back with a third single from its Book of Dreams LP (the first was Jet Airliner). Swingtown (Capitol) is an upbeat dance tune that WBJW’s Long says “Jamaican reggae. Out of all the records we’ve added, this is one of the best sounding songs. I personally like it.” A double for Dolly. Here You Come Again (RCA) is proving to be a double hit for Dolly Parton: Both country and contemporary stations are picking up on this one. But it “doesn’t even sound country. It’s good,” says Andy Szulinski of WBBR Baltimore. And Greg McGuire of WOAM Marietta, Ga., says he’s “looking for it to be big … I don’t think it will hurt the sound of any Atlanta [contemporary] radio station—or any radio station, for that matter.” Watch this space. Closer to the Heart (Mercury) by Rush is at least a local hit in Columbus, Ohio, reports Chris Edmonds of wFBR “We have a light playlist but we added it on the impact of the album Farewell to Kings. It’s very strong locally. It’s very easy and very pretty. Not like their usual.”

### Playlist Oct 17

#### Contemporary

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Don’t Stop</td>
<td>Fleetwood Mac</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>22</td>
<td>Just Remember I Love You</td>
<td>Firefall</td>
<td>Atlantic</td>
</tr>
<tr>
<td>13</td>
<td>Swinging to the Music</td>
<td>Johnny Rivers</td>
<td>Big Tree</td>
</tr>
<tr>
<td>19</td>
<td>Signed, Sealed and Delivered</td>
<td>Peter Frampton</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>30</td>
<td>You Make Me Feel</td>
<td>Funky</td>
<td>Fleetwood Mac</td>
</tr>
<tr>
<td>32</td>
<td>Make My Brown Eyes Blue</td>
<td>C. Gayle</td>
<td>United Artists</td>
</tr>
<tr>
<td>23</td>
<td>She Did It</td>
<td>Eric Carmen</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>21</td>
<td>Don’t Worry Baby</td>
<td>B. J. Thomas</td>
<td>MCA</td>
</tr>
<tr>
<td>28</td>
<td>We’re All Alone</td>
<td>Rita Coolidge</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>26</td>
<td>Heaven on the Seventh Floor</td>
<td>Paul Nicholas</td>
<td>RSO</td>
</tr>
<tr>
<td>24</td>
<td>It’s So Easy</td>
<td>Linda Ronstadt</td>
<td>Asylum</td>
</tr>
<tr>
<td>12</td>
<td>Best of My Love</td>
<td>Emotions</td>
<td>Atlantic</td>
</tr>
<tr>
<td>28</td>
<td>How Deep Is Your Love</td>
<td>Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>43</td>
<td>Blue Bayou</td>
<td>Linda Ronstadt</td>
<td>Asylum</td>
</tr>
<tr>
<td>30</td>
<td>Float On</td>
<td>Floater</td>
<td>ABC</td>
</tr>
<tr>
<td>38</td>
<td>Isn’t It Time</td>
<td>The Babys</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>38</td>
<td>Higher and Higher</td>
<td>Rita Coolidge</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>30</td>
<td>Handy Man</td>
<td>James Taylor</td>
<td>Capitol</td>
</tr>
<tr>
<td>33</td>
<td>It Was Almost Like a Song</td>
<td>Ronnie Milsap</td>
<td>RCA</td>
</tr>
<tr>
<td>35</td>
<td>We Just Disagree</td>
<td>Dave Mason</td>
<td>Columbia</td>
</tr>
<tr>
<td>31</td>
<td>Cat Scratch Fever</td>
<td>Ted Nugent</td>
<td>Epic</td>
</tr>
<tr>
<td>37</td>
<td>Jungle Love</td>
<td>Steve Miller Band</td>
<td>Capitol</td>
</tr>
<tr>
<td>45</td>
<td>Do You Wanna Get Funky With Me</td>
<td>Peter Brown</td>
<td>Drive/K</td>
</tr>
<tr>
<td>46</td>
<td>Daybreak</td>
<td>Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>49</td>
<td>Smoke from a Distant Fire</td>
<td>S. Townsend</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>42</td>
<td>The Greatest Love of All</td>
<td>George Benson</td>
<td>Arista</td>
</tr>
<tr>
<td>44</td>
<td>Help Is on the Way</td>
<td>Little River Band</td>
<td>Capitol</td>
</tr>
<tr>
<td>50</td>
<td>Slip Sliding Away</td>
<td>Paul Simon</td>
<td>Columbia</td>
</tr>
<tr>
<td>45</td>
<td>You’re Moving Out Today</td>
<td>Little River Band</td>
<td>Capitol</td>
</tr>
<tr>
<td>41</td>
<td>Barracuda</td>
<td>Heart</td>
<td>Portrait/CBS</td>
</tr>
<tr>
<td>47</td>
<td>We’re the Champions</td>
<td>Queen</td>
<td>Elektra</td>
</tr>
<tr>
<td>49</td>
<td>Thunder in My Heart</td>
<td>Leo Sayer</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>47</td>
<td>Easy</td>
<td>Commodores</td>
<td>Motown</td>
</tr>
<tr>
<td>50</td>
<td>How Much Love</td>
<td>Leo Sayer</td>
<td>Warner Bros.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Heaven Is Just A Sin Away</td>
<td>Kendalls</td>
<td>Ovation</td>
</tr>
<tr>
<td>5</td>
<td>Daytime Friend</td>
<td>Kenny Rogers</td>
<td>United Artists</td>
</tr>
<tr>
<td>1</td>
<td>Y’All Come Back Salad</td>
<td>Oak Ridge Boys</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>15</td>
<td>Once in a Lifetime</td>
<td>John Wesley Ryles</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>8</td>
<td>I’m Just a Country Boy</td>
<td>Don Williams</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>9</td>
<td>Eastbound and Down</td>
<td>Jerry Reed</td>
<td>RCA</td>
</tr>
<tr>
<td>4</td>
<td>Don’t It Make My Brown Eyes Blue</td>
<td>C. Gayle</td>
<td>United Artists</td>
</tr>
<tr>
<td>7</td>
<td>We Can’t Go on Living</td>
<td>Eddie Rabbit</td>
<td>Elektra</td>
</tr>
<tr>
<td>24</td>
<td>The Old Man and His Horn</td>
<td>Gene Watson</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>What a Way to Go</td>
<td>Bobby Borchers</td>
<td>Playback</td>
</tr>
<tr>
<td>12</td>
<td>Why Can’t He Be</td>
<td>Loretta Lynn</td>
<td>MCA</td>
</tr>
<tr>
<td>12</td>
<td>Too Much Is Not Enough</td>
<td>Billie Jo Spears</td>
<td>United Artists</td>
</tr>
<tr>
<td>13</td>
<td>I Got the Hustle</td>
<td>Mel Tillis</td>
<td>MCA</td>
</tr>
<tr>
<td>16</td>
<td>It’s All in the Game</td>
<td>Tom T. Hall</td>
<td>Mercury</td>
</tr>
<tr>
<td>15</td>
<td>Love Is Just a Gamut</td>
<td>Larry Gatlin</td>
<td>Monument</td>
</tr>
<tr>
<td>18</td>
<td>Dancing the Night Away</td>
<td>Tanya Tucker</td>
<td>MCA</td>
</tr>
<tr>
<td>21</td>
<td>More to Me</td>
<td>Charley Pride</td>
<td>RCA</td>
</tr>
<tr>
<td>13</td>
<td>If Ain’t Love</td>
<td>Jim Ed Brown &amp; Helen Cornelius</td>
<td>RCA</td>
</tr>
<tr>
<td>22</td>
<td>Eres Tu</td>
<td>Johnny Rodriguez</td>
<td>Mercury</td>
</tr>
<tr>
<td>20</td>
<td>Danger of a Stranger</td>
<td>Stella Parton</td>
<td>Elektra</td>
</tr>
<tr>
<td>21</td>
<td>I’ve Already Loved You</td>
<td>Conway Twitty</td>
<td>MCA</td>
</tr>
<tr>
<td>22</td>
<td>The Wurlitzer Prize</td>
<td>Waylon Jennings</td>
<td>RCA</td>
</tr>
<tr>
<td>17</td>
<td>I Love You a Thousand Ways</td>
<td>Willie Nelson</td>
<td>Columbia</td>
</tr>
<tr>
<td>24</td>
<td>Little Ole’ Dime</td>
<td>Jim Reeves</td>
<td>RCA</td>
</tr>
<tr>
<td>23</td>
<td>Blue Boy</td>
<td>Linda Ronstadt</td>
<td>Elektra</td>
</tr>
</tbody>
</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. 

Broadcasting Oct 17 1977
Fates & Fortunes

Media

Terrell Metheny, VP-general manager, KJET(AM-KWIC(FM) Beaumont, Tex., appointed president-general manager, WBT(AM-WBCS(FM) Milwaukee.

John A. Tagliaferro, director of broadcast services, Western Union, named vice president, communications services, Hughes Television Network.

Frank Nicholson, local sales coordinator, WSNH(FM) Pittsburgh, joins WJSU(FM) there as general manager.

John Basset, general manager, WBBX(AM) Portsmouth, N.H., named to same post, WCCM(AM)-WCOY(FM) Lawrence, Mass. All are Curt Gowdy Broadcasting stations.

Robert F. Goodwin, special assistant to President during Ford administration and former owner-operator of KFTH(AM) Cedar Falls, Iowa, named director of governmental affairs, Meredith Corp., Washington.


William A. Mason, former director of urban and metropolitan affairs, noncommercial WCET(AM) Cincinnati, joins Public Broadcasting Service, Washington, as assistant director of station relations on Nov. 14.

Carolyn Jenkins, continuity director, KOYT(FM) Tulsa, Okla., promoted to community affairs director.

Susan Powell, data processing coordinator and traffic supervisor, WKEW-TV Posenburg, Va., named manager of sales and program traffic, WTVR-TV Richmond, Va.

Wayne Mansfield, consultant in advertising and marketing, Boulder, Colo., joins noncommercial KCET(AM) Los Angeles as associate director of program underwriting.

