DR. BERRY IS A HEALTHY ADDITION TO OUR NEWS.

The new KPRC TV "House Physician" is a medical breakthrough for Houston. Dr. Charles Berry is now dispensing medical commentary on our early-newscasts. Formerly the astronauts’ physician, and endorsed by the Harris County Medical Society, Dr. Berry is good for whatever ails our viewers.

KPRC TV 2 of HOUSTON
Perry Television, Incorporated, National Representatives/NBC Affiliate
A great station

KBMA-TV, Kansas City, one of the nation's great independent
changes hands.

stations, is now a Scripps-Howard Broadcasting Company station.

SCRIPPS-HOWARD BROADCASTING COMPANY
Cleveland, Cincinnati, Memphis, Tulsa, West Palm Beach, Knoxville, Kansas City
Now, more than ever, it's time to buyonic!

NBC's number one share of audience! And a 43% network share of 18-49 women!

The Bionic Woman

MCA TV
FERRIS SHAKES DOWN  The new FCC chairman moves into office and immediately makes first two appointments and begins to make it clearly known what his opinions are on matters for which he shares responsibility. PAGE 21.

MR. CARTER'S WASHINGTON  □ There's been a dramatic shift in the world of broadcasting in vantage, if not advantage, for a number who were teethered on public interest reasons and now hold key government jobs. PAGE 22.

NO PROBLEM  □ FCC nominee Tyrone Brown breezes through his confirmation hearing on Capitol Hill. PAGE 23.

NBC MAKES A MOVE  □ Paul Klein replaces Irwin Segelstein in charge of all programing and promises the emphasis will be on quality series, specials. PAGE 24.

STUNTING  □ The networks plan to keep on with it, and the agencies have mixed feelings about the wisdom of such programing. PAGE 24.

COME IN  □ The House votes to allow broadcast coverage of its proceedings, but postpones the decision on how it should be done. PAGE 25.

HOT TIME IN HOT SPRINGS  □ The Association of National Advertisers throws its weight behind the concept that sponsors must become involved in TV program content. PAGE 26. Kraft's Chester R. Green and Reviron's Sanford Buchsbaum are elected ANA chairman and vice chairman, respectively, at the convention. PAGE 28. The delegates are warned by Kellogg's William LaMothe that they must fight to protect their right to advertise to children. PAGE 30. Television gets some hard raps at an ANA panel on ways to eliminate media waste. Participants came down with particular force on TV's rising costs, though admitting the studies they offer as evidence are films. PAGE 30. Former FCC Commissioner Lee Loevinger tells a Hot Springs session that he sees "terrorist" overtones in the PTA's proposed boycott of violent show sponsors. PAGE 30.

WHERE ARE THEY NOW?  □ A study by the National Cancer Institute reveals the number of antismoking public service announcements has rapidly dwindled. PAGE 32.

DOUBLE LOSER  □ An FTC judge orders Block Drug to stop making certain advertising claims for Poli-Grip and Polident. PAGE 33.

FCC TRAVELS  □ A rundown of the trips by commissioners in fiscal 1976 shows that they were fewer in number, but cost much more. Attendance at sessions outside the U.S. ran the tab up almost 80%. PAGE 33.

USAIC PROPOSAL  □ Ribicoff's committee hears a number of misgivings and warnings about President Carter's proposed reorganization of the nation's international information machinery. PAGE 36.

GRAF'S CONCERN  □ Irby Turner seems to come up with the right answers for Senator Robert Griffin during the Mississippi's hearing on his nomination to the Corporation for Public Broadcasting board. But the Michigan senator uses the occasion to sound off on the course that public broadcasting seems to be taking. PAGE 39.

TOGETHERNESS  □ The National Radio Broadcasters Association board is preparing a plan to present to the broadcast industry for a "congress" of industry associations. NRBA Chairman Bob Herpe says the proposal is designed to allow each group to maintain its own autonomy. PAGE 40.

WAITING IN THE WINGS  □ The TV networks push hard on program development for midseason and next fall. Here's a look at their thinking. PAGE 40.

'CLEARING THE AIR'  □ That's the title of Daniel Schorr's new book and is in keeping with his attempts to revisit his own problems and those of CBS. PAGE 42.

SHOWTIME LOOKS UP  □ The Viacom International subsidiary plans to be the second pay cable network by satellite. It announces a contract with RCA Americom and says it hopes to have 300,000 subscribers by the end of next year. PAGE 45.

NO SURPRISE  □ ABC Inc. reports that its broadcast operations set a pace that enabled it to chalk up profits in the first nine months of 1977 that exceeded all of 1976. PAGE 46.

FARBER'S FORESIGHT  □ Erica Farber decided in 1974 that radio was her cup of tea. Since then the vice president and general manager of WXLO(FM) New York has been proving the wisdom of her choice and that a young executive and an old medium can be ideally suited. PAGE 65.
Producers of quality papers since 1864, the P. H. Glatfelter Co., of Spring Grove, York County, Penna., is another of the many nationally known industries whose substantial payrolls make significant contributions to the economic growth and stability of the great WGAL-TV coverage area. Shown are the pulp processing and paper manufacturing facilities of this long established company.

**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 8**
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

**STEINMAN TELEVISION STATIONS**

WTEV Providence, R. I./New Bedford-Fall River, Mass.
Missing homes
Advertising community has been fretting over decline in prime-time viewing for past several months—but far more dramatic decline is evident in daytime viewing. Comparing monthly homes using television (HUT) figures this year to last, A. C. Nielsen shows prime-time drop fluctuating between one and five percent since March (HUT levels were higher than year before until last March). That’s not enough difference to worry about in short term, ratings experts say.

But in daytime, HUT levels have lagged behind last year on week-by-week basis by between seven and eight percent since Aug. 29, and that is considered significant amount. There’s no definitive explanation yet, but network researchers are looking for one. Not surprisingly, Nielsen error is high on their list of suspects.

One-sided interest
Drafting omnibus bill revising Communications Act and getting it passed by House of Representatives will be monumental task for Representative Lionel Van Deerlin’s (D-Calif.) Communications Subcommittee, but getting bill through Senate might prove even tougher. Despite declarations of good will between Mr. Van Deerlin and his Senate counterpart, Ernest Hollings (D-S.C.), Capitol Hill watchers note that Mr. Hollings and his panel have demonstrated little interest in Communications Act rewrite.

Senator Hollings is “very sensitive” to “anomalies and inadequacies” in current act, especially in areas affecting cable television and new technologies, rural telecommunications service and common carriers, one spokesman says, but his inclination is to study these problems individually, according to their urgency. Whether Senate subcommittee takes up House measure, ignores it, or goes to conference with several small bills may depend on how compelling issues seem on day House acts. And that, contrary to Mr. Van Deerlin’s optimistic projection, could be years away, Senate workers say.

Attacking the pile
FCC’s broadcast license division’s new chief, David Weston, is instituting changes in office that has been responsible for much of commission’s backlog of applications (“Closed Circuit,” Sept. 26). Three new staff members are expected to join office within next month, bringing total force to 42. Major changes will be in “restructuring” of staff assignments, official there has said. Part of backlog problem, he said, was that “nobody had overview” of what office was doing and what assignments were. Emphasis now is to get “clerks clerking and examiners examining.” First step Mr. Weston has taken is to have some staff members working Saturdays to put dent in mountain of pending applications.

Next up
While satellite spotlight focused on Viacom International’s Showtime service last week (see page 45), Wometco Enterprises, Miami, was proceeding quietly with plans for satellite transmission of both basic and pay programming to cable and broadcast operations. Start-up date has not been scheduled, but with transmission arranged by Southern Satellite System, Tulsa, Okla., Wometco subsidiary expects to offer children’s, financial and perhaps religious shows in afternoons. Barter arrangement will be used. Evening fare will be package of movies called Wometco Home Theater and now available over-air by subscription on WTVG-TV Newark, N.J.

Dickering
Outlet Co., Providence, R.I., is said to be on inside track to buy Post-NewswEEK’s all-news WTOP(AM) Washington. Station was put on market three months ago for reported $8 million (“Closed Circuit,” Aug. 15). Publicly traded Outlet recently announced sale of WNYW-TV Syracuse, N.Y., to group headed by Washington Post Co.’s former president, Larry H. Israel, for $11 million (BROADCASTING, Aug. 29). Post-NewswEEK official said Outlet is “one” of companies it’s been talking with and added it was “likely” candidate for agreement. Outlet official denied deal was near.

In demand
Frank Washington, consultant to Office of Telecommunications Policy on issue of minority ownership of broadcast properties, apparently does not have to worry about future employment once OTP disappears into Department of Commerce. Mr. Washington, who graduated from Yale Law School and worked for Arnold & Porter, is in running for job on staff of new FCC Chairman Charles D. Ferris. But he is also being considered for jobs with Tyrone Brown, President Carter’s nominee to succeed Benjamin L. Hooks on commission (see page 23) and with commission’s new general counsel, Robert Bruce. What’s more, Henry Geller, who is set to be new assistant secretary of commerce for telecommunications, reportedly would like to use him also.

Might have been
Reorganization that moves CBS’s key TV programing function to West Coast—under Robert A. Daly, now president of CBS Entertainment (BROADCASTING, Oct. 24)—has strong parallels to plan advanced by Robert D. Wood when he was president of CBS Television Network and wanted to shift headquarters to Studio Center in Los Angeles. Had it happened then, Mr. Wood might still be with company instead of, as at present, working as independent producer.

Arthur Taylor, then CBS Inc. president, and William S. Paley, then and now company’s chairman, weren’t prepared to go along with Wood plan at time, feeling that president of largest (in revenues and profits) CBS division should not be separated by continent from corporate management. Mr. Wood argued, instead, that division chief should not be separated by continent from principal activity, programing. New arrangement—with sales and affiliate relations remaining in East under CBS-TV President James Rosenfield—seeks to answer both aims.

That ugly head again
Statements by network program standards heads that National Association of Broadcaster’s new code amendment on TV sex won’t cause them to change their habits (BROADCASTING, Sept. 26) have prompted flurry of angry comments from members of NAB TV board who want issue reopened. Les Arries of WBEN-TV Buffalo, N.Y., wrote other board members that network officials’ statements show “a substantial disrespect for our efforts, a total disservice to the image of our industry at this crucial time.”

That and letters from Bill Bengtson of KOAM-TV Pittsburg, Kan., and A. James Ebel of KOLN-TV Lincoln, Neb., urging that TV board must once again “reaffirm” its position for cleaning up TV sex, persuaded board leadership to schedule matter at NAB executive committee’s next meeting Nov. 22. Said one NAB policy maker: “Here we go again.”

Snubbed?
In protocol-conscious Washington, some FCC members are still rankled by their omission from guest list at swearing-in ceremonies for new FCC Chairman Charles D. Ferris (BROADCASTING, Oct. 24). At time Mr. Ferris explained it as “a going-away party, not a coming aboard.”
In real time, it's the best helical. In slow motion, it's the only helical. VPR-1.

Ampex has the first one-inch helical VTR ever produced that records and plays back broadcast quality material in real time, slow motion or still frame.

VPR-1 is a High Band Color recorder designed to deliver the finest audio and video program material. Totally new signal concepts elevate the VPR-1 far above other helicals.

The real magic, though, comes from the optional Automatic Scan Tracking (AST) accessory. AST delivers slow motion and still-frame material, directly from tape, without a noise bar. And AST means absolute tape interchange, even across wide extremes of temperature and humidity. The pictures are sharp, color true, and just the ticket for special effects and instructional programs. AST even helps in post production editing, where the touch of a finger unfolds a frame at a time in the manual jogging mode.

You'll want to add a TBC-1 digital time base corrector to your VPR-1 system; it's the only TBC on the market that can handle AST special effects work.

A companion unit, the new VPR-10 portable one-inch recorder, takes a full hour of battery-powered material in the field, automatically back-spaces every shot for a smooth assemble edit, and provides audio and video verification playback. VPR-10 tapes are compatible with VPR-1 tapes, so you can take advantage of all VPR-1 special effects capability.

It's been a long wait for a broadcast quality one-inch system with full special effects, but the wait is over. VPR-1 takes you all the way down to a frame at a time.
I Love Lucy

179 laughs with Lucy that have never been surpassed.

Her zany antics with Desi Arnaz, Vivian Vance and William Frawley are praised as priceless performances with timeless appeal.

Great for building an audience any time of the day.

Viacom

Maaco Inc. □ Corporation is placing approximately $30,000, 12-week TV push for its auto-painting starting this week. Printz Advertising, Philadelphia, is buying spots in about 75 markets during fringe, news and sports time. Target: men, 18 and over.

Eureka Tent Co. □ Outdoor tents will be subject of 10-week TV buy beginning in early March. Wm L. Baxter Advertising, Minneapolis, will buy spots in at least 30 markets during fringe and prime time. Target: men and women, 18-49.

Jim Dandy □ Grocery products and feed manufacturer is arranging eight-week TV campaign for its dog food starting this week. Weltin Advertising, Atlanta, is buying spots in approximately 30 Southeast markets during most day parts. Target: women, 18-49.

Alpo □ Division of Allen Products

features its Alpo dog food in seven-week TV buy starting next week. Weightman Advertising, Philadelphia, is scheduling spots in six markets during all day parts. Target: women, 25-64.

Ocean Spray □ Ocean Spray cranberries debuts new commercial with Frank, the Cranwagon man, in two, two-to-three-week TV flights beginning this week and in early December. Kelly, Nason, New York, is placing spots during day and fringe time. Target: women, 18-34.

Browne Vinters □ Paul Masson wine will get five-week TV flight starting in mid-November. Doyle Dane Bernbach, Los Angeles, will handle spots. Target: adults, 25-49.

Pfizer □ Pharmaceutical company will place four-week TV promotion for its fragrances starting in late November. SFM Media, New York, will schedule spots in at least six major markets during fringe time. Target: adults, 18-34.

Pfeiffer’s Foods □ Company will feature its salad dressings in four-week TV campaign beginning in mid-November. Weightman Advertising, Philadelphia, will buy TV spots during day, fringe and prime time. Target: women, 25-64.

Playtex □ Control top pantyhose will get four-week TV promotion starting in late December. Ted Bates, New York, will place spots in at least four markets during fringe and day time. Target: women, 35 and over.

Quaker Oats □ Aunt Jemima frozen waffles will be highlighted in six-week TV drive beginning next week. J. Walter Thompson, Chicago, will place spots in five markets during fringe time. Target: women, 18-49.

Andrew Jergens Co. □ Subsidiary of American Brands focuses on its Gentle Touch antiperspirant in four-week TV promotion starting in mid-November. Cunningham & Walsh, New York, will seek spots in about 20 markets during day, fringe and prime time. Target: women, 18-49.

Superior Pet Products □ Chew-ez dog product will be given five-week TV promotion starting next week. Harold Cabot & Co., Boston, is purchasing spots during day and fringe time. Target: women, 25-54.

Mailey’s Fine Foods □ 100% Corn chips are subject of four-week TV flight beginning in early-November. Della Femina, Travisano & Partners, Los Angeles, is handling spots in 12 markets during day, fringe and prime time. Target: women, 18-49.

Ore-Ida Foods □ Division of Heinz arranges four-week TV buy starting this
Something is up in St. Louis: St. Louis!

$15.6 Billion

+12%

$13.9 Billion

Talk about upward mobility! St. Louis has just become the 12th market in the country—ahead of Houston, Minneapolis/St. Paul and Miami/Fort Lauderdale—in both ARB and NSI Television Household Rankings.

And in Effective Buying Income, says the 1977 Survey of Buying Power, St. Louis has jumped from $13.9 billion to $15.6 billion, an increase of 12 percent over last year, and one of the best growth rates among the top 15 markets.

But one thing hasn’t changed.

In St. Louis, KMOX-TV is Number One. It’s first in primetime ratings. It’s first with women 18-49 and with all adults 18-49—in the daytime; in early fringe; in early news; in prime access.

So St. Louis is moving up sharply in importance for advertisers. Your best move in this market? We’ve got one for you.

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<tr>
<th>KMOX-TV</th>
<th>ARB Rating</th>
<th>Women 18-49</th>
<th>Adults 18-49</th>
<th>NSI Rating</th>
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Source: All audience data based on October 1976—July 1977 ARB and NSI estimates subject to qualifications which CBS Television Stations National Sales Research will supply on request.

© CBS Television Stations National Sales
Representing WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis.
The new kid on the block isn't a kid anymore! Five years ago with the five Meredith stations and six offices, MMT became the first new independent national TV representative to start in over twenty years. With a couple of dozen adventurous and dedicated people, MMT launched a new era of station representation. The professional, contemporary and determined people of MMT have built a company with thirteen stations, eleven offices, and over seven hundred percent growth in revenues since November 1, 1972.

Now, we didn't just run an ad to tell you it's our birthday... We ran an ad to express our heartful thanks to our partner stations and the hundreds of advertising agencies from coast to coast. Thank you from MMT.
SIX MAJOR GROUP BROADCASTERS ARE GROWING WITH US.

WE MUST BE DOING SOMETHING RIGHT!

MEREDITH
WOMETCO
TAFT
NEWHOUSE
POOLE
EVENING NEWS ASSOCIATION

The sales growth of our stations consistently outperforms the national average . . . and for good reason. We’re professionals. Our concentrated sales approach brings us loyalty, support and a success story that’s the envy of the representative industry.

We’ve come of age in a tough business.

MMT SALES, INC. 747 THIRD AVENUE, NEW YORK, NY 10017 (212) 758-3838
week. Foote, Cone & Belding/Honig, Los Angeles, is placing spots in six to seven markets during day and fringe time. Target: women, 18-49.

Diamonair Division of Lilton Industries features its Diamonair gold jewelry in two three-week TV campaigns beginning in late November. Marshalk, New York, will handle spots in 20-25 markets during day, early and late fringe time. Target: total women.

Kinney Shoe company features its Glass Bottom shoes in three-week TV campaign beginning this week. Sawdon & Bess, New York, is scheduling spots in about 30 markets during fringe time. Target: teen-agers.

International Multifoods Corp. Consumer products division is arranging three-week TV promotion for its KauKauna Club cheese, starting in early December. Della Femina, Travisano & Partners, New York, is buying spots in 10 markets during day, prime and early fringe time. Target: total women.


Savin Business systems firm will arrange two-week TV flight to begin in late November. Western International Media, New York, will place spots in 12 markets during news and sports time. Target: men, 35 and over.

Geo. A. Hormel Meat products group slates two-week TV buy for its Little Sizzlers starting in late November, BBDO, Minneapolis, is placing spots in approximately 13 markets during all day parts. Target: women, 25-64.

Taylor Wine company launches two-week TV push for its heavy and light wines beginning in mid-November. Kenyon & Eckhardt, New York, is selecting spots in 30 markets during fringe and prime time. Target: adults, 18-49.

United Artists Film production company is scheduling one-week TV push for its latest film, "Semi-Tough," starting in mid-November. RDR, New York, is placing spots in about 12 markets during fringe and prime time. Target: adults, 18-49.


CARLING Brewery will feature its Stag beer in 10-13 week radio drive beginning this week. W.B. Doner, Baltimore, will place spots in four markets including, St. Louis. Target: men, 18-34.

Datsun Sponsors first annual North American Rock Radio Awards, Nov. 24, through Wm. Esty, New York. Two-hour special will air on 258 progressive FM stations. Other sponsors include Lee Jeans (Bozelli & Jacobs), 3M (BBDO); and Pioneer (Scall, McCabe, Sloves).

Neutrogena Corp. Acne cleansing bar gets four-week radio buy starting in mid-November. Hall & Levine, Los Angeles, is handling spots in at least 10 markets including, San Diego. Target: teen-agers.

Turn Style Stores Division of Osco Drug plans four-week radio push beginning in late November. Grey-North, Chicago, is picking spots in 18 markets including, Omaha. Target: adults, 18-49.

Jaccards Division of Gordon Jewelry Corp. readies four-week radio promotion for its Jaccards traditional jewelry stores starting in late November. Ketchum, Cleveland, Macleod & Grove, Houston, is placing spots in about 47 markets including, Cleveland, Kansas City and St. Louis. Target: adults, 18-34.

Au Vid/The Ungoame Co. Game company features its Ungame in four-week radio flight starting in late November. Haddad, Lawrence Advertising, Los Angeles, is selecting spots in at least 10 markets including, Baltimore, Boston, Chicago and Miami. Target: adults, 18 and over.

Monsieur Henri Winne Yago Sangria readies two-week radio buy beginning this week. Ogilvy & Mather, New York, is buying spots in 20-30 markets including, Baltimore, Boston, Chicago and Miami. Target: adults, 18-34.
These stations have ability, style, timing, programming know-how, foresight, initiative, money and success. They also have Welcome Back, Kotter.

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<th>Station</th>
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<td>KRDO-TV</td>
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A larger role for regional agencies in advertising's tomorrow

The basis for success in any dynamic business is the ability to plan for the future and not be afraid to make innovative changes to meet new demands. And I think what is called for in today's and tomorrow's marketplace is an awareness of the interrelationships and cooperation necessary for a smooth, effective, total advertising program.

At our agency we believe, from our research and experience, that the wave of the future will be regional advertising. I predict that by 1980, 60% of all manufacturers' advertising and promotional dollars will be spent in local advertising. Further, most of these dollars will be spent in co-op with retailers. And this business will be placed by regional ad agencies.

Regional advertising is coming of age because of the waste that has been created over the years by lack of coordination between manufacturer and retailer. On one hand we see national marketing men who cry about the problem of spending dollars on empty shelves. Yet most continue to place advertising schedules in the hope that the campaign will force distribution and customers will seek out retailers where the product could be purchased.

Frank Lloyd Wright said that life is like a road, and anyone can stand on his tiptoes and see two inches over the horizon. And generally that's enough. When I stand on my tiptoes and see two inches over the horizon, I see an excellent period of growth for regional advertising agencies that are dedicated to regional advertising, to the media and to the clients they serve.

By 1980 advertising will have become more regional, even local, because retailers are now the marketing kings. A few years ago giant corporations had the power to pull their products through the market. All they had to do was produce enough mass advertising and retailers would follow by putting the product on the shelf and waiting for buyers to come through the door. But now retailers are asking, "We know what we can do for your product; what are you going to do for us?"

The strategy of using national advertising campaigns to force distribution produces a high waste factor. The success or failure of a campaign, regardless of the quality of advertising, too often depends on whether you are advertising to empty shelves or not.

This means the attitude of the retailer is growing in importance. Today even co-op programs—designed to encourage retailers to spend their money telling customers where to find an item—are not working well. Major chains and strong local stores want their own identity, not just the traditional tag at the end of the spot.

As I see it, national marketers and their regional agencies are going to be turning more and more to strong regional advertising shops for planning and execution of co-op efforts that are keyed as much to the stores as to specific products.

In addition, regional agencies must be in tune with local media. The regional agency should aid the national agency in getting in tune with the sales efforts of local dealers. It is also the responsibility of all advertising agency staffers to back up retailers by going on the road to check shelf space, thus assuring national advertisers that their campaign has every opportunity to be effective. Top quality, local television production should be made available to the retailer so the local spot that is made will give him the weight and image he is trying to create. It must be of the same quality as the national manufacturer's, top-drawer commercial.

Regional agencies must bypass for the most part the practice of waiting for local television stations to produce after-hours, quick-and-dirty commercials. The use of good regional production houses should be encouraged as well as the use of national footage in producing retail co-op spots, which usually consist of a five-second retail lead-in, followed by a 15-second national product sell and 10 seconds of the retailer's own product push.

But there are other relationships to consider.

Recently the telecasters of the Indianapolis area who are members of the Television Bureau of Advertising gave an impressive presentation which showed the effectiveness of television and softly communicated that stations need the help of regional agencies. Regional agencies work with the media because we realize our commissions come from the media; we earn our right to those commissions from our clients. Regional agencies must depend on the media for their reputation outside the area as well as inside.

A regional agency has a rapport with the media on a one-to-one basis. We are with them almost daily and are pledged to warm and friendly cooperation. Recently we made the decision that if we believed in advertising we had to believe in supporting the media while at the same time using the principles of good regional advertising to our mutual benefit. A regional agency must look after the national manufacturer and the local retailer.

As a regional agency, we want to consolidate our relationship with television, our bread and butter. It is understood that television is today's most effective, total advertising. And this business will be placed by regional ad agencies. Regional agencies work with the media because we realize our commissions come from the media; we earn our right to those commissions from our clients. Regional agencies must depend on the media for their reputation outside the area as well as inside.

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This week


Nov. 1—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, S.C.; Baltimore; Portland, Ore., and Salt Lake City). Replies are now due Dec. 1 (Docket 20418). FCC, Washington.


Nov. 2—Federal Communications Bar Association dinner meeting. Representative Lionel Van Deerlin (D-Calif.) will speak to Capital Hilton hotel, Washington.

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

Nov. 2-3—House Communications Subcommittee hearings on networks' influence on sports, with focuses on telecasts of professional boxing and tennis matches and college football. Room 2123, Rayburn House Office building, Washington.

Nov. 2-4—American Association of Advertising Agencies central regional 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 Nesson, 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, 640 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 seminar. Former FCC Chairman Richard Wiley 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, IFFA Film and Video Communicatiors 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 station 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.

Also in November

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

Nov. 9—Ohio Association of Broadcasters-Ohio Retail Merchants joint meeting. Maurice Webster, 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 Community Television Association and Hawaii 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—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 Center, Kansas City, Mo.


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

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

Nov. 11-20—The Virgin Islands International Film Festival and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: J. Hunter Todd, Festival of the Americas, Box VIFF 7789, St. Thomas USVI 00801; (608) 774-7708.

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

Nov. 13-15—NBC-TV affiliates board meeting, Maui, Hawaii.

Major meetings


Nov. 18-19—National convention of The Society of Professional Journalists, Sigma Delta Chi. Renaissance Center Detroit, Birmingham, Ala., will be site of 1978 convention.


