SPANISH USA

A heritage and culture whose seeds were planted in 1597, flourishing today as America's fastest-growing market.

Served for fifteen years by SIN, the U.S. Spanish Television Network.
Good Morning America...
two years old
and still growing!

Two years ago "Good Morning America" premiered on ABC. Since then this very human approach to early morning news and information has captured the interest of America. Host David Hartman's unique charm and special warmth has set the tone for an increasingly popular way for America to wake up. Along with the help of Sandy Hill and the rest of the unusually talented GMA family, the show has quickly become a national habit each weekday morning.

Since last year "Good Morning America" has increased its early morning audience by a remarkable 32%. That means an additional 550,000 homes have found a better way to start the day. And that also means ABC has another winner on its hands!

Be sure to join the whole "Good Morning America" family and their interesting guests as the friendly awakening marches on.

David Hartman, Host with Sandy Hill

Jack Anderson
Inside Washington
Rona Barrett
Hollywood Worldwide
Steve Bell
News
Erma Bombeck
Humorous Housewife
Helen Gurley Brown
Men/Women Advice
John Coleman
Weather
Howard Cosell
Sports
John Lindsay
Roving Reporter
Geraldo Rivera
People Reporter

And our Living Better Reporters:

F. Lee Bailey
Legal Advice
Bruce Jenner
Sports on the Go
Dr. Timothy Johnson
Medical Advice

Joan Lunden
Products & Ideas
Sylvia Porter
Financial Advice
Dr. Lendon Smith
Pediatrician
Al Ubell
Household Hints

Good Morning America
The Friendly Awakening
ABC Television Network®️

Source: NTI Household Audiences—1st October 1977 vs. 1976. Subject to qualifications available upon request.
NEW ORLEANS
On a Mississippi riverboat, Mike welcomes aboard such colorful personalities as Burt Reynolds, Kris Kristofferson, singer Rita Coolidge, actress Jill Clayburgh, others. Another of Mike's unique Special People, Special Places program events.

What's NEW on the Mike Douglas Show

NEW EXCITEMENT
TV's brightest stars at home and on the sets of their top-rated series in Hollywood. Great names onstage and backstage in Las Vegas. New entertainment and lifestyle features. New cohosts and new guests on the variety-talk show noted for rare, exclusive TV appearances by Robert DeNiro, Sylvester Stallone, Peter Frampton, Stevie Wonder and others. Brought together by Mike Douglas, himself recently named one of America's 10 Most Exciting Men.

NEW YORK
Mike goes all out—and all outdoors—to capture the flavor of the Big Apple. From Broadway, Rockefeller Center, Central Park, Lincoln Center and other spectacular settings, Mike introduces dazzling guests: Elton John, Barbara Walters, Yul Brynner, Robert Preston, Alan King, Tony Randall, David Brenner, stars of "Annie," "The Wiz," "Grease," and other big hits, world famous fashion leaders, TV headliners and many more.

GROUP W PRODUCTIONS
INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE NEW YORK, NEW YORK 10016
HOME-GROWN RATINGS SERVICES  □ Radio Advertising Bureau announces an industry-owned organization is being set up for the aural medium. Television Bureau of Advertising committee is working on the first step toward similar service for TV. PAGE 20.

BICKERING □ FCC Chairman Charles Ferris starts to put his house in order with briefings, establishing priorities and setting up new working hours. The last stirs up a hornet's nest among commission employees who see it as disrupting their personal schedules. PAGE 20.

BAD SPORTS  □ ABC and CBS are forced to admit mistakes in sports coverage at Van Deerlin subcommittee hearings. PAGE 22.

MONEY PROBLEMS □ Comments come in on the FCC's 45-day sales notice proposal. Industry voices say financing, not notice, is the answer. Some minority groups say the plan could only help. PAGE 24.

KEEP THE REINS LOOSE □ Justice officials, speaking at a Federal Communications Bar Association seminar, urge the FCC to "think competition" when formulating regulations. PAGE 26.

OUTLET'S NEW OUTLET □ The Providence-based group owner is buying WTOP(AM) Washington for $6,675,000 from Post-Newsweek. Purchaser will retain all-news format. PAGE 28.