Nancy Fletcher, project coordinator, summer arts festival, Hartford, Conn., joins Connecticut Public Television there as development associate and auction manager. Alexander Wiggin, associate director of development, Hartford Theatrical, Stamford, Conn., joins CPT as development associate.

Gerald Leonard, director of local government, Connecticut department of community affairs, named CPT development associate.

Newly elected officers, Missouri Broadcasters Association: Charles McAbee Jr., Meredith Broadcasting, Kansas City, president; Curtis Brown, general manager, KTTS-AM-FM Springfield, president-elect, and Jay Smith, KBTC(AM)-KSCM(FM) Houston, Mo., secretary-treasurer.

Newly appointed president and chairman, replacing George L. Steggerda Jr., who is on leave to pursue other business interests. James J. Waltke, from Imperial Oil Co., Los Angeles, joins agency as treasurer, director of development and member of board of directors.

Paul Brickman, president, Cremer/FSR Inc., Chicago, joins Clinton E. Frank there as executive VP-client services and chairman of strategy review committee. He had been with Cremer agency 27 years. Donald E. Rutz, CEF president, elected chairman of agency's executive committee.

Frank Nicolo, VP/creative supervisor, J. Walter Thompson, New York, named senior VP Ted Baseler, staff intern, Chuck Snyder Advertising, Seattle, joins JWT, Chicago, as associate representative and account coordinator.

Susanne Grayson Townsend, VP and creative director of Foote, Cone & Belding, New York, and Peter W. Yates, VP and group management supervisor, named senior VP's. Appointed VP's: Sue Brown, associate media director; Libby Daniell, executive copywriter; Anna May Jones, associate media director; Jeff Manoff, director of broadcasting; Anne Powell, director of personnel; Robert Tore, executive art director, and Aldo Traina, associate media director.

Named to new posts of creative group heads and senior VP's at Benton & Bowles, New York: Loretta Wayuka, formerly senior VP and associate creative director; Donn Resnick, who was VP and creative director, and John La Pick, senior VP and creative director, BK&B, Los Angeles. Successing Mr. La Pick in Los Angeles is Chet Lane, VP and associate creative director in New York.


Jane Brite, Richard Kebbon Jr., and Connie Sartain, account supervisors, Young & Rubicam USA, New York, elected VP's.

Norm Trell, media VP, Diener/Hauser/ Greenthal, New York, named senior VP; David Rosenfelt, account executive, appointed VP.

Richard Barry, executive, retail division; Bruce Beach, account supervisor; and William Cowie, account supervisor, Compton Advertising, New York, named VP's.

Gerda Paulsen, associate media director and media planner-buyer, ACR Advertising, New York, named media VP.

Ken Bernhardt, VP-creative director, Louis Benito Advertising, Tampa, Fla., elected to board of directors.

Edmond H. May, sales manager, Petry Television, Atlanta, appointed VP.

Sid Roberts, account executive, Bernard Howard, Chicago, named VP; R. A. Lazar & Co., national black consumer market radio representative and consultant firm there.

William A. Oswald, VP-general manager, Oswald Ford, dealership in Dannemora, N.Y., rejoins Kenyon & Eckhardt, Detroit, as account supervisor on Ford corporate account.

Stephan Bunyard, project manager, Advancers Media/Programming, media services organization, St. Louis, joins Kenrick Advertising there as account supervisor and director of media planning.

Marge Navolio, planner/buyer, Kelly, Scott & Madison, media services firm, Chicago, named VP-associate media director, Dianne Dodds, administrative assistant, named VP-station relations.

Robert S. Zach, media planning group head, Independent Media Services, media sales development firm, New York, elected VP.

Murray Gross, communications VP, Television Bureau of Advertising, retires for health reasons, effective Nov. 1, after nearly 19 years with TVB plus earlier career in station and station rep field and as associate editor of Television magazine. His responsibilities will be divided between Barbara Zeiger, communications manager, and public relations director to be named.

Marilyn Kwasiak, senior broadcast media buyer, McCann Erickson, Detroit, joins Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich., as broadcast media buyer.

Dan Sesler, sales manager, RKO Radio Representatives, New York, joins CBS Radio Spot Sales, New York, as account executive.


Charles Dent, general manager, WCCM-WGGY-FM Lawrence, Mass., named general sales manager of licensee, Curri Gowdy Broadcasting.

Kenlyn Wells Zachunke, national sales manager of WTVG-TV Lexington, Ky., assumes additional duties as general sales manager.

Jack Perk, from KXKX and KEZJ-FM San Jose, Calif., joins WDAE-WAYM-FM Tampa, Fla., as sales manager.

Bart W. Bryant, account executive, WCHV-FM Charlottesville, Va., promoted to sales manager.

Earl Jones, account executive, Teleper, New York, joins WQCA-TV Washington as national sales manager.

Paul Siracuse, national-regional sales manager, WIS-TV Columbia, S.C., named national sales manager, KHOU-TV Houston.

Roger H. King Jr., account executive, WTVF-TV New Bedford, Mass., named regional sales manager.

John Caldwell, retail sales manager, WCAU-TV Philadelphia, named national sales manager.

Carol Quereau, director of new business development, promoted to manager of retail and developmental sales.

John Dew, general manager, Greater Media Service, Philadelphia, joins KENS-FM Houston as sales manager.


Mary Lou Smiley, research and print media director, Carlson Advertising, Indianapolis, joins WXTF-FM there as account executive.


Melvin A. Jones, in TV sales positions Pittsburgh and Atlanta, rejoins WPTV-TV Orlando, Fla., as local sales account executive.

Jim Gnae, local sales manager, WMGCL-FM Cleveland, joins sales staff of WMGCL there.

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Broadcast Journalism


Howard M. Modell, community affairs director, WSCA-AM-FM Fort Knox, Ky., named news and public affairs director.

Larry W. Price, executive news producer, WCMH-TV Columbus, Ohio, joins KOHU-TV Houston in same capacity.

Meredith Lewis, reporter, NBC's WKYC-TV Cleveland, named NBC News correspondent there.

Robin Wright, freelance reporter, named CBS News staff reporter, Johannesburg, South Africa.


Martin H. Bass, reporter, KENS-TV San Antonio, Tex., named WIZ-TV weathercaster-environmental reporter.

Ray Thompson, anchor-man, KJAR-TV Phoenix, joins KTKV-TV there in same capacity. News staff appointments, KTIV-TV Omaha.

Marcia Ladendorf, from WNDU-TV South Bend, Ind., named co-anchor: Peter Van Sant, from KCRG-TV Cedar Rapids, Iowa, joins as reporter/anchor, and Mike Gleason, reporter, appointed assignment editor.

Hal Brown, air personality-desk assistant, KDIOAM San Diego, appointed senior editor.


Mike Barry, sports director, WDDO-TV Orlando, Fla., joins WFLA-TV Tampa, Fla., as sports director-anchor.

Tom Kelly, sports reporter, WLWT-TV Cincinnati, named sports director.

Sylvan Rodriguez, reporter-anchor, KENS-TV San Antonio, Tex., joins KTRK-TV Houston as reporter.

Dave Miller, graduate of public affairs reporting program at Sangamon State University, Springfield, Ill., named sports director, WICSTV there.

Joan Mack, public service director, WSCV-TV Charleston, S.C., joins WBDU-TV there as reporter. Dallas D. Raines, weathercaster, WABZ-TV Baton Rouge, joins WBDU-TV in same capacity.

Debbie Warshawski, reporter-anchor, KMVU-TV Columbia, Mo., joins WICSTV Champaign, Ill., as reporter-photographer.

Michael T. Gorman, sportscaster, WPRO(AM)-FM Providence, R.I., joins WPRO-TV there as sports director-anchor.

Roger Helmick, announcer, WILAM(AM)-FM Cambridge, Ohio, joins WQAM-FM Bellevue, Ohio, as reporter.

Diane Cummings, reporter, non-commercial KFXIS(AM)-FM Los Angeles, joins news staff at KNX(AM) there as writer-broadcaster.

Storm Field, weathercaster, WABZ-TV New York, assumes additional weather reporting duties at co-owned WPLJ-FM there.

Bruce A. Williams, news director, WENN(AM) Highland Springs, Va., joins WTVR-TV Richmond, Va., as weather reporter.

Roger Field, science editor, WPLX-TV New York, joins WBBM-TV Chicago as health and science editor.


Jill Swenson, director of news graphic art, WHRIT-TV Indianapolis, joins WCCO-TV Minneapolis as graphic artist.

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Broadcasting Oct 17, 1977

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ager of engineering, satellite communications division. Julian W. Edson, corporate assistant controller, named controller.

John M. Zino, VP, MCI Telecommunications, Washington, joins American Satellite Corp., Germantown, Md., as service development VP.

George F. Benton, broadband communications consultant, joins Jerrold Electronics, Hatboro, Pa., as Eastern regional sales manager.

Steve Ballard, process equipment engineer, Raychem Corp., Menlo Park, Calif., joins IGM, division of Northwestern Technology, Bellingham, Wash., as mechanical design engineer.

Arne M. Dahl, involved in Air Force/General Dynamics F-16 weapon system development, joins Leasametric, division of Metric Resources Corp., Burlington, Calif., as manager of Dallas rental inventory center. Metric Resources renames leases and sells test instruments and communications equipment.

Allied Fields


Karen Layland, director of marketing, ABC Record and Tape Sales, Hackensack, N.J., named marketing VP.

Larry Gallagher, North Central regional sales manager, RCA Records Sales department, Chicago, named to newly created position of director, national accounts, Chicago.

Howard Lester, from General Electric Co., named task coordinator for personal use radio advisory committee (PURAC), advisory committee established by FCC to advise commission on issues relating to personal uses of radio.

John W. Kluge, president and chairman of Metromedia, New York, and H. Peter Kriender, president 21 Club, named co-recipients of first distinguished public service award presented by Anti-Defamation League of B’nai Brith.