April 21-25, 1978—MIP-TV 14th annual international marketplace for producers and distributors of TV programing. Palais des Festivals, Cannes, France.


You've captured the market in Northern Michigan when you buy WTVT/WWUP-TV. Combine the shares of both competing stations and they still can't match ours for delivering all segments. Ask your Avery-Knodel representative about WTVT/WWUP-TV. In Northern Michigan, you can't make a better buy.

*Source: 1976 ARB County Coverage Report - 1976

Better than both competing stations combined!

WTVT/WWUP-TV

Our news is good news!

<table>
<thead>
<tr>
<th>Time</th>
<th>ADI Rating/Share</th>
<th>TV Households</th>
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<th>Men</th>
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<td>58</td>
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Station Share of County Viewing

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<th>Total Daypart (%)</th>
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<tr>
<td>(CBS)</td>
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Source: Arbitron County Coverage Report - 1976
coaters agricultural seminar at sea. Aboard Queen Elizabeth II, sailing from East Coast to Los Angeles. Contact: Russell Pierson, WKY-FM-XFYV(TV) Oklahoma City.

Jan. 18—New Jersey Broadcasters Association midwinter managers’ meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

Jan. 19-21—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 in Singapore.


Jan. 22-24—South Carolina Broadcasters Association winter convention. Sheraton Inn I-95, Hearn Circle, Spartanburg, S.C.


Jan. 31—Deadline for entries in Eastman Kodak Co. and National Press Photographers Association competition for 1977 “Television News Photographer of the Year” and “Television News Photography Station of the Year” awards. In addition, NPPA will again conduct its annual competition in the area of spot news, general news, sports, features, documentaries, and documentaries. Contact: Shelia Reyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

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 Communication Medal. Tarrant County Convention Center, Fort Worth.


March 1978

March 4-8—National Association of Television Program Executives conference. Bonaventure hotel, Los Angeles.


Parallel development

EDITOR: By golly, I think you’ve got it! E.S.P. really does exist. Your editorial, “A name big enough to fit,” [BROADCASTING, Oct. 17] has made a believer out of me.

It has been very finely tuned E.S.P. that picked up on my proposal to the National Radio Broadcasters Association board of directors [see story, page 40] suggesting the possible formation of a “Congress of Broadcast Organizations.” Or is it that great minds travel in similar directions?

But, to quote Archie Bunker, “Whatever!” The burner is lit and further study is in the offing. As I see it, however, no restructuring or change in purpose of any participating organization need or should be made.—Robert G. Herpe, WPLR(FM) New Haven, Conn., and board chairman, NRBA.

[BROADCASTING’s editorial, written with knowledge of the talk of federation during the NRBA convention on New Orleans but in ignorance of Mr. Herpe’s specific suggestion, concluded with the statement that “A restructured NAB could easily grow into the National Congress of Broadcasters.”]

Better off without it

EDITOR: I am shocked to see what an uproar the recent news about the possibility of the FCC discontinuing its third-class license has caused. Contrary to what the FCC says, the test is not easy—more than half of those who take the test fail. This prevents many well qualified people from entering the industry. As most broadcasters know, passing the test is no assurance that someone is qualified. The public will be served just as well if the third is discontinued. Maybe some of the restrictions will spur the interest of other talented people to enter the industry.—Harris Salamon, Scarsdale, N.Y.

Close to home

EDITOR: I am tempted to say that if BROADCASTING has any information on “World Team Hopscotch” (as shown in the editorial cartoon in your Oct. 17 issue), I would appreciate getting such information. I am tempted to say that, but I won’t.

In any case if I could obtain the original of the Bill Davey cartoon as something of a memento of my current work for the subcommittee, I would appreciate it.—Phillip R. Hochberg, special counsel, House Communications Subcommittee, Washington.

Open Mike

[see story, page 10]
A message from Nursing Home Professionals.

Health care abuses. Profit abuses. Bureaucratic fumbling. These and other attacks leveled at nursing homes have always appeared as front page news.

When these stories appear, we are just as outraged at the shame and the scandal. We abhor the tales of unsafe facilities, inadequate diets, patient neglect.

Perhaps, unwittingly, we have built a serious communications gap. A gap between what most critics believe to be the facts and what actually are the facts related to the nursing homes in our nation today.

Nursing home care is a relatively recent development in this country. From the early community-sponsored shelters that served as poor houses, the nursing home was born. Usually a small family-run home that planted the seeds for today's modern facility.

But as human life spans continued to increase, so did the problems of aging and the care for the aged and the chronically ill. So that by the early 1950's, the need to improve conditions and facilities was critical. A major growth took place, not only aided by public awareness, but by the private investment of billions of dollars for land, construction and qualified personnel.

Suddenly, the number of long-term facilities tripled from 6,500 to 25,000.

Suddenly, from 172,000 available beds in 1953, the number of beds became 1.2 million by 1973.

Today, there are 20,000,000 Americans aged 65 and over. But, as many as 600,000 need nursing care and can't get it. Because for all the growth, for all the improvements, the number of Americans needing professional health care has skyrocketed.

Where can these people go? As fast as new, modern, professionally staffed facilities are built, just as quickly the waiting lists multiply. Many remain residents of boarding houses, independent homes, some inadequate, too many unsafe.

The incidents that have stigmatized the entire health care industry are mainly focused on those homes. But these stories mask the progress of the vast majority of AHCA members who provide a wholesome, enriching environment for their residents. We are constantly improving both the social and physical environment; we are working to build individual dignity to its highest level; we are recruiting more qualified full-time specialists, searching for methods to train and re-train doctors and nurses in geriatric care. The nursing home profession has outgrown the county poor farm.

Certainly the story of progress in health care is just as valid as the story of abuse. Let's report them both.
**Ferris begins to put new stamp on FCC**

Chairman, in words and deeds first two weeks in office, indicates new directions for agency; among his thoughts: financial disclosure for broadcasters

After less than two weeks in office, Charles D. Ferris has taken charge as the new FCC chairman. It's evident not only in the fact that he moved quickly to make his first two appointments—Frank Lloyd as his administrative assistant and Robert Bruce as the commission's general counsel ("Closed Circuit," Oct. 24)—but also in the thoughts he is beginning to express on matters for which he now shares responsibility. And those thoughts indicate an administration that will in some matters veer sharply from the path taken by his predecessor, Richard E. Wiley.

Chairman Ferris, for instance, is talking of public financial disclosure for stations and networks. And he thinks it would make sense for the commission to make public the percentage of "informational" programming it expects broadcasters to air, although he would probably limit that policy to television.

Mr. Wiley, as had most commissioners over the years, rejected almost automatically suggestions that broadcasters' financial data—supplied in confidence—be made public. Increasingly, citizen groups have requested access to that information. Last week, Chairman Ferris cast the issue in terms of broadcasters' role as public trustees.

He would, he said, "protect truly proprietary information whose disclosure would put an entity at a disadvantage." But, he added, "These are public airwaves; these are public trustees. Their responsibility goes beyond that of private persons." And he likened their responsibility in that regard to his own. "My own finances have become public knowledge," he said (Broadcasting, Oct. 10). "Licensees are public trustees as well."

And Mr. Wiley had always shied away from formally embracing percentages as a means of nudging broadcasters toward airing different kinds of programming. However, the commission staff has delegated authority to renew, without referral to the commission, the licenses of stations that meet certain percentages, provided the renewal application poses no other problems. The percentages for television, for instance, are 10% for total nonentertainment, and 5% for informational and 5% for local. (The commission makes an exception for non-network-affiliated UHF's; these are considered on a case-by-case basis.) And Chairman Ferris thinks it might be a good idea to make public the guidelines the commission uses.

He has no firm idea on what percentages the commission should use, and he said it is "just a notion" he has—"not a master plan—just an instinct." But, he said, "It would be fair to licensees to give them certainty." Actually, it is assumed that broadcasters—at least those with Washington attorneys—are aware of the staff's delegation of authority.

Suggestions for using percentage guidelines generally raise First Amendment questions. But Chairman Ferris sees no conflict in the use of such guidelines with his expressed commitment to the First Amendment. There is "no First Amendment abridgment," he said, as long as the commission does not involve itself in the content of the programming.

He also indicated that the question of whether radio should be treated differently from television is also on his mind. In discussing the guidelines issue, he said, "We hope to get into it to the point where radio and television could be separated. There are separate problems."

Chairman Ferris's feelings about other matters also came out last week in an interview and in a commission meeting. In the meeting, for instance, the commission dealt with the case of WBLE (AM) Batesville, Miss., whose renewal application was opposed by a citizen group on, among other grounds, allegations of employment discrimination. The problem was not regarded as serious by the staff—the station has only three full-time employees—but Chairman Ferris complained that the remedies available to the commission in such matters are either "draastic" or nonexistent. That knowledge, he said, "prejudges your factual determination as to what took place." Richard Shiben, chief of the renewal and transfer division, noted that the commission has frequently conditioned renewals in such cases on the licensee reporting on steps taken to improve EEO performance. The decision in the WBLE case was to renew the license with a strong admonition regarding the station's employment record.

Chairman Ferris said he had not yet begun to think about jobs in the bureaus. He indicated he wanted to get to know the personnel better before making any decisions. So it seemed no jobs are secure, or in jeopardy. Donald Jansky, a top engineer with the Office of Telecommunications Policy, is reportedly being urged on Mr. Ferris for the job of chief engineer, now held by Raymond Spence. Mr. Ferris last week said talk of a job for Mr. Jansky, whom he has not met, "is premature."

Although he was sworn in only on Oct. 17, Mr. Ferris is thinking ahead to a possible management study of the commission to see if it needs reorganization. Such reorganization "might make sense," he said, pointing out that his initial observations indicate there might be some "overlapping functions." But such a study, he indicated, would not be considered for some time. "It's on the longer agenda," he said.

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FCC Chairman Ferris. Moving in, taking over.
Mr. Carter's Washington: the outs are increasingly in

There's been a dramatic shift in vantage, if not advantage, for a number who were teethed on public interest causes and now hold key government posts

Not so many years ago, Albert H. Kramer was a struggling young public interest lawyer wondering where his next foundation grant was coming from and how he and a small band of lawyers at Citizens Communications Center, which he had founded in 1969, could keep up with the workload involved in taking on single-handedly it seemed—the broadcast establishment.

Today, Mr. Kramer is the director of the Federal Trade Commission's Bureau of Consumer Protection, with a staff of 360 lawyers in Washington and in regional offices helping him to carry out a broad mandate of protecting the public from unfair or deceptive advertising and business practices. But his aim, he says, is no different from what he insists it was in the old days: "to get the government to do its job."

This transformation from public interest lawyer to powerful government bureaucrat (by way of, it should be noted, the National Citizens Committee for Broadcasting and the Arnold & Porter law firm) is not unique these days. President Carter, during his campaign last year, said he would bring into government regulators of whom Ralph Nader would be proud. Now the administration is studded with men and women who in the past eight or 10 years—the years in which the citizen movement was spawned and developed—had challenged government regulatory agencies and the activities of those they regulated in pursuit of what they perceived to be the public interest. The selection of such individuals is increasingly evident in areas of concern to broadcasters and advertisers.

Mr. Kramer's deputy, for instance, is Tracy Westen, a one-time aide to former FCC Commissioner Nicholas Johnson who went on to run the Stern Community Law Firm and then moved to Los Angeles where he headed the communications law program at the University of California at Los Angeles. (That program is now headed by Charles Firestone, who until this summer was a lawyer at Citizens.)

Last week, Frank Lloyd, who succeeded Mr. Kramer as director of Citizens and who for nine months this year was a consultant to the Office of Telecommunications Policy on public broadcasting, joined the FCC as administrative assistant to the new chairman, Charles D. Ferris ("Closed Circuit," Oct. 19).

The commission's new general counsel, Robert Bruce, does not at first glance fit into the ex-public-interest-lawyer mold. Indeed, his five years with the substantial Washington law firm of Hogan & Hartson qualify him for impeccable establishment credentials. However, he is, as some observers have pointed out, a "public interest lawyer by marriage." His wife, Colot Guerard, has been an effective lawyer with Media Access Project (from which she is now in the process of separating herself to avoid conflict of interest problems for her husband). And Mr. Bruce has had "experience with and has an understanding of the people who are regulated," acknowledged his "ties to the public interest community."

Then, too, there is Henry Geller, who is to be nominated by President Carter to be the new assistant secretary of commerce for telecommunications. (He becomes a consultant to the Commerce Department on Tuesday in order to help shape the new office, which will absorb the functions of the Office of Telecommunications Policy. His nomination probably will not be submitted to the Senate until January.) He has served as a one-time aide to Mr. Kramer, although he was chairman of the Citizens board.

In fact, most of Mr. Geller's professional background is in government, and he made his reputation principally as FCC deputy general counsel and general counsel during the Kennedy and Johnson years. But in recent years, he has acquired something of a name as the "guru" of the nonestablishment communications law profession.

After he left the commission, in 1973, the Rand Corp. and then the Aspen Institute Program in Communications and Society provided him with a niche that enabled him to remain active in the field of his expertise. He wrote papers on communications policy matters, filed pleadings with the commission and challenged commission actions in court. He also consulted not only with public interest lawyers but with the staffs and members of the House Communications Subcommittee and with Carter staffers concerned with telecommunications. The experience and influence he gained in the process figures largely in his selection to head the new unit at Commerce.

Nor can Michael Pertschuk, chairman of the Federal Trade Commission, be ignored in any discussion of consumerists in government. As chief counsel of the Senate Commerce Committee, Mr. Pertschuk had not only been one of the most powerful of the Senate staff members, he had also played a leading role in the enactment of a long list of consumer-oriented legislation. His selection of Messrs. Kramer and Westen for the FTC staff indicated his enthusiasm has not abated.

Those six names and backgrounds indicate that "old boy networks" are not necessarily restricted to members of what a generation commonly thought of as the establishment.

The Ferris connection with Mr. Bruce was established after Mr. Bruce had helped Mr. Ferris prepare for his confirmation hearing before the Senate Commerce Committee. They had been brought together by Mr. Geller, who had first met Mr. Bruce at an Aspen Institute conference, at Aspen, Colo. Mr. Lloyd also participated in the preparation, "on behalf of OTP." (Mr. Geller helped, too, for that matter.) And the cram course produced more than a well prepared FCC chairman-designate. Said Mr. Lloyd of himself and Mr. Ferris: "Both of us kinds of heat rapport with Ferris. Out of that, he asked us both to be part of his team."

After years of being out in the cold, how does it feel to have the levers of power in hand, and the responsibility that goes with them? "It's good. It's a lot of fun," said Mr. Kramer at 9:35 p.m. last Wednesday as he and Mr. Westen worked at the FTC on a package of proposals aimed at protecting the public from deceptive practices in the sale of energy insulation and at requiring the disclosure of information that would enable the public to compare claims of savings of energy-saving devices. They also are looking into the question of whether ads aimed at children should be banned if unfair—in the sense of taking advantage of them—even if not inaccurate. "We think we have a good chairman, and we're at an exciting agency," Mr. Kramer said. "We have a lot of potential to do a lot of exciting things."

Perhaps it is because of the newness of
the jobs, but that enthusiasm is shared by others moving into positions of responsibility. Mr. Bruce talked of the "challenge" of the FCC general counsel's job: "It's one of the most exciting and difficult jobs at the commission.... There are so many dimensions to the job." And, he said, "It's an opportunity to engage in public service, which is important to me."

But what of the prospect of the public interest lawyers pursuing old goals now that they are a part of government and have, in a sense, changed sides? Mr. Bruce sees no problem. "I don't bring any set of biases," he said. "My job is to take each question on its own facts, and try to present the commission with the best legal advice I can give."

As for Mr. Lloyd, who has had a varied career, he said he has been "on so many sides, I don't know what being on 'the other side' means." Over the years, he has been a clerk to a federal circuit court judge, a lawyer with Wilmer, Cutler & Pickering, a member of the staff of the Office of Economic Opportunity, and general counsel of the National Public Affairs Center for Television. The experience, he says, should help him sift out the "extreme positions on both sides of issues and try to find the course that satisfies the public interest and moves in the direction of sensible regulation."

Mr. Westen also indicated different disciplines were required of him than those he had known at the Stern Community Law Firm. "As an advocate, I would file a complaint stating out a single view." In his present job, he said, "you can't stake out single views; you have to accommodate all kinds of views."

But Mr. Kramer rejected the suggestion that his new role conflicts with the one he played as a public interest lawyer. "I always thought that what we were trying to do was get the government to do its job," he said of the days when, in behalf of citizen groups, he filed petitions to deny license renewals and station transfers, arguing that the proposals did not meet the commission's test standards. "I'm trying to get government to do its job by being a part of it. So I don't think I was on 'the other side.'"

None of that means that those ex-public-interest types don't anticipate changes. They talk of opening up the processes of government to all points of view. Mr. Westen said that in his days as a public interest lawyer practicing before the FCC, he felt citizen groups were "shut out of the debate. We want to change the processes of government. Our commitment is to open, to bring in the public." And Mr. Kramer talked of a commitment to be fair. But fairness is a matter of perception. What is fair to the new breed of bureaucrats populating Mr. Carter's Washington may not have been so regarded in the days of Republican rule. And that possibility is giving pause to the broadcasters and their lawyers who seem to regard the Kramers, Westens and Lloyds as having been "on the other side."

One have, three have-mores. There was a kind of upstairs-downstairs look—at least relatively—to the financial statements of two Carter nominees on whom the Senate Commerce Committee held confirmation hearings last week. Tyrone Brown, a Washington tax lawyer nominated to the FCC, reported a net worth, on total assets of $140,072, of $83,298. On the other hand, Irby Turner Jr., who was nominated to the Corporation for Public Broadcasting board (see page 39), reported a net worth of $567,782, on total assets of $912,782.

Nor was that all. Mr. Turner reported that his wife had a net worth of $46,000, and that each of their four children had healthy net worths also—$131,160 (Irby III), $127,588 (Paul B.), $127,028 (Richard E.), and $130,855 (Pamela A.).

Not surprisingly, however, the healthiest net worth reports filed with the Commerce Committee, at least in some time, were those of Sharon Percy Rockefeller, wife of Governor Jay Rockefeller of West Virginia. She reported her own net worth at $748,651 and her husband's at $9,077,490. In addition, she reported net worth of $66,376 for one son, Charles Percy; of $131,121 for another, John, and of $110,384 for a daughter, Valerie B.

Gillian Sorensen, whose nomination to the CPB board was confirmed on the same day as Mrs. Rockefeller's, also reported substantial net worth. Her own was put at $712,215, and that of her husband Ted, a New York lawyer, $739,226. The net worth of their daughter, Juliet, was listed as $17,890.

Tyrone Brown takes hearing in stride

FCC nominee says he's reserving judgment on some issues until he gets better oriented on them; the answers he does provide make no discernible waves

Tyrone Brown breezed through a Senate Commerce Committee hearing on his nomination to the FCC with little trouble last week. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, who conducted the hearing, did not press Mr. Brown very hard. And Mr. Brown, a Washington tax lawyer whose background includes three years as general counsel for Post-Newsweek Stations, did not go looking for trouble. "Although I'm familiar with some issues," he said, "I've prejudged none, and I won't be in a position to make judgments until I've considered them in light of the views of the interested parties and the comments of my fellow commissioners, if I'm confirmed." It was all over in 35 minutes.

However, although Mr. Brown in many of his responses—orally and in writing, in answer to written questions posed by the committee that recommended him for re-nomination—did outline his judgment and reasoning in attempts to make a judgment, he did enunciate a set of principles he said would guide him as a member of the FCC:

"I intend to be equally accessible to all interests, industry and nonindustry, and I'll keep an open log.

"I intend to take every precaution to guard against a conflict of interest or even the appearance of a conflict of interest.

"I will have no continuing interest in the firm he is leaving, Caplin & Drysdale. And he will disqualify himself from any proceeding in which Post-Newsweek or a subsidiary is a party. He also will refrain from participating in any rulemaking in which Post-Newsweek or a subsidiary filed comments while he was with the company."

"I believe competition should be encouraged whenever it's a viable alternative."

"I strongly oppose government regulation or censorship of program content." The commission, he said, "should be concerned about the First Amendment interests of broadcasters and the communities they are licensed to serve."

"I don't believe in regulation for the sake of regulation."

"The public and interested parties are entitled to reasonably expeditious handling of matters by the commission."

"Minority groups are entitled to full participation in broadcasting in terms of employment and ownership of stations. He said there has been improvement in employment, and hopes to see that continue. "I personally intend to pay particular attention at renewal to whether licensees are meeting their equal employment opportunity obligations," he said in one of his written answers. As for minority ownership, he said he would support proposals, which, "consistent with other public interest objectives of the Communications Act," encourage it.

Mr. Brown, whose confirmation will bring the commission up to full strength for the first time since July, has been nominated to fill out the remaining 20 months of former Commissioner Benjamin L. Hooks's term. But he has hopes of a stay at the commission that is longer than 20 months. Asked, in the written questions, whether President Carter had given him reason to believe he would be reappointed, Mr. Brown confirmed the report at the time his nomination became a certainty, in September, saying: "The President indicated that he presently intends to reappoint me for a full term upon the completion of Commissioner Hooks's unexpired term."

Fellow Democrat District of Columbia Delegate Walter E. Fauntroy (1) introduces FCC nominee Tyrone Brown.
NBC-TV coaches count on Paul Klein

He replaces Segelstein as head of planning, says his emphasis will be on quality series, specials; he'll narrow program sights, avoid lowest common denominator

In its third major executive shuffle in two months, NBC-TV has replaced Irwin Segelstein as head of programming with his former Compton Ad man, Paul Klein. Mr. Segelstein has been appointed executive vice president, program planning, according to the announcement made Wednesday (Oct. 26) by Robert Mulholland, the network's new president.

The outspoken Mr. Klein, who has been with NBC off and on since 1961, assumes his new post immediately and will have responsibility for, by his own description, series development, the allocation of programming dollars and the definition of the network's over-all programming philosophy. Both he and Mr. Segelstein will report directly to Mr. Mulholland.

In a view from the day after his promotion, Mr. Klein said that his philosophy would include the continuation of NBC's events-oriented scheduling while at the same time focusing on building new series, with an emphasis on quality.

"We will always do quality even if the program goes down the drain," he said. "It'll probably be the kind of people won't be embarrassed about!"

Clearly, Mr. Klein does not expect to develop shows that will go down the drain, but he did indicate that he intends to steer away from the lowest-common-denominator type of show toward narrower demographics.

"Gross circulation has to vary between certain levels," he said, "and it's important competitively. But it isn't the end-all and be-all. What is the circulation—Is it Marvel comics or 'The Incredible Hulk?'"

Mr. Klein has previously referred to ABC-TV's programming as "comic book" material, and "The Incredible Hulk" is one of the specials in CBS-TV's November sweep line-up. By way of contrast, Mr. Klein named two of his network's new series, James at 15 and Mulligan's Stew, as the type of program he hopes to develop—with the central theme being interpersonal relationships.

He has often been a critic of network programming in the past—it was Mr. Klein who conceived of the "least-objectivably-considered" theory—and of late has been particularly contemptuous of the series on the network of his rival, ABC's Fred Silverman. "I'm not jealous of ABC's programs," he said. "I am a little more envious of the size of their audience, but only five percent envious." The sweeps-o-day results of the last day of his appointment stood at 21.0 for ABC, 18.2 for NBC and 17.1 for CBS.

Mr. Klein acknowledged that the network's line-up of new series is not performing as well as he had hoped, and he said that, despite the consistent stunting of NBC shows, he has had enough opportunity to judge most of his series' prospects and that he expects to make some changes shortly.

But Mr. Klein also reaffirmed his confidence in NBC's events strategy, which, he points out (as does Irwin Segelstein) leaves six hours of each week (two hours on Saturday, Sunday and Monday nights) open for special programs or movies without having to pre-empt, or buy, other programs. This Mr. Klein considers as tantamount to a series.

The reason for having a series is that the advertiser can predict what the next event will be. NBC's new specials will be in the old days he got the same competition. But, of course, the same competition is now past; if you have a successful series, you have to have a new success, he said.

From 'Big Events' to 'blessed events'

Specials will continue to be prominent feature of networks' schedules, especially in sweeps

Special programming will continue to dominate the prime time schedules of the three commercial television networks through the upcoming November sweeps, as expected. And there are increasingly solid indications that, for ABC-TV and NBC-TV at least, the pattern may continue indefinitely.

ABC announced late last week a specials schedule from November through May that totals more than 100 hours of pre-emptive programming. NBC, meanwhile, estimates it may air as many as 160 hours of events for the full 1977-78 season.

For November, almost 60 hours of specials are scheduled on all three networks. In addition, some of the biggest theatrical movies have been saved for the sweeps, such as "Three Days of the Condor" and ABC's "Butch Cassidy and the Sundance Kid." And there will be many souped-up versions of regular series—two-part or extra-length episodes—such as CBS's two-hour Waltons on Nov. 3 (which deals with the birth of Mary Ellen's baby, and which CBS is promoting as a "blessed event").

Beyond November, it looks more like the same, as ABC Entertainment President Fred Silverman told his network's affiliate board of governors in Puerto Rico last week. "Range and diversity are the essence of broadcasting," he said, "and this unprecedented [specials] schedule is designed to utilize that essence fully.

Those 100 hours entail more than 60 programs, he said, including more than a dozen "superstar hours" with pop music personalities, 14 holiday specials, a four-hour special on ABC's 25th year of television, four Barbara Walters specials, three Joan Wayne specials, a 10-part How the West Was Won and a special on Benji, the popular movie dog.

NBC had already announced a 100-hour events schedule of its own for 1977-78 (Broadcasting, May 23) and the possibility that the total might go as high as 150 hours is, no doubt, evidence of the network's satisfaction with the ratings of events strategy of the television networks to "front-load" with special programs and to shift time periods of regular series is evoking a mixed reaction from advertising agencies.