SUMMERS OBJECTS □ The National Association of Broadcasters executive charges that the FCC's ex parte rules barring informal contacts with the commissioner leaves broadcasters at the mercy of the Cable Bureau. PAGE 29.

CONSUMER BILL FOUNDERS □ Legislators for a new agency is sidetracked in the House for lack of votes. Companion measure in Senate remains stalled. PAGE 29.

ATTACKED BY LETTER □ Thaddeus Garrett, new CPB executive, is charged in an anonymous message that he misused his power in a former government post. It's making a few waves on the Hill. PAGE 30.

PREHEARING DISCOVERY □ A new round of briefs is filed in the KCBS(AM) San Francisco and KONO(AM) San Antonio renewal cases that involve the rights of citizen groups to be afforded preliminary information. PAGE 32.

MISSING VIEWERS □ The erosion in homes-using-television levels during daytimes hours is stacking up as 1977's ratings mystery of the year. The networks have some program changes in the works. PAGE 34.

AVOIDING A 'DISASTER' □ NBC-TV seems possible legal entanglements from its docudrama, Buffalo Creek Disaster, and decides to drop the production. It puts question marks over similar projects. PAGE 36.

THERE'LL BE A DELAY □ Paramount Television Distribution has pushed back the date for the start of its fourth network project. The reason: Full advertiser support is not yet available. PAGE 36.

WESTWARD, HO! □ Capacity crowds will be in San Diego this week for the annual Western Cable Show and Convention. Top speakers on critical issues and a packed equipment hall are but two of the attractions. PAGE 37.

SELLING THOSE VCR'S □ A massive wave of television advertising for the home video cassette recorder is under way. Here's what the major manufacturers are doing. PAGE 38.

CALIFORNIA SOUNDS OFF □ The secretary of health, education and welfare attacks advertising that aggravates the nation's health problems. He promises his agency will have a plan of action by next year. PAGE 40.

DROP-INS □ The FCC extends the deadline for comments on the proposal to add four VHF's in certain markets. In one filing already made, an MIT professor cites flaws in earlier surveys used by the FCC to support the case for drop-ins. PAGE 40.

SETBACK □ The Supreme Court declines to review an Idaho decision that knocked down a newsman's claim that he could protect his source. PAGE 42.

TERRORIST VIEWS □ Police chiefs and TV news directors were polled on CBS News's guidelines for covering such acts. The majority goes along with the seven- ply regulations. PAGE 42.

BROKER FROM THE START □ Thirty one years ago Jim Blackburn decided the media brokerage business was the niche for him. He was right. Today, as president of Blackburn & Co., he enjoys a well-earned reputation as one of the more astute men in the business of buying and selling broadcast properties. PAGE 65.

Encore.

Because many Nebraska children had never seen a play, volunteer performers toured some 2,000 miles, dancing and singing the story of a goblin who wanted to be the Easter Bunny. "Hob's Choice" delighted audiences numbering 800 to 1,000 in communities where the total population was little more than double the audience.

KOLN-TV/KGIN-TV, who helped sponsor the fine arts presentation, video taped the musical before a live audience of children. "Hob's Choice" aired in prime time, giving all children in the area an opportunity to enjoy educational theater.

Supporting the needs of children in small communities is all part of the Fetzer tradition of total community involvement.
Next round
What's to come of FCC investigation of boxing 'championship' promotion at ABC Sports and 'winner take all' tennis promotion by CBS Sports now that House Communications Subcommittee has ended hearings (see page 22) ? FCC's investigators will prepare report to commission with recommendations that are still unsettled. Word at FCC staff is that only piece of interesting information turned up by subcommittee and previously unknown to FCC was ABC payment of $10,000 to Alex Wallau, producer who wrote ignored memo criticizing quality of fighters lined up for bouts. ABC officials assert it was recognition of onerous job well done, not payoff to buy silence.

Playing the numbers
Ratings are becoming increasingly hot national news topic. Besides industry concern over local measurements (see page 20) and decline in homes using television figures for last several months (page 21), there'll be three-part pieces on both ABC-TV and NBC-TV nightly newscasts this week (NBC's starts Monday, ABC's Tuesday), and Newsweek magazine is working on report, talking to disgruntled station managers around country about vagaries of numbers.