Jack Valenti, president and chief executive officer of Motion Picture Association of America, Washington, has renewed his contract with MPAA for seven years through 1994, at which time he will have completed more than 18 years as association’s president.

Deaths

Webley Edwards, 74, originator of Hawaii Calls radio series and CBS World War II correspondent, died Oct. 5 at Munatani hospital, Honolulu. He suffered series of strokes in 1972 from which he reportedly never fully recovered. From its inception in 1935 until 1972, with exception of war years, he wrote, produced and served as host of Hawaii Calls, which

transferring control of stations to his son-in-law, Mr. Shurburth. They have no other broadcast interests. Ann. Oct. 5.

KVNI(AM) Coeur d’Alene, Idaho (1240 kHz, 1 kw-250 w)-Seeks transfer of control of North Idaho Broadcasting Co. from Scripps League Newspapers (68 percent; none after) to Duane B. Hagadone (32 percent; before 100 percent). Consideration: stock transfer. Principals: Seller is public corporation. Edward W. Scripps is president and controlling stockholder. Mr. Hagadone, president of license, has no other broadcast interests He owns varying percentages of 19 papers in West and Midwest. Ann. Oct. 5.


KJLF(AM) Mount Pleasant, Iowa (105.5 mhz, 3 kw)-Seeks transfer of control from Iowa Pleasant Broadcasting Co. to KJLF Inc. for 400,000 plus $148,000 covenant not to compete. Seller is principally owned by Forrest J. Mitchell, who also owns 5.2% of KGRN(AM) Grinnell, Iowa. Buyer is owned by Paul L. Demnison, general manager of station. He has no other broadcast interests. Ann. Oct. 5.

WOLCFM) Princess Anne, Md. (102.5 mhz, 5 kw)-Seeks transfer of control of Maranatha Inc. from
Broadcast tower granted assignment of license from Vanguard Communications Inc. to WWVX Inc. for $183,750. Seller is Howard Warshaw and his wife, Miriam (25% each), and their brother, Marvin B. Koslowsky (50%). Buyer is also owner of WVBF(AM) Highland Park. Parker is owned by Robert A. Walberg (91%) and his wife, Ann (9%).

WKKM(AM) Arlington, Va. (AM: 780 kHz, 1 kW-D; FM: 105.1 MHz, 50 kW—Broadcast tower granted assignment of license from U.S. Transdynamics Corp. to WAVA Limited Partnership for $960,000, Seller is owned by John A. Arundel, owner of weekly Loudon Times-Mirror, Leesburg, Reston Times, Reston, and Fairfax Merchants, Winchester, all Virginia. No other broadcast interests. Buyer is owned by Alex Sheftell, Edward Lenkin and his father, Melvin (see below).

WJRT(AM) Lansing, Mich. (AM: 790 kHz, 1 kW-D; FM: 95.5 MHz, 35 kW—Broadcast tower granted assignment of license from WAVA Limited Partnership to 780 Inc. for $565,000, plus $100,000 covenant not to compete. Transaction is owned by Alex Sheftell (13%), Alex Sheftell (13%), William W. Weller and Douglas D. Kahlke, who also own WPIA-FM Louisville, Ky., and WBR(AM) Indiana for $960,000, Seller is owned by Northern Broadcasting, Inc., for $2,960,000. Buyer is owned by John A. Arundel, owner of KBN(D) Bend, Ore. Mr. Tomberg is Washington media broker. (BAL-9077). Action Sept. 30.

WSSO(AM) Shoshone, Idaho. (AM: 970 kHz, 1 kW—Broadcast tower granted assignment of control of WSSO(AM) to buy Loeb Broadcasting Co. for $150,117, plus $50,000 covenant not to compete. Buyers are Norton E. Warner and his wife, Diana, who also own KKYN(AM) in Lubbock, Tex. and KKAN(AM) in Woodville, Tex. No other broadcast interests. Buyer is owned by Dwight C. Llánez and his wife, Elvira. Mr. Loop is general manager of station and has no other broadcast interests (BAL-9095). Action Sept. 29.

WSWO(AM) Southbridge, Mass. (AM: 970 kHz, 1 kW—Broadcast tower granted assignment of control of WSSO(AM) to buy Loeb Broadcasting Co. for $150,117, plus $50,000 covenant not to compete. Buyers are Norton E. Warner and his wife, Diana, who also own KKYN(AM) in Lubbock, Tex. and KKAN(AM) in Woodville, Tex. No other broadcast interests. Buyer is owned by Dwight C. Llánez and his wife, Elvira. Mr. Loop is general manager of station and has no other broadcast interests (BAL-9095). Action Sept. 29.

WQGN(AM)-WQOF(AM) Munnings, Mich. (AM: 1400 kHz, 1 kW-D; FM: 98.3 MHz, 1 kW—Broadcast tower granted assignment of license from Olve’s (bid to License & Associates Inc. for $180,000. Seller is George A. Freeman, owner of KQRI-FM Henderson, Tenn. who is owned equally by Thomas L. Gardner, his brother, Lyke Johnson, and William Heigard, all of Madison, N.D. Mr. Laidlaw and Johnson own KNDK(AM) there, and Mr. Heigard is attorney (BAL-9094). Action Sept. 29.

WFLB(AM) Fayetteville, N.C. (1490 kHz, 1 kW-D; FM: 250 kW—Broadcast tower granted assignment of control of WFLB Radio Inc. from Gunther H. Allman, Mr. William E. Tarr. Consideration: $350,000. Principals: Mr. Allman is minister who wishes to devote more time to (91%) Duan, H.C. religious suasion. Mr. Tarr, who will own both stock of own, furniture and television retail store there. Other principals are Richard M. Wigington (10%), Charles L. Aumen and J. Robert Smith (11%). Wigington and Tarr are partners in applicant for new AM at Aberdeen. N.C. (BTC-8418). Action Sept. 26.

WURL(AM) Winston-Salem, N.C. (1500 kHz, 1 kW-D; FM: 300 kW—Broadcast tower granted assignment of license from Randolph Properties Inc. to Power Media Communications for $290,000. Sellers: Warren W. Blin (38%) and his son, Warren S. (12%). They have no other broadcast interests. Buyer is owned by Hurrel Powell Jr. (34%). Howard Sisk and Rubin Hicks (13% each), The Blins own, manage and control, respectively, of WKTE(AM) King, N.C. Mr. Powell is also partner in Winston-Salem law firm and is officer of applicant for new AM at Kernersville, N.C. (BTC-8418). Action Sept. 26.

WUNI(AM) Madison, Tenn. (1430, 5 kW-D; 1 kW-N—Broadcast tower granted assignment of license from Central Broadcasting Corp. to Mack Sanders for $750,000. Seller is owned by Arnie Jr., who also owns $79,500 of WGUS-AM Augusta (10%); and 75% of WSHO(AM) New Orleans. Buyer (Mack Sanders is professional name of John Bozeman) also owns KFB(AM) Kansas City, Kan., and KOOO-AM-FM Omaha (BAL-9097). Action Sept. 30.

KEAN(AM) Brownwood, Tex. (1240 kHz, 1 kW-D; FM: 30 kW—Broadcast tower granted assignment of license from KEAN Radio Corp. to Central Texas Communications Corp. for $347,500, plus expenses. Seller is owned by Mr. and his son, Michael S. They have no other broadcast interests. Buyer is owned by Ralph Wayne, 72.5% owner of KYKN(AM) Plainview, all of KYKN(AM) Marshall and KYYX(AM) Odessa, all Texas (BAL-9036). Action Sept. 29.

WEGA-FM (FM) Arlington, Va. (AM: 780 kHz, 1 kW-D; FM: 105.1 MHz, 50 kW—Broadcast tower granted assignment of license from VAVA Limited Partnership for $960,000. Seller is owned by John A. Arundel, owner of weekly Loudon Times-Mirror, Leesburg, Reston Times, Reston, and Fairfax Merchants, Winchester, all Virginia. No other broadcast interests. Buyer is owned by Alex Sheftell, Edward Lenkin and his father, Melvin (see below). (BAL-9076, BALH-2532). Action Sept. 30.

WARR(AM) Arlington, Va. (970 kHz, 1 kW-D—Broadcast tower granted assignment of license from WAVA Limited Partnership to 780 Inc. for $565,000, plus $100,000 covenant not to compete. Transaction is owned by Alex Sheftell (13%), Alex Sheftell (13%), William W. Weller and Douglas D. Kahlke, who also own WPIA-FM Louisi, Ky., and WBR(AM) Indiana for $960,000, Seller is owned by Northern Broadcasting, Inc., for $2,960,000. Buyer is owned by John A. Arundel, owner of KBN(D) Bend, Ore. Mr. Tomberg is Washington media broker. (BAL-9077). Action Sept. 30.

Facilities changes

**TV action**

- KCTQ Los Angeles—Broadcast tower granted CP to new AM: 74.9 kHz, 3 kw; ERP 350 kw; ant. height 300.0 ft. (BPET-579). Action Sept. 27.

**AM starts**

Following stations were authorized program operating authority for changed facilities on dates shown:


**FM applications**

- KUNF La Canada, Calif. —Seeks CP to change TL & SL to: GAMBLE Gym, 1030 East California Blvd., Pasadena, Calif.; trans.; ant.; make changes in ant. system (increase height); Ann. Oct.

- KCSC Alexandria, La. —Seeks CP to change TL to: intersection of Broadway & TPRR, Alexandria; ant.; make changes in ant. system; (increase height); change TPO: ERP 55.4 kw (HH&V) and HAAT 473 feet. Action Sept. 29.

- Kocate Palm Springs, Calif. —Seeks CP to change TL to: New Care Queensland, Calif.; ant.; make changes in ant. system; (increase height); change TPO: ERP 19.9 kw (HH&V) and HAAT 350 feet. Action Sept. 1.

- WCON Long Beach, Calif. —Seeks CP to change TL to: intersection of 91st St. & Western Ave., Hollywood, Calif.; ant.; make changes in ant. system; (increase height); change TPO: ERP 37.7 kw (HH&V) and HAAT 473 feet. Action Sept. 29.