One underlying concern of some agency executives is that these network tactics may be affecting adversely the levels of homes watching television. But even in this area there is scant unanimity of opinion.

One school of agency thought holds that those maneuvers, designed to build up ratings in the fall in an effort to carry over into the new season, disrupt planning and projections made as long as six months earlier.

Other agency officials are less complain-

Two points of view on network stunting

This year's strategy of the television networks to "front-load" with special programs and to shift time periods of regular series is evoking a mixed reaction from advertising agencies.

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Robert Liddell, senior vice president and media director of Compton Advertising, is of the second school: He wonders why all the shouting. "The circulation [ratings] is what it is; all about and that's what I want," he said. Nor does he fault the networks, saying "we managed to receive..."
The House will let the cameras in

Representatives vote 342-44 to allow coverage; they put off decision on how it will work

The House of Representatives voted last Thursday to open the doors of its chamber to radio and television, but postponed until after Feb. 15, 1978, the decision on how to implement daily live coverage.

The broadcasting resolution, voted out of the Rules Committee only the day before, empowers the Speaker to order immediate extension of a closed circuit system to all the House office buildings (only one of the three currently is on the system) and orders the Rules Committee to study "alternative methods of providing complete and unedited audio and visual broadcasting" of House proceedings. "As soon as practicable" after receiving the committee's recommendation, said the Speaker, is to implement a broadcast system, which is to include a live feed available to members of the House radio and TV gallery, and tapes to be stored for historical purposes.

It was a "historic moment in the House," one member said, when the body voted to let cameras and microphones in. "We are moving one step nearer to full First Amendment freedom for all newsgatherers-electronic and print."

The resolution offered a slim possibility for the three commercial networks and the Public Broadcasting Service, acting as a pool, to produce a feed. That contrasts with the resolution originally before the Rules Committee last week that made it clear the House would control the system.

Despite the Rules Committee's last-minute change of mind—narrowly passing the substitute resolution by Representatives Trent Lott (R-Miss.) and B.F. Sisk (D-Calif.) calling for further study of the "alternatives" for implementing coverage—it was clear, however, at week's end that odds are against network operation of the system.

In a Friday morning news conference, House Speaker Thomas P. O'Neill (D-Mass.), who is empowered in the resolution to make the final decision, said he favors House control of the system, as proposed by Representative Jack Brooks's (D-Tex.) Congressional Operations Committee.

Earlier, Representative Sisk, who feels the Brooks plan holds the potential for government censorship of the news, had said the substitute resolution keeps alive the possibility of network operation of the system. Mr. Brooks, present at the Rules Committee meeting, fumed that the action was a "foolish" delay.

But after consulting with Speaker O'Neill, Mr. Brooks softened considerably, saying in a speech on the floor Thursday that the Sisk-Lott resolution "will accomplish almost precisely" what his committee recommended.

Representative John Anderson (R-Ill.), long a supporter of letting the networks run the system, admitted defeat in a floor statement Thursday, and Representative James Cleveland (R-N.H.), cosponsor of the original Brooks resolution, asserted that "we are not going to turn this over to a monopoly of the big three TV networks." Mr. Cleveland argued that under network control, small radio stations "would have to pay through the nose" for tapes and feeds of the House proceedings. Under House control, they would get the feed free.

During floor debate, Representative Van Deering inserted a plug for cable television, which unlike the major TV networks, he said, has the capacity for airing complete coverage of the House's proceedings. There are currently two million cable subscribers hooked up to systems with satellite receivers, which could facilitate live coverage, he noted, and predicted that by the early 80's that number could jump to as many as 12 million.

Other participants in the debate revived some of the classic arguments against TV and radio in Congress. Some said broadcasting would be demeaning to the dignity of Congress. "Can you imagine what our lead-in will be (on TV)—the House of Representatives theme song?" one member asked.

Said another, "We are about to change this place from a forum to a theater!" Every time there is a major issue before the House, he said, members will want five minutes to talk so they can be seen by their constituents.

One member raised the concern that the public might get the impression that members rarely present on the floor are not working. That would be unfair, he said, because some, especially those on the Appropriations Committee, have to spend most of their time in committee meetings. "We don't want to give people the impression that some members are running the House, while the rest are away doing the work," he said.

Another suggested the cameras might capture some members in embarrassing positions—in slumber for instance. While he spoke one member was spotted dozing.

But as the final vote showed, the vast majority of members concurred with the congressman who said television House proceedings could not be put off any longer. "We're in an electronic age," he said. "The time has come."
Discussing increasing divergence of broadcasters' and advertisers' programming objectives, Archa Knowlton, director of media services for General Foods, told Los Angeles Advertising Club Oct. 26 that General Foods and National Citizens Committee for Broadcasting are working on qualitative evaluation system because, he said, "while broadcasters are still following programing strategies designed to attract the largest audiences . . . advertisers are far more concerned about communicating a sales message."

Qualitative system, he said, "negates some possible actions that might be taken in the current debate [concerning sex and violence] becomes too hot and heavy. It would keep government agencies at bay . . . would forestall unfair economic boycotts by special interest groups . . . would mean that advertisers would not be accused of attempting to usurp editorial prerogative through the weight of their advertising dollars . . . would give concerned parents the information they need—and don't now have—to exercise control over their children's viewing practices."

House of Representatives will debate Wednesday (Nov. 2) revised bill for consumer protection agency—renamed Agency for Consumer Representation. Unlike bill pending in Senate, it does not have provision prohibiting proposed agency from intervening in FCC license renewal proceedings. Revised because original version didn't have enough votes to pass, this version gives agency no "interrogatory" powers to force businesses to answer questions about their practices. That and other compromises, however, have not weakened business' opposition to bill.

American Conservative Union has purchased time on 29 TV stations in Texas, Louisiana and Florida to air half-hour TV documentary it produced on Panama Canal. Program, which features congressmen and other public figures, presents positions against turning canal over to Panama. Union hopes $20,000 it has spent in TV time will be defrayed by pledges from viewers. Program contains appeal for financial support and toll-free phone number viewers can call to pledge. Program will be shown in rest of country if enough money is raised.

Legislation to permit federal regulation of cable pole attachment rates passed House of Representatives last week. Bill differs significantly from one in Senate that imposes federal standards only where there is no state regulation. House bill also does not have Senate bill's provision authorizing FCC to fine cable systems for rule violations. Senate bill is stalled while Commerce Committee awaits word from Interior Department about impact of pole attachment section on Indian reservations.

American Psychiatric Association has filed fairness doctrine complaint against ABC with FCC for its May 26 program, *Madness and Medicine*. APA says network failed "to present conflicting viewpoints" and that it "rejected out of hand" requests for redress and for review of materials used in making documentary. Complaint also charges network promoted show in "futurist" terms and that it has "cast cloud over America's psychiatric community."

National Cable Television Association is supporting petition filed with FCC by National Association of Broadcasters requesting commission to issue tax certificates to broadcasters who sell station to minority buyer (*Broadcasting*, Sept. 5), has urged FCC to apply same plan to sale of cable systems.

Controversy appears to be growing around Corporation for Public Broadcasting's new vice president for human resources development, Thadddeus Garrett Jr., concerning charges that he may have abused power while on Consumer Products Safety Commission. House Subcommittee on Oversight and Investigations, chaired by Representative John Moss (D-Calif.), is studying anonymous letter charging that Mr. Garrett misused CPSC travel funds, was involved in possible conflict of interest regarding his position on CPSC and elected office on Ohio State Board of Education, demanded personal favors of his staff, conducted personal business from his office, exaggerated his position in letter to foreign government and used undue political influence to get present $50,000 per year CPB job. Subcommittee is expected to decide soon whether to proceed with formal inquiry. Mr. Garrett, who is 29 and black, called letter "work of obviously bitter and sick person" and labeled charges "ridiculous" and "incredible." On allegation that former Vice President Nelson Rockefeller pressured CPB into hiring him, Mr. Garrett said last week, "That's the kind of crap you have to put up with. Anything that I have ever done I'm proud to say that I have worked for." Mr. Garrett assumed CPB post Oct. 17 (*Broadcasting*, Sept. 28).

U.S. Court of Appeals in New York has reversed decision of lower court holding that action of WGSTAM Stamford, Conn., in "censoring" scripts of mayoral candidates in 1969 race constituted state action. Circuit Judge J. Edward Lombard, who was sitting by designation, issued that ruling in holding that two candidates claiming to have been censored could sue licensee, Western Connecticut Broadcasting Co., on ground it had violated their First Amendment rights. He was not persuaded by fact that FCC had condemned licensee—it fined WSTAM $10,000 for violating equal opportunities section—and, in separate proceeding, administrative law judge has proposed stripping license from WGSTAM and giving it to competitor—but appeals court was. Under those circumstances, it said, station's action was private and therefore not subject to First Amendment. Court directed Judge Lombard to grant Western's motion for summary dismissal of former candidates' suit.

CBS has followed up latest executive reorganization (*Broadcasting*, Oct. 24) with number of office repositionings within 51 West 52d Street headquarters in New York. President Eugene F. Jankowski has established new CBS/Broadcast Group (CBG) headquarters on 24th floor, previously occupied by television network; he has moved into space held previously by Robert D. Wussler as CBS-TV president. With him on that floor: vice presidents Gene Mater, Jack Cowden, Van Gordon Sauter, Frank Smith and Tom Miller. Key TV network officers will now be on 24th floor, formerly headquarters of CBG and (still) of TV Stations Division. Jack Schneider, former CBG president now senior VP and general executive of CBS Inc., retains his presidential suite; James Rosenfield, new head of CBS-TV and Thomas F. Leahy, new (since late September) head of stations division, and their chief lieutenants will also be on 24th floor.

First group new FCC Chairman Charles D. Ferris has managed to alarm is FCC employees. With support of other commissioners, Chairman Ferris has ordered change in FCC business hours from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. Reason, he says, is to bring commission hours in line with those of other government agencies, Congress, and law firms. When word reached employees through their employee representation board members, who were asked to assess feelings, there were in at least some sections expressions of dismay about car-pool arrangements, baby sitters who would be lost and late arrivals at home. However, Frank Lloyd, chairman's administrative assistant, said plan would be implemented in next several weeks. In meantime, he said, employees could make necessary adjustments in their personal arrangements. He also noted individual offices could work out "flex time" arrangements, which enable employees to begin and end hour earlier or later than official hours.

Richard Neustadt, deputy to Barry Jagoda, special assistant to President Carter for media and public affairs, has transferred to White House Domestic Council staff (headed by Stuart Eizenstat), with continuing responsibilities in area of communications. Shift was anticipated as part of President's reorganization plan (*Broadcasting*, Aug. 1). Mr. Neustadt will be principal liaison between White House and new assistant secretary for telecommunications in Department of Commerce.

Jacob L. Barowsky, 85, who made fortune and TV advertising history with successful promotion of Lestolil liquid household cleaner in 1950's, died Oct. 25 in Holyoke, Mass.
June 15, 1977

Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301

Gentlemen:

I have noted your accounts of various stations' highly complimentary reactions to their new Harris MW-5 AM transmitters. Those stations probably had, in most cases, an old transmitter that had seen its better days, was fully depreciated, and ready to be retired to pasture, or at best kept for emergency purposes.

Well, our situation was different. We had a good, relatively new transmitter; we thought it was modern and up-to-date. We were not planning to buy a new transmitter, but we suddenly had no choice. We had a fire, and our existing main transmitter was destroyed.

I have already written, expressing our appreciation for the fine help that we got during the emergency, but I have now had an opportunity to evaluate the performance of the transmitter that we did not even want to buy.

Entirely within the FCC rules relating to power, modulation and directional service, the improvement over our preceding transmitter is unbelievable. You can tune across the crowded Chicago dial blindfolded and tell the difference in any of the areas that we formally deemed critical to us.

I haven't the slightest idea why our Harris MW-5 performs so well, but I would like to confirm that, in reality, it does perform.

Sincerely,

Edward A. Wheeler
President
ANA to members: Don’t just take what the networks are handing out

Advertisers are urged to get back into the programing process and make their presence known

The Association of National Advertisers, representing most of television’s biggest users, has taken the lead (and the concept that advertisers must become involved in television program content. Buying “by the numbers” is not enough, the ANA board of directors said, because the public regards TV advertisers as responsible for program content or, at the least, as co-partners with networks and producers in responsibility for content. Therefore, the board said, it would be impractical if not unwise for advertisers to fail to speak out on matters involving the content of programs in which they advertise.

Where possible, the board said, advertisers or their agencies should involve themselves “continuously” in each episode of a TV series in which they advertise, as well as in the broad outlines of the series itself.

However, the board continued, this whole question is one for each advertiser to consider, as and decide for himself. And the board emphasized that it was not advocating advertiser “censorship.”

The board’s views were put forth as recommendations to ANA members at a closed meeting of members and agency and media guests at the ANA’s annual meeting at the Homestead, Hot Springs, Va. One advertiser reportedly asked whether the advertisers couldn’t act collectively in response to the recommendations and was told, in effect, “no way.”

The recommendations were a switch from ANA’s stand last spring when, in response to growing criticism of excesses in programing—not only “violence,” which they hoped was now a thing of the past, but also, since successful shows often breed imitators, other themes as well, including those with sexual overtones.

The ANA representatives were said to have insisted they were not responding to pressure groups and did not object to occasional shows involving action, sophisticated themes or controversial topics so long as they were done well and presented in reasonable time periods. What they objected to, they said, was a glut of programs that substantial numbers of viewers might find objectionable and become alienated because there were no acceptable alternative programs they could turn to.

“The problem,” one advertiser source said, “may not be individual programs as much as a spate of similar programs. If every station in town is offering action programs at a given hour— or sophisticated, sexy programs or whatever—many viewers may have no programing to watch. The off switch isn’t the answer. What we’re urging on the networks is a diversity of programing.”

Producers and network officials were said to have told the ANA representatives that they agreed on the desirability of diversity but that there is always a risk that one particular type of programing might dominate at a given time. They were also said to have given assurances that they would maintain high standards and stay in line with contemporary values while at the same time undertaking to deal with provocative and even controversial themes.

The networks were especially fearful, according to advertiser sources, that pressure groups might tend to stifle programing, and in effect establish minority control of a medium designed for the majority.

They were also said to be fearful that some advertisers would automatically refuse to be identified with any program that carried a qualifier such as “parental guidance advised.” On this point the ANA board said an unconsidered rejection of any program would not prove sound in the long run and might support charges of ad

Green new ANA chairman, Buchsbaum vice chairman

Chester R. Green, Kraft Inc.’s senior vice president for product development, marketing and research, was elected chairman of the Association of National Advertisers last week at the ANA’s 68th annual meeting. He succeeds William M. Claggett, vice president and director of advertising and marketing services of Ralston Purina Co.

Sanford Buchsbaum, senior vice president, advertising worldwide, Revlon Inc., was elected vice chairman. Peter W. Allport was re-elected president.

Four new board members were elected:

H. A. Eriksen, Monsanto Co.; William K. Pederson, Eastman Kodak Co.; William Sharp, Coca-Cola USA, and Harry F. Upson, Consumer Products Division of Abbott Laboratories. In addition, John T. McLoughlin of Richardson-Merrell was re-elected to the board to fill an unexpired term, and Michael Rosty of Anheuser-Busch was re-elected to a three-year term.

Retiring directors were R. Ross Garrett of 3M Co., Derek J. Carroll of Thomas J. Lipton Inc., Blais R. Gettig of Aluminum Co. of America and W. M. Morris of Life Savers Inc.

Incoming, outgoing and continuing. Top past and present officers of Association of National Advertisers are pictured following elections last week at ANA’s 68th annual meeting: (l to r) Sanford Buchsbaum of Revlon Inc., elected vice chairman; William M. Claggett of Ralston Purina, retiring chairman; Chester R. Green of Kraft, new chairman, and Peter W. Allport, re-elected president.
"Don't Take Our Word For It!"

"An excellent series — we use these spots daily in the early morning."
KOLR-TV Springfield, Mo

"I feel very deeply that the announcements make a positive contribution toward easing the tensions and frustrations of this busy time, and consider it a privilege to use them on WPIX."
WPIX-TV New York, NY

"May I extend continued success in "THE WORD" series and pledge our continued support."
WSBK-TV Boston, MA

"Since adding your feature to our programming a couple of months ago, we have been pleased with the content of THE WORD and have received some nice comments from our listenership."
WCMB Harrisburg, Pa

"I just wanted to thank you for the lovely thoughts in these spots and encourage their continuance."
KMJ-TV Fresno, Ca

"The Word" is Unity School's public service series, now being broadcast by over 1,000 television and radio stations across the nation. Each spot in the series features a major celebrity and a "word" around which is woven an inspiring, uplifting, cheerful, hopeful, human, often touching, never gloomy, 60-second message.

The entire Unity program is available to you without charge.

So seek a unique and beautiful balance in your station programming. Write or call for films or radio tapes today... for "The Word."

A few who have donated their time and talent:

- Eddie Albert
- Jack Albertson
- Steve Allen
- Ed Ames
- Edward Asner
- Richard Bach
- Jim Backus
- Pearl Bailey
- Ned Beatty
- Ernest Borgnine
- Beau Bridges
- Lloyd Bridges
- Joe Campaenna
- Macdonald Carey
- Ellen Corby
- Charlie Dierkop
- Phyllis Diller
- Irene Dunne
- Henry Gibson
- Monty Hall
- Shirley Jones
- Diane Ladd
- Art Linkletter
- Emily McLaughlin
- Johnny Mathis
- Jayne Meadows
- Lee Meriwether
- Greg Morris
- Lou Rawls
- Sugar Ray Robinson
- Wayne Rogers
- Robert Stack
- Robert Wagner
- Robert Young
Hold that line on kids' ads,
ANA is warned

If efforts to ban TV advertising to children are success, Kellogg's LaMothe says, other groups of consumers may be next; Kristol has other ideas, however

The nation's biggest advertisers were warned last week to protect their right to advertise to children or risk losing the right to advertise to other consumer groups.

The warning came from William E. LaMothe, president of the Kellogg Co., at the opening session of the 68th annual meeting of the Association of National Advertisers, held Monday through Wednesday at the Homestead, Hot Springs, Va.

Earlier in the same session, the 550 ANA members and guests heard another speaker predict that advertising to children on television would be—and should be—eliminated within 10 years.

Irving Kristol, New York University professor, economist, author and adviser to business, said he was "horrified at the thought" of advertising on "children's television." Such advertising, he said, "undercuts parental authority."

"I would not let a salesman into my living room to sell to my child," he declared. "Why should I let him come in on the tube?"

Professor Kristol, stressing the importance of self-regulation, said the advertising community should itself have banned TV advertising to children. Now, he said, the Federal Trade Commission is moving in that direction, however "haltingly," and he said he was confident that "10 years from now there will be no advertising on children's TV."

Mr. LaMothe, who followed him to the podium, disagreed pointedly with Mr. Kristol's position.

"Advertising to children," he said, "is in my judgment only the tip of the iceberg. The critics of advertising to children really dislike advertising in its entirety. They view it as economically wasteful, socially unjustified and therefore it should be abolished."

"I believe every advertiser in this room should take very seriously—and follow very closely—the issue of our right and our ability to advertise to the child audience. But if, as is the case, the FTC moves in this direction, it will merely passengers on the communications line."

Mr. LaMothe noted that the FTC and other groups and individuals seem increasingly disposed to restrict or ban advertising to children. "We do not know of any hard data that would support any kind of ban or restriction of television advertising to any group," he added. The answer for advertisers, he said, is to first make sure of the integrity of their products and then to defend them "in every forum that will listen to our arguments."

"If I firmly believe," he said, "that products will not be banned from advertising to any group, so long as the products being advertised can be shown to make a prosocial contribution to our society. But you and I are going to have to prove that. Opinions, judgment, experience are not good enough to quiet the activists and regulators today."

Mr. LaMothe contended that advertising to children would not be an issue "if the only products that were advertised to children were apples and oranges, peaches and pears, dental floss and toothpaste."

"The issue exists because a vocal minority of consumerists believe that products that are advertised to children are somehow inappropriate for children. That's the only reason the issue exists." The solution, he said, "lies in our collective abilities to show that the products we market make an important contribution to the health, social or physical well-being of the children who consume and use the products. If we can't make that case, then I think that it will be difficult to maintain our right to advertise to the child audience."

Looevinger's analogy

Former FCC commissioner sees "terrorist" overtones in proposed boycott of "violent" show sponsors

The National Parent Teachers Association plan to boycott advertisers who place their messages in "violent" television programs was compared last week to the hijacking of airlines by terrorists.

Lee Loevinger, Washington attorney and former FCC commissioner, told the Association of National Advertisers' annual meeting that the PTA "wants to force advertisers to force broadcasters to change their programs."

This is an effort, he said, "to restrain free speech in advertising in order to restrain free speech in programming," and "it sounds like the terrorist activities that are happening all over the world," in which terrorists take hostages to satisfy their own demands.

In this case, he said, "advertisers are merely passengers on the communications line."

Mr. Loevinger said he would not equate the PTA with the Palestine Liberation Organization, "at least not yet."

"The PTA won't shoot you," he told the advertisers, "but they just may hound you out of the community."

Mr. Loevinger cited the PTA plan as one example of battles that lie ahead for advertisers even though, he said, advertising's "basic constitutional battle" has been won in Supreme Court decisions that broadly accorded First Amendment protection to advertising.

He said many dissatisfactions are focused on television because it is the most "ubiquitous" symbol. "We may soon see television sets being smashed the way slot machines used to be, before the state decided that gambling is not good for you," he asserted.

TV picked apart in ANA session on ways to eliminate media waste

Panelists have some hard raps for television, though admitting their evidence is filmsy; Achenbaum suggests $2 million budget is lost in prime-time TV, urges a more efficient method to replace gross rating points

A formula approach to reducing waste in advertising campaigns was offered cost-conscious advertisers last week in a clinic on "Weighing Media Alternatives" at the Association of National Advertisers' national meeting.

The formulas—in one case based on admittedly "flimsy" evidence and in others calling for the assignment of subjective, judgmental values to such factors as media and creative differences—will result, one panelist said, in more widespread use of media mixes as opposed to the primary concentration on, say, television.

Some TV executives in the audience regarded the presentation as designed primarily to "put the pressure on TV," as one phrased it.

One panelist conceded that he had cast television "in the worst possible light" in order to make a point and also concluded, at another point, that "anyone spending $2 million or less on an individual brand certainly cannot afford to be in prime time television" even though "I am sorry to say, some national advertisers are."

In general, however, he and his fellow
We have a New Name and a New Design

And that is...to place a priority on value.
The value of radio and the value of our stations.
We want an advertiser to get the most for his money, so we have especially
equipped ourselves to handle his need for
information. We can give him a profile on his customers...his target
markets...or his competition. We can help his agency buy a local
market or plan a nationwide campaign.

The value of our stations is
their ability to sell product...and the value of the RKO Radio Sales
force is the help we can provide through the resources of our
Research and our Marketing Divisions. So that an advertiser gets
the most...value...for his money.

That's why RKO Radio Representatives
is now RKO Radio Sales.

RKO RADIO SALES
NEW YORK WOR/99X, LOS ANGELES KJL/KK1TH, CHICAGO WFLY, DETROIT CKXW-AM/FM,
SAN FRANCISCO KFRC, WASHINGTON, D.C., WGMS-AM/FM, BOSTON WRKO/WROR, DALLAS KUF, PITTSBURGH
WKTQ/WSHS, MIAMI/FORT LAUDERDALE WAXY, MEMPHIS WHSL, COLUMBUS WNCI.
panelists insisted that they were only trying to help advertisers get the most for their money.

The money involved, at least in television, was stressed by panelist Alvin Achenbaum of Canter, Achenbaum, Heekin: "Next year a television dollar will buy only half the exposure opportunities it bought in 1975."

"It could well be," Mr. Achenbaum continued, "that network television—historically the most efficient national advertising medium—is no longer the golden goose for all brands. Or what may be more bothersome, a bargain compared with other media, but no longer affordable for some advertisers."

Yet he saw no tailing-off in television's share of the advertising dollar. "Although there is talk in the trade that the television market is softening for the first quarter of 1978," he said, "I would still venture a guess that it is based more on hope than on fact and that television will continue to account for approximately 55% of national advertising expenditures in 1978."

He based this guess on several factors, including "a strong emotional bias toward television on the part of advertisers and agencies, and a strong reliance by them on buying gross rating points (GRP)."

To counter the GRP concept, he offered ERP—effective rating points. Where GRP measures "exposure opportunities," he noted, ERP provides a measure of "effective exposure." ERP is based, he explained, on a growing but "flimsy" body of evidence suggesting that "the first few exposures to a television commercial—about two or three—have little value; that after 10 exposures little further benefit is gained, and that after 15 the additional exposure could be detrimental."

Thus, he said, an advertiser buying 240 GRP's for example, might in fact get only 172 ERP's, in that case losing almost 30% of his exposure. He conceded that "the evidence on where effective exposure truly begins and ends is far from definitive," but said that "of one thing you can be sure: Effective exposure will always be less than total exposure"—an especially serious consideration for small-budget brands.

It was on this basis that he concluded that a brand should not go on prime-time TV with a budget of $2 million or less—and might in fact find magazines a better choice. But he insisted that "I am not here to push magazines or knock television" but rather to push for "recognition that the new media reality calls for an open mind, for a reconsideration of what you are currently doing."

A.B. (Gus) Priemer, director of advertising services for S.C. Johnson & Son, who presided over the session, told the advertisers that "rising media costs will be an even bigger problem in the future than in the past, and questioned how much farther "miniaturization"—the shortening of commercials—can go.

The time has come, Mr. Priemer said, to begin to "measure the waste in our media programs" by such approaches as Mr. Achenbaum's ERP concept and by assigning arbitrary values, based on judgment, to different media vehicles and such other factors as frequency and creative considerations to evaluate alternative media plans.