One interviewee was Bob Wormington, president, KBMA-TV Kansas City, Mo., who commissioned independent analysis that turned up conflict with Nielsen ratings in his market. Mr. Wormington has forwarded results to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), asking for full investigation of Nielsen practices. Senate Communications Subcommittee is also showing interest in subject.

Single voice?
Erwin N. Griswold, U.S. solicitor general in 1967-73, may be tapped to argue case-in-chief for media before U.S. Supreme Court in opposition to abolition of media cross-ownership in broadcasting. Case is set for argument during January term of court (Broadcasting, Oct. 3, 10) with briefs due this month.

Time limitations on arguments imposed by highest tribunal are factor in discussion of one outside counsel to represent all media interests. Lee Loewinger, of Hogan & Hartson, former FCC commissioner and one-time chief of Antitrust Division of Justice Department, represents National Association of Broadcasters. American Newspaper Publishers Association is represented by Aloysius B. McCabe, of Kirkland, Ellis & Rowe. Ernest W. Jencks, Covington & Burling, represents number of newspaper-broadcast owners who espouse him.

Voices of experience
Lawyers who have worked on all three sides of crossownership case (see above) now find themselves working at FCC. New general counsel, Robert Bruce, as lawyer with Hogan & Hartson, worked on brief for NAB, which is attacking FCC cross-ownership rules as going too far in banning formation or transfer of co-located crossownership. Frank Lloyd, FCC Chairman Charles D. Ferris's new administrative assistant, was counsel for National Citizens Committee for Broadcasting, which won U.S. Court of Appeals decision that FCC had not gone far enough toward breaking up all existing cross-ownership. Holdover legal staff at FCC is defending commission's basic rules. Messrs. Bruce and Lloyd will stay out of case, now that they're at FCC.

Up, up and away
Feature film prices to stations continue to soar, with 30-picture package of MGM Television (distributed through United Artists Television) expected to snare record-breaking $125,000 per film in New York, $60,000 in Chicago and at least—probably more than—$125,000 in Los Angeles. Three months ago KCOP(TV) Los Angeles reportedly paid $100,000 per picture for 15 features from ITC Entertainment, and KTLA(TV) Los Angeles shelled out about $85,000 per title for 50 Universal films, of which 14 were made-for-TV's ("Closed Circuit," Aug. 1). In MGM's new list: "Ben Hur," "Ryan's Daughter," "Sunshine Boys," "Where Eagles Dare" and "Shaft."

Missionaries
Determination by White House not to miss bet in promoting public broadcasting bill explains presence this week at Western Cable Show, in San Diego, of Rick Neustad and Robert J. Sachs. Mr. Neustad, member of Domestic Council staff specializing in communications matters, and Mr. Sachs, administration's new Shepherd of public broadcasting consumers, stayed away as bill in Congress, were invited by National Cable Television Association board. Among other likely reasons for NCTA interest is provision in bill for possible use of cable in achieving goal of truly national public system. While on West Coast, White House aides will discuss bill with "constituents" (as Mr. Neustad refers to them) of Representative Henry Waxman (D-Calif)—Hollywood writers, producers (including Grant Tinker and Norman Lear) and directors who would be interested in expanded programming effort called for in bill. Same emissaries are also expected to drop in at National Association of Educational Broadcasters convention in Washington next week and at National Public Radio board meeting in Atlanta, in December.

Pile of mail
Lure of $250,000 worth of automobiles, cash and other prizes caused about 500,000 people to enter CBS-TV's Viewer's Choice Sweepstakes, according to one CBS executive. Network is happy with number of entries, but unsure how much effect $1 million promotion had on ratings for new programs, since sweeps—appeared in Sept. 17 issue of TV Guide, two weeks after premieres began. CBS research people will conduct study to see whether ratings showed jump after Sept. 17, and will break down responses to questions on which members of family liked each program.

Last pitch
If Radio Television News Directors Association succeeds in recruitment project now under way, coalition of news organizations and associations will call on House of Representatives leaders to change mind about letting professional pool operate House TV system. RTNDA thinks House left crack in door when it voted to admit TV system but deferred judgment on who's to run it (Broadcasting, Oct. 31). House Speaker Thomas P. O'Neill (D-Mass.) is reported dead-set against letting commercial news people man cameras, but RTNDA argues operation by House itself is bad because (1) news should be covered by news people; (2) news people can do it better than House employees; (3) pool coverage would cost taxpayers less, and (4) most important, unions are likely to object to use of non-union feed.