- KJBS Hammond, La. —Seeks CP to change TL to: intersection of North Main & Wilminton Sts., Hammond; ant.; make changes in ant. system; (increase height); change TPO: ERP 37.1 kw (HH&V) and HAAT 473 feet. Action Sept. 29.
Attention: Production/Traffic Personnel

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Company __________________________________________________

Address __________________________________________________

City __________________________ State __________ Zip __________

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Summary of broadcasting

FCC tabulations as of August 31

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<thead>
<tr>
<th>Licensed On air</th>
<th>CPs on air</th>
<th>Total on air</th>
<th>CPs not authorized</th>
<th>Total authorized</th>
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Includes all on-air licenses

*Special temporary authorization

In context

**Designated for hearing**
- Springfield, Ill., FM broadcasting: Springfield Advertising Co., Group 76 Incorporated, Midwest Broadcasting Co., Lincoln-Douglas Communications (Docs. 21338-41)—Chief, Broadcast Bureau designated for hearing to determine which proposal would best serve public interest and in light of evidence adduced, which application should be granted. Action Sept. 29.

**Procedural rulings**
- Fresno, Calif., McClatchy newspapers (KEMU-TV) and San Joaquin Communications. TV programming: (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick by four separate actions, granted to limited extent one motion to reform and two by McClatchy and respondent to respond to interlocutories by Oct. 21 (Actions Sept. 28); denied second request by SJCC for admission of filings in reassessment proceeding. Granted to limited extent motion by McClatchy and directed SJCC to produce specified documents by Oct. 25 (Action Sept. 29).
- High Springs and Alachua, Fla., Country Broadcasting and Alachua Broadcasting: (Docs. 21235-6)—ALJ Frederick W. Denison by three separate actions, granted petition by Country for leave to amend ascertainment and financial portions of its application and report change in studio location, granted to limited extent motion by Alachua and enlarged issues to determine what, if any, trans. and ant. broadcasting equipment was included in Country's proposal and, if not, effects on its technical and financial qualifications and whether public interest would be served by granting waiver of Section 73.121(a)(2) of the rules, with request to main studio location requested by Country; granted petition by Alachua to extend time to file opposition to Section 11(iii) of its application, granted to limited extent motion by Country and enlarged issues to determine whether Alachua's proposals comports with Section 11(iii), and if not, whether rule should be waived in public interest and whether Alachua failed to report complete information with respect to financial status of one of its principals and if so effect on its basic and/or comparative qualifications (Actions Sept. 30); and granted motion by Alachua and extended to Oct. 6 the time to file oppositions to further motion to enlarge issues filed by Country. Action Oct. 3.

Cicero, Ill., Radio Cicero, ET AL. AM programming: (Docs. 21247-51, 21253)—ALJ Daniel M. Head denied petition by Cicero Radio Corporation to enlarge issues against four of competing applicants. Action Sept. 29.
- Greenwood, Miss., Leflore Broadcasting Company (WSWG-AM) and Dixie Broadcasting Company (WFFK-FM), renewal hearing: (Docs. 20025-6)—Chief, Office of Opinions and Reviews granted request by the applicants and extended to Sept. 30 time to file reply to Broadcast Bureau's opposition to petition for reconsideration. Action Sept. 29.
- Jackson, Tenn., Madison County Broadcasting, ET AL. FM programming: (Docs. 21171-2)—ALJ Joseph Sugarman directed Madison County Service Broadcasting, Inc. to file affidavit required by Section 1.525(c)(1) of rules within seven days. Ann. Sept. 28.
T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harold A. Eikin. A comprehensive guide to planning, building and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11 repair illustrated. $12.95

T404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy. Loaded with hundreds of ways to increase station billing with sales proven copy. 146 pages. $5.95

T405. BROADCAST STATION OPERATING GUIDE by Edd Roud. How to operate a station as a profitable business and serve the public interest. Also for tor broadcasters to obtain local radio-TV license. This book tells all the techniques needed to become a successful broadcast announcer for disc jockey. 256 pages. $12.95

T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING Robert C. Site, a practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $12.95

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia for over 250,000 words, over 1500 on-air promo themes adaptable to any format and over 350 contests, stunts, station and personality promo. One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11 bound in light 3 ring binder. $29.95

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hali Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer for disc jockey. 256 pages illustrated. $9.95

T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvi Allen Costa. A complete guide to determining finances for any video tape or film production. 240 pages, $10.00

T421. HOW TO SELL RADIO ADVERTISING by S. W collision. The right formula for sales depends on the individual and the prospective advertiser. Thirteen lies the secret as S. W collision illustrates it by theory and practice. You'll learn all sorts of objections (including a few you haven't heard) and how they've been successfully countered. From the billing budget to the sale, this book is packed with practical advice. 192 pages. $12.95

T422. MANAGING TODAY'S RADIO STATION by Jay Holter. Outlines principles evolved by the author during his 20 years as a broadcast manager. 288 pages, illustrated. $12.95


T424. RADIO PRODUCTION TECHNIQUES by Hal Fisher. Here's an all-round book for everyone in radio—performers, producers, directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers sound screening, jingle use, news, on-air promotion, public service, contests, public affairs, remote talk and farm shows, etc. Practical data on sales includes ideas for development, writing, and how to create more effective commercials. 240 pages, illustrated. $12.95

T425. RADIO STATION SALES PROMOTIONS by Jack Macdonald. 300 merchandising-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for promoting sales in 43 categories. From air conditioners to washing machines. 72 pages. 8 1/2 x 11 . $10.00

T426. DIRECTIONAL RADIO ANTENNAS: A Guide To Adjustment, Measurement & Testing, by Jack Layton. A complete and practical, but nonmathematical—book about installing, adjusting and maintaining directional antennas. Describes the directional antenna and its construction from the ground up. This one book every antenna station should have, and every DA must have. 210 pages. 50 illustrations $12.95

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Total $__________________________
### FCC decisions
- St. Petersburg, Fla., TV proceeding: Hubbard Broadcasting (WTGO) — commission granted short-term license renewal, noting that the applicants raised a question of whether license grants would be inconsistent with public interest but were able to demonstrate that renewed confidence resulted in full-term renewal of its license. Action, Oct. 3.
- Cleveland, Scripps-Howard Broadcasting (WWEW) and Summit Radio Corp. (WAKR-TV), TV proceeding — commission upheld the staff ruling denying Summit access to 1970-77 financial reports of WEWS on grounds that reports would not prove or disprove alleged competitive disadvantage. Action, Oct. 3.
- Portsmouth and Norfolk, Va., Tidewater Radio Show (WPCE) and Willis Broadcasting Corporation (WOWT-FM) renewal proceeding: Chief ALJ Chester F. Naumowicz Jr. granted a motion for protective order, denied a motion by the Broadcast Bureau for production of documents, and granted to a limited extent second motion by the applicants for protective order (Doks. 21278-P). Action Sept. 28.

### Cable

#### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 4 (stations listed are TV signals proposed for carriage):

- Tower Communications, for Tascarawash, Ok. (CAC-08066): certificate of compliance for existing operation.
- Teleprompter Corp. for Douglas, East Wenatchee, both Wa. (CAC-09901): WCMH-TV Columbus, WAKR-TV Akron, Both Oh.
- Clearview Cable TV, for Swainsboro, East Dublin, Dublin, Thomasville, Valdosta, Middle Georgia, Milledgeville, Rensselaer, all Ga. (CAC-10595-601): interim authorization for existing operation.
- Teltron Cable TV, for Rib Mountain, Wi. (CAC-10602): certify operation.
- Dynamic Cablevision, for West Honesdale, Pa. (CAC-10603): interim authorization for existing operation.
- Quint Cities Cablevision, for Moline, East Moline, Silvis, all Ill., Davenport, Bettendorf, both la. (CAC-10604-8): WYAH-TV Portsmouth, Va.
- TV Pix, for Elko, Ne. (CAC-10609): WTCG Atlanta, KTEN Revno, WYAH-TV Portsmouth, Va.
- Teleprompter of Oswego, for Oswego, Metinio, Scriba, all N.Y. (CAC-10610-13): interim authorization for existing operation.
- Welch Antenna, for Welch, Hemphill, Haveloc, Gary, Capels, North Weald, Maitland-Superior all West Virginia (CAC-10614-20): WWCY-TV Bristol, Va., WKPI Pikeville, Ky., WYHL-TV Johnson City, Tn.
- Capital Cable, for Austin, Bergstrom ABF, both Tx. (CAC-10623-4): WYAH-TV Portsmouth, Va.
- Tele-media of Key West, for Key West, Key Colony Beach, Monticello (CAC-10625-7): WTCG Atlanta, WYAH-TV Portsmouth, Va.
- McCook Multi Vue System for McCook, Ne. (CAC-10628): WTCG Atlanta, WYAH-TV Portsmouth, Va., to delete: KWGN-TV Denver.
- Macon TV Cable, for Bibb, Macon, Poyne City, Jones, all Georgia (CAC-10629-32): interim authorization for existing operation.
- Sheyenne Cable TV, for West Fargo, N.D. (CAC-10633): WYAH-TV Portsmouth, Va., WTCG Atlanta to delete: CBWT Winnipeg, M.B.
- Teledesonics of Ohio, for Struthers, Oh. (CAC-10634): WJAN Canvon, Oh.
- Conneg, for South Hilo Districts, Hi. (CAC-10635): WTCG Atlanta, WYAH-TV Portsmouth, Va.

### Action
- Stonington, Ct. — Broadcast Bureau proposed assignment of ch. 27A as community’s first FM. Action was reversed by Blackburn Broadcast. Comments due Nov. 18, replies Dec. 8. Action Oct. 6.