The latter approach was described by Jules Fine, executive vice president and director of marketing services of Ogilvy & Mather, who also emphasized, however, that each situation must be judged on its own circumstances.

"It may be discouraging to find there are no simple truths, no universal answers," Mr. Fine said, but "you can start [applying] these disciplines even with crude approximations based on your experiences and existing brand research."

From the audience, William Rubens, NBC vice president in charge of research and corporate planning, challenged Mr. Achenbaum's suggestion that small-budget advertisers might be better off in other media, saying they could attain their objectives in daytime TV or fringe periods if they could not afford prime-time television.

He also questioned the parameters of the ERP concept, and lead Mr. Achenbaum to concede he had not shown television in its best light.

In response to another question, Mr. Achenbaum said the studies on which the ERP concept was based were done five to 14 years ago and, except for one by Ogilvy & Mather, were "pretty lousy studies."

Anticigarette spots: Where are they now?

According to one study, they're not on television very often

The number of antismoking public service announcements on television is declining, according to a recent study of PSA's in the St. Louis and Baltimore markets by the National Cancer Institute. An analysis by NCI of anticigarette spots appearing on the six network affiliates in those cities during one week of May found that antismoking spots constituted only about 3% of all PBS's broadcast. The study also said that the frequency of antismoking messages has dropped significantly since Congress banned broadcast cigarette ads in 1971.

NCI's Office of Cancer Communications examined PSA's in those two markets to determine the extent to which antismoking spots were being aired. Among the study's findings:

- In Baltimore, health-related PSA's were aired 164 times (second only to announcements for service and charitable organizations), and 23 (14%) of those were antismoking spots. In St. Louis 13 (5.9%) of 105 health PSA's were anti-cigarette messages.
- In both markets antismoking announcements accounted for only 2.9% of all PSA's (1,233) broadcast for the week by six network affiliates.
- Roughly two-thirds of all PSA's were broadcast between 7 a.m. and 5 p.m. In St. Louis, 10 (76.9%) of the antismoking messages were aired during that time. In Baltimore, the comparable figure was 15 (65.2%).
- Only one antismoking PSA appeared in prime time in St. Louis in that week. Five were shown in prime time in Baltimore, all by WMAR-TV.

According to NCI, generalizations about the extent of antismoking broadcasts are difficult to draw from the report, but it does state: "Once cigarette advertising was banned...the appearance of antismoking messages on television declined significantly." NCI explains this occurrence on the fact that "broadcasters were no longer legally bound to air them" under the FCC's fairness doctrine.

Television PSA's are considered by the
The national broadcast media, in hitting the airwaves in early October, is expected to disclose lobbying expenditures in interstate rate-making proceedings. The Federal Communications Commission (FCC), in 1976, said that its broadcasting rates were being “more often” under its jurisdiction to disclose lobbying expenditures.

“Most” airlines advertising, said Ms. Kennedy, is justified, and the CAB petition does not try to limit “informational or promotional” ads—those that discuss times, cities, rates and the like. Rather, she said, ACAP is attempting only to limit advertising that “urges you to act in a political vein.”

The National Auxiliary Traffic Association has backed ACAP in its petition and has even suggested that the proposal be extended to include “advertising devoted to competitive gimmicks or give-aways.”

**FTC judge shoots down claims for Poligrip, Polident**

Brown orders Block Drug to stop saying its denture adhesive makes certain foods easier to eat, and that its denture cleanser is superior to competitors

A Federal Trade Commission administrative law judge has ordered Block Drug Co. to stop making certain claims in advertising for some of its denture products. The judge ruled, Block can no longer claim that its denture adhesive products will allow wearers to eat “problem” foods, regardless of their particular holding problems.

Judge Miles J. Brown also found that Block’s claims that its Extra Effervescent Polident cleanser was significantly better than a competitive product do not have a reasonable basis in fact.

In response to an early 1975 complaint against Block, the judge ruled that the company should stop advertising that its Poligrip and Super Poligrip adhesives will aid users in eating such foods as apples and corn on the cob. The judge ruled that an adhesive corrects “only one of the various factors that affect a wearer’s denture performance, namely retention.” Unless that is a wearer’s only problem, he said, “an adhesive will not solve the biting or chewing problems.”

Brown Judge said that the problems Block claimed its products would remedy are, in part, the result of the “very nature” of denture construction, and many wearers will experience difficulties “with or without the use of an adhesive.”

In the second part of his ruling, the judge said that Block’s claims that users of Extra Effervescent Polident could, upon comparison with Extra Strength Effertdent, “see a visible and significant improvement in the cleanliness of their dentures” are unfounded.

Although Judge Brown’s initial decision may be appealed and is not a consent order, both the FTC and Block agreed to abide by the ruling.

**Travels of FCC commissioners: fewer trips, but costing much more**

Travel got to be a relatively big budget item for the FCC last year—$245,023. Indeed, that was almost twice the $25,557 the commissioners spent on travel in fiscal year 1976. The reason: trips abroad. But the commissioners were actually traveling less in fiscal year 1977, which began Oct. 1, 1976—107 trips compared to 118 the year before.

What’s more, one commissioner accounted for almost one third of the travel expenses—Robert E. Lee. His 13 trips accounted for $14,340 of the total. And foreign travel was the principal reason. For a five-week period last January and February, he served as head of the U.S. delegation to the 1977 World Administrative Radio Conference in Geneva. His expenses for travel, accommodations and per diem—$7,526. But this tab was picked up by the State Department.

Commissioner Lee, who was abroad more than any other commissioner, also spent 16 days, beginning Sept. 24, traveling to Tokyo, for an international symposium on information utilities, by way of Lake Tahoe, for the Nevada Broadcasters Association convention, and returning to Washington. The cost was $2,904.

Other foreign trips by commissioners included those that former Chairman Robert E. Wiley and Commissioners Abbott Washburn, Joseph Fogarty and Margita White made to an international meeting on telecommunications facilities in Rome in June. The cost for each varied between $1,000 and $1,400. Commissioner Washburn also traveled to Prague for a week last month to address a symposium on communications satellites, at the 28th Congress of the International Astronautical Federation. Total cost to the government: $1,415.

As for the commissioner who traveled the most, that distinction went last year to Mr. Wiley, as it did every year since he joined the commission in 1972. All told, he made 31 trips between Oct. 1, 1976, and Sept. 30, 1977, to talk to and with industry groups, citizen groups and others in the course of what he saw as an important part of his job. The cost to the government was $8,866, some $3,400 more than it spent on the 29 trips he made in fiscal year 1976.

The second most traveled commissioner was James Quello, with 16 trips, at a cost of $5,401. As for the others, commission records show that, like Commissioner Lee, Commissioners Fogarty and White and...
How John Dobson uses automated sales system to win bigger share of TV budgets.

An Atlanta timebuyer calls reps, urgently requesting avails for a heavy-up buy in a major TV market.

Without Katz automated sales system, it would take John Dobson, Katz American's Atlanta sales manager, almost a day to plan, calculate and type this presentation.

But Katz sales people in all 15 offices are on-line to the computer center in New York. After discussing sales strategy with a station, data can be input, machine-computed and printed at a branch office in minutes.

Avails can be requested with data from as many as five books, including estimates, sports and specials. When prices are entered the computer calculates CPM's by package or individual spot.

John Dobson's avail presentation is first—with the most. It includes an audience and cost analysis of all stations in the market. Speed and completeness win the biggest share of budget for the station repped by Katz American.

An automated sales system is just one of the resources a rep needs to be the best in the business. Katz has them all.

Katz. The best.
former Commissioner Benjamin L. Hooks (who resigned in July), took 13 trips each, at costs, respectively, of $4,308, $4,507, and $3,373, while Commissioner Washburn made eight trips at a cost of $4,858.

For the most part, the commissioners' destinations were less glamorous than Rome or Geneva. There were the usual assortment of Lansings, Birmingham and Portlands, and President Carter offered some vouchers, as commissioners addressed broadcaster meetings, cable meetings and telephone company meetings. But there was at least one sentimental Journey—Commissioner White's trip to Redlands, Calif., for a speech to her alma mater, the University of Redlands, which awarded her an honorary degree.

The travel did cut into commissioners' attendance at meetings, though not in the case of former Chairman Wiley, who left the commission on Oct. 17. He didn't miss a regular or scheduled meeting during the fiscal year beginning Oct. 1, 1976. Commissioner Lee was recorded absent 10 times. (His attendance at the 1977 WARC caused him to miss another 11 meetings, but he denied ran into other health problems.) Former Commissioner Hooks was absent from eight meetings, while Commissioners Washburn and Quello missed seven, Commissioner Fogarty four and Commissioner White one.

More nays have their Senate say on USAIC proposal

Ribicoff committee hears number of caveats to President Carter's reorganization of overseas information and cultural service

President Carter's proposed reorganization of the nation's international information machinery ran into more Hill criticism last week, this time in the Senate. And indications were that the White House will be asked to incorporate some amendments in the plan.

Witnesses, some of whom had criticized the plan a week earlier in testimony before the House Government Operations Committee (BROADCASTING, Oct. 24), appeared before the Senate Governmental Affairs Committee, expressing concerns about the plan.

And when they concluded their remarks, the committee chairman, Senator Abraham A. Ribicoff (D-Conn.), said work would proceed on amendments he thought the "President would accept." "These have been very valuable hearings," he said. "The witnesses were knowledgeable and experienced, and made valuable suggestions."

Essentially, the plan envisages the consolidation of the functions of the U.S. Information Agency and the State Department's Bureau of Educational and Cultural Affairs into a new U.S. Agency for International Communications. A principal aim of the plan, in terms of reorganization, is to combine the Washington offices involved.

However, the President has also talked of the need to broaden the country's informational, educational and social interchange with the rest of the world and to assure the independence and credibility of the Voice of America, which now operates under the USAID. And critics of the plan said the language of the proposal needs clarification to assure the achievement of those aims.

For instance, a provision stating that the director of the new agency shall carry out his duties "under the direction of the secretary of state" was criticized by representatives of the American Federation of Government Employees, the American Foreign Service Association and the U.S. Advisory Commission on Information, as likely to bring the new agency under the domination of the State Department at the expense of the agency's credibility.

Lars H. Hydle of the AFSA added that the language could aggravate what he said is the existing "dilemma" of conflict between VOA's newspapering activities and the foreign policy role of the ambassadors running foreign missions. If a VOA correspondent is assigned to interview the representative of a group that the U.S. government as a matter of policy does not approve of—say, the Palestine Liberation Organization—the correspondent is either prevented from doing his job, with a consequent loss in VOA credibility, he said, or he is permitted to do it, "raising suspicions that it is really a political signal from American policy makers."

Harrison Wellford, of the Office of Management and Budget, who is in charge of the reorganization effort, said the plan was not intended to place the director of the new agency under the control of the secretary of state. The director, he said, "will have a direct and independent relationship with the President." He said the aim is only to assure consultation. "Where conflicts result," he said, "the President will have the last word."

But, said Hobart Lewis, chairman of the U.S. Advisory Commission on Information, "if the agency is to be autonomous, as professed by OMB, then the current phrase becomes an unnecessary contradiction." He suggested the "under-the-control" phrase be rewritten to state that the director "shall receive foreign policy guidance from the secretary of state."

Several of the witnesses also were critical of the proposal to cast the new advisory commission in a nonpartisan mold. They said that unless the commission were limited to a certain number of members of a particular party, the President could select all seven members from one party. Senator Ribicoff agreed that possibility existed, and said he was sure political party members could be found who would operate in a nonpartisan manner.

Among other changes suggested was one offered by Kenneth T. Blaylock, president of AFGE, dealing with the section of the proposed legislation that stated the President "may appoint four associate directors." Mr. Blaylock would make it clear that the President "shall" appoint the associate directors and, what's more, make clear the jobs they are to perform by specifying their respective titles—associate director for the Voice of America, associate director for cultural and educational affairs, one for the office of management and one for the office of planning and program direction.

The administration's name for the proposed agency also came in for criticism. The initials by which it will be known, several witnesses noted, would be AIC—or CIA spelled backwards. Mr. Hydle said he suspects "that, in many foreign languages, the acronym would be the same for both agencies." Mr. Lewis suggested an alternative: Agency for International Understanding.

The hearing also exposed what appeared
THE GASLIGHT GOES ON AT 8 O'CLOCK

8 P.M. or 11 P.M. or 1 A.M. or anytime. Because great movies and great stars are great anytime. And there are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again.

Great achievements in movie-making include: Tortilla Flat—San Francisco—A Yank At Oxford—Green Dolphin Street—Tennessee Johnson—The Clock—The Pirate—Three Comrades—Cry Havoc—Easy To Wed, and more.

Call your UA-TV sales representative today.
We've got the movies.
We've got the stars.

Great Movies Are Great Anytime.
to be bad feelings on the part of some witnesses toward the administration, and even towards the President, as a result of the manner in which the plan was drafted and presented. Mr. Blaylock and Mr. Hyde said they had not been consulted on the drafting, at least to the extent they would have preferred. And Mr. Lewis said the President "could not find the time to see us and could not respond to our repeated efforts to obtain an appointment."

Mr. Lewis also made it clear the advisory commission did not appreciate OMB's suggestion, in its testimony, that the USIA engages in a "one-way propaganda exercise to sell a monolithic, rosy view of the U.S." or what he said was presidential "spokesmen's" suggestions that USIA has been a "'one-way' me talk—you listen," 'manipulative,' 'covert' devious character." Actually, it has been a "one-way" exercise to sell a monolithic, rosy view of the U.S., with some of its efforts in the form of propaganda and public information programs, that the USIA engages in as part of its mission. In this regard, it is important to note that the USIA is not required to engage in such activities, but rather that it is an option that it may choose to exercise, depending on its priorities and the needs of its constituents.

``Changing Hands``

Announced

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

**KGVO-TV Missoula and satellites, KCFW-TV Kalispell and KTVM(TV) Butte, all Montana:** Sold by Western Broadcasting Co. to Eagle Communications Inc. for approximately $6.5 million, plus $300,000 covenant not to compete. Seller is owned by Dale G. Moore, chairman, and owner of KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana; KSEI(AM)-KRBU(FM) Pocatello, KIDO(AM) Boise and KMWJ-TV Twin Falls, all Idaho, and WAPA-TV San Juan, P.R. Buyer is owned equally by Advance Corp. and by Sullivan Productions Inc. Advance, licensee of KFB-TV Great Falls, Mont., is principally owned by Don Nathanson, former president and chairman of Grey-North, advertising agency. SPI is owned by Robert Precht and his family and is engaged in television production. Mr. Precht was producer of Ed Sullivan Show during its long run on CBS-TV and is son-in-law of late Mr. Sullivan. He has interests in cable systems in Illinois, North Carolina and Maryland. All stations are primary affiliates of NBC and have secondary affiliations with CBS. KGVO-TV is on ch. 13 with 231 kw visual, 23.2 kw aural and antenna 2,003 feet above average terrain. KCFW-TV is on channel 9 with 26.5 kw visual, 3.2 kw aural and antenna 2,794 feet above average terrain. KTVM is on ch. 6 with 100 kw visual, 12.6 kw aural and antenna 1,936 feet above average terrain.

**KXON-TV Mitchell, S.D.: Sold by Buford Television Inc. to George N. Gillett Jr. for $1.5 million.** Seller is owned equally by brothers, Robert P. Geoffrey and Gerald Buford, owners of KFSM-TV Fort Smith, Ark., and KTRE-TV Lufkin and KTXT(TV) Tyler, both Texas. Buyer is vice chairman of Globe Broadcasting Corp., which is to be acquired in $13.8 million merger agreement announced by Combined Communications Corp. (Broadcasting, May 2). Mr. Gillett has also purchased, subject to FCC approval, KTV(TV) Bakersfield, Calif., for $2.2 million and WAOE-TV Rhinelander, Wis., for $723,625 (Broadcasting, Aug. 8; Nov. 11, 1976). KXON-TV owns fee interest in 100 kw visual, 11.5 kw aural and antenna 1,510 feet above average terrain. Broker: Blackburn & Co.

**WFGL(AM)-WFM(FM) Fitchburg, Mass.: Sold by WFGL Inc. to Golden East Broadcasters Inc. for $612,000.** Sellers are Mr. and Mrs. George Chatfield, who are retiring and have no other broadcast interests. Buyer is owned by Simon Goldman (51%), his wife, Marilyn (29%), and George Cameron (20%) who also owns WYMT(AM) Burlington and WSYBA(FM) Rutland, both Vermont. Goldmans are also owners of WJTN(AM)-WWSF(FM) Jamestown and WDOE(AM) Dunkirk, both New York, and WLKK(AM)-WLVUF(FM) Erie, Pa. WFGL is on 360 kwh with 1 kw full time. WFM(AM) is on 104.5 mhz with 50 kw and antenna 280 feet above average terrain.

**WKDN(AM)-WTNQ(FM) Dickson, Tenn.: Sold by Dickson County Broadcasting Co. to Dickson Communications Inc. for $500,000.** Sellers are William A. Potts (6%) and John H. Bailey and James M. Hayes (20% each). Mr. Bailey owns 22.3% of WJZM(AM) Clarksville, Tenn. Neither Mr. Potts nor Mr. Hayes has any other broadcast interests. Buyers are Charles S. Hawkins (75%) and Richard Albright (2%). Mr. Hawkins owns Dickson petroleum distributor. Mr. Albright is sales manager of stations. Neither has any other broadcast interests. WKDN is 1 kw daytimer on 1260 kHz. WTNQ is on 102.3 mhz with 3 kw and antenna 250 feet above average terrain.

**WMRF-AM-FM Lewiston and WJUN(AM) Mexico, both Pennsylvania: Sold separately by Lewiston Broadcasting Co. to Mifflin County Broadcasting Co. and Mid-State Broadcasting Inc. for $300,000 and $190,000, respectively.** Sale prices will also include value of accounts receivable at the time of closing. Seller is owned by Thomas W. Metzger, Ralph S. Parker, who have no other broadcast interests, and Frank P. Triarini. Mr. Triarini and his wife, Eleanor, own Mifflin County Broadcasting, buyer of WMRF-AM-FM. Buyer of WJUN, Mid-State Broadcasting Company is equally owned by Mr. and Mrs. Richard C. Lyons and Mr. and Mrs. William H. Berry Jr. Mr. Lyons is program director of WKVA(AM) Lewiston, and Mr. Berry is former sales manager there. Mr. Berry is mass transit consultant. WMRF is on 1490 kwh with 1 kw day and 250 w night. WMRF-FM is on 95.9 mhz with 2.8 kw and antenna 55 feet above average terrain. WJUN is 1 kw daytimer on 1220 khz.

**WEZV-AM-FM Cocoa, Fla.: Sold by...**
WEZY Inc. to Sound Stage Communications Inc. for $475,000. Seller is owned by Ted A. Taylor, who has no other broadcast interests. Buyer is owned by Don Clark, Herman Brown, Robert McKenzie, William Gaither, Ron Huff, Doug Oldham and Ron Kerr. Mr. Clark is former vice president and general manager of WDAE-AM (Tampa, Fla., and WEZK-FM) and Mr. Brown is Alexandria, Ind., real estate broker. Other buyers are owners and associates of Sound Stage recording studios, Nashville. WEZY is on 1350 kHz with 1 kw full time. WEZK-FM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin.

KONY(AM) Billings, Mont.: Sold by Meyer Broadcasting Co. to Robert J. Robinson, his brother, Michael, and J. Steven Rails for $425,000. Seller is principally owned by Marietta M. Ekberg, owner of KONY-FM Billings and KEIN(AM) Great Falls, both Montana; KFYR-AM-FM Bismarck, KMVU-TV Williston and KMMO-FM-TV Minot, all North Dakota. Robert Robinson is employee of state of Montana. His brother is Helena, Mont., accountant. Mr. Rails is former general sales manager of KCTO(AM) Helena. KONY is 1 kw daytimer on 910 kHz. Broker: Richard A. Shaheen Inc.

KAIR(AM) Nampa, Idaho: Sold by First National Broadcasting Corp. to Broadcast Inc. for $300,000. Seller is owned by Brent T. Larson (60%) and Mr. and Mrs. Jack R. Bolton (40%). Mr. Larson owns 50% of KXXA(AM) Seattle and KODL(AM) The Dalles, Ore., and 100% of KUOZ(AM) Nampa. Mr. Bolton, who is general manager of KAIN, and his wife own 25% each of buyer. Other buyers are Mr. and Mrs. LeRoy T. Roper (25% each). Ropers own motion picture theaters in Northwest. KAIN is on 1340 kw with 1 kw day and 250 w night.

*Other station sales announced last week by the FCC include: KDSR(AM) Paragould, Ark.; WTAW(AM) Melbourne, Fla.; WVMG-FM Cochran, Ga.; KCQA(AM) Canton, Mo.; WKBH(AM) Holly Hill, S.C.; WTHI-FM Lobelville, Tenn.; KCGL(AM) Centerville, Utah; and K.OOT(AM) Bellingham, Wash. (see page 50).*

Approved

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

KGSN-TV Laredo, Tex.: Sold by Western Communications Inc. to Gulf Coast Broadcasting Co. for $1 million, plus $250,000 for property lease. Seller is principally owned by Donald W. Reynolds (98.5%), newspaper publisher and owner of KORK-AM-FM Las Vegas, KOLO-AM-TV Reno, KBSR(AM) Springfield and KSFO(AM) Port Smith, both Arkansas. Buyer is owned by T. Frank Smith (88%) and five others. They also own KRIST-TV Corpus Christi, Tex. KGSN-TV is affiliated with ABC and NBC on channel 29 with 316 kw visual, 42.2 kw aurial and antenna 1,021 feet above average terrain.

WBMH(AM) San Juan, P.R.: Majority control sold by Mid-Ocean Broadcasting to Gerald Masucci for $725,150. Sellers are Bob Hope, entertainer (64%), Los Angeles law firm of Gang, Tyre & Brown (10%), estate of James L. Saphier (10%) and Charles L. Pincus (7%). Remaining 9% is held by Robert L. Bennett and James C. Capstaff, who are not selling. Mr. Hope is also principal in applicant for new-FM station. Seller's property lease on his estate also has interests in KVEC(AM) San Luis Obispo and KMBY(FM) Monterey, both California. Principals in law firm are Martin Gang and Norman Tyre. Buyer, Mr. Masucci, is New York attorney and principal in record companies there. WBMI is on 1190 kw with 10 kw day and 25 kw night.

WTBO(AM)-WKGO(AM) Cumberland, Md.: Sold by Welborne Broadcasting Inc. to Wooster Republican Printing Co. for $600,000, plus $100,000 covenant not to compete. Seller is owned by David P. Welborne, who also owns 50% of WNCA(AM) Siler City, N.C. Buyer is owned by Raymond E. Dix and family, Wooster, Ohio. Dix family owns WWT(AM)-FM Wooster and WRAD-FM Radford, Va., and publishes Wooster Daily Record, Alliance Review, Ashland Times-Gazette, Cambridge Jeffersonian, Defiance Crescent-News, Martins Ferry-Bellaire Times-Leader and Raveno-Kent Record Courier; all Ohio, and Franklin (Ky.) State-Journal. WTBO is on 1450 kw with 1 kw day and 250 w night. WKGO is on 106.1 mhz with 4 kw and antenna 1,400 feet.

KPMJ(AM) Oxnard, Calif.: Sold by Paul R. Schneider (77.7%) and his five children to Channel Islands Broadcasting Corp. for $380,000 plus accounts receivable, notes and assets amounting to $220,000. Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Children's Television Workshop, nonprofit corporation based in New York which produces Sesame Street and other programs for public television. CTW also owns KACY(AM) Port Hueneme, Calif., and has interests in cable television franchises in Honolulu and Dayton, Ohio. Joan Ganz Cooney is president. KPMJ operates on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

KAPX(AM) San Clemente, Calif.: Sold by El Camino Broadcasting Corp. to Radio Apex Inc. for $342,237. Seller is owned by Kirk Munroe (who also owns KODF(AM) Wailuku, Hawaii) and David and Joanne Mathews and Mr. and Mrs. Frank Domenichini, who have no other broadcast interests. Buyer is owned by Cliff Gill (30%), Jack Bell (23%), Martha M. Aspengren (16.5%) and five others. Mr. Gill has various petroleum interests in southern California, was formerly in broadcast ownership. Mr. Bell is general sales manager of K2WZ(AM) Santa Ana, Calif. Miss Aspengren is part owner of Fullerton, Calif., hotel. Group is also applicant for new FM at Pasadena, Calif. KAPX is on 107.9 mhz with 28.5 kw and antenna 490 feet above average terrain.

KATY(AM) San Luis Obispo, Calif.: Sold by Hill Radio Inc. to Riverside Broadcasting Co. for $409,000, plus $100,000 covenant not to compete. Seller is owned by Duane E. Hill and his former wife, Dee Anne Hill. Buyer is owned by Victor Armstrong, executive vice president of Riverside; Seymour Berns, Beverly Hills, Calif., movie and television producer; Robert Lewine, program executive with NBC-TV, Hollywood; Robert Heumann, president of Los Angeles clothing manufacturer; William Hallen, Lake Tahoe, Calif., builder, and Dr. Thomas Calcaterra, Palo Alto, Calif., surgeon and husband of actress Sandy Duncan. Riverside also owns KVML-AM-FM La Grange, Tex. KATY is on 1340 kHz with 1 kw day and 250 w night.

WGGG(AM) Gainesville, Fla.: Sold by Quality Broadcasting Corp. to Miller Broadcasting Inc. for $500,000. Seller is principally owned by family of late Frederic M. Ayres (60.2%), Victor M. Knight (24.9%) and five others. They also own WDBF(AM) Del Ray Beach, Fla. Buyer is owned by Howard A. Miller, owner of WRRK(AM) Rockford, Ill. Mr. Miller is also freelance radio and television performer. WGGG is on 1230 kw with 1 kw day and 250 kw night.