Blank spot
Commentary period on CBS Evening News will go silent—at least for near term—after retirement of Eric Sevareid this month. Primary succession candidate, Bill Moyers, has opted to remain with CBS Reports; CBS News President Richard S. Salant has insisted that person taking over commentary role give up hard news assignments.
Business Briefly

TV only

General Electric □ Company has purchased full sponsorship of four Barbara Walters specials on ABC Television in 1977-78 season. Specials offer intimate glimpses into the lives of the famous. Ms. Walters first guest will be Henry Winkler, The Fonz of ABC's Happy Days, scheduled to air in December.

Folger Coffee □ Subsidiary of Procter & Gamble plans 52-week TV campaign beginning in early December. Cunningham & Walsh, New York, will schedule TV spots in 60 markets during all day parts. Target: women, 25-49.

Queens Way □ In-home selling fashion organization has scheduled 13-week TV push starting in January. Brand Advertising, Chicago, is arranging spots in three markets. Target: women, 25-49.

Rep appointments


Mars □ Marathon and Milky Way candy bars will be focus of 16-week TV campaign starting in early January. D'Arcy-MacManus & Masius, New York, will buy spots in about 150 markets during early fringe time. Target: children, 6-11 and teen-agers.

Westinghouse Corp. □ Company will place two-month TV campaign beginning in late December. D'Arcy-MacManus & Masius, St. Louis, is buying spots during fringe, prime and news time. Target: adults, 18-54.

7-Up □ Company will feature its regular 7-Up in six-week TV push beginning in mid-November. Trends & Associates, Columbus, Ohio, is seeking spots in 10 markets during day, fringe and prime time. Target: adults, 18-34 and teen-agers.

Nutri-Slim □ Diet protein supplement powder will get six-week TV push starting in early November. Albright & Price, Lafayette, Calif., is selecting spots in seven markets during day, fringe and prime time. Target: women, 18-49 and teen-agers.

Prince Matchabelli □ Perfume manufacturer is placing five-week TV campaign for its Aviance fragrance starting in late November. Della Femina, Travisono & Partners, New York, will buy spots in 22-24 markets during late fringe time. Target: adults, 18-49.

Maybelline □ Cosmetic firm is scheduling four-week $490,000 TV push for its various products starting in mid-November. Lake-Spiro-Shurman, Memphis, will buy in 56 markets during fringe and prime time. Target: women, 18-34.

Plough □ Pharmaceutical division of Schering-Plough Corp. is placing $247,000 campaign for its various products in four-week TV flight beginning in mid-November. Lake-Spiro-Shurman, Memphis, is arranging spots in 41 markets during day and prime time. Target: total adults.

Ralston Purina □ Cat chow gets four-week TV push beginning in late November. Della Femina, Travisono & Partners, New York, is buying spots in two markets during fringe time. Target: total women.

Warner Lambert □ Corporation focuses on its Freshen-Up gum in four-week TV flight beginning in late November. J. Walter Thompson, Chicago, will buy TV spots in 24 markets during prime time. Target: total people.

Clorox □ Company will highlight its B & B mushrooms in four-week TV push beginning in late November. Young & Rubicam, New York, is buying spots in six markets during fringe time. Target: women, 25-54.

Citizens Watches □ Watch manufacturer will launch four-week TV drive in mid-November. Target Media, Chicago, will place spots in 40 top markets during news and late fringe time. Target: total adults.

GAF □ Viewmaster gets four-week TV...

**Bulova** □ Watch manufacturer will launch four-week TV campaign in late November. Doyle Dane Bernbach, New York, will seek TV spots in approximately 20 markets during fringe and prime time. Target: men and women, 18-49.

**Ford** □ Car company features its pick-up trucks in three-week TV drive starting in early November. J. Walter Thompson, Atlanta, is selecting TV spots in 77-78 markets during fringe time. Target: men, 25-54.

**Weber Stephens Products** □ Kettle grills will be featured in three-week TV promotion starting in late November. The Co-ordination Group, Chicago, will handle spots in 28 markets during day, fringe and sports time. Target: men and women, 25-54.