### Rulemaking

#### Allocation

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<tr>
<th>Station</th>
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<td>WPIX</td>
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<td>WABC</td>
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<td>7</td>
<td>Channel 7</td>
</tr>
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#### Petition


### Translators

- **Panama, Nv.** — Lincoln County TV District No. 1 seeks ch. 61 with 100kw rebroadcasting KVVU-TV Las Vegas. Ann. Oct. 7.
- **Monitor, Casmere&Surrounding Areas, Wash.** — Apple Valley TV Association seeks chs. 55,57,59,61
- **with 20kw rebroadcast KREM-TV, KXLY-TV, KHOQ-TV, OK.**

### Certification actions

- **CATV Bureau granted following operators of cable TV systems certificates of compliance:**
  - WYAH-TV Portsmouth, for Port Mansfield, Texas (CAC-09350): Liberty TV Cable for Port Neches, Groves, Nederland, Pear Ridge, Lakeview, Griffin Park, all Texas (CAC-09110-15).
HELP WANTED MANAGEMENT

Wanted, a young experienced Station Manager for a Midwest Market to manage and sell. Price open to the right person, No Loafers. Box M-129.

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.

Local Sales Manager – Southeastern, top 50 market with established chain. If you are a trainer and motivator then we need to get together with you. Base overrides, fringe. Minimum acceptable base with resume. Box M-169.


HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

YWLD AM & WLGA FM are looking for qualified Sales Engineers. P.O. Box 13 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Successful Salesperson with management potential needed by leading Southwest AM/FM. Cali Jim Brady, 602-782-4321.

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 landbait: Box M-109.


Sales Manager for major Midwest rocker. Aggressive in sales and promotional ideas. EOE M/F Send resume to Box M-149.

Wisconsin small market seeks a proven sales person on way up. Must have 3rd or better. Real opportunity for eventual management and working ownership. Send resume. Guaranteed confidentiality. Box M-159.

Account Executive for Southeastern modern country FM. Great opportunity to grow with and established account executive group. Call 912-283-1290.

Immediate Opening for a Radio Sales Person or experienced broadcaster ready to move into sales. Active list. Salary plus commission. Call Ken Riggle 301-724-5400, EOE.

Sales Manager: WCRF AM/FM Sconosci station in Springfield, Vermont needs creative experienced working Sales Manager; salary 15k plus commission. Cali Frank Zetta 802-885-4555.

HELP WANTED ANNOUNCERS

Immediate opening for announcer: First Tickets only. Write KPOW, Box 968, Powell, WY 82435, 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, PO Box 1131, Augusta, GA 30903.

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 hire you. Send resume today to KLMR, Box 850 Lamar CO 81052.

Announcer/Personality: No. 1 Rated C & W Personality Radio Station. Strong local news. Send tape and resume to Charlie Tuma, KLIX Radio, PO. Box 1259, Twin Falls, ID 83301. 1-208-733-3100.

Where have all the communicators gone? If you are a community minded person, have a First Phone and expect to be paid for what you produce, lets talk! We have one of the finest broadcast facilities in the state with good equipment and 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 307-852-4747.

Top rated Illinois C & W station needs personality for full time air shift. Experience preferred. Excellent opportunity with good co. benefits. Send tape and resume to Program Manager. 820 Myers Blvd., Springfield, IL 62701. EOE.

Wanted: Announcer with list ticket willing to work any shift. WCFR AM/FM, Marion, OH 43305.


First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.


Immediate Opening for afternoon drive. South Arkansas’ best Top 40 in town of 26,000. Tight board. Production to assume News Director position. Tape and resume to Bob Brolin, KSB, 252 North West Ave., El Dorado, AR 71730. EOE.

Wanted . . . Experienced announcer with go-to voice and good production abilities. Top rated South Eastern 100,000 watt FM stereo. Cali Station Manager, collect 615-687-2313, ask for station and air check to: Station Manager, WEZK-FM, PO. Box 1388, Knoxville, TN 37901.


Immediate opening for super Production Director and air personality combined. Modern Country in Medium mkt. South. Contact Rick Warren, PO. WBHIP. PO. Box 547, Huntsville, AL 35804. 205-534-3521.

HELP WANTED TECHNICAL

Chief, 5,000 watts at 560 AM, need directional experience. Group operation, good benefits, call Bob Manning, 404-863-5800: Augusta, GA.

Rare opening at Wyoming’s KRKK-AM/KMFW-FM in Rock Springs. Chief Engineer needed to help man- age 1 kw-DH, 1 kw-AM, 100kw FM. FM is Shaffer automated. Combo helpful but not neces- sarily preferred. Salary open. Cali Bill Luzmore 307-362-3719 between 9 & 5 or write PO. Box 2125, Rock Springs. WY 82901.

Asst chief for Midwest group station. Transmitter and studio maintenance. DA and automation experience helpful. Immediate. EOE. Resume to: Joseph Cunat, Mid America Media, 6 Dearborn Square, kannakee, IL 69091.

Immediate Opening for a Chief Engineer/Air Talent, KOFM Radio (top 40). Oklahoma City. OK. Aff: Mike Miller. Area 405-478-0444, EOE.


A take charge broadcaster for AM/FM with automation/creative director position. Experience calling on radio broadcasts desired. Must be aggressive and willing to travel. Great Lakes area, salary and commi- sion. Send resume to Box M-171.

Sales Engineer for radio broadcast equipment wanted for expanding distributor/manufacturer’s representative. Must have good sales skills and be able to work with automation. Salary plus commission. EOE.

Wanted-Chief Engineer. Chief Engineer for FM Station. Must have experience in audio maintenance and FM transmitter. Light board shift (tapes). Hun- tington West Virginia area. Contact: David S. Johnson, Mortonson Broadcasting Company, 619 Peoples Ministry Trust Building, Huntington, WV 25702.

Wanted—Chief Engineer. Chief Engineer for FM Station. First Class license. Experience in transmitter and audio system maintenance. Limited board shift. Contact: Dale McMillen, Radio Station WHKK, 100 Commonwealth Avenue, Erlanger, KY 41018.

Midwest distributor/manufacturers representative of broadcast equipment needs an engineer who’s familiar in servicing Ampex audio recorders and broadcast/recording equipment for expanding service dept. Must have 5 years experience and first ticket. Send resume and salary requirements to Audio Dis- tributors, Inc., 2342 S. Division, Grand Rapids, MI 49507.

HELP WANTED NEWS

Wanted-Newt Director with administrative ability for three person Midwest local news operation. Box M-55.

People report whose talents to interview and in- vestigate will enlighten listeners on the people and events behind the hard 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 us. The challenge involves some investigative reporting, and on-air anchoring. WDIF, PO. Box 524, Marion, OH 43302.

Natural, conversational newscaster. Want news reader and interpreter—not a preacher! Pleasant voice important. Send tape and resume or call 432-6600 to Jim Miller, KFOR, PO. Box 82029, Lincoln, NE 68501. Equal opportunity employer.

News Director major Midwest market. Must be expe- rience in all phases of news including air work. EOE M/F Send resume to Box M-146.

Immediate Opening for News Director. Strong on deadline, investigative reporting, and in- terest and actualities. Telephone talk, MOR. Midwest. 5,000 watts. Good-pay for performer. EOE. Resumes to Box M-153.

News Director: Experienced Newsman who wants to move up or current News Director who wants new opportunity. Good skills, experience and other benefits. Minnesota station located near Minneapolis. Box M-150.
HELP WANTED NEWS CONTINUED


News Director to head two person department. Excellent salary, benefits and working conditions. Send tape, resume and salary requirements. Program Director, WRXX, PO. Box 139, Evansville, IN 47721. Equal Opportunity Employer.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations Director for automated AM/FM. Need promotion minded individual with good voice and production abilities. First phone an asset. Contact Ken Riggie 301-724-5400, EOE.

Contemporary Country, medium market FM needs Programmer with automation experience, profit sharing and other benefits. Send complete resume, tapes, recommendations, no calls, to Mike Diem, WWJO, St. Cloud, MN 56301, EOE.

Perfectionist Operations Director. You'll do on-air shift and oversight of programming, scheduling, and production for this 24-hour automated, easy-MOR FM station. Pleasant, natural air-style, initiative and follow-through required. 1 year experience. 3rd phone tape. Resume, salary requirements sent Phil Cutting, WLYO-FM, Box 1350, Norfolk, CT 06852, 203-838-5566, EOE.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, all phases. 45. Strong on sales, Steady, sober, reliable. Phone 412-530-8943.

SITUATIONS WANTED SALES

You Profit! Straight commission Salesman for Midwest, Rocky Mountain station, 20 years experience. Box M-160.

SITUATIONS WANTED ANNOUNCERS

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 Joel Coran, 617-484-1779.

Experienced Professional Country Jock, 3rd Phone, 10 years experience, 1-707-839-3336.

Looking for mornings: Top 100 market, 28, ten years small to major experience, consistently good ratings. Call toll free 1-800-824-5136 (Californial call 1-800-852-7631) and request resume and/or return call from “Jacobs M2166.”

Syndicated Talk show production associate seeks small market on air DJ-news staff position. 3rd endorsed. Box M-144.

Third Phone DJ, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.


Newscaster/DJ light experience—trained performer, small market OK. Phone Precision 914-238-8815. Box M-115.

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 (fany format) also need new market of 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 Masticino, 1323 S. Newbourn, Berwyn, IL 60402. Phone 312-788-5068. Call between 9AM and 10PM.

Brite Morning Man/PD/Sales... ready for new challenges. Loves outdoor, prefer small-medium ocean or mountain market. Box M-175.

Experienced PD/Announcer, looking for work out of Continental USA. Box M-180.

Lady DJ, 1st Phone, BA, 1-1/4 years Top 40 experience, good voice, news, production. Prefer SF or Monterey Area. PO Box 535, Daly City CA 94017


Beginner seeking full or part time work as DJ in small market. Holon CC grad with Board testing endorsement. Willing to work for low pay anywhere. Tape and resume sent upon request. Contact Chris Ahl, R.D. 1, Warsaw, NY 14559.

DJ, 2B, 3rd Endorsed, married, stable. 3 years commercial experience, college graduate seeks Adult Contemporary, AOR, etc. will relocate. Resume, tape Frank Cavalier, 40 Benedict Ave, Tarrytown, NY 10591, 914-332-0323.