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**Griffin doesn't cotton to course public broadcasting seems to be taking**

Irby nomination hearing provides forum for Michigan senator to sound off about his misgivings, but proposed new CPB board member goes along with much of his thinking

Irby Turner, the former chairman of the Mississippi Authority for Educational Television, took a little heat last week at the Senate Commerce Committee hearing on his nomination to the board of the Corporation for Public Broadcasting. But it wasn't Mr. Turner that Senator Robert Griffin (R-Mich.) was concerned about so much as the direction he saw public broadcasting headed in its handling of controversial issues.

If confirmed, “would you support repeal” of the existing ban on editorializing by public broadcasting stations?” Senator Griffin asked. The Carter administration, in its public broadcasting bill, would repeal the ban. But Senator Griffin made it plain he did not think publicly funded broadcasting stations should editorialize.

And what about the apparent lack of machinery for enforcing the statute requir-
ing 'strict objectivity and balance' in programs and series of a controversial nature—the so-called "super fairness doctrine'?' The U.S. Court of Appeals has held that the FCC lacks the authority to enforce the requirement.

The questions and the feeling with which they were asked, he indicated, were meant to mean for public broadcasting officials in the hearing room—including Henry Loomis, president of CPB, and Lawrence Grossman, president of the Public Broadcasting Service—as for Mr. Turner.

But Mr. Turner generally took a less restrictive approach to those questions. Where the stations are licensed to the state, he said, they should not be authorized to editorialize. (Nor does the Carter administration; its bill would not remove the editorializing ban from them.)

But he felt "community stations serving the needs of a community are another matter. Such stations," he said, "could say something about the needs of the community or other situations." As for the "strict objectivity and balance" matter, Mr. Turner, in effect, ruled it out, as the court did. He said the FCC "should be the one to make sure programs are objective and balanced."

From Senator Ernest Hollings (D-S.C.), chairman of the communications subcommittee, who conducted the hearing, Mr. Turner drew approval when he said: "We're going to have to enforce the fairness doctrine. It's going to have to be done by the FCC."

And Mr. Turner sided with the administration on the role CPB should play in programming. Senator Griffin said, that the Public Broadcasting Service "is trying to make sure CPB will have nothing to say about programming" Mr. Turner replied, "I agree with that view."

"CPB, which transmits federal funds to the public broadcasting system, should remain outside the realm of program selection," he said in a prepared statement he read at the hearing. Public television should not become a "propaganda agency for government," he said. As the administration has proposed, he favors limiting CPB in programming matters. Final program decisions, he said, must be left to the stations and the broadcasters.

Mr. Turner shared Senator Griffin's concern in another area, however. The senator was the author of the bill requiring public stations to keep audio recordings of public affairs for 60 days which the U.S. Court of Appeals in Washington last month declared unconstitutional (Broadcasting, Sept. 19). The senator called the ruling, which the commission and the Department of Justice have asked the court to rehash en banc, "ridiculous."

Mr. Turner said he thought the requirement that a record be kept of a public affairs program was "reasonable." As far as public broadcasting is concerned, he said, "I see nothing wrong with it. There should be some way to review a program to see if the objectivity and balance requirement has been complied with."

Media Briefs

Killed type. One of few radio-only columns in mass circulation newspapers, "Radio Roundup," was discontinued on Oct. 8 by New York Sunday News. Column, written by Val Adams, TV critic-reporter for Daily News and Sunday News, had been appearing weekly for more than five years. Move was protested by William O'Shaughnessy, president of WVOX(AM), New Rochelle, New York, and district two director of National Association of Broadcasters radio board in letters to paper.

Collection. Broadcast Pioneers Library, Washington, has announced receipt of correspondence and library of late Elmo Nieale Pickerill, electronics pioneer who died in 1968 at age of 82. Mr. Pickerill was student of Guglielmo Marconi, was taught to fly by Wright brothers and conducted early experiments in air-to-ground radio communication. He was RCA scientist from 1929 until retirement in 1950.

NRBA is working on togetherness plan

Herbe in charge of studying proposal looking to semiannual gathering of broadcasting organizations

The board of the National Radio Broadcasters Association is preparing a plan to present to the broadcast industry for a "congress" of industry associations that would include NRBA and the National Association of Broadcasters.

NRBA Chairman Robert Herpe of WPLR prepared New Haven, Conn., author of the plan and chairman of a committee that will study it, said it envisions a twice yearly gathering of all broadcast-related associations to talk about and act on problems affecting the industry as a whole.

Associations such as the NAB, NRBA and the Daytime Broadcasters Association would each have a vote and a veto. Organizations such as the Radio Advertising Bureau and the Television Bureau of Advertising would not have votes, Mr. Herpe said, because he sees them as "advertising wings" rather than mainstream broadcast associations, but they would have advisory roles in the congress.

Mr. Herpe said the plan is designed to allow each association to maintain its own autonomy. Rather than having a central force, the association would be headed on a one-year rotating basis by the member associations, and there would be no executive committee.

Mr. Herpe said he was moved to draft the proposal after the industry's cooperative success in defeating proposed restrictions on saccharin advertising in Congress.

"There are times when all-industry cooperation is greatly beneficial to all of us," he said. This proposal would allow everybody to do his own thing, but it would create a platform for communications."

Program Briefs

Waiting in the wings at the networks

Program development proceeds at feverish pace at all three; everything points back to series

Two funny things about prime time TV series this year: programers at all three commercial networks agree that series are "the backbone of the schedule." But with all of the stunning that has taken place this fall, no one has had much of an opportunity to determine for sure just what kinds of programs are working and what isn't, and why.

Nevertheless, the networks say they're committed to a revival of the series-once the scheduled home of prime time programming. Thesave of news programs and special events.

The fact that there are fewer readable indicators this year to tell the programers which series should be replaced and with what probably means that those decisions will depend more on instinct than ever before. "It comes down to a very subjective point of view," said CBS's B. Donald Grant. "We have to take a good look at the shows and make some hard decisions—that the show does have legs that can sustain it over a total season, or it doesn't. I would say we're going to have to start making some of those hard decisions, because if we don't we'll never get the replacement on the air. There's a point of no return, and we're getting pretty close to it."

Network programers, when asked how they determine in advance the direction in which the nation's tastes are heading, all replied in effect, "very carefully." But, especially this year, it seems they have little choice but to try. As NBC's John McMahon put it, "There is no security in this business." Here's a look at what they're betting on:

ABC, currently holding the strongest hand, says it can be more selective; that's priorities are for pilots as replacements as needed for other mid-seasons

It might have seemed to some that ABC could have gotten by with a minimal development effort for the current season, but Stephen Gentry, ABC Entertainment's vice president of programs on the West Coast, said the network was not so sure that would be the case. Three of its strongest series were threatened during the summer by dissatisfied stars—Farrah...

Consequently, Mr. Gentry said, "We had a lot of question marks until the season started. Nothing was taken for granted, so we maintained our developmental pace.'

As it turned out, of course, Mr. Majors and Mr. Glaser remained in their series and Charlie's Angels remains one of the top five-rated programs on the air despite Miss Fawcett-Majors's departure. Thus, ABC plans no replacements or schedule juggling until midseason, according to Mr. Gentry. He said the network now has a healthy backlog of possible replacements, and that it can now afford to pick and choose between the new projects being offered.

"We feel we don't have to be in the volume business," Mr. Gentry said, "so we can concentrate on projects that have definite applications in the schedule. We feel that's a big advantage.'" ABC now has 25 projects either already in production or ready to go into production, two thirds of them comedies and the other third dramas. These include a number of shows that have already been tried out on the air such as Tabitha, Sugar Time, Lucan and Fantasy Island. The network's priority at the moment, Mr. Gentry said, is producing pilots for other midseason possibilities as well as developing ideas for next spring.

In keeping with ABC Entertainment President Fred Silverman's dictum that ABC should attempt to maintain the attitude of the underdog, Mr. Gentry claims that development projects tend to focus on innovative forms and concepts. "The hazard now is to become complacent," he said. "I think you'll continue to see the most innovative development here. We're very concerned about trying to follow trends. You've got to lead, to find something different.'"

For obvious reasons, Mr. Gentry declined to specify what some of his more innovative projects entail, but he hinted that two-hour-long variety projects with some "unique" aspects are in the works, and that several unusual comedies are on the boards which break away from the "living room" sitcom formula.

When any of these shows will make it onto ABC's schedule is something else again. Both Mr. Gentry and Mr. Silverman said they have confidence in every show on the network's schedule—including those, such as San Pedro Beach Bums, Fish and Operation Petticoat, which seem relatively weak at the moment.

"You have to be very careful before you start throwing things away," Mr. Silverman said. "That's why I say that even the shows that right now could be considered to be in the bottom part of our schedule, that there is great long-term potential in each of them. We have not written these shows off.'"

Given the feeling, as expressed by Mr. Gentry's John McMahon, that the spots in ABC's schedule are likely to stay strong for the foreseeable future, might ABC find itself in a somewhat paradoxical, if enviable, bind between the need to be cautious and the desire to be innovative? "We will continue to try out series throughout the year," Mr. Silverman said, "either on a separate basis or in miniseries of four or five episodes. These shows will play somewhere.'"

**CBS has aging starters, looks widely for new, young talent; its outlays for program development are 75% bigger than last year**

Like NBC, CBS has set for itself a far heavier development schedule than in previous years—in the area of 50 projects—"for the simple reason that we never needed it so much before," according to B. Donald Grant, the network's vice president of programs.

Also like NBC, CBS developed a separate department in charge of made-for-TV movies and miniseries in the last year. The combination with five series (four of which have aired) as compared with the three the previous year. The combination of those two factors, Mr. Grant said, resulted in an increase in CBS's development budget of as much as 75%.

A more specific problem with CBS's series line-up is age. Old standbys such as Carol Burnett and The Waltons have slipped badly in the ratings this year, and if the trend continues, it's a safe bet their days will be numbered. "We do have a number of shows that have undoubtedly passed their peak," Mr. Grant said, "Whether they have another year in them or not—I certainly hope they do. But we're not taking any active development program is motivated by the fact that we recognize that we have a number of long-running shows that were in the hit category at one time and that are no longer. The cycle is on the downside.'"

But there are other weak spots in CBS's prime-time schedule as well (and one empty slot—Fridays from 9 to 10 p.m.—recently vacated by Logan's Run, which shifted to Young Don't Boone's former position on Mondays from 8 to 9 p.m.). The network's third-place standing in the ratings will presumably provide some impetus for going ahead with changes, and Mr. Grant seems willing to make them.

Mr. Grant listed a number of series which are ready to go in the schedule at any time: Another Day, a working-class family show; Sayznick with Ned Beatty, which played six times last summer; Baby I'm Back, with Demond Wilson, a hot one at CBS, Mr. Grant said, since a preview showing on Oct. 22 pulled a 27 share against ABC's Starsky and Hutch; Sam, a cop-and-dog show from Jack Webb, and Big City Boys, a bachelor-father-type program.

Projects in the works for midseason include Down Home, a black Waltons; Gypsy Warriors, a World War II adventure show; Kentucky Run, a western about two cowboys; Sparrows about a young detective in New Orleans; Spiderman, a fantasy show; The Wilds of 10,000 Islands, about a veterinarian's family in a naturalistic setting; The World Beyond, an occult show about a man who finds himself in a rather wierd, rather scary situations on a weekly basis'; Shields and Yarnell, the variety show featuring two midwest comics, and Hum-bands and Wives, a one-hour comedy for a late-evening time slot.

**NBC has as many as 60 pilots in the works, plans that many more for next season, an indication that it will rely more on series**

NBC this year is just hitting stride in terms of program development, according to John J. McMahon, the network's vice president of programs on the West Coast.

Mr. McMahon said NBC found itself short of backup material last year, and that its development efforts for this fall, midseason and next fall have been intensified significantly not only to compensate for the past shortage, but to make sure the same thing doesn't happen in the future.

A big factor in the network's comeback effort is the order for 50-60 pilots for this year and about the same number for next year. Also important has been the establishment and growth of a separate made-for-TV movies and miniseries

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department, which has been responsible for many of the "big events" that have buoyed the network's prime time performance thus far this season.

"We were in a transition state last year," Mr. McMahon said. "We have arrived this year. We made sure that we had enough [product] this year—enough for more than just a hot fall quarter. We have the goods, and hopefully it's the kind of stuff the public wants.

One-hour series ready to come to the rescue when needed are Class of '65, a where-are-they-now multicharacter show; Richie Brokelman, Private Eye; Laugh-In (six installments are in the can as "events"), Mr. McMahon said, but the show could go into series production) and Buck Rogers. Two half-hours are also being prepared, Quark, a science-fiction comedy, and Caruwha.

Pilots for possible midseason duty include Susan, a female version of The Fugitive; UFO, a Jack Webb dramatic production on flying saucer sightings; Arthur Among the Animals, about a veterinarian at the Los Angeles zoo; Peter Lundy and the Medicine at Stallion, a youth-oriented western about the Pony Express; Stedman, about a skiing sheriff; When Every Day Was the Fourth of July, about growing up in the 1930's; Lawman Without a Gun, a based-on-fact show about a contemporary black farmer turned sheriff; Future Cop, a re-make of the Ernest Borgnine vehicle formerly on ABC-TV; Peeping Times, and Windows, Doors and Keyholes, two black-out style comedy/variety shows, and Komedy Tonight, a black variety show.

That kind of quantity supports NBC-TV President Robert Mulholland's contention that his network will be relying less in the future on events than it has this year (Broadcasting, Oct. 3). John McMahon agreed, but he didn't slight the longer form either.

"We wouldn't be making 50 pilots and working with shows like CHiPs if we were abdicating series," he said. "But if we hadn't done what we have this year [with events], we might have been in third place." And despite what CBS's Bob Wussler says, that's not a good place to be. We've found the event slots to be successful, and we've made a major commitment in that area."

Schorr revisits his own problems and those of CBS

Correspondent's book traces pressures he said were brought to bear on him from both inside and outside the network; he attempts further to document CBS entanglement with the CIA

"It had been self-delusion," writes former CBS Correspondent Daniel Schorr in his newly published "Clearing the Air," "to believe that one could practice old-fashioned no-holds-barred investigative reporting of the government while representing an organization that felt vulnerable to government pressures, its proprietor ambivalent about his conflicting commitments."

In his 333-page work (Houghton Mifflin, Boston, $11.95), and in a speech kicking off its promotion at the Washington Press Club last week, Mr. Schorr tells of the pressures from outside CBS and, sometimes from its own chairman, William S. Paley, that caused the news department to "falter" on some stories in ways newspapers wouldn't.

Some of his material is old, but is told with new twists of his own, such as the CIA-Paley connection back in the 1950's and the CBS News Watergate story that was allegedly cut in half and watered down after pressure was put on CBS by the White House. There is some new material too, such as in Mr. Schorr's account of his forced resignation after admitting to be the source of the secret House intelligence report published last year in the New York Village Voice.

The book includes a four-hour interview with "the sole proprietor," Chairman Paley—"his tape recorder alongside mine—once 'taking a feed' from his former employe when he accidently erased part of the tape."

Among those interviewed, Mr. Schorr at times leaves one wondering which teller to trust.

"Explaining that I was impelled not by vindictiveness but inquisitiveness," he writes, I asked to interview old bosses—and their bosses. All of them talked to me—most of them on tape. Often they were in startling contradiction with each other about the course of events, and about the role of Paley."

An example Mr. Schorr uses:

"It looked as though Paley may have had reason of his own for wanting to bury the past. That was when it had been my lot to go on the Cronkite show with the story (involving CBS and the CIA), based on the disclosure of Sig. Michelson, former president of CBS News, that at least two former part-time correspondents for CBS News in the 1950's had been CIA agents. The story's most startling aspect had been that Michelson had learned about one of them, Austin Goodrich, from two CIA officers right in Mr. Paley's office, introduced by Paley, who listened while they identified Goodrich as one of their men.

"Paley denies the story; Michelson sticks to his guns."

At another point in the book, however, Mr. Schorr quotes the chairman as admitting a personal connection: "'I cooperated with them—was helpful to them a few times on a very personal basis and [had] nothing whatsoever to do with CBS...I was approached as somebody who could cooperate with them to their advantage. And this was back in the early fifties, when the cold war was at its height and where I didn't hesitate for a second to say 'Okay, it's reasonable, I'll do it.'"

Mr. Schorr said in his speech last week that he doesn't fault Mr. Paley for lending a hand to the CIA—not when considering the climate of those times.

Other interviews such as one with Mr. Goodrich leave one to believe much of the story remains untold.

"From a continued sense of loyalty, Goodrich would not officially break his own cover—or the cover of anyone else. He had never met Paley. He was sure that Paley had acted out of patriotic motives.

"'Maybe, one of these days when Paley retires, I can be of more help,' said Goodrich."

Mr. Schorr said in his speech that his experience at CBS News in incidents such as the one involving the chopped Watergate story taught him that "when you're dealing in a licensed medium and a regulated medium, somehow the stakes are different and the answers come out a little differently" from the way they would in print. His recollection of the Watergate story carried the episode right into Mr. Paley's office. Quoting from the book:

"A few weeks later, at a cocktail party, I ran into Henry Cashen, an assistant to [Charles] Colson. Expansive in triumph, he wagged a finger at me. "Well, Mr. Schorr, we didn't stop your goddam Watergate spectacular, but we sure cut you down a bit, didn't we."

"It was my first indication that outside pressure might have been involved in throwing CBS off stride at a climatic moment after so steady a march."

Mr. Schorr pursues a possible link bet-
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admits that "CBS and we knew that," said Stanton. 

"There was a remarkable parallelism between what Colson said and my recollection of some of the things that Paley had said. That was the first time my antennae started getting attuned," Mr. Schorr says that thereafter Mr. Salant kept "his own counsel" over Paley's criticisms and his own possible responses 'in case it ever came to further push and shove.'

"To illustrate the pressure that CBS felt it was under from the Nixon White House, Mr. Schorr writes that it caused former CBS Vice Chairman Frank Stanton 'to be plenty worried' in a very concrete way. He actively feared a government attack on the economic underbelly of the network. 'The place where we were most vulnerable was in our ownership of stations because of periodic licensing' ...

"Sometimes Stanton wished he were running a newspaper instead of a network so that he could tell a President to go to hell—and Congress too. 'My job was to make the newspaper feel they could say that,' said Stanton. 'But in my own heart, I knew we could go up to a certain point and we couldn't go any further.'

Of his departure from CBS, Mr. Schorr admits that "CBS and I were embarked on an uncomfortable cover-up of my forced resignation. CBS sought to have it both ways by telling insiders that I was fired and outsiders that I was not. For my part I agreed to give public assent to the arrangement" (which was seen generally as suspension). Mr. Schorr talks of a "strange undated resignation" and that "months later, the responsibility for it would vanish into the mists of executive suites."

Of Mr. Paley's responsibility in the matter: "Was it then also untrue—as former CBS Inc. President Arthur Taylor had told me—that during the controversy over the Pike report in 1976, Paley had said I should have been fired? He had wanted, in 1964? 'No, no, I said, I said [quoting Mr. Paley] 'I've had this thing about Schorr in my mind for a long time. I was a great admirer of yours, but ... under fire you fell me, so to speak.'

'Whether Paley specifically talked about firing me in 1964 [involving an incident with Senator Barry Goldwater (R-Ariz.), as Taylor remembers, may, perhaps, not be crucially important. When the chairman says, 'I've got this thing about someone, no one misses the message."

And as for the reasons he turned to the Village Voice to publish the confidential House Intelligence Committee so-called Pike Report: "In those circumstances, my conclusion that, with CBS part of the problem rather than part of the solution, I had to go elsewhere to prevent suppression of the report turned into an ultimate showdown between unfettered information and fettered television—and between me and the sole proprietor."

Mr. Schorr explains that issues later surfaced as to whether he had chosen the right vehicle for the report or who owned it or "my initial lack of candor with CBS."

He views himself however as personifying "the conflict between the make-believe world of corporate television and the abrasive world of news."

Almost invariably, the alleged bias appears to be pro-left.

AIM, which now has four full-time employees, including Mr. Irvine, operates on a budget of close to $350,000. The money is said to come from small contributions as well as from subscriptions to the newsletter, which one AIM employee said has a circulation of more than 7,000.

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**Happy journalism makes Salant sad**

Serious news suffers, he says; Mobil official says business news on TV is underplayed or slanted

The trend toward "happy talk" on television news and "happy news" in newspapers was deplored by Richard S. Salant, president of CBS News, in a talk before the Financial Communications Society in New York.

Mr. Salant appeared on a panel with Herbert Schmertz, vice president, public affairs, Mobil Oil Corp., New York, who described Mobil's experience with "advocacy advertising" in printed media and the company's unsuccessful efforts to buy time for such advertising on network TV.

Mr. Salant said "happy journalism, which has taken hold on a number of TV stations, has now spread to newspapers. He cited the New York Post, with its growing emphasis on crime and sensation news, and the New York Times, with its new feature sections, ("It carried a full-page article on wicker furniture")

He pointed out that the drive for ratings and circulation were the pivotal factors, but he said this new emphasis tends to reduce the amount of serious and significant news that can be carried on TV and in newspapers:

"I have to be fearful about what's happening when on the night before the World Series began, one TV network's top story was the World Series itself," he said. "And that was a day when developments on the Panama Canal and energy were erupting." He did not identify the network but presumably meant ABC-TV, which also had the World Series TV rights.

Asked about the paucity of financial and business news on network TV, Mr. Salant said it's a question of lack of time.

Mr. Schmertz said Mobil decided in 1970 to speak out on issues affecting business and the oil industry without advertising because it felt the media were devoting insufficient attention to the subjects or were providing distorted information.

Mr. Schmertz reeled off three factors that inhibit the presentation of business news on television: there is the time factor which restricts coverage to 10 to 12 major stories on the evening programs; there's a tendency for TV to employ generalists rather than business specialists and "there's been too much of an emphasis in TV news on 'show business' rather than hard news."
Viacom becomes second-by-satellite pay cable network

It announces deal with RCA; hopes to have as many as 300,000 subscribers by end of next year for its Showtime program service

Showtime, Viacom International’s pay cable arm, last week confirmed industry speculation and announced its intention to offer program service through satellite networking. If all goes as planned, Showtime would be the first competitor to challenge Time Inc.’s Home Box Office, which pioneered that form of transmission for pay cable two years ago.

Showtime expects to begin satellite feeds next March or April under a six-year, $7.5 million contract with RCA American Communications (the same carrier used by HBO). Showtime service, currently delivered by cassette and microwave, is now taken by 90,000 subscribers in 50 cable systems in 10 states. Viacom International broke into the pay TV business about a year and a half ago, adding it to its cable (some 335,000 basic subscribers presently) and television syndication operations.

With satellite networking, Showtime President Jeffrey Reiss predicted that the Showtime pay subscriber numbers will triple by the end of next year, and perhaps go as high as 300,000. For the immediate future, he does not expect much head-on competition between Showtime and HBO within the same cable systems (although earth stations directed at the RCA satellite would have the capacity to pick up both packages).

Marketing attention has been directed at introducing non-HBO systems to pay, and cable operators are not to expect any greater level of competition from Showtime satellite. The Showtime program service will be distributed to 50 cable systems in the U.S. that have agreed to carry it.

Viacom’s plans, according to Mr. Reiss, is “a multimillion-dollar studio from which it creates about 20% of its programs and transmits its schedule to the satellite. Showtime has no such plans. ‘Everything’s jobbed out,’ said Mr. Reiss. The Showtime package — priced at an average of $9.75 monthly to consumers — consists of about 80-85% films and the remainder specials (news and documentaries are among the forms that Mr. Reiss is pursuing in this category); sports are not included. HBO’s package — costing some $8 to $10. Next year is anticipated at 75% films, 20% entertainment specials and 5% sports. In a prepared statement following the announcement of Viacom’s plans, HBO Chairman Gerald Levin iterated his earlier words that the company never expected to have “automatic squatters rights. He added that the Showtime plans are “another in a series of proposed satellite uses which we believe continue to demonstrate the vitality of HBO’s original concept of cable networking and the increasing strength of the cable TV industry.”

FCC asked to give public larger slice of cable-TV pie

Three citizen groups have suggested that a federal regulatory program be established in order to insure that pay-cable revenues are used to increase local access to cable systems and to assure greater program diversity. Their proposal was contained in a rulingmaking request filed at the FCC.

The Office of Communication of the United Church of Christ, Consumers Union and UNDA-USA (the national Catholic communications organization) have asked the FCC to review the cable industry with an eye to: (1) determining how much money is required to make cable television available to a majority of consumers; (2) setting “specific goals” for the delivery of broadcast, public, and educational access, local origination, pay television and non-video transmission services, and (3) identifying the financial and cultural contributions pay cable might make to attaining these goals.

The groups contend that pay-cable revenues could be “used to attain the over-all goals” of greater public access and that the FCC should see that the revenues are used for that purpose, “to subsidize the range of community services and program origination.”

Cable lines up major addresses for San Diego

Speakers at annual Western Show will include Van Deerlin, Hollings, White and Quello

The annual Western Cable Show and Convention scheduled for Nov. 9-11 at the Town and Country hotel, San Diego, has set a tentative agenda that includes some heavyweight speakers from the communications world.

Those announced so far: Ernest F. Hollings (D-S.C.), chairman, Senate Communications Subcommittee; Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee; Louis Byr. (R-Fla.), ranking minority member, House Communications Subcommittee; Henry A. Waxman (D-Calif.), House Communications Subcommittee member; John E. Moss (D-Calif.), chairman, House Oversight and Investigations Subcommittee; Harrison Schmitt (R-N.M.), Senate Communications Subcommittee member; and FCC Commissioners Margita White and James H. Quello.