**Burny Bros.** □ Division of Beatrice Foods will feature its baked goods in three-week TV campaign beginning in early December. Campbell-Mithun, Chicago, will handle TV spots during day and prime time. Target: women, 25-54.

**Peter Paul** □ Candy manufacturer will focus on its Whistle Pops in four-week TV drive beginning in late November. Wilson, Haight & Welch, Hartford, Conn., will seek spots in five markets during fringe, children's and prime access time. Target: children, 2-11.

**Eastman Kodak** □ Company plans two-week TV buy for its cameras starting in early December. J. Walter Thompson, Chicago, is scheduling TV spots in four markets during fringe time. Target: men and women, 18-49.

**Gold Kist** □ Consumer products division focuses on its kitty litter in four-week TV promotion beginning in late November. Tucker Wayne & Co., Atlanta, is placing spots during day and fringe time. Target: women, 25-49.

**Andrew Jergens Co.** □ Subsidiary of American Brands focuses on its Gentle Touch soap 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.

**Product Specialties Inc.** □ Firm's fabric adhesive is featured in three-week TV push beginning in early November. The Co-ordination Group, Chicago, is scheduling TV spots in at least five markets during fringe time. Target: total women.

**Jamie Industries** □ Company will highlight its Rapitape tape dispenser in three-week TV campaign starting in late November. A. Eicoff & Company, Chicago, is placing in 15 markets during all dayparts. Target: total women.

**Hunt-Wesson Foods** □ Division of NSI highlights its Reddi-Wip whipped cream in three-week TV drive beginning in early November. Foote, Cone & Belding/Honig, Los Angeles, is handling spots in about 15 markets during day and fringe time. Target: women, 25-49.

**Poppin Fresh Pie Shops** □ Food service division of Pillsbury is arranging three-week TV flight for its Poppin Fresh Pie shops starting late November. Paragon Companies, Minneapolis, is placing spots in four markets during fringe time. Target: men and women, 25-64.

**Stokely-Van Camp** □ Gatorade beverage will be promoted in five-week radio campaign starting in mid-November. Clinton E. Frank, Chicago, is seeking spots in five markets including Nashville and St. Louis. Target: women, 18-49.

**Wool Bureau** □ Branch of International Wool Secretariat has scheduled two-week radio promotion in early November. AC & R Advertising, New York, will seek spots in 20 markets including, Boston, Philadelphia and Washington. Target: adults, 25-49.

**Chrysler Corp.** □ Dodge truck division plans two-week radio push this month. BBDO, Troy, Mich., is scheduling spots in 60 markets including Milwaukee, Memphis and San Francisco. Target: men, 18-49.

**Mobil Chemical** □ Company will spotlight its Mo-Down soybean herbicide in 12-week radio drive beginning in late January. Richardson, Myers & Donofrio, Baltimore, will buy spots in at least 200 markets. Target: farmers.

**Western Airlines** □ Airline is readying five-week radio promotion beginning this month. BBDO, Los Angeles, is handling spots in three markets, San Diego, Los Angeles and San Francisco. Target: adults, 25-44.

**General Motors** □ Chevrolet passenger car is set for four-week radio buy beginning in early this month. Campbell-Ewald, Detroit, is handling spots in about 16 markets, including Baltimore, Boston and Seattle. Target: men, 18-49.

**Champagne** □ Beer and ale company is scheduling three-to-four-week TV and radio buy beginning this month. SFM Media, New York, is buying spots in about two dozen markets. Target: men and women, 18-34.

**Kayser Roth** □ Hosiery division will feature its No Nonsense pantyhose in one-week TV and radio promotion in late November. Mars Advertising, Southfield, Mich., will select radio spots in seven markets and TV spots in 66 markets. Target: women, 25-49.

**Zenith** □ Corporation plans one-week radio and TV buy beginning in mid-November. Meyers & Muldoon, San Francisco, is scheduling spots in four to five markets including Reno and San Francisco. Target: adults, 15-49.