Program Director with six years experience. Music Director with three years experience Both hard working and dependable—looking to relocates. Call 812-484-8725 mornings, 812-484-1409 afternoons.

SITUATIONS WANTED TECHNICAL

First Phone with 600 hours Electronics. Trainee position welcome. For resume Box M-116.

Engineer. Sixteen years broadcast staff through college plus five college. Strong, automatic, tuning of directional AM. Heavy maintenance. Presently Midwest, Desire Northeast but will accept any if price is right. Reply Box M-175.

Sports Director. Seven years PBP Telephone-Talk, jock, news; all formats. Seeking same 100,000 market. Box M-170.

College Grad in Radio looking for small to medium market or college town for good start. Sports and news are major interests but I enjoy all facets of Radio. Currently working in St. Louis radio with 3rd Phone. Need the opportunity. Box M-176.

SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

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.

Professional man/woman team does it all. C.E., announcing, production, copywriting, great on-the-air team. 20,000 minimum. Box M-187.

Production Pro In Hiding! Very talented commercial producer-performer writer seeks major market challenge with progressive station. Many voices, special programming ideas. Box M-177.

TELEVISION

HELP WANTED SALES

Our company will need one or two experienced Salesmen or Women for same. Desires position with opportunity in Central or Northern Maine, approximately December 1977. They will be with the leading station in Central Maine and a single station market in Northern Maine. Direct retail sales experience in small/midsize TV markets is essential. The positions have developed account lists, pay straight commission, expenses, and full company benefits, with an income currently of $12,000 to $15,000 per year. If you’re interested in a higher income, it’s there for anyone who wants to work full time in a state with many life style benefits. We’re a growing, diversified communication company and your future can be rewarding—based upon your results. Equal opportunity employer. Send resume to: George S. Spring, Vice President, Sales & Development, Broadcasting Division, diversified Communications, Inc. 35 Hildreth Street, Bangor, ME 04401.

HELP WANTED TECHNICAL

Engineer. First phone. Thorough knowledge of electronics. Three years experience. 3rd phone or more per week. EOE. Write WOCA-TV 5202 River Road, Washington, DC 20016.

TV Engineer. University public television station—WBUG-TV, operation and maintenance of equipment for full-color black and white TV facility. First Class FCC license required. Send application, resume, school or college transcript(s), three letters of recommendation by October 14 to William I. Niehaus, WBUG-TV, Bowling Green, OH 43403. WBUG-TV is an Equal Opportunity Employer.

Immediate Opening, experienced television broadcast technician—write or call Chief Engineer KFMB-TV, Pocatello, ID 208-232-0564.

Engineer, Maintenance. Studio, Transmitters, ENG. KFMB, AM, FM TV. Send resume to KFMB-PO. Box 90888—San Diego, CA 92138—Attn: John Weigand.

Studio engineers; we are building new studios, install and maintain Vital Switcher, TR600 VTR’s, Weather Radar & ENG Equipment. Excellent opportunity. Contact Chief Engineer, PO. Box 3687, Lafayette, LA 70502.


Television Transmitter Engineer. Must have first class license, Transmitter experience required. Central South Dakota location, Contact, Chief Engineer, KXST, 20th and Dakota, Sioux Falls, SD 57102. 605-336-1300.
HELP WANTED TECHNICAL CONTINUED

Central Michigan University is seeking a Senior Television Engineer to be responsible for operation, preventive maintenance, and repair of television-related equipment. Require education equivalent to two years of TV-related repair training at the college or trade school level. Minimum three years of regular TV broadcast experience is required. Qualifying nature must possess a valid first class FCC radio-television operator's license. Excellent fringe benefits. Send resume, references, and salary requirements by October 31, 1977 to Tom Endres, WCMU-TV, 155 Anspach Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is a non-discriminative institution and employer.

Chief Engineer, Heavy Maintenance PC-70, VTR-1200, TCR-100, Sony ENG, Grass Valley Switcher—Excellent Shop Facilities. Minimum 5 years study & experience. Location in the Beautiful Black Hills of South Dakota. Excellent fringe benefits with a progressive company. Director of Engineering. PO. Box 1760, Rapid City 57705, SD. EOE.


Immediate opening—Broadcast Eng. 1st Class FCC License required. Contact Daretell Hunter, WEFV-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. 513-263-2662. EOE. MiF.

HELP WANTED NEWS

News Reporter wanchor potential. Top 50 market, Equal Opportunity Employer. Send tape and resume to Bob Brunett WSA2-70V, PO. Box 2115, Huntington, WV 25721.

Medium Market VHF network affiliated station seeking weekend sports anchorman. Position also entails regular duties during the week. Heavy into ENG with some play-by-play and color announcing. Excellent benefits. An Equal Opportunity Employer. Send resume to Box M-136.

Meteorologist for medium market. Should have television and suburban 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.

Northeast PTV station needs Host/Reporter for local public affairs programs. Must have strong public affairs interest, journalism background, and television experience. Excellent benefits. Equal opportunity employer. Send resume and salary requirements to Box M-162.

Sports Director—We're still looking... Don't apply unless sports is what you eat and sleep. Creative, dynamic and strong air work a must. Previous television station position also a must. We're a top rated Capital Cities Station and we'll pay the right person up to $18,000. Excellent fringe benefits. Send recent cassette air check of your: Sports show and a detailed resume to Richard R. Graham, KFSN-TV, 1777 G Street, Fresno, CA 93701. We are an Equal Opportunity Employer.

TV News, Assistant Professor, Broadcasting, University of Fla. and News Director, WUFT-TV beginning 1/3/78. Supervision of daily student-produced newscast. Experience: Assist. news manager level, minimum engineering shooting, editing; some background preferred university teaching TV NEWS and survey of Broadcasting, M.A. Degree. Salary about $18,500. Apply to O'Connor 100B, 7400 N.W. 2nd Ave., Miami, Fla. 33142. Reference to Kenneth A. Christiansen, College of Journalism and Communications, University of Fla. Gainesville, FL 32611.

Topnotch, experienced producer-anchor wanted for weekend responsibilities at No. 1 news operation in midwestern market. St. An Equal opportunity employer. Send resumes to Box M-163.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Lighting director for busy PTV production center. Extensive experience necessary in large-scale studio and location lighting, film and tape. E.O.E. Box M-110.

Production Director. Creative person needed to produce and direct commercials using video tape cassette equipment and film. Must be capable of maintaining good relations with local accounts and agencies in a highly competitive Sun Belt market. Equal Opportunity Employer. Send resume including salary requirements. Box M-120.

Director, Sun Belt TV Station looking for a director who can be relied upon to produce effective & entertaining newscasts in a highly competitive market. You'll put your ability to work with the news operation to produce winning newscasts. No one wanting to miss Equal Opportunity Employer. Send resume including salary requirements. Box M-121.

Teacher for radio/television. Academic credentials and professional experience for permanent position in strong program. Salaries and salary depend on background but range is $15,000-$25,000. Details from Head, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506, Equal Opportunity Employer.


Television Studio Supervisor—Imaginative person with knowledge of and experience in all TV operations. Studio supervisor will be responsible for organizing floor display for commercial production and all studio programming. Box M-160.

Public Broadcast TV Program/Funding specialist. Performs more difficult work associated with making grants, obtaining funding, developing policy and administration of state commission. Salary $18,672, 522,512, California state civil service, Equal Opportunity Employer. Send resume to California Public Broadcasting Commission, 921 11th Street, Sacramento, CA 95814.

Producer/Writer, Miami station seeking a creative Producer/Writer for local culture programs. Candidates should be able to develop program from inception to final scripting and have experience as a Producer and Director in television or picture production with minimum of 5 years as Producer with a Public or Commercial television facility or production company. Excellent fringe benefits. Send resume, salary requirements and a cover letter to MPRPO. Box 610001, N. Miami, FL 33161, Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT


Money Meker! There is only one kind of manager you want—one who knows how to make money. Someone who has a brain and knows how to use it. A Selling Manager who knows how to organize, train, guide, direct, and motivate a team of money makers. Someone who knows how to carve up a market and cover it wall to wall. This complete-charge professional you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people. Radio or TV. Box J-85.

SITUATIONS WANTED TECHNICAL

Experienced (NYC) Major Market 1st Phone Engineer (studio & remote) Will relocate immediately. Box M-105.

SITUATIONS WANTED NEWS

Anchor Producer Spot. Seven years experience news and Director-Producer. Energetic, versatile, creative. Currently 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.


Experienced Reporter, with anchor and producer experience. Available at a moment's notice. Steve Kramer—301-797-0126.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Producer/Director/Production Specialist seeking dynamic, creative position in enterprising organization with outstanding facilities. 7 years studio/distant remote experience. No dawdling supernumeraries, just consistent and quality television. Graham Brinton, 215-684-3346.

WANTED TO BUY EQUIPMENT

Automation Systems,—Top dollar for used systems. Color or black and white, Eastern Broadcast Supply, Box 419 Boynton St., Boston 02116, 617-534-8897.

FOR SALE EQUIPMENT

Stainless G4 400" Tower on ground in Alabama. Guys, lighting, erection prints. Paul Coleman, Box 1501, Yuma, AZ 85364, 602-782-3881.


Broadcast Color Camera: One CE-280 color camera with Schneider 17:10 zoom lens, pulse advance and sync., image enhancer, studio plumbs, Ohio Camera, 1006 head, 300 ft. cable. Priced for quick sale $24,500. Call Rod Hall 213-577-5575 or 577-5400.

Save 40% on a complete Harris Systems 90 Automatic Unit is mono, 15 months old consisting of six 4585s, three stack, two generators, 250-10 1/2 carts. The new cost $34,000. The answer to your AM-FM non-duplications problems. 904-356-1386.

2 Carousel S850 ea. 1 ultimate Console 10 channel mon. 1 Gales FM 10M 10 KW transmitter WJ 21S 7 yr olds. Available 6 weeks. 1 Collins TM Am Transmitter $2500. Call 404-487-9559.