Program highlights include sessions on deregulation, pole attachments, “fiber optics,” pay cable, satellites, the Communications Act rewrite, customer field service, copyright and financial management. Among industry representatives who will be speaking are Viacom International President Ralph M. Baruch, who will discuss the Communications Act rewrite, and Warner Cable President Gustave M. Hauser, who will talk about cable deregulation.

The convention is jointly sponsored by the California Community Television Association, the Arizona Cable Television Association and the Hawaii Cable Television Association.
ABC profits in first nine months outpace those of all 1976

Increase of 58% means record net income of $76 million; revenues top $1 billion

Paced by its broadcast operations, ABC Inc. achieved record net income and revenues for the third quarter and the first nine months of 1977.

In announcing the results last week, Leonard H. Goldenson, chairman, and Elton H. Rule, president, noted that in the third quarter “our broadcast operations were once again the principal contributors to our substantial gains during the quarter.”

They said the television network’s revenues were 14% higher than a year earlier and profits rose “even more substantially.” They added that despite the third quarter softness in national spot and benefits to the company’s television station division last year from coverage of the Olympic games, station profits declined only moderately on slightly lower revenues.

“The ABC Radio Division posted exceptional gains in revenues and profits even before the contribution of the WMAL [Washington] stations acquired in March,” Mr. Goldenson and Mr. Rule reported. “Our farm and leisure publishing operations also reached record third quarter revenue and profit levels.”

They said that net income for the 1977 nine-month period already exceeded the record results reported for all of 1976, and 1977 “should be fully in line with our earlier expectations.” They said the prospects for 1978 also are “bright” and observed that the outlook “is especially attractive for the television network because of the strong ratings performances already evident in the new fall prime time schedules and sizable advance sales.”

For the nine months ended Oct. 1, ABC’s net income was $75 million ($4.13 per share), an increase of 58% over the $47.4 million ($2.69 per share) reported a year ago. Revenues rose 17% to $951 million in the 1976 period.

Net income for the third quarter was $22.2 million ($1.22 per share), a 31% increase over the $17 million (95 cents per share) in the same quarter last year. Revenues rose 11% to $357 million from $321.3 million for the corresponding period of 1976.

Financial Briefs

Cox gains, Cox Broadcasting Corp., Atlanta, reported increase in revenues for first nine months of year amounting to $135,359,000 compared with $122,184,000 in 1976 period. Net income climbed to $18,295,000 ($3.02 per share) from $14,163,000 ($2.41 per share) in corresponding nine months of 1976. All divisions of company are said to have shared in revenue increases.

Capcitics up, Capital Cities Communications, Inc., reported net revenues for first nine months of year climbed to $218,918,000 from $153,875,000 last year, while net income rose to $30,032,000 ($4.01 per share) from $25,238,000 ($3.25 per share) in 1976 period. Company said business booked for fourth quarter continues to show increases in all areas except national spot TV, which is now about even with last year’s record performances.

Taft too, Taft Broadcasting Co., Cincinnati, reported second-quarter results higher than any other fiscal quarter in Taft history, pushing six-month results to new highs as well. For six months ending Sept. 30 net revenues rose 19% to $78.6 million, operating profit 16% to $23.6 million, net earnings 23% to $12.2 million and per share earnings 23% to $3. Broadcasting division also set records.

Buying in. Metromedia Inc., New York, said its board of directors has authorized purchase of up to 300,000 shares of its own common stock to be used for employee stock options or for general corporate purposes. Metromedia’s shares have been traded on New York Stock Exchange in $28 range.

Blair’s net zooms. John Blair & Co., New York, registered record net income for nine months ended last Sept. 30 of $6,601,000 ($2.51 per share), up 78% from $3,419,000 ($1.42 per share) last year. Revenues for nine months amounted to $100,697,000, up 26% from $79,890,000 in comparable period last year. Company said its net income from broadcast representation rose in first nine months but dipped in third quarter because of increased operating expenses and industry-wide softness in national spot television.

Interpublic record. Interpublic Group of Companies Inc. reported record net income for first nine months of year totaling $8,154,000 ($2.26 per share) as against $6,230,000 ($1.75 per share) in same period last year. Revenues rose 22% to $172,137,000 from $141,081,000 in first nine months of 1976. Interpublic agencies are McCann-Erickson Worldwide, Campbell-Ewald Worldwide, Erwin Wasey Inc. and Marschalk Co. Inc.
<table>
<thead>
<tr>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>You Light Up My Life □ Debby Boone</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>Theme from &quot;Star Wars&quot; □ Meco</td>
<td>Millennium</td>
</tr>
<tr>
<td>Nobody Does It Better □ Carly Simon</td>
<td>Elektra/Asylum</td>
</tr>
<tr>
<td>Boogie Nights □ Heatwave</td>
<td>Epic</td>
</tr>
<tr>
<td>I Feel Love □ Donna Summer</td>
<td>Casablanca</td>
</tr>
<tr>
<td>Keep It Comin' Lovin' K.C./Sunshine Band</td>
<td>TK</td>
</tr>
<tr>
<td>That's Rock 'N' Roll □ Shaun Cassidy</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>Don't It Make My Brown Eyes Blue □ C. Gayle</td>
<td>United Artists</td>
</tr>
<tr>
<td>Brick House □ Commodores</td>
<td>Motown</td>
</tr>
<tr>
<td>It's Ecstasy ... □ Barry White</td>
<td>20th Century</td>
</tr>
<tr>
<td>Baby, What a Big Surprise □ Chicago</td>
<td>Columbia</td>
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<tr>
<td>Heaven on the Seventh Floor □ Paul Nicholas</td>
<td>RCA</td>
</tr>
<tr>
<td>We're All Alone □ Rita Coolidge</td>
<td>A&amp;M</td>
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<tr>
<td>Cold as Ice □ Foreigner</td>
<td>Atlantic</td>
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<tr>
<td>How Deep Is Your Love □ Bee Gees</td>
<td>RCA</td>
</tr>
<tr>
<td>Strawberry Letter 23 □ Bros. Johnson</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>You Make Lovin' Fun □ Fleetwood Mac</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>Swaying to the Music □ Johnny Rivers</td>
<td>Big Tree</td>
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<tr>
<td>She Did It □ Eric Carmen</td>
<td>Arista</td>
</tr>
<tr>
<td>Blue Bayou □ Linda Ronstadt</td>
<td>Asylum</td>
</tr>
<tr>
<td>It's So Easy □ Linda Ronstadt</td>
<td>Asylum</td>
</tr>
<tr>
<td>Daybreak □ Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>I Just Wanna Be Your Everything □ Andy Gibb</td>
<td>RCA</td>
</tr>
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**Contemporary**

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<tr>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>Heaven Is Just a Sin Away □ Kendall</td>
<td>Ovation</td>
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<tr>
<td>2 More to Me □ Charley Pride</td>
<td>RCA</td>
</tr>
<tr>
<td>I'm Just a Country Boy □ Don Williams</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>Once in a Lifetime Thing □ John Wesley Ryles</td>
<td>ABC/Dot</td>
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<tr>
<td>Let Me Down Easy □ Christy Lane</td>
<td>GRT</td>
</tr>
<tr>
<td>Love Is Just a Game □ Larry Gatlin</td>
<td>Monument</td>
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<tr>
<td>Blue Bayou □ Linda Ronstadt</td>
<td>Asylum</td>
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<tr>
<td>Fools Fall in Love □ Jacky Ward</td>
<td>Mercury</td>
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<tr>
<td>Eastbound and Down □ Jerry Reed</td>
<td>RCA</td>
</tr>
<tr>
<td>Shame on Me □ Donna Fargo</td>
<td>Warner Bros.</td>
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<tr>
<td>The Wurlitzer Prize □ Waylon Jennings</td>
<td>RCA</td>
</tr>
<tr>
<td>Daytime Friends □ Kenny Rogers</td>
<td>United Artists</td>
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<tr>
<td>We Can't Go on Living Like This □ Eddie Rabbitt</td>
<td>Elektra</td>
</tr>
<tr>
<td>Y'all Come Back Saloon □ Oak Ridge Boys</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>A Working Man Can't Get Nowhere □ M. Haggard</td>
<td>Capitol</td>
</tr>
<tr>
<td>Roses for Mama □ C. W. McCall</td>
<td>Polydor</td>
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<tr>
<td>Hold Me □ Barbara Mandrell</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>I Got the Hook Old Tills</td>
<td>MCA</td>
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<tr>
<td>What a Way to Go □ Bobby Borchers</td>
<td>Playboy</td>
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<tr>
<td>The Old Man and His Horn □ Gene Watson</td>
<td>Capitol</td>
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<td>You Ought to Hear Me Cry □ Willie Nelson</td>
<td>RCA</td>
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<tr>
<td>One of a Kind □ Tammy Wynette</td>
<td>Epic</td>
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<tr>
<td>From Graceland to the Promised Land □ M. Haggard</td>
<td>RCA</td>
</tr>
<tr>
<td>Eres Tu □ Johnny Rodriguez</td>
<td>Mercury</td>
</tr>
<tr>
<td>Here You Come Again □ Dolly Parton</td>
<td>RCA</td>
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These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse inc. audience ratings for the reporting station on which it is played. A indicates an upward movement of five or more chart positions between this week and last.
I. Martin Pompadur, senior VP of Ziff Corp., New York publishing firm that has entered agreement to purchase Rust Craft broadcast stations and formerly assistant to president to ABC Inc. and VP of its broadcast division, named president of Ziff, replacing William Ziff, who becomes board chairman.

Jack Minkow, VP and general manager, WRIF (FM) Detroit, appointed VP and general manager, WDAX (FM) Chicago. Both are ABC-owned stations.

Dolley Peterson, marketing and sales development manager, Starr Broadcasting, Kenner, La., named general manager of Starr’s KMGCM (FM) Dallas.

Thomas M. Reed Jr., VP, Braun & Co., Los Angeles, named director, corporate and investor relations, Metromedia, New York.

Charles L. Stanford, attorney, ABC Inc., New York, named assistant general attorney.


Appointments made as part of reorganization of NBC’s employee relations department: Bernard Gold, VP-law, West Coast, named VP-employee relations and law, West Coast; Eugene McGuire, director of employee relations, Washington, named VP-labor relations; Robert A. Hurford, VP-personnel, appointed VP-staff labor relations; Sue-Ann Krakower, employment director, named compensation director, and Frank Osborn, director of organization development, appointed director, organization development and employment.

Beth Burrows, traffic manager, WJAR-TV Providence, R. I., named information systems supervisor for owner, Outlet Co.

Susan Eggleton, administrative coordinator, WEAW (AM), WJZ (FM) Evanston, Ill., joins WIND (AM) Chicago as public affairs director.


Robert L. Mart, general sales manager, WTVI (TV) Oakland, Calif., assumes additional duties as station manager.

James J. Ridding, news director, WJZ (AM) Knoxville, Tenn., promoted to general manager and VP of licensee, Basic Media Ltd.

Donia Lee Davenport, general manager, non-commercial WTVI (TV) Charlotte, N.C., appointed executive director of WTVI Inc., “non-profit corporation established to guide and support WTVI’s community-oriented programming, promotion and operations.”


Herb Deremer, regional sales manager-assistant station manager, KXXX-AM FM Colby, Kan., appointed manager.

Barbara Silverman, account executive, WKST (AM) New Castle, Pa., named general manager.

Diane Curtiss, from Letters Inc., printing company in Wichita, Kan., joins noncommercial KPTS (TV) there as director of community relations.

James McBride, professor of Asian studies, Air University, Maxwell Air Force Base, Ala., joins KPTS as research coordinator.

Sandy Daughters, traffic manager, KVHI (AM) Seattle, joins KDAB (AM-FM) Mesa, Ariz., in same post.

Ken Fielding, sports producer/director, non-commercial KSUN-FM Pullman, Wash., named station manager.

Rochelle Lulow, associate producer-special projects department, appointed promotion director.

Linda Brown, manager of public relations for Tracy-Locke, advertising and public relations agency, Dallas, joins non-commercial WGBH-TV Boston as director of national program promotion.

Broadcast Advertising


Ronald B. Weston, account executive, ABC Radio network, New York, joins National Black Network as sales VP.

Robert Kennedy, treasurer, and Thomas Bohem, executive VP-management director, Dancer-Fitzgerald-Sample, New York, named to board of directors.

John J. McNamara, client services director, Young & Rubicam, New York; Sid Marshall, manager, Y&R, West, Los Angeles, and Joseph J. Serogeny, manager, Y&R, Detroit, appointed executive VP’s. John D. Pare, VP, area manager, Asia/Pacific operations, international division, Young & Rubicam, Hong Kong, and Clark Warren, VP, area manager, Brazil, Mexico and Venezuela, based in New York, named senior VP’s.

David K. Levinson, partner, Kent Wakeford and Associates, TV commercial production company, Los Angeles, elected president.

Burt Flounders, VP-account manager, McCaffrey & McCall, New York, named senior VP-account manager. Martin Bowen, senior VP-account manager, appointed senior VP-administration.

W. Michael Keenan, account executive, Benton & Bowles, New York, and Barry M. Weintraub, director of advertising, Aurora Products, West Hempstead, N.Y., joint McCaffrey & McCall as VP’s account supervisors.

Thomas P. Hanft, Herb Kemp, and Edward N. Saunders, account supervisors, J. Walter Thompson, New York, named VP’s. Len Hall, account supervisor, Arthur Meyerhoff Associates, Chicago, joins J. Walter Thompson there in same capacity.

Robert J. Savard, management supervisor and partner, Tatham-Laird & Kudner, Chicago, assumes additional duties as director of agency’s executive development program. Chris McCormick, art director, Leo Burnett, Chicago, joins Tatham-Laird & Kudner there in same post.


Richard L. Buck, account executive, Christal Co., New York, joins Blair Television, New York, as account executive, ABC red sales team, New York.

L. A. Surfivnt, sales manager, KGAT-TV Denver, named general sales manager. Gene V. Grubb, salesman, promoted to local sales manager.

John D. Livoti, national sales manager, WLTW (TV) Cincinnati, named general sales manager, WBTW-TV Columbia, S.C.

Ed Keane, local sales manager, WRKO (AM) Boston, named general sales manager.

Rob Hasson, account executive, Tacher Co., Seattle, joins KMPM (AM) there as sales manager.

Alan K. Fendrich, salesman, WCVY (AM) Charlottesville, Va., named sales manager, co-owned WWWF (FM) there.

Keith Meyer, from Hy-Crest Developers & Target Tennis, Cincinnati, joins WLMJ (AM) there as national marketing coordinator.

Jerry Heilman, local sales manager, WTTV Milwaukee, named to same post, WTMJ-TV there.

Bill Emby, director of marketing, WDBO-TV Orlando, Fla., joins WDEF-TV Chattanooga as local sales manager.

Gloria Brauer, research analyst and promotion specialist, TV & Radio sales division of Westinghouse Broadcasting, New York, joins WSBR-TV Boston as account executive.

Frederick C. (Skip) Painton, account executive, WDFE (AM) Tampa, Fla., joins WLCY-TV Largo, Fla., in same capacity.

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Programing

Five current executives in CBS Sports and one from CBS-TV Network named to new posts in newly created CBS Sports division: Barry Frank, VP, to senior VP-programs; Harold Classen, associate director of operations, to VP-operations and production; Martin Cohen, director of planning and administration, to VP-finance and administration; Kevin O'Malley, director of program planning to VP-communications; Neal Pilson, director of business affairs, to VP-business affairs, and Richard T. Robertson, account executive, CBS-TV Network, to VP-sports marketing.

Richard H. Frank, vice president, Paramount Pictures Corp., Los Angeles, named president, Paramount Television Distribution there. Mr. Frank continues his responsibilities for Paramount Television Services, Hughes Television Network, research, cable and pay cable sales and takes on additional duties for nonnetwork domestic and international syndication.


William Josey, assistant professor of broadcast and film at University of Alabama, Tuscaloosa, joins ABC-TV's West Coast contracts department as program attorney.

Jonathan D. Shapiro, from Time-Life Films, New York, joins Worldvision Enterprises there as assistant to Jerry Smith, executive VP-marketing.

Buddy Scott, regional manager, Drake-Chenault, radio format syndicator, Canoga Park, Calif., appointed VP-general sales manager. Danny Atkins, member of program development department, appointed director, of D-C Productions, newly created division to handle development and marketing of special feature programming. Jeff Pollack, program director, KYNO-FM Fresno, Calif., joins Drake-Chenault as director of program services.

Marina H. Pirri, public service director, WQMN(WMCK)(WMK) Philadelphia, promoted to director of public affairs. Mary Jane Overka Norris, assistant to program director, WMK, promoted to music operations coordinator for WMK and co-owned Magic Music syndication firm.

Joel Katz, president, Andras Enterprises, independent production company, joins MGM Television, Culver City, Calif., as business affairs VP.

John Benedict, program director, WWPAM(WM) Mt. Kisco, N.Y., named to same post, Radio Arts Inc., program producer/distributor, Burbank, Calif.

James Arnold, field producer for Evening Magazine program at Group W's KPIX-TV San Francisco, joint co-owned WGBS-TV Boston as producer of Impact, monthly, prime-time public affairs program.

Robin Vierbuchen, news assistant, WMAL(AM) Washington, named public affairs manager, responsible for researching, writing and production.

Ford Cooley, music director, music research director and air personality, WLUPS(FM) Chicago, joins WINR(AM) there as music director and weekend air personality.

Louis M. Wexner, involved in distribution and administrative work on syndicated TV series and feature movies for Filmways Inc., Los Angeles, named manager of sales services for Filmways subsidiary, Rhodes Production, syndication firm there.

Mark Friedman, operations assistant, WFM(A)FM Chicago, joins KPSI(AM) Palm Springs, Calif., as production director, public service director and air personality.

Susan Franko, promotion director, noncommercial KWSU-TV Pullman, Wash., appointed program manager.

Greg Panattoni, program director, WBYG-FM Kankakee, Ill., named program director, WJON(AM)-KVVFM(N) Napa, Calif.

Broadcasting Journalism

Don Budd, Washington news bureau chief, Mutual Broadcasting System, named news director.

Edward S. Rickards Jr., news director of WINS(AM) New York, named executive director of station. His successor will be announced shortly.

Martha Telchner, general assignment reporter, WMAG-TV Chicago, joins CBS News, Atlanta, as reporter.

Melinda Nix, freelance TV reporter and radio reporter, CBS News, Tokyo, joins WABC-TV New York as new correspondent.

Bill Brown, on staff of U.S. House Committee on Energy, Washington, joins WPLG-TV Miami as managing news editor.

Fred Caesar, assistant news director, KSD-TV St. Louis, named news director of co-owned KSDK(AM) there. In related moves Michael Murrie, KSD-TV news producer, becomes assistant TV news director and Rick Govears, news producer from WCKT(AM) Miami, joins KSD-TV in same capacity.

Deborah Lee, newswriter, associate producer and weekend reporter, WLS-TV Chicago, joins KING-TV Seattle as reporter.

Ross Becker, reporter-photographer, WFRV-TV Green Bay, Wis., joins WTHR-TV Indianapolis in same capacity. Also joining WTHR news department are Paul Page, voice of Indianapolis 500, as motor sports specialist and Joe Waldman, former air personality at WIBC(AM) there, as movie critic.

Steve Jacobs, news producer, Post-Newsweek's WTOP-AM-TW Washington, joins co-owned WFSB-TV Hartford, Conn., as executive news producer. Pamela Cross, reporter from WDCR(AM) Hartford, and Jan Kimbrough, reporter-anchor from WTHR-TV Indianapolis, join WFSB-TV as reporters.

Dave Busiek, co-anchor, WBOI(AM) Des Moines, Iowa, named managing editor.


Nelson Kirkwood, from WILM(AM) St. Louis, joins KLAZ(AM)-KLD(AM) Little Rock, Ark., as news director.

Herb Morgan, newscaster, WSKT(AM) New Castle, Pa., promoted to news director.

Mary Carcaise, graduate of Pennsylvania State University, joins WJST as news director.

David A. Louie, reporter, ABC's KGO-TV San Francisco, joins co-owned WXYZ-TV Detroit as assistant director of news. He replaces Doug McKnight, who goes to KGO-TV as news special projects producer.

Cable

Iris Dugow, associate producer, ABC-TV, New York, joins Warner Cable Corp., New York as director, premium program development.

Laing (Ned) Kandel, associate producer, Home Box Office, New York, joins Warner Cable as director, sports programming.

Stephen Powell, member of corporate affairs department, Philip Morris, New York, joins Home Box Office there as director of sports programming.

Gary C. Campbell, Viacom technician, and
**Equipment & Engineering**

Larry Kaplan, video sales engineer, Tektronix Inc., Rockville, Md., assumes responsibility for all sales and engineering support to broadcast television networks in Manhattan area. Danny Chamberlin, video sales engineer, named program manager for specialized video products, based in Beaver, Ore. Bland McCurtha, video sales engineer, Dayton, Ohio, promoted to radio frequency specialist, marketing spectrum analyzers and time domain reflectometry equipment.

**Allied Fields**

Tony R. Baird, spot television planner-buyer, Planning Board, New York, joins Nielsen Station Index there as client service executive.

Lisa J. Stevenson, trial attorney in hearing division, FCC, Washington, becomes associate of communications law firm of Kteen & Burt there.

Steve Lee, from Jerre T. Todd & Associates, Fort Worth, joins Kerss, Chapman, Bera & Norsworthy, advertising and public relations agency, Dallas, as PR account executive.

Barry Grief, art director, advertising, A&M Records, Los Angeles, joins ABC Records, Los Angeles, in same position.

**Deaths**

J.C. Kellam, 77, general manager, KBJ-FM Austin, Tex., died at his home there Oct. 11 after lengthy illness following stroke. Friend and business associate of late President John Kennedy, he joined LBJ Co. in 1946 when it was known as KPBC Co., as general manager, later becoming minority owner. He is survived by two daughters.

Arthur Schroeder, 68, partner with late Neville Miller (one-time president of National Association of Broadcasters) in Washington law firm of Miller & Schroeder, died of cancer Oct. 25 at Veterans Administration hospital there. Mr. Schroeder was president of Federal Communications Bar Association from 1966 to 1967. He is survived by his wife, Josephine, and two daughters.

Thomas R. Elliston, 58, retired foreign service officer, U.S. Information Agency, died of apparent heart attack Oct. 20 at his home in Lima, Peru. He joined USIA in 1953 and worked as newswriter for Voice of America, covering Washington. Survivors include his wife, Gisela, one stepdaughter, three daughters and one son.

Alexander Kovacs, 47, writer and announcer for Hungarian service of Voice of America, died in Alexandria, Va., after long illness Oct. 21. He joined VOA in 1974. He is survived by his wife, Maria.
Apex Inc. (none before; none after). Cooney Hueneme, Calif., Wednesday. Television. D)
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In context

Designated for hearing

Acting Chief ALJ Chester F. Naumowicz Jr. made following assignments on dates shown:


Procedural rulings


Initial decisions

- Mechanicville and Cornwall-on-Hudson, both N.Y., AM proceeding: WMVI and WWLE respectively (Docs. 20591-2) — ALJ Thomas B. Fitzpatrick granted in part and denied in part objections to grant of licenses for WNOU and WXLO (FM) (Doc. 20456) — commission dismissed an application for review of license renewal denied because of station's fraudulent billing practices. Action Oct. 20.

Review board decisions


Complaints

- A total of 7,361 broadcasting complaints from public was received by commission during August, decrease of 1,470 over July. Other than those related to the proposed license for Broadcast Bureau for August totaled 2,166, increase of 256 over previous month. Commission sent 329 letters in response to these comments, inquiries and complaints. Ann. Oct. 17.

Fines

- KTLA Los Angeles—Broadcast Bureau ordered licensee to forfeit $250 for repeated failure to show weekly waveform calibrations during previous week. Action Oct. 6.

- KTRT Truckee, Ca. — Broadcast Bureau ordered licensee to forfeit $500 for repeated failure to operate at times, or with modes or power, other than those specified in basic authorization instrument. Action Oct. 7.
application for license renewal was filed with commission not later than first day of fourth full calendar month prior to expiration date of license. Action Sept. 28.

- WMSJ(FM), Prince Frederick, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $500 for repeated violation of rules for failing to maintain the power output of the station authorization. Action Oct. 4.

- KFRU Columbia, Mo.—Broadcast Bureau ordered licensee to forfeit $500 for repeated violation of parameter reading rules. Action Oct. 5.

- KPR(S)FM, Kansas City—Broadcast Bureau notified licensee of apparent liability for forfeiture of $25 for violation of rules requiring application for license renewal be filed with commission not later than first day of fourth full calendar month prior to expiration date of the license. Action Sept. 28.

- KFOK Lincoln, Neb.—Broadcast Bureau denied application for renewal of license for failure to operate station nighttime power rules. Action Oct. 5.

- WBEX, WBEX-FM Chillicothe, Oh.—Broadcast Bureau ordered licensee to forfeit $2,000 for repeated failure to operate commercial duration in program logs. Action Oct. 6.


- KCLE Cleburne, Tex.—Broadcast Bureau ordered licensee to forfeit $500 for failure to maintain operating logs by competent station employee. Action Oct. 5.

FCC received petition from Bondie, S.D. (CAC-10812): KDLO-TV Florence, KEDS-TV Brookings, both South Dakota, KWGN-TV Denver, WCTCN-TV Minneapolis, KXON-TV Mitchell, KABY-TV Aberdeen, both South Dakota, KBTB Denver.

Tower Communications, for Napoleon, Greenfield, both Ohio (CAC-10813-4): interim authorization for existing operation.

- Teleprompter Station Service, for Weirton, W.V. (CAC-10815): interim authorization for existing operation.

Petition

FCC received petition with amendment to TV table of assignments (ann. Oct. 19):

- Boise, Idaho—State Board of Education and Board of Regents of University of Idaho requests assignment of ch. 5 to Lewiston, Idaho as noncommercial.