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**BAR reports television-network sales as of Oct. 16**

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<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<th>Day parts</th>
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<th>Total dollars ended Oct. 16</th>
<th>1977 total minutes</th>
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<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
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<tr>
<td>Monday-Friday</td>
<td>156</td>
<td>$1,205,700</td>
<td>$9,882</td>
<td>$37,956,000</td>
<td>$29,456,700</td>
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<tr>
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<td>156</td>
<td>$1,205,700</td>
<td>$9,882</td>
<td>$37,956,000</td>
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<td>10 a.m.-8 p.m</td>
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<td>18,003,900</td>
<td>41,170</td>
<td>597,357,900</td>
<td>485,486,700</td>
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<td>Saturday-Sunday</td>
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<td>18,317,700</td>
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<td>12,594</td>
<td>301,859,000</td>
<td>249,733,700</td>
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</tr>
<tr>
<td>Monday-Saturday</td>
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<td>4,096</td>
<td>149,346,700</td>
<td>119,394,500</td>
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<tr>
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<tr>
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Total | 2,235 | $98,702,200 | 90,580 | $2,693,252,300 | $2,218,101,800 | +21.4 |

Source: Broadcast Advertisers Reports

Broadcasting Nov 7 1977
Finding the farmers: Radio gets them where they live

Planning an advertising campaign for any specialized product with limited market appeal presents special problems. Planning an advertising campaign for a product as specialized as Ammo-Phos, a chemically compounded fertilizer, presents very special problems. The solution lay partly in radio, a medium with the capacity to handle the most complex demographic and geographic demands.

Ammo-Phos, a product of the Olin Corp., is a combination of nitrogen, phosphate, potash and, in most grades, sulfur. Because the ingredients are blended into homogenized pellets, Ammo-Phos will not come apart during handling or applications as some fertilizer products often do. And we wanted to convey this advantage to the farmer.

Because of Olin’s versatile product distribution and because one crop-growing marketing area offers more sales potential than another, radio has always been a medium to pinpoint and localize the Olin sales effort.

Our radio communications programs concentrate on specific product benefits we feel are of importance to the corn growers in that particular radio coverage area.

Since Olin is a company with a large product line and a fairly well established identity, radio also enables it to keep its corporate name in front of its prime target audience, particularly at a time when a grower is most likely to be making a product decision.

Of course, measurability and accountability in radio advertising do pose a problem. After all, when a campaign breaks, we don’t expect to have the phones ring off the hook with re-orders. Yet the importance of being at the right place at the right time is one selling point that has made radio a working part of the Olin mix.

As I said, however, there are problems in planning a fertilizer campaign.

Difficult number one is the same as for any product that’s being advertised on any medium: getting a fix on how many prospective customers will hear, see or read the commercials. And in radio, station signals do not spread uniformly in all directions. And there is more than one station to choose from in any given area.

We plan our radio campaign to reach a target audience that would benefit from using Ammo-Phos. However, we have found that it takes more than just book sense to accomplish this goal. Accordingly, our planning steps are somewhat different from a campaign designed to reach beer-drinking men age 18 to 49.

Up-to-date, state-by-state market research provides us with crop and grower information by county. We then know how many acres are grown by how many growers in each county. From this point on, our map-making abilities are almost as important as our market knowledge.

On a state county-outline map, we transfer the contour area of each radio station’s primary field of intensity. We then list the counties covered. We record the number of acres and the number of growers within this primary coverage area, the cost for the campaign, there, the station farm directors and the hours of farm programing that reach into that area.

Next we transfer the county-by-county primary coverage areas to a U.S. county-outline map. This enables us to measure visually the overlapping of station signals. Then we also can determine where radio coverage is absent within our area of marketing interest.

Our final map-plotting pinpoints the locations of smaller stations within the primary coverage area of a high-power radio station. The smaller stations are evaluated for their potential and service to the farm audience in their areas.

After this exercise is complete, we evaluate cost, audience, frequency and all the other considerations any professional would consider. Then we make our recommendation to Olin.

But how do we decide to go with the power station instead of the local market and weather reports on the smaller stations? And how do we recommend the small station instead of the big station that has the power and the farm director that can influence the purchase decisions of the growers in it’s market?

A good farm director is worth his salt. He has a following. He provides a needed service to his audience and his advertisers.

In addition, a good farm network combines the benefits of a local station and a solid farm director.

But we don’t really choose among the big-gun stations, the farm networks or the local outlets. We have all three working together in our final recommendation.

On the creative side, things are not so complex. Before any copy ideas are transferred to paper, we agree on a clearly defined advertising objective and marketing strategy with our client.