(1) Schaefer 902; (2) I.G.M. 750. Immediate delivery. Call or write: Eastern Broadcast Supply, 419 Boynton St., Boston 02116, 617-534-8987.

10 or 20 KW FM transmitter with or without exciter: less than 12 years old, call Robert Raymond 216-526-6700 or write WGER, Cleveland, OH 44147.

Audio Console, RCA RC7 two channel monostereo, Ten faders, 31 inputs. Now being removed from service to make room for larger console. Only $3,500. Call Jerry Richards, WVT-TV, 216-867-4677.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orin, 41171-B Grove Place, Madera, Cal. 93637.

“Free” D.J. Catalog! Comedy Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B. San Francisco 94126.

Free sample of radio's most popular humor service O'LINERS, 366-C West Ballard, Fresno, California 93704.

Broadcasting Oct 17 1977
Help Wanted Sales Continued

**BROADCAST EQUIPMENT DISTRICT SALES MANAGER**
Upper Midwest territory open now for complete line of AM/FM equipment. Excellent compensation, fringe opportunities.

**CETEC BROADCAST GROUP**
75 Calistian Drive
Goleta, CA 93117
(805) 968-1561 EOE-MF

Help Wanted Management

**NATIONAL PUBLIC RADIO**
NPR, a nationwide representational, program production and interconnect system located in Washington, D.C. seeks three outstanding professionals to fill the following Officer level positions:

**Senior Vice President, Programming & Distribution**
Provides overall leadership and direction to the NPR program effort; oversees Public Information and Engineering Departments in addition to all Programming staff. Requirements: college degree (for equivalent experience) and significant broadcast management experience.

**Vice President, Programming**
Administers operation of all Programming activities. Requirements: college degree (for equivalent experience) and significant experience in broadcasting, including senior level program experience.

**Vice President, Long Range Planning**
Responsible for development and implementation of technical and organizational plans, responsive to the programming, distribution and development goals of the system. Particular cognizance of radio system's needs when satellite interconnection is available. Requirements: college degree (for equivalent experience) and significant experience in broadcasting, including familiarity with engineering, operations and organizational development. Compensations for these positions is negotiable. Send resumes by 10/28 to:

Judith Rowe, Personnel Manager
National Public Radio
2025 M St., N.W. Washington, D.C. 20036

AA/EOE

Help Wanted Announcers

**MAGiC™ TALENT FOR MAGIC MUSIC**
We're building a line of good on-air talent for placement at our MAGIC Music stations in several major and medium markets. We need fresh, natural voices, intelligent approach; basic announcing skills, and experience. Of course, we're EOE. If you think you've got what we're after, I'd like to read your resume and listen to your tape.

Julian H. Breen
General Manager/Radio Programming
Greater Media Inc., 197 Highway 10
East Brunswick, NJ 08816
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WASHINGTON, DC

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Wanted

lucrative deal with progressive company.

Wanted

program director

with outstanding record in achieving high pro-

fits, sales and ratings with successful radio sta-

ions in competitive major markets looking for

position. Can offer talent and loyalty. Reply in

utmost confidence. Box M-155.

MANAGEMENT

13 years experience in radio with isis 7 years in Top

10 market. All aspects of Operations and Program-

ning, including licensing renewal. Current situation ne-

cessitates a move. I am interested in discussing any

position advancing my career and achieving your

goals. Excellent references. Reply Box M-158.

SITUATIONS WANTED MANAGEMENT

GENERAL MANAGER

Major market experience as Sales Manager and Gen-

eral Manager; I'm a good "people manager" and a

seasoned, profit oriented businessman. The people

I've worked for will confirm that I can develop your sta-
nion to its maximum profit potential. Station sale frees

me for new position. Write in confidence to Box

M-141.

GENERAL MANAGER

with outstanding record in achieving high prof-

its, sales and ratings with successful radio sta-

ions in competitive major markets looking for

position. Can offer talent and loyalty. Reply in

utmost confidence. Box M-155.

OPERATIONS MANAGER

PROGRAM DIRECTOR

Group Operations Manager for major

chain seeking more intense involvement

through smaller group or large market single or AM/FM combo. 15

years proven producer of ratings,

revenue and solid professional opera-

tions in Top 20 markets. Background in-

cludes GM, OM, PD, Sales. Thorough

knowledge of FCC rules and regula-

tions, renewals, ascertainment, union

relations, minority group relations. Add-

to this top on-air and production ability,

including national spot credits, and a

first phone and you've got a one-man

package who can turn your operation around for you or keep it on top if its al-

ready there. Excellent credentials— na-

tionally recognized references. If you're

looking for a young, aggressive, and

thoroughly experienced winner then by all

means LET'S TALK! Tel. (301) 977-3047. All inquiries will be kept in

strict confidence.

BEFORE I DECIDE

which job to take, let's hear from you. I can

bring up billing and profits and solve prob-

lems. I have a strong track record. I'm ex-

pensive, but good. Write Box M-166. Let's con-

sider each other.

SITUATIONS NEEDED

Help Wanted Technical

TELEVISION

Help Wanted

Isi is a leading manufacturer of radio and TV broadcasting and other electronic equipment. We are recog-

nized for encouraging and supporting creativity and are looking for a person who values this type of independent, in-

novative atmosphere to work in our Re-

search and Development department. This

position requires a minimum of 5

years general design experience or 2

years of switching system associated experience. Must be familiar with analog and digital visual circuitry with experience in micro processors an asset. We are a M/F Equal Opportunity Employer. Reply in complete confidence to PO. Box 1495, Gainesville, FL 32602.

ONCE

in a great while we have an opening on our

engineering staff. This is one of those rare oc-

casions. This opening involves both operating

and maintenance duties at the Operating

Center of our Network which serves seven sta-

tions in Pennsylvania. The person we are look-

ing 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 ben-

efits. If you believe you are qualified, you

would like to work in a State the art operation, and

would like to live in beautiful south-central

Pennsylvania, please reply only in writing to

Larry Messiah

Director of Engineering

Pennsylvania Public Television Network

163 West Chocolate Avenue

Hershey PA 17033

Equal Opportunity M/F Employer

Help Wanted Programming, Production, Others

TV PERSONNEL

NEEDED

Religious broadcaster has continuing need for

experienced personnel in all areas of pro-

gramming, production and engineering.

Send resumes to Box M-35 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, 2077 Elmwood Avenue, Buffalo, New York, 14207. WBEN-

TV is an Equal Opportunity Employer.

Help Wanted Sales

Major worldwide television distributor is looking for an experienced, highly motivated person to sell a full

range of tape and film, film-on-film and off-network series and motion pictures to television stations. General

management, program direct sales, and sales manager con-

tacts are important. This is an opportunity for financial and personal growth in a rapidly expanding company.

Excellent fringe benefits. All correspondence will be handled in complete confidence. Write to Box N-17.
Situations Wanted Management

G.M./G.S.M.
Currently G.S.M. net TV affiliate Top 50 mkt. AM/FM management experience. Min 35K. Box M-172.

Situations Wanted News

YOUNG NET PRODUCER
Seeks Return to Local TV News Business Reporter/Anchor Confidential Box M-161.

Employment Service

TECHNICAL OPPORTUNITIES
(Coil to Coast)
We specialize in the placement of well qualified people in Broadcast Engineering, Equipment Manufacturing, Audio/Video Systems Engineering, Openings at all locations—all levels. Confidential, no cost to applicant. Employer inquiries invited. Send your resume including salary history and requirements to Alan Zornish, Key Personnel, 116 S. Main St., S. Main Towers, Wilkes-Barre, Penna. 18701. (717) 822-2196.

Job Leads

YOUR MONEY BACK...
If the first issue doesn’t give you a head start on the job hunting competition. EXCLUSIVE RADIO & TV OPENINGS: DJ’s...News...Technical...Sales...Everyone $10 for seven weeks

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3' x 5' Double-Stitched Flag
W/E Ft. Jointed Metal Pole & Accessories
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Immediate DELIVERY
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For Sale Stations

For Sale Stations

PUBLIC COMPANY
interested in acquisitions and/or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

SUBSTANTIAL COMPANY
advises acquisitions of CATV, radio or TV stations. Minimum pre-tax earnings of $200,000 required. Write Lawrence Flinn, Jr., National Cable Communications Corp. 19 West Elm St., Greenwich, Ct. 06830. Reply in confidence.

WANTED .. RADIO STATION
LOCATED 75 MILES AREA
OF NEW YORK CITY
Confidences observed
Box M-174

COLORADO RADIO STATION
FOR SALE: High power (class C)
FM radio station in growing market of 100,000 plus population. Write: Box M-182.

For Sale Stations

- Daytimer. Greater Grand Rapids Metro area. $250,000. Terms.
- AM/FM. Utah. Only station in county. 30,000 pop. trade area. $230,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop. trade area. Good billing. $250,000.
- Class "C" Stereo covering Jackson, Miss. $135,000. Liberal terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about $140,000. $395,000. $70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about $250,000. $565,000. Terms.
- Fulltimer in Northcentral Calif. A good buy. Terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at $600,000. Good terms.
- $65,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
- Fulltimer with real estate. Billing about $100,000. About 50,000 Pop. in county. Southern Wa. $230,000.
- Good buy for $725,000 in N.M.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

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77
We’ve Got Your First Radio Station

1. Class “C” Stereo
2. Automated
3. Billed 42,000 in fiscal 75
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6. It needs you
Price 175,000.
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BOOKS

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING Robert C. Slater. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **$9.95**

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting as in any other business, is knowing what to do and how to do it. This book tells you like it is: 256 pages. **$12.95**

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Finster. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer or disc jockey. 256 pages, illustrated. **$6.95**

please send me book(s) number(s) __________________________
my check in the amount of $_____________ is enclosed.
Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036
Name ______________________
Address ______________________
City __________ State __ Zip ___

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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.

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### Broadcasting

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**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."