Rulemaking


Translators

- KONCE Hayden, Co.—Broadcast Bureau granted CP to change type of trans. of HVF TV translator station to change output power to 10-w and make changes in ant. system (BPTTV-5870). Action Oct. 3.

- KONGC Sterling, Soldotna, Kasilor and Kenai, Ak.—Broadcast Bureau granted CP to add amplifier of HVF TV translator station to present equipment and increase output power to 10-w (BPTTV-5904). Action Sept. 30.

- KIONJ Kongsjarnak & Cape Nevens, Ak.—Broadcast Bureau granted CP to change trans. of HVF TV translator station to Tern Mountain, Kongsjarnak, Alaska; change type of trans.; decrease output power to 5-w and make changes in ant. system (BPTTV-5876). Action Oct. 3.

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 18 (stations listed are TV signals proposed for carriage):


- Robbins Telecable, for Houston, Warner Robbins, both Georgia (CAC-10257-8): WANK-TV Atlanta, to delete: WALB-TV Albany, Ga.

- Transvideo Corp., for Carpinteria, Montecito, Goleta Valley, Isla Vista, all California (CAC-10806-10): interim authorization for existing operation.

- Winner Cable TV Service, for Winner, S.D. (CAC-10811): certificate of compliance for existing operation.

- Midcontinent Cable Systems, for Beadle, S.D. (CAC-10812): KDLO-TV Florence, KEDS-TV Brookings, both South Dakota, KWGN-TV Denver, WCTCN-TV Minneapolis, KXON-TV Mitchell, KABY-TV Aberdeen, both South Dakota, KBTB Denver.

- Tower Communications, for Napoleon, Greenfield, both Ohio (CAC-10813-4): interim authorization for existing operation.

- Television Cable Service, for Weirton, W.V. (CAC-10815): interim authorization for existing operation.

- Florence Cable TV, for Florence, Dunes, both Oregon (CAC-10816-7): interim authorization for existing operation.

- Karlen Communications, for Barton, Ks. (CAC-10818): KCKT Great Bend, KAYS-TV Hays, KPTS Hutchinson, KAKE-TV Wichita, both Kansas, KBMA-TV, WDAF-TV both Kansas City, WIBW-TV Topeka, KCMO-TV Kansas City, KTVH Hutchinson, KS. KMBC-TV Kansas City.

- Hayskate Cable Vision, for Sharon, Norfolk, both Connecticut (CAC-10819-20): WFSB-TV, WHCH-TV, WDEH all Hartford, WTNH-TV New Haven, WHNB-TV New Britain, all Connecticut, WCBS-TV, WNEW-TV, WPXI, WOR-TV all New York, WMET Newark, N. J., WATR-TV Waterbury, Ct.


- Community Telecommunications, for Riverton, Wyo. (CAC-10822-32): WYCH-TV, WYCH-AM, both Rapid City, S.D.


- Teleprompter Southeast, for Huntsville, Al. (CAC-10825): WTVT Nashville, to delete: WATL-TV Atlanta.

- Plainfield Cablevision, for Plainfield, North Plainfield, South Plainfield, all New Jersey (CAC-10826-8): interim authorization for existing operation.

Certification actions

CATV Bureau granted following operators of cable TV systems certificates of compliance:

- Butte Cable TV, for Butte, Mt. (CAC-08869); Valley Vision, for El Dorado, Ca. (CAC-06175); Suffolk Cable of Smithtown, for Branch, N.Y. (CAC-08396); Falcon Communications, for San Benito, Ca. (CAC-08430); Cablevision of Frederickburg, for Fredericksburg, Stafford, Spotsylvania, all Virginia (CAC-08603); Twenty CATV, for Carrolton, Va. (CAC-08711); Cable View of Albert Lea, for Albert Lea, Mn. (CAC-08773); Ottawa Cable TV, for Ottawa, Ks. (CAC-08842); Cablevision of Isola, Ca. (CAC-08844); Butte Cable TV, for Walkerville, Ml. (CAC-08870); Community Telecommunications, for Billings, Mt. (CAC-08874); O'Hara, PA (CAC-08875); and E D Cable Corp., for Helena, Mt. (CAC-08876): TV Pix, for Carson City, Nev. (CAC-08879); Chillon Cablevision, for Clinton, Al. (CAC-08881); and O D Cable Ltd., for Oroon, Newburn, Trimble, Troy, all Tennessee (CAC-09228-31); Westmoreland County Cable TV, for Westmoreland Beach, N.C. (CAC-09237): South Florida Cablevision, for Bonita Springs, Estero, Collier, Fort Myers Beach, North Port Myers, all Florida (CAC-09238-42); Mott Media Cable, for Manistique, Fillet, both Michigan (CAC-09246-8); Alpine Cable TV for Pineville, Va.; CAC-09250-1); Telecable Associates, for Abbeville, La. (CAC-09257); Hannibal Cable TV, for Hannibal, Mo. (CAC-08840); Simmons Communications, for Amity, Andover, Belmont, all New York (CAC-08895-978); Northeast Georgia Broadcasting, for Gainesville, Hall, both Georgia (CAC-08895-978); Edmond Communications, for Bonita Springs, Collier, all Florida (CAC-0926-80); Community Television of Utah, for Ogden Guy, South Ogden, Washington Terrace, Roy City, Ogden Canyon, Ogden, Salt Lake, South Salt Lake, Provo, all Utah (CAC-09601); Telecable Associates, for Orange, West Orange, Pinehurst, all Texas (CAC-09734-36); Texas Telecable, for Comito, Panorama, Village, Weslaco, all Texas (CAC-09781-47); Sierra Vista CATV for Sierra Vista, Az. (CAC-09800).

Summary of broadcasting

FCC tabulations as of Sept. 30, 1977

- Cable systems certified to date: 19,617.

- Cable systems not yet authorized: 3,448.

- Total cable systems: 23,065.

- Total licensees authorized: 12,946.

- Total licensees not authorized: 10,119.

- Total stations authorized: 19,617.

- Total stations not authorized: 3,448.

- Total stations licensed: 19,617.

- Total stations not licensed: 3,448.

- Total channels authorized: 11,831.

- Total channels not authorized: 1,617.

- Total channels licensed: 11,831.

- Total channels not licensed: 1,617.

- Total stations with off-air licenses: 11,596.

- Special temporary authorization: 19,617.

- Act on 301-1977
### Professional Cards

#### ATLANTIC RESEARCH CORP.
Telcommunications Consulting
3560 Cherokee Ave.
Alexandria, Virginia 22314
(703) 354-3400

#### CARL T. JONES ASSOC.
(Formerly Gaudney & Jones)
CONSULTING ENGINEERS
2900 Telestar Ct, Suite 605
(703) 560-6800
Fairfax Church, Va. 22042
Member AFCCE

#### STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(202) 827-8725
(202) 384-5374
(202) 222-4666
Member AFCCE

#### CARL E. SMITH
CONSULTING RADIO ENGINEERS
820 Snowville Rd.
Cleveland, Ohio 44141
Phone: 216-526-4886
Member AFCCE

#### JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-3900
Member AFCCE

#### DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

#### Satellite Telecom Services, Inc.
Management and Engineering
Consulting Services
2971 Flowers Blvd.
Atlanta, Ga. 30341
404-453-8369

#### EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
1336 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCCE

#### LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

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CONSULTING ENGINEERS
Radio & Television
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San Francisco, California 94128
(415) 342-5208
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#### JOHN B. HEEFFELINGER
9208 Wyoming Pl., Hiland 4-7100
KANSAS CITY, MISSOURI 64114

#### VIR JAMES
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Applications and Field Engineering
Computerized Frequency Surveys
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(303) 333-5562
DENVER, COLORADO
Member AFCCE

#### TEREELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

#### MATTHEW J. VISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications
Inspections, Supervision of Erection
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Tel. (703) 306-9004
Member AFCCE

#### KESSLER ASSOCIATES
Consulting Engineers
AM-FM-TV-Microwave Systems
1611 N.W. Sixth Street
Gainesville, Florida 32601
(904) 376-3157 (904) 373-5225

#### A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
Washington, D.C. 20036
Member AFCCE

#### A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

#### JUSS COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 550-7970
Washington, D.C. 20036
Member AFCCE

#### MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
25 West Long Lake Road
Bloomfield Hills, MI 48013
(303) 542-9016
Member AFCCE

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CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
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Bloomfield Hills, MI 48013
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Specializing in matters involving the Federal Communications Commission

#### Commercial Radio Monitoring Co.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TVM Monitors Repaired & Certified
150 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

#### CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

#### BROADCAST TECHNICAL SERVICE, INC.
AM-FM Station Construction
Audio/Stereo... Partial Systems
Signal Strength Improvement
FREE Consultation by phone
Phone 817-722-3371
Box 7343 - Waco, Texas 76710

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### Attorneys

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### Services
**Classified Advertising**

*See last page of Classified Section for rates, closing dates, box numbers and other details.*

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**RADIO**

**HELP WANTED MANAGEMENT**


Southern California Class A FM, Station seeking aggressive manager experienced all phases radio including sales. Renumeration open for right person. Send resume and references. Box N-72.

Radio station manager—Professional, full time manager for WKPN University of Pennsylvania FM Radio Station. Experience in educational and/or commercial programming directed to wide range of listeners. Academic interest and qualifications desirable. Opportunity to work with students, faculty and community and share in shaping high quality university broadcast experience. College degree and management experience. Send resume to: Andrew J. Don, Director of Student Life, University of Pennsylvania, Houston Hall, Philadelphia, PA 19104. Equal Opportunity Employer.

Sales Manager for Fresno's hottest radio station. Would be working with a group that moves up to management with a real winner! We've got it all! Super coverage, excellent dial position and format for the "eightsies". Call Gary Willson-Owner/Manager-K104, 15992 South Cedar, Fresno, CA 93725, 209-834-5004.

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**HELP WANTED SALES**

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

Missouri: Experienced salesperson wanted. AM/FM operation. Salary plus commission. Send resume to KSJ/KCWB, Sedalia, MO 65301.

Sales Manager—Midwest medium market. 24 hour AM easy country with major college sports. Must be outstanding local sales person and motivator. Call Charlie Powers, 415-376-0397 or write Box 58, Moraga, CA 94556. EOE/EME

KCeya—2 sales people for new Contemporary FM. 2 sales people for AM Modern Country expansion. Good working conditions in complete new plant and facilities. Resume to Gen. Mgr. Box 979, Modesto, CA 95354.

We are developing our 50 kw FM's and need qualified people to grow with our ten station group. Guaranteed salary plus commission. Company pays all benefits. Experience necessary. Send complete resume to Gary Burns, R musiał Communications Group, P.O. Box 1747, York, PA 17405. EOE. MIF.

Sales Person Needed. Excellent opportunity to be eventual Sales Manager. Will train. Resume to Jerry Hennen, KDKA, Montevideo, MN 56265.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesperson on the way up. Strong on creativity with ability to build and sell campaigns. 13-station group seeks individual with management potential. Our people earn far more than Madison offers superior living. You'll have an opportunity to earn management level income. Equal opportunities. Call WISM, Madison, Wis. A Mid-West Family Station. EOE.

Rapidly expanding company is looking for self-motivated Sales Manager for 100,000 watt AOR FM in Southern Medium Market. Excellent advancement opportunity, benefits and working conditions. Box N-80.

Excellent opportunity for experienced. RAB-oriented salesperson to replace successful salesperson moving on to own business. Immediate. Confidentially respected. Contact Burt Levine, WROV RockUSA, VA. EOE.

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Can you sell the No. 1 18-34 year old station from 10AM to 7PM in a six station market? We're building a sales staff from the inside out. Send resume and salary requirements. Equal Opportunity. Employees. KNW, Box 2427, Great Falls, MT 59403.

WJDM Radio, seeking an aggressive, experienced sales person. Great opportunity at young, growing station. Want to make a move, want to make more money. Resume to Andy Santoro, WJDM Radio, 9 Calwell Place, Elizabeth, NJ 07201. EOE/EME.

Fast growing Southern California AM/FM needs aggressive salesperson now! Guarantee against liberal commission. EOE. Call Chuck Fritz 714-688-1570.

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**HELP WANTED ANOUNCERS**

Immediate opening for announcer. First Tickets only. Write KCPW, Box 988, Powell, WY 82435, EOE.

Immediate opening for super Production Director and air personality combined. Modern Country in Madison in Medium market. Contact Rick Warren, PD, WBRP, P.O. Box 547, Huntsville, AL 35804. 205-534-3521.

Midwest medium market group station will accept applications from aggressive manager's assistant. Future openings from air personalities. Decent dollars and excellent company benefits with a darn good bunch of broadcast personalities. In a neat place to live. Resumes to Box N-47.

Big Talker Wanted for South Florida Station opening position. MOR format. Must be strong on news and production plus good personality. 13-15,000 year. Equal Opportunity Employer. Send resume, starting salary to Box N-60.

Large Midwest chain looking for a professional one to one person. Good money. Send tape and resume to Leighton Enterprises, Box 1458, St. Cloud, MN 56301. Send in care of Jack Hansen or JJ Justin.

South Florida Coast—Personality Morning D J for Country Music Station. Personality air show and production ability of first importance. At least 2 years fulltime experience in country music required. 3rd class license with Broadcast endorsement necessary. Salary open but equivalent to large metro market. Send complete resume and audition tape to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Florida MOR soft format with standard pop poll fills. seeks personality morning person to open 6AM, also second announcer for day shift, strong on production. Minimum two years experience with Third. No floaters. Consistent schedule required. Send resume, tape and resume to beachgoer Broadcasting Company. Excellent medical program. Delightful living by ocean. Send resume, tape and salary requirements, Randolph Miller, WIRA, Fort Pierce 33450, Equal Opportunity Employer.

Operations Manager for Schafer equipped Kalumax/Great Media Sales station in Huntington, West Virginia. EOE. MIF. Will consider announcer ready for advancement. WVHEZ, 25701.

Immediate Opening. Talented and dependable adult personality required for Contemporary Country Station. Please send air check, resume and salary requirements to WPOC, 711 W. 40th St., Baltimore, MD 21211. An equal opportunity employer under group ownership of Nationwide Communications.

Air personality with PD, potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey, WRNS, Box 272, Altoona, PA, an equal opportunity employer.

Experienced person local news or play by play ability. Opportunity growing group. West Texas. MIF EOE. CSRG, Inc. 12118 Landlock, Dallas, TX 75218.


Immediate opening for afternoon drive-time personality. Experience and third class endorsed necessary. Salary $25,000 plus. Contact Duncan Dewar, WHEB, Portsmouth, NH 03801.


Maryland Small Market station has announcer opening. Good opportunity for a beginner. Box N-60.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. EOE, Box D-125.

Advance: into a full limit, 7 to mid shift. Tape and resume. WKIK, Box 346, Leonardtown, MD 20650.

DJ wanted. Our last lady DJ now reportedly makes $11,000 a year in New York. Do you think you can fill her shoes at WMAG in Chicago? We are looking for a potential superstar who likes country music. Send tapes and resumes (no phone calls please) to: Bill Hennes, WMAG Radio, Merchandise Mart, Chicago, IL 60654.


Opportunity knocks... group broadcaster has immediate opening for afternoon drive disc-jockey at its flagship station. Potential and willingness to learn more important than experience. Call Mr. Larry Con at WPZK, Pottstown, PA 215-326-4003.

Upper Midwest Skw, Adult Contemporary station expanding. Seeking experienced, mature communicator to produce and personality a must. Equal Opportunity Employer. Tapes and resumes to: Program Director, PO Box 1638, Grand Forks, ND 58201.

Immediate Opening for announcer male or female for mid production, news, EOE. Tape and resume to Ralph Smith, PO Box 249, Rutland, VT 05701.

Immediate openings for announcers at promotion minded station in mountains of Southwest Virginia. 703-984-2502.

Experienced, warm Beautiful Music announcer needed for morning drive position. Full time ticket required. Good pay, good benefits, good facility. Tape and resume to John Davidion, WKEZ, 720 Bouth St., Norfolk, VA 23410, or phone 804-446-2700 before noon. Equal Opportunity Employer.

Wanted—Personality morning announcer for North Alabama Modern Country Station. Seeking person with gift of gab who can attract and hold No. 1 rating. We also have need of Program Director Fine if you can do both jobs, but personality morning person is our prime requirement. No floaters. At least 2 years experience. Must know Country. Opportunity for advancement with small public company. Excellent starting salary. Equal Opportunity Employer. Send resume Box N-109.

---

**HELP WANTED TECHNICAL**

Coma To Cape Cod. We have one of New England's most modern and attractive facilities, and we're located in New England's favorite vacation area. We need an engineer with some previous experience to serve as our Chief. A fine opportunity. Ray Brown, Operations Manager WOCOM-FM, Hyannis, MA 02601. 617-775-8600.

Chief Engineer for Midwest Major Market FM. Good equipment. Must be experienced and strong on maintenance. EOE. Reply to Box N-85.
HELP WANTED TECHNICAL CONTINUED

Northwestern College Radio Network Station needs professional engineer who can also do some announcing. This could be your chance to plan new facilities, design, and build, for up to 2 years. Equal Opportunity Employer. Send tape, resume and salary requirements to: WNWC (Northwestern College Radio) Box 1250 Gammon Rd., Route No. 2, Madison, WI 53711.

Chief Engineer, New Jersey Daytime. Must have working knowledge of directional arrays, studio and transmitter maintenance, Rules and Regulations. Must be able to handle emergency engineering problems, including remotes. Five years broadcasting experience required. EOE. Box N-78.

Wanted: Experienced chief engineer capable of maintaining group AM FM stations. Good salary, vacation, profit sharing, paid holidays. Excellent opportunity. Send tape, resume and references to: Tom Casey, WRTA, Box 272, Altoona, PA, an equal opportunity employer.

Programmer-Producer for Texas Public Station. Duties will include hosting morning music program which features solo and ensemble in-studio music. Person will also assist in development of news and public affairs programming and in the production of newscasts. Production ability a must. Degree and experience required. Send tape, resume and salary requirements to: Station Manager, KTXR, Box B B, E Station, Commerce, TX 75428. EOE/Affirmative Action Employer.

News and Public Affairs Producer/Announcer for fine arts station. Responsibilities: Producing newscasts, features, announcing, interviewing, working on-air as shift, coordinating, booking guests. Three years experience in Broadcast Journalism, FCC 3rd endorsement, TV on-camera experience preferred. Send resume, salary requirements to: Director of Broadcasting, WYSU-FM Youngstown State University, Youngstown, OH, Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Public Affairs Director: Bright, creative, innovative Public Affairs Director with proven ability to produce "tune-in" programming. Excellent working knowledge of FCC accountability, rules & regulations. Impressive references upon request. Box N-11.

Operations Manager of most successful small market station in Mid-America, seeking GM or Operations Mgr. Experience in sales, programming, engineering. Located in key market. Send tape, resume to: Director of Broadcasting, WYSU-FM Youngstown State University, Youngstown, OH, Equal Opportunity Employer.

Aggressive Sales-Oriented profit builder seeks Midwest medium market, 12-year broadcast veteran experienced in news, sales & management. Box N-86.

Trouble Shooter Consultant total concept radio, specializing in small markets. Automation, sales, promotion, station identity. Fee by day or project. Available after present assignment, track record, references. Limited availability, call today 806-395-4516.

13 years experience from DJ to GM, wants GM position with equity at new acquisition of station that is short of its potential. Strong on management, sales, promotion, Family man with ambition, ability, references. Dean Crum, 402-737-6163.

SITUATIONS WANTED ANNOUNCERS

Phone DJ, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.


Lady DJ, 1st Phone, BA, 1-1/4 years Top 40 experience, good voice, news, production, Prefer SF to Monterey Area. Box PO Box 535, Daly City, CA 94017.


4-1/2 years experience—Music Director, out of production, news, MOR, EZ, Married. BS, Pennsylvania area or Maine. Box N-10.


Jock 3rd Endorsed, tight board. 4 yrs Top 40 experience. Contact Lloyd Mitchell 212-735-5133 after 6:30 PM.

Bright, Articulate, loyal AOR—Progressive personality, currently employed but available. Ex- pressed, college grad, 3rd endorsed. Good interpersonal skills, strong background in Rock, Folk, News, Telephone Talk, and Sports. Provide a challenging opportunity and I'll provide a true asset to your sta-

tion & locale. Box N-49.

Exiled WMBC Personality coves major market air shift, stability, 32, First Phone, Box 101, Englewood, FL 33553.

Experienced Top 40, Disco and Contemporary. 3rd Phone. Worked with the best in New York. Living in Miami. Relocate anytime. Contact Paul 301-942-2614, collect.

Experienced Announcer/DJ, Third Phone, currently free-lancing, wants full time shift at MOR/Modern Country/Beautiful Music station in California/Nebraska. Good communication, strong board, good news & promotion. Have PD background, available now! Will relocate. Call Frank Cordell 714-658-1094.

Bring Jazz Back to Radio. 7 yrs comm't jazz—jazz oriented experience. Help! Currently working Contp. M.O.R. Will consider comm't or public radio. Open up (1) one shift fulltime for good jazz—jazz crossover music. Have own library in mint condition. Prefer your & mine, 30, single, 1st Phone. If you believe in jazz, you'll respond. Box N-53.

3 yrs Experience as SD, PBP & sports talk programing. Also 3 yrs experience as DJ. Will relocate anywhere, South. Preferred. Available now 413-967-3094 or Broadcasting Box N-64.

First Phone, College degree, two years experience MOR, College Announcer, mellow voice, presently employed but looking to move up. Box N-75.

Situation Wanted, radio & TV announcer. News, re-
port, comm. announcer, talk shows, sales, interviews. Music; rock, pop, Soul & Jazz. DJ, weather reporter. Esterline S. Owens, Chicago, IL 60651-1251.

Top Rated Personality seeks medium market, AC, MOR, any shift. Midwest/Midland Atlantic. 814-948-4625 after 12 Noon.

Insanity reigns supreme! I am a creative madman with professional experience. I have only one weakness, I enjoy eating bazed saxdive. If you can live with that, then contact me. All markets considered. Salary negotiable. After 4 PM call 212-867-2165.


Top 40 Personality—energetic and creative. Seek-
ing contemporary medium market. Relocate anywhere. 412-833-2740 after 5 PM.

Polished, mature, communication second gener-
ation announcer seeks contemporary, or MOR station in a large or good medium. Relocate in West. 2 1/2 years experience, good to strong production, tight board. Interested? Call Tim Higgins 602-865-2971.

Educated Morning Personality, professionally trained, 1 year experience, seeking adult contempl, or top 40 format. East or Midwest. Market. Good pipes, 3rd Endorsed, very enthusiastic. Phone 301-791-0515 after 2 PM E.T.

SITUATIONS WANTED TECHNICAL

Experienced, Capable. First Phone seeks permanent job with good, active radio station. Box N-7.

Engineer, 2nd Class, college. Will work any shift. Station is fluctuating. Will relocate, available immediately. Contact: Felix Smith, Colonial Park Station, PO. Box 38, NYC 10039. 212-926-0358.

SITUATIONS WANTED NEWS

Phyllis George looks out! Experienced all phases of station operation, AM/CATV-DJ, news, play-by-play sports, copy, production, traffic, TV show hostess. Available immediately. Mary Muidoon 415-322-2888.

Four-year broadcasting veteran. Thirty years old, "Grass graduate, three years college, Box N-56.

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HELP WANTED MANAGEMENT

Sales Manager — Aggressive medium market ABC affiliate. Must be achiever and possible future GM. Box N-26.

General Manager — Major Southwest affiliate. Proven applicants only. Box N-28.

Promotion Manager — with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion. Equal Opportunity Employer. Contact Ian Harsow, WTJZ-TV, Altoona, IA 814 — 944-2031.

HELP WANTED ANNUCERS


HELP WANTED TECHNICAL

Chief Engineer. Heavy maintenance experience. PC-700, VTR-1200, Grass Valley Switcher —Excellent Shop Facilities. Minimum 5 years studio experience. Location in the Beautiful Black Hills of South Dakota. Exceptional fringe benefits with a progressive company. Contact Director of Engineering, PO. Box 1760, Rapid City SD 57709 ... EOE.

Maintenance Engineer. Expanding South Texas television station seeks experience broadcast maintenance engineer. Experience in all areas of television engineering. Must have portable and compact VTR equipment. First Class FCC license also required. Desirable for College. Equal Opportunity Employer. Send resumes, including list of references, to Box N-24.


Chief Engineer on historic Texas network. Experience with studio and remote technical and administration, reporting, supervising, personnel, etc. Must be heavy on creative production. Heavy mind, good head, solid people skills. Must be able to work with non-technical people in friendly non-union environment. Excellent fringe benefits. Send resume to Chris Clackum, News Director, KMFL, Box 138, Lubbock, TX 79403.

HELP WANTED NEWS

FEARFUL REPORTER: Need someone with experience in consumer type reporting. Will be helping people every day. Send resume. Salary depends on qualifications. Box N-25.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

Program Operations Director with 6 years experience in every phase of radio. First phone looking to program for Adults. Good Production and “Bottom Line” oriented. Box N-15.

My copy is hot. Two years medium market copyproduction experience, seeking move up. Southwest or anywhere. Box N-43.


Automation Specialist! Top pro in the automation business with dynamite record of achievement wants to get results for you. Send details to: Box N-61.


TELEVISION

Assistant Chief Engineer of Maintenance, independent video-tape production facility Emphasis on digital equipment. Send resume and salary requirements to Box N-74.

We are looking for a first rate experienced technician capable of caring for a wide range of modern equipment in a large network affiliate. Must have a solid technical background and an experience on TV experience in most of the following: cameras, switchers and production facilities; transmission equipment and VTR video and audio recording equipment; digital devices: E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plum, WTRD-TV, Drawer A, No., Seattle, WA 81105, 206 - 223-4207. Equal Employment Opportunity Employer.

Video and Audio Engineers needed immediately for expanding tele-production facility. Experience with remote, commercial and sports productions preferred. Submit resume to Box N-79.