Then we start creating, using a principle outlined by a respected agricultural communications professional. His advice: “In a radio commercial, you’ve got to tell them what you want to tell them. Retell them. Then retell them what you retold them. In a creative way.”

Our radio commercials are written as if they are going to be heard, not seen. We know, from the start, that our commercial will not have the advantages of illustration, layout and typography that can attract attention. Therefore we strive to get the listener’s attention with an effective blend of interesting opening words, music or sound effects.

The commercial message is short and to the point. Each delves into a single product benefit. Consequently, it is extremely important for us to define clearly the one principal feature or benefit of Ammo-Phos. Then dwell on this point from start to finish in the commercial.

The commercial is written to unfold smoothly and conversationally, making it easy to comprehend as it is being heard. Sentences are simple and each tries to reflect a sensitivity to the farmer’s pride in his work and a respect for his occupation. The style is attuned to the farmer’s language and his problems. It’s a style that comes from getting the boots of everybody involved dirty, and not from some Oxford text on the English language or from a copywriter’s ivory tower.

And according to our shirt-sleeve research and our client’s reaction, it’s working.
Thank you, Early Birds!

ABC Radio Network thanks the advertisers who bought up-front for '77-78.
Major meetings


Nov. 16-19—National convention of The Society of Professional Journalists, Sigma Delta Chi, Renaissance Center, Detroit; Birmingham, Ala., will be site of 1978 convention.


March 4-8, 1978—National Association of Television Program Executives conference, Bonaventure hotel, Los Angeles; Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 6-12, 1980, Nob Hill complex, San Francisco.


April 21-26, 1978—MIP-TV 14th annual international marketplace for producers and distributors of TV programming Palais des Festivals, Cannes, France.

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

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


Nov. 10-11—Practicing Law Institute seminar, "Communications Law 1977," session in antitrust area will include discussion of television-newspaper crosstownship. The new copyright law, access by the press to courtrooms and prison, and recent developments in libel practice also are among topics. Bar-bizon 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 programming, San Diego.

Nov. 11-12—West Coast convention of Intercollegiate Radio 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 7769, St. Thomas USVI 00801; (808) 774-7708.

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

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


Nov. 13-17—Public Relations Society of America's 30th national conference. FCC Commissioner Margie White will be among speakers at Tuesday afternoon session on government regulation, Town & Country hotel, San Diego.

Also in November

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


Nov. 14-16—Television Bureau of Advertising's annual meeting. Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy T. Bergold of McDonald's Corp.; Charles R. Sturzl of Bank of America; William Wade of Alpha Beta Supermarkets, and Bill Brower of Sterling Institute, sales-training specialist. Hyatt Regency hotel, San Francisco.

Nov. 14-17—The National Association of Regulatory Utility Commissioners annual meeting, Hyatt Regency hotel, New Orleans.

Nov. 14-19—CBS-TV affiliates board meeting. Ocean Reef, Fla.

Nov. 15-19—National convention of The Society of Professional Journalists, Sigma Delta Chi, Renaissance Center, Detroit.


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

Nov. 18—Radio Club of America's 58th annual meeting. All-day program will include address by George Jacobs, director of engineering, Board for International Broadcasting, "On the Future of AM Broadcasting?" Sheraton hotel, New York.


Nov. 18-20—Women's video festival sponsored by National Women's Communication Coalition, which evolved from broadcast communications arts department of San Francisco State University and the San Francisco Women's Center. Showcased will be videotapes offering perspectives on women's lives. Studio One, San Francisco State University, San Francisco.

Nov. 18-20—Seminar of Canadian Broadcasting Corp. open to people in various segments of Cana-
Benefit From the Experience of Others

Over 100 Stations Have Experienced The Flexibility Of The Harris System 90 Program Automation...

So Can You!

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<tr>
<th>Radio Station</th>
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Small, medium or major market, AM or FM, Mono or Stereo...Let System 90 work for you, the way it does for so many others.

From announcer-assist to total automation, System 90's versatility readily lends itself to any format.

For more information write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.
dian site to examine effectiveness of electronic journalism in meeting the needs of the community. Trent University, Peterborough, Ont.

Nov. 20–21—Meeting, board of trustees, American Woman's Accreditation and Television's Educational Foundation, Los Angeles Hilton, Los Angeles.