PE ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Broadcasting Oct 17 1977

80
David McCall: He feels TV's value outweighs its increased cost

David B. McCall must sound like a renegade to his advertising agency colleagues: He doesn't think network television prices are "at all excessive."

In fact, he is skeptical about the swelling chorus of discontent among agencies and says pointedly that "if prices are too high, why hasn't there been an exodus from television? I don't see any evidence of this. So TV must be providing excellent value."

Mr. McCall, board chairman of McCaffrey & McCall Inc., New York, which is putting about $45 million of a projected $75 million in billings this year to television and radio, points out there always has been, and always will be, an adversary relationship between buyer and seller (in this instance, the agencies and the networks). He thinks this is a wholesome practice.

When Mr. McCall is reminded that McCaffrey & McCall is the advertising agency for ABC Inc. and is asked if his attitude reflects this association, he replies:

"Not at all. You know, ABC happens to be our biggest print account. We don't do any of their air work at all. And in the 14 years we have had the account, not once has ABC suggested to us that we should steer some business their way.

"It just so happens that I'm a firm believer in the free enterprise system. Business must be conducted in a free marketplace. If some people believe that television prices are 'unconscionable,' they shouldn't buy—and maybe prices will come down. I think that some agencies just don't buy well."

Mr. McCall, a tall, husky man of 49 who smiles easily and often, is a "free enterpriser" who has known good and bad times. His grandfather was president of the New York Life Insurance Co. at the turn of the century but financial reverses later forced Dave McCall to leave Yale University after his freshman year.

"From my grandfather I got the inspiration that I too could run a business some day," Mr. McCall confided, "and from my father, Sydney, I learned to appreciate ideas and people."

After leaving Yale in 1949, he worked briefly as a management trainee for Connecticut General Life Insurance Co. in Hartford, Conn., but he felt unfulfilled. From his father, who used to work the New York Times crossword puzzles with a pen, he acquired a respect for language and words.

"I felt I could write and decide to try the advertising business," he recalls. "I started as a messenger for Young & Rubicam in New York in early 1950 and a few months later I was promoted to the mailroom."

The following year Mr. McCall was advanced to a junior copywriter's post at Y & R on the Statler Hilton hotel account where, he says, "I wrote poems that were sort of print jingles."

He moved to Ogilvy, Benton & Mather, New York, as a copywriter in late 1951 and remained there until 1953. Mr. McCall joined David J. Mahoney Inc., New York, as vice president and copy chief that year but returned to his old agency, now called Ogilvy & Mather, in 1955 as copy chief, senior vice president and a member of the board of directors.

"I was perfectly happy at Ogilvy," Mr. McCall relates. "But in 1962 Chet LaRoche, who was running C.J. LaRoche & Co., asked Jim McCaffrey, who was a friend and associate of mine at Ogilvy, to come over to LaRoche in preparation for Mr. LaRoche's retirement. Jim asked me to come along.

"At that time LaRoche was a $10-million agency. I don't think of myself as a manager but I think I am an entrepreneur. And I felt it would be fun to take something small and try to make something big out of it. And I accepted Jim's offer."

Mr. McCall was installed as vice chairman of LaRoche in 1962 and became president of the successor agency, McCaffrey & McCall, in 1965. He was elected board chairman in 1973 when Mr. McCaffrey took early retirement. Mr. McCall speaks fondly and respectfully of his predecessor.

"Jim was an athlete at college when he suffered polio but he never let it deter him from doing what he wanted to do. His specialty at the agency was media and account work, and those are two areas I used to stay out of. Though today I do get involved in account management."

Though a word aficionado, Mr. McCall is still creative director of the agency, but confesses he functions today mainly as "an editor." He describes the duty of a creative director as two-fold: "(1) to make sure the copy strategy is correct and (2) to make sure that it is adhered to—and done briskly."

During Mr. McCall's association with the agency, the staff has grown from a handful of employees to more than 230 at its sole location on Lexington Avenue in New York. He noted that the agency has a fairly small list of accounts—14—and said it always has tried to acquire business that held out prospects for growth. Among the broadcast-active accounts are S. A. Bongrain-Gerard, Borg-Warner Corp., European-American Bank, Exxon Corp., North American Philips Corp., JC Penney Corp., Pfizer, Random House and the Hartford Insurance Group.

Mr. McCall predicts that within two years McCaffrey & McCall will be a $100-million-agency, though there are no plans to expand to offices outside of New York.

Mr. McCall seems blessed with boundless energy. He usually arrives at his office by 8:30 in the morning—after having played squash or tennis for 30 or 40 minutes. He lives on the Upper East Side of Manhattan ("I like city life") and often walks the 40 or so blocks home to office.

Mr. McCall enjoys books on politics and poetry and writes what he calls "private poetry" (for himself). Though a staunch supporter of the private enterprise system, he regards himself as a political liberal. He was active in civil rights activities for many years and once was president of the New York Urban League.
Bum rap

Television broadcasters have not heard the last of the trial of Ronny Zamora. As reported a week ago, a jury convicted the 15-year-old defendant of murdering an 82-year-old woman who caught him in the act of robbery. By implication the same jury acquitted television of the charge—invented by the defense lawyer, Ellis Rubin—that the boy had been driven to murder by watching crime programs that he admired.

But others are unwilling to accept the verdict about television. R. Drummond Ayres Jr., the New York Times correspondent on the scene, wrote in what purported to be a news story: "Ronny Zamora has been convicted, but the jury is still out on television . . . The jury’s rejection of the boy’s unusual defense did not put an end to the debate about television and the visual mayhem that it serves up day after day." Tom Shales, the Washington Post’s reporter, submitted his conclusion: "As for Rubin’s television intoxication defense, it seemed, once all the psychiatric testimony had been heard, not so far-fetched as it may sound in headlines and capsule news roundups on TV. Rubin was not allowed to enter into evidence any studies showing that emotionally disturbed children are more susceptible to television and that children predisposed toward aggressive behavior are likely to become more aggressive after viewing televised violence. Such studies exist, however, and Ronny Zamora emerged as a classic example carried to a fatal extreme."

None of the post-trial accounts paid much attention to the testimony that indicated what really led Ronny Zamora straight to his tragic destiny: illegitimacy, cultural displacement and an utter lack of parental competence. The boy’s mother testified that he began an addiction to television at the age of 5 when the family migrated to Florida from Costa Rica. "He was just crazy about Superman," Yolanda Zamora said. "He would wrap a towel around his neck and ask my husband to open the window so he could jump out."

What was television to do when Ronny became a problem: cancel Superman and all other fantasies and substitute remedial programming to fill the blanks in Ronny’s life? How do the critics suggest that television could perform that function without totally disenfranchising everybody else? Indeed is it reasonable to imply that television could ever be a substitute for the genes and conditions that shape young lives?

The jury isn’t still out in Miami. It came back in two hours with a verdict that will surely withstand appeal—no matter how energetically Ellis Rubin tries to trade on the false transfer of guilt to television.

Isn’t this where we came in?

There was a note of familiarity in the announcement two weeks ago that the radio board of the National Association of Broadcasters had voted to permit stations to exceed "for good cause" the limit of 18 commercial minutes per hour prescribed by the radio code. Sure enough, a brief visit to the files turned up a report of an identical action taken by the NAB radio board in 1967. Maybe the present radio directors are unaware of it, but they have repeated an embarrassing incident in code history.

It was in 1967 that the FCC adopted the commercial time standards in both the NAB radio and television codes as its own standards for license renewal, thus turning self-regulation into government regulation and destroying the fundamental argument for codes as defenses against government control. The commission, however, said stations could exceed the NAB time limits for reasonable purposes, a generosity the NAB codes had previously denied.

The NAB radio board, fearful that subscribers would accuse it of enforcing harsher regulation than the government’s, voted to approve commercial-time exceptions “for special circumstances.” Any pretense of independence that had previously been maintained was abandoned when the NAB amended its standards to correspond to the government’s adaptation. Since then, stations have been permitted by the FCC and the NAB code to exceed the 18-minute limit for such reasonable purposes as making up for advertising lost in an emergency, accommodating special community events and airing political advertising in the heat of campaigns.

The incumbent radio board’s reason for approving practices that have been in effect for more than nine years is unapparent, unless the board could find nothing livelier to heed its agenda. If that is the case, perhaps it is true that a third annual board meeting, scheduled for the first time this year, is unnecessary. The record here suggests that board meetings twice a year can comfortably handle the real business.

A name big enough to fit

At the New Orleans convention of the National Radio Broadcasters Association last week there was a revival of talk about a broadcaster federation under which disparate interests could unite for common enterprise, without losing their individuality.

For example, the NRBA, which was formed originally as something of a protest against a perceived downgrading of radio in the established National Association of Broadcasters, could continue its independent role, if its members wanted that, but would cooperate in a federated representation, the theory goes. There is something to be said for that kind of evolution, but the structure and function need to be more clearly defined.

Federation is a word that has been used favorably on occasion on this page. Perhaps, it now occurs to us, there is a better name. Why not a National Congress of Broadcasters?

The congress would be just that—an assembly of varying constituencies. It should have a headquarters big enough to be a national presence for all radio and television, but its parts could act independently as they chose. A restructured NAB could easily grow into the National Congress of Broadcasters.
An overwhelming community response.

In April, violent tornadoes devastated several communities just east of Kalamazoo, Michigan. Although the storm took no lives, many families were left without shelter and other essentials. From the first storm warning, WKZO Radio and Television devoted their facilities to alerting the community to the danger. Afterward, emphasis shifted toward helping victims by broadcasting appeals for aid. Within hours, more food and clothing had been donated than could be used. WKZO Radio and Television were asked to suspend the appeals and simply refer callers to special aid centers. Through the generosity of their neighbors, the homeless were helped through a frightening and traumatic experience. Motivating our audiences to help others in need is all part of the Fetzer tradition of total community involvement.
American technology prevails at NAB 77. Vital introduces for the first time in TV history the only four input frame synchronizer through digitization of video signals. In 1974 Vital introduced the Digital effects for video switching and is holder of Patent Numbers 3 821 468 and 3 758 712.

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