HELP WANTED NEWS

Feature reporter: Need someone with experience in consumer type reporting. Will be helping people every day. Send resume. Salary depends on qualifications. Box N-25.

Farm Director for upper Midwest television network. Must have solid agriculture background and television production experience. Reply Box N-31.

Combo anchor/field reporter. Strong on air/journalism oriented background required. Minimum two years experience. Prior anchor/field experience. Contact Equal opportunity employer, Send resume to WCKT-TV News, Miami, FL 33138.

Reporter-Photographer for fast growing news department in Augusta, Georgia. Send tape and resume to Chris Crick, KOVA-100, WRDW-TV, Drawer 1216, Augusta, GA 30903, An Equal Opportunity Employer.

Weathercaster/Science reporter. We offer our own weather radar, the services of "Accu-Weather" and one of the most challenging climates to predict in the United States. Send air check and salary requirements to Dick Benedict, News Director, KCBD-TV, P. O. Box 21061, Lubbock, TX 79408, Equal Opportunity Employer.

Emmy Award winning news station looking for experience television news graphic artist. Must be fast and versatile. Send resume and examples to Dick Wilson, News Director, KOVT-Channel 32, One Jack London Square, Oakland, CA 94607, An Equal Opportunity Employer.

Top 70’s market needs a general assignment reporter who is experienced and creative. Send writing samples, resume now. Box N-55.

Wanted ... co-anchor for medium market in Beautiful Southwest. Must be journalist with some field and studio experience. Equal Opportunity Employer Box N-58.

HELP WANTED PROGRAMMING, PRODUCTION

Creative Service Mgr.: must have knowledge of all production. Emphasis on community promotion. Major Southwest affiliate. Box N-27.

Creative services director—opening for a working and involved Creative Services Director that is both creative and well organized. Must be thoroughly experienced with television production and must work well with others. Minimum medium to Southeast affiliate. Salary open. EOE. Reply to PO. Box N-32.

Producer/Assistant Director. Experienced person needed to direct news and commercials for small Eastern market. Experience necessary. Equal Opportunity Employer BMI Box N-41.
HELP WANTED: PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Producer/Talent for PTV station. Produces and host series about local Black community and other duties. Bachelor's degree from 4-year college or university. 5 years professional broadcast production experience. Experience producing for WPTV. Send resume and application to: Human Resource Manager, WPTV, 1300 30th St., SW, Atlanta, GA 30303, by May 10. Equal Opportunity Employer.

Public TV Needs: Creative lighting designer/director. Master’s degree in Fine Arts. 1 year experience as director. Send resume to: Director of Production, WGBH, 1 Chestnut St, Boston, MA 02116. Equal Opportunity Employer.

Commercial Producer/Director: 5 years producing experience in commercial production, 2 years as producer. Excellent credit in national commercials. Contact Michael T. Saraceno, 312-838-2345.

TV Promotion Director—Minimum 3-5 years TV promotion experience required with strong copywriting and production experience essential. Must be able to write and produce TV commercials. Experience producing in a major market. Contact: Paul Ave., 914-364-5200.

Send Resume and salary requirements to Box N-73.

SITUATIONS WANTED: MANAGEMENT

General Manager: With outstanding credentials! Over 15 years experience. Excellent contacts. Highest local negotiating experience, plus a total understanding of film/graphics and marketing media mix. Must be able to plan and implement radio, print and TV campaign. Strong producing, administrative background. Send resume: Don Saraceno, General Manager, KCRW-TV, 310 Ninth St, Sacramento, CA 95820.

Staff artist: Versatile graphic artist, strong in illus., working with TV graphics experience for full time position. Call Larry Vivianto 313-239-2040 or send samples and resume to: Art Director, WJTV-AM, 622 Lafayette Blvd, Detroit, MI 48221.

SITUATIONS WANTED: PRODUCTION

First Phone, Broad radio experience, television production training (college course). Seek weekend work near California, Arizona, Nevada State Colleges. Bernie Bacon 716-343-8604.

SITUATIONS WANTED: TECHNICAL


Director, asst: Director, stage Mgr. Engineers, 1st phone, 17 years experience, major/minor mix, seeks to join small group for creative television. Resume avail. Box N-21.

Experienced Technical/Production 1st Phone is confident in his abilities and effects can be effectively applied to make an excellent addition to your staff. Seeking challenging position in top 50 market. Box N-59.

I’m tired of ’spin and grift’ First Phone, college degree, two years radio experience with some TV switching, would like to expand into all areas of TV production, start at switcher and learn all fields. Box N-76.

SITUATIONS WANTED: NEWS

Award winning/producer/reporting with reporting, writing and ENG experience seeks right move, Box N-9.


IVC-960 w/IVC, TBC. Broadcast quality, excellent condition, 9550. Mike Lincoln 415-986-5101.

COMEDY


"Free" D.J. Catalog! Comedy, Wild Tracks, Production, Dj tests, more! Command, Box 263484-B, San Francisco 94126.

Free sample of radio’s most popular humor service! OLINERS, 366-C West Burland, Fresno, California 93704.

Hundred Renewed Again! Guaranteed funny! Current issue 34.00. Contemporary Comedy, 8504-B Twining, Dallas, TX 75227.

FRUITBOWL: world’s leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "D", Box 382, Fair Oaks, CA 95626.

MISCELLANEOUS


Prizes! Prizes! National Brands for promotions, contests, programming, no barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St, Chicago, IL 60611, call collect 312-944-3400.

Hundred's Jobs open now! Exclusive listing! The "World's Best Jobsheet" isn't the most advertised. Call Paul Ave., 914-364-5200.


INSTRUCTION

REI teaches electronics for the FCC first class license. 90% of our students pass their exams. Classes begin October 24, January 3. Student rooms at each school.

REI 61 N. Pineapple Ave, Sarasota, FL 33577. 813-955-8922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.


1st Class FCC, $800. $450 or money back guarantee. VA appr. Nat'l. Inst. Communications, 11488 Oxnard St, N. Hollywood, CA 91606.

OMEGA STATE SITCUSTOMING, training for FCC First Class licensees, color TV production, announcing and audio production. Effective placement assistance, too. 239 West Grand, Chicago, IL 60612.


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INSTRUCTION CONTINUED


Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

Help Wanted Programing, Production, Others

Broadcast Journalist

Chic University’s School of Journalism needs a teacher of broadcast journalism and/or advertising. If you like to work with young minds, have an advanced degree and radio experience, you’re qualified. Send letter and resume by Nov 4 to Ralph Braun, CU School of Journalism, Athens, Ohio 45701

Help Wanted Technical

SANTA BARBARA

Cetec Broadcast Group, including Schafer, Sparta, Jampro, is a leading manufacturer of broadcast equipment. We have openings for highly motivated project engineers with experience in RF products, audio electronics, and microprocessor systems design.

Experienced engineers will have the opportunity to get involved at the ground floor level with your success being rewarded by excellent opportunity, good salary, and a fine benefit package. Please send resume with salary history to:

Cetec Broadcast Group
75 Castilian Drive (Santa Barbara Research Park)
Cetec, CA 93017
ATTN: Engineering Manager

Help Wanted Sales

MONEY TRAINING ADVANCEMENT

If you’re ready to move up to the 28th market, that’s what we have to offer. We have just one opening. Tell us why it’s yours. Sales experience required, minorities encouraged to apply. Write to David Gerard, General Sales Manager.

WBNY
2500 Rand Building
Buffalo, New York 14203

Help Wanted Announcers

AFTERNOON DRIVE

Personality
Personality
Personality
Personality
Personality
Personality

Tape and resume to:
Dave Hammond
Program Director
WBEN
2077 Elmwood Avenue
Buffalo, New York 14207

An equal opportunity employer

Situations Wanted Management

GENERAL MANAGER

with outstanding record in achieving high profits, sales and ratings with successful radio stations in competitive major markets looking for position. Can offer talent and loyalty. Reply in utmost confidence, Box M-155.

TAKE-CHARGE MANAGER

Dynamic leader with background including sales, promotion, programming, operations, and bottom-line profitability, will help make your station work! Five years with present Company. Send details of your opportunity to Box N-82, today.

CONTROLLER

10 years experience with major groups and now looking for opportunity in top 10 market. Extremely bottom-line oriented. C.P.A., with excellent track record and references. Reply Box N-83.

Help Wanted Sales Continued

RADIO

Sales Manager

NYC

We are seeking an innovative results-oriented individual to handle all sales management functions. Must be strong in conceptual sales skills. Candidates must demonstrate leadership and administrative abilities to provide sales staff motivation.

Salary plus override.
Excellent benefits.
Position available early 1978.
Send resume including salary history to:

Box N-89.
An Equal Opportunity Employer M/F

Corporate Sales
Executive
9 Stations

Creative sales ideas, the ability to train and to motivate, the desire to reach goals, and a proven track record will earn you $60,000 in your first year with our Company. Call collect 215—836-4900.
THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

SOUND EFFECTS: fire engines and fireworks... wind and waves... birds and seagulls... horses and buggies and racing autos... explosions and avalanches... airports... stadiums... courts of law... factories... orchestras... parties... sirens... fighting... kids at play. 407 CUTS IN ALL -- AND ALL IN A 16-LP RECORD SET FOR ONLY $150. COMPLETE!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name ____________________________

Firm or Call Letters ____________________

Address ____________________________

City __________________ State ______ Zip ______

I agree to purchase this set for $150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.

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TELEVISION
Help Wanted News

TOP 15 MARKET
Weekend Weather
Feature Reporting/Personality

We're looking for an experienced weatherperson who is ready for a Major Market challenge that can include feature reporting, hosting and interviewing. A top station... an exciting opportunity...

Send resumes and inquiries to:
PO. Box 9638
Friendship Station
Washington, D.C. 20016

EQUAL OPPORTUNITY EMPLOYER

PRODUCER FOR THE MIDDAY NEWS
WCJB, TV (Channel 5 in Boston) seeks an individual who will be responsible for the format, timing, pacing and overall content of the newscast. Duties will include the assignment of newscasts, compiling the wire and network feeds for the purpose of story selection, organizing graphics materials, completing talent sheets and supervising the overall production of the news program while it is on the air. The producer must also proof read and approve all news copy to be read in the news program.

Candidates should have 3-5 years major market TV news producing experience. Qualified applicants should send resume (no telephone calls please) to the Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.

Help Wanted Technical

TELEVISION ENGINEERING SUPERVISOR
At least 5 years experience in TV/Radio technical field (including transmitters digital and management).

Send resume to: Libby Stevens
Television Engineering
6400 York Road
Baltimore, Maryland 21212

Help Wanted Sales

TV REP SALES
A leading national Rep has a Chicago opening for an experienced time sales person. Work is demanding, rewarding, exciting and fun! Send resume to Box N-90. All replies considered confidential.

EOE

Help Wanted Programing, Production, Others

Director, Public Broadcasting
Section, Fla. Dept. of Ed. Coordinates and Directs Dept. of Education responsibilities in all matters relating to public broadcasting in State of Florida. Requires high level managerial and technical skills. Minimum of master's degree and 7 years directly related professional experience. Salary range $19,397 to $26,287. Send resume to DOE Personnel Office, Knott Building, Tallahassee, FL 32304.

---

Engineer

CHIEF ENGINEER
Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras, Quad VTR and related electronic equipment. Six years experience with first class FCC license preferred. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline: 11/19/77.

Send resume to:

Personnel Services Office
BALL STATE UNIVERSITY
Muncie, Indiana 47306

An Equal Opportunity Employer
Consultants

Plastic "charge-card" ups station's revenues 25%. Send for free report! Powerful merchandising tool!

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Radio Management Advisors
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Boise, Idaho 83705
(208) 376-4088

Washington News Service

WASHINGTON BUREAU

Employment Service

EXCLUSIVE RADIO JOB OPENINGS

The "World's Fastest Weekly Jobsheet" is
• GUARANTEED BEYOND the 1st issue
• TELEPHONE CENTRALIZED (24 hrs)
• EXCLUSIVELY RADIO
(55-75 NEW JOBS PER WEEK)
13 issues (3 months) $12
50 issues (full year) $30. Free sample.
STATIONS! YOUR LISTINGS ARE FREE!
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Box 878, Daytona Beach, FL 32117

Job Leads

YOUR MONEY BACK...
If the first issue doesn't give you a head start on the jobhunting competition, EXCLUSIVE RADIO & TV OPENINGS:
OJs...News...Technical...Sales...Everyone
☐ $10 for 7 weeks ☐ $15 for 12 weeks
Name ____________________________
Street ____________________________
City ____________________________ State ______ Zip ______
JOB LEADS, Suite 1113-CU
1680 Vine Street, Hollywood, CA 90028

Free Golf/Car Rental

FLORIDA FREE GOLF
Completely furnished deluxe condominium apartments for two $30 per day until December 14 with gardens included at nearby top-rated Deer Creek CC. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS. White or Call.

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3610 Crystal Lake Drive
Pompano Beach, Fl 33064 (305) 782-3400

Radio Programming

The GREEN HORNET
Radio Mystery Series IS BACK ON THE AIR!

Now available for local purchase:
CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212-(213) 278-4546

Wanted To Buy Stations

PUBLIC COMPANY
interested in acquisitions and/or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

PRINCIPAL
Looking for Radio Property
$65,000
cash or terms
Turn around OK.
Present financials and values
on first offering
Write
Bayard M. Grant
120 Board of Trade
Kansas City, Mo. 64105

For Sale Stations

• Daytimer. Greater Grand Rapids Metro area. $250,000.
• 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. $280,000.
• Class "C" Stereo covering Jackson, Miss. $435,000. 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. $585,000. Terms.
• Fulltimer in Northcentral Calif. A good buy. Terms.
• Fulltimer. Major metro area of Tenn. Good billing. A bargain at $580,000. Extremely liberal terms.
• $85,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
• Fulltimer with real estate. Billing about $104,000. About 50,000 Pop. in county. Southern W.Va. $230,000.
• Good buy for $725,000 in N.M.
• Daytimer. Within 25 miles of Albany, Ga. Billed $85,000 with no salesmen. $265,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and detailed confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511

NOW AVAILABLE!

A MUST BOOK
TO MAXIMIZE LOCAL SALES AND PROFITS

BROADCAST CO-OP, THE UNTAPPED GOLDMINE provides an in-depth look at co-op with plenty of proven sales approaches. It details the how, when, and why of:

• Gathering co-op leads
• Building co-op sales presentations
• Producing co-op spots
• FTC Guides/legal precautions
• Newspaper competitive co-op information
• Retailer in-store co-op system
• Retailer-to-resources presentations
• Organizing dealer associations
• Proof-of-performance & merchandising
• Suggested broadcast co-op plan ingredients, topped off with a Step-By-Step Station Action Plan To Help You Get Started Now!

If you have anything to do with co-op, you need this book!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me______ copies of
BROADCAST CO-OP, THE UNTAPPED GOLDMINE.
☐ @ $14.45 ea. (1-4 copies)
☐ @ $12.45 ea. (5-9 copies)
☐ @ $10.45 ea. (10 or more copies)

My payment for $______________________ is enclosed.

Name ____________________________
Company ____________________________
Address ____________________________
City ____________________________ State ______ Zip ______

Broadcasting Oct 31 1977
MEN OF ACTION.
MEN OF EXPERIENCE.
MEN OF THEIR WORD.
THE KEITH W. HORTON CO., INC.
Post Office Box 948
Elmira, NY · 14902
(607) 733-7138

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

CHAPMAN ASSOCIATES
nationwide service

STATIONS CONTACT
MW Small FM $135k Terms David Kelly (414) 499-4933
S Small AM/AM $350k $101k G. Paul Crowder (615) 298-4966
MW Medium Power $380k $111k David Kelly (414) 499-4933
WI Medium Daytime $160k Terms David Kelly (414) 499-4933
W Metro FM $950k $323k Ray Stanfield (213) 467-8764

For Sale Stations Continued

BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only (Billing charge to stations and firms $1.00)

When placing an ad, indicate the exact category desired (Television or Radio). Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing (No telephone copy accepted).

 Replies to ads with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded and are returned to the sender.

Rates: Classified listings (non-display): Help Wanted: 70c per word $1.00 weekly minimum Situations Wanted: personal ads 40c per word $5.00 weekly minimum All other classifications: 80c per word $1.00 weekly minimum Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications, $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (e.g., Minneapolis) or state (e.g., New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $, mgm, COD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia, 30341

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISERS

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

FOR SALE:
Full-time Texas AM.
Twice gross.
Principals only.
Box N-B3.

RICHARD A. SHAHEEN
MEDIA BROKERS APPRAISERS
435 North Michigan · Chicago 60611
312 467 0040

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### Broadcasting

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### Broadcasting with other major interests

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### Approx. shares outstanding (000)

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## Stock Market

**Stock symbol** | **Closing Wed. Oct. 26** | **Closing Wed. Oct. 19** | **Net change in week** | **% change in week** | **High 1977** | **Low 1977** | **PIE ratio** | **Approx. shares out (1000)** | **Total market capitalization (1000)**
---|---|---|---|---|---|---|---|---|---

### Programming

|---|---|---|---|---|---|---|---|---|---|

### Service

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### Electronics/Manufacturing

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## Standard & Poor's Industrial Average

|---|---|---|---|---|---|---|---|---|---|

**PIE 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 31 1977

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WXLO's Farber: from in front of the camera to behind the GM's desk

Erica Farber's is an unlikely general manager's office. A stuffed Mickey Mouse, five feet tall (a gift from her corporate boss, Dwight Case, RKO General radio division president, after her first anniversary with WXLO(FM) New York last August) provides a focal point to a wealth of memorabilia dedicated to the Disney character. Head shots of the original Mouseketeers cover a wall.

"It's what he stands for," explains Ms. Farber, "all of those things that we as adults are afraid to do and show... Mickey has a naiveit about him." It's a quality that she can admire but apparently cannot afford to emulate—not with a staff of 55 and a weekly cume of 1.7 million listeners. Half-serious, half-joking, she remarks: "When I leave here, I will not be remembered for running a Mickey Mouse operation."

If her track record continues as it has in the past, she'll probably be right. The last general manager's seat she held was at RKO's WROR(FM) Boston. When she joined that station in January 1975 as general sales manager, she recalls, there was "no billing" to speak of. By the time she left for WXLO 13 months ago, it was in the black.

Mr. Case talks about her WROR success in terms of "doubling the revenues and tripling the profits," and he adds: "She had it turned around in about four months." And of the youngest general manager in the RKO chain (she's 28), he mentions her ability to tackle more than is expected, with "hands down, straightforward effort" and her "strong desire to succeed."

While she may have made her first mark in sales, Ms. Farber broke into the broadcasting business in front of the camera. She had expected to be an entertainer and while growing up in Los Angeles she availed herself of the opportunities there, including theater, dance and television commercials (Head & Shoulders shampoo was one product she promoted).

Despite the "illusions of grandeur" she gave up dramatics. She recalls being told by another actress to remember that the cameraman is a performer's best friend. "I don't like competing on that level," she says, claiming that it seemed that only a "physical look" was important.

Ms. Farber had planned on college after having worked throughout high school, but when it came time to go, she found herself "growing so rapidly" professionally that she decided not to wait for four years" to "find out if I could have a career."


than just selling" and found that "RKO was open to mobility based on ability rather than years there."

Her impression of the company proved true within months. She had joined KRTH in September 1975 and by January of the following year she was general sales manager at WROR. It was a move she apparently had asked for unwittingly. Months before, over lunch with Mr. Case (then RKO executive vice president), she said she eventually wanted managerial duties. When RKO decided to break WROR administratively from its AM counterpart, WRKO, Mr. Case remembered.

When she later questioned Mr. Case as to why he offered her the job she recalls being surprised to hear "you're the only one who asked for it." And in hindsight, she now understands "what I was doing was pitching a job without realizing it."

The first assignment she set for herself in Boston was hiring a staff. She credits WRKO General Manager Jack Hobbs with "allowing the me the freedom to succeed" (he previously had controlled the FM as well as the AM), and says that when she left as general manager the station "had total autonomy."

As with her other career moves, the switch to WXLO was rapid fire. Ms. Farber was offered the job on Friday, her appointment was announced Monday, and she was in New York on Tuesday. That was in August 1976; she's been there ever since, having had vice president added to her title last February.

Ms. Farber doesn't stress the fact that she knows of only about 15 female general managers across the country. She does admit, however, that "being a woman and relatively young leaves one wide open for incredible comments—that possibly I didn't get here on ability." To that, she answers: "RKO cannot afford to have a token in my position."

There were times when she felt she had to overcompensate, she says, such as using rough language to prove she's "one of the guys." But those times have passed and she says the comments and stereotyping have lessened as she's climbed the industry ladder. She claims to have been fortunate in holding onto her identity without having become "hard-nosed."

Pinpointing that identity, or having her explain it, is difficult. Her hair tucked under a Los Angeles (her hometown) Dodgers baseball cap during the World Series gives one impression; walking into a bank with a three piece tailored suit gives another.

What it comes down to is clear when she says "I don't have to put on a pretense." And therein also lies her fascination with the Disney character.
A little bit noncommercial

A commercial broadcaster clipped an ad (reproduced at right) from the Oct. 21 St. Louis Globe-Democrat and sent it along with a note: "I know you have editorialized in the past about public television dipping into the commercial domain, and here is an example:"

(Channel 9 in St. Louis is reserved for noncommercial, educational use and occupied by KETC-TV, licensed to the St. Louis Educational Television Commission.)

"Also," our correspondent wrote, "one might wonder how a college hockey game fits into an educational schedule."

It fits very well when four commercial enterprises can be found to sponsor it.

One for all

If Chairman Lionel Van Deerlin (D-Calif.) is reflecting the main current of opinion in his House Communications Subcommittee, the forthcoming proposals to revise the Communications Act will treat radio and television as vastly different objects of federal regulation. Addressing the National Radio Broadcasters Association two weeks ago, Mr. Van Deerlin promised "virtually the total deregulation of radio" (Broadcasting, Oct. 17). Talking with a Broadcasting reporter later, he called television "a different bag" (Closed Circuit, Oct. 17). The TV license term, he said, may be extended to, say, five years, but nothing more.

The justification used by Mr. Van Deerlin and others who foresee loser rules for radio than for television is that radio stations are more numerous than television stations and therefore more competitive among themselves. Competition, the reasoning goes, leads to diversity of programing. Hence in radio there is less need than in television for the government to assure that a range of programing will get on the air.

This of course is merely a newer version of the scarcity theory that has been used to justify federal control of broadcasting, especially programing, since the dawn of radio regulation. Why does the First Amendment not apply to broadcasting as it does to print? Because frequencies are limited; not everyone can get a license to operate.

It is not entirely obvious to us why the scarcity argument is now deemed inapplicable to radio if it is still applicable to television. There are no more radio frequencies in the spectrum today than there ever were. More stations, especially FM, have been able to go into business because of the growth of population and the expansion of the economy. For the same reasons, more television stations are getting and staying on the air, with stronger and diverse programing.

If judgments of the applicability of the First Amendment are to be made on the basis of numerical representation of the media, daily newspapers have been ripe for government control for a generation or more. In no major city are there anywhere near as many newspapers as television stations, and radio, of course, outnumbers both.

It is often argued that scarcity in broadcasting is decreed by limitations of spectrum space but that anyone with the money can enter newspapering. The speciousness of that argument was effectively revealed in a benchmark decision of the U.S. Supreme Court, when in 1974 it declared a Florida statute decreeing a fairness doctrine for newspapers to be unconstitutional. Mr. Van Deerlin and his colleagues may find it educational to review a part of Chief Justice Warren Burger's decision for the court:

"The abuses of bias and manipulative reportage are ... said to be the result of the vast accumulations of unreviewable power in the modern media empires. In effect, it is claimed, the public has lost any ability to respond or to contribute in a meaningful way to the debate on issues ..."

"The obvious solution ... would be to have additional newspaper. But the same economic factors which have caused the disappearance of vast numbers of metropolitan newspapers have made entry into the marketplace of ideas ... almost impossible."

If ever a realistic appraisal of the scarcity factor in newspapering was made, that was it. Yet the chief justice found:

"The choice of material to go into a newspaper ... and treatment of public issues and public officials—whether fair or unfair—constitutes the exercise of editorial control and judgment. It has yet to be demonstrated how governmental regulation of this crucial process can be exercised consistent with the First Amendment guarantee of a free press."

With only minor changes that language would fit well into a new Communications Act for radio and television.

CB: out of control

The FCC is belatedly recognizing the monster it has created in the citizen band. To its credit, it is trying to curb the beast by proposing higher standards for CB equipment and prosecuting violators of its CB rules.

But it isn't trying hard enough. By the FCC's own reckoning, it will receive 80,000 complaints this year about CB interference, mostly to television and FM reception. Most of those complaints cannot possibly be satisfied.

Does the FCC have the will to take harsher measures? Its chief engineer, Raymond Spence, has worriedly noted that there are 12 million CB licenses. "Can you imagine what kind of lobby they would have if they organized?"

Can Mr. Spence imagine the kind of lobby he will face if the television audience organizes?

"It's the transmitter's birthday."
The music that accompanies the lifestyle of South Florida is the music of WAIA—Stereo 97. On the beaches, in the car, at home and at work, AIA is tuned in by thousands from Palm Beach to Key West. With our 100,000 watts, AIA covers the Gold Coast with music for all, but we also keep South Floridians informed with timely newbreaks, weather reports, sea conditions, tides and even surf temperatures. WAIA—Stereo 97...your "Music Way."
You'll hear about us, because we're making it a practice to listen to you. As the world's second largest maker of broadcast equipment, we're not in a position to dictate—and we won't—even when we're number one.

We have a line of equipment in the U.S. that's well worth your investigation: VTR's, TBC's, frame synchronizers, etc. And we're ready to expand it. When you're ready. Just let us hear from you.

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