Nov. 25—FCC's new deadline for comments in inquiry into use of subcarrier frequencies in aural baseband of television transmitters (Docket 21323). Replies are now due Dec. 7, FCC, Washington.


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

Nov. 30-Dec. 2—Society of Broadcast Engineers (Kentucky chapter) regional convention, and equipment exhibit. Senator Barry Goldwater (R-Ariz.) will be banquet speaker on role of engineer and proposed revamped of Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).

December

Dec. 1—FCC's new deadline for comments on proposal to add two VHFs drop-ins (Charleston, W. Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Jan. 6. (Docket 20418). FCC, Washington.

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


Dec. 2—Meeting on "Television in New Jersey" sponsored by New Jersey Coalition for Fair Broad. FCC Commissioner Joseph Foyger will speak at opening session. Representative Andrew Maguire (D-N.J.) will be luncheon speaker. Other workshops and panels will explore broadcasters' responses and contributions to New Jersey public. Gateway-Hilton, Newark, N.J.

Dec. 7–8—Management conference of Cable Television Administration and Marketing Society to exchange information on CATV administration, management and operations, based largely on a conference topic questionnaire circulated to CATV members. Ramada O'Hare Inn, Chicago. Contact: Rod Thoe. Complete Channel TV Inc. 5273 Tokay Boulevard, Madison, Wis. 53711.


January 1978


Jan. 9–10—California Broadcasters Association midwinter meeting. Palm Springs Spa, Palm Springs, Calif.

Jan. 9–10—National Radio Broadcasters Association board meeting. Doral Beach hotel, Miami.

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


Jan. 16–30—National Association of Farm Broadcasters agricultural seminar at sea. Aboard Queen Elizabeth II, will speak from East Coast to Los Angeles. Contact: Russell Pierson, WKY (AM)-KYTV (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 Electronics Industries Association's Communication Division. FCC Chief Engineer Raymond E. Spencer Jr. will be keynote speaker, Singapore.


Jan. 21—Mississippi Broadcasters Association dawn seminars. Coliseum Ramada Inn, Jackson, Miss.

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


Jan. 27–28—Annual meeting of Northeast Broadcast News Association in conjunction with Radio and Television News Directors Association, Sheraton Inn, Minneapolis.


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. NPPA will again conduct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

February 1978

Feb. 9–10—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 Communicators Medal. Tarrant County Convention Center, Fort Worth.


Feb. 17–18—Nebraska Associated Broadcasters Association annual convention. Omaha.


March 1978


BROADCASTING PUBLICATIONS INC.


Broadcasting

The newsweekly of broadcasting and allied arts

Executive and publication headquarters

Broadcasting Telecasts building

1735 DeSales Street, N.W., Washington, D.C. 20036.

Phone: 202-638-1022.

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Lawrence B. Taishoff, publisher.

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Donald West, managing editor.


Frederick M. Fitzgerald, publications editor.

Randall Moskop, associate editor.

Barbara Chase, J. David Cook, Kent Mitter, staff writers.

Kira Greenan, John Webes, editorial assistants.

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Ruth Lindstrom, account supervisor (New York).

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Phillippe E. Bouchet.

BUREAUS

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Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.

David Berlyn, Eastern sales manager.

Ruth Lindstrom, account supervisor.

Harriette Wiesberg, Priscilla K. Johnson, circulation staff.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-483-3140.

Bill Merrill, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

Founded in 1931 as Broadcasting—the New Magazine of the Fri-Sate D. Broadcasters Advertising Inc. was acquired in 1932.

The surf dashing upon the rocky shore sounded a cacophony in the disappearing night.

A lone gull swooped, a cackling reminder to the angry sea.

Through the mist that crept along the edge of the cliff, two figures moved eerily toward a climactic confrontation.

A sliver of moonlight bathed their faces as he reached out and swept her up into his embrace.

And with the passion born of centuries he whispered, “Did you know that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services?”
Advertising legislation. Following extensive lobbying by broadcasters and advertisers, both House and Senate backed away from proposals to ban or restrict broadcast advertising of saccharin products. Saccharin bills that passed both houses would postpone for 18 months proposed ban on saccharin, would leave broadcast and print advertising alone. Meanwhile, there is another bill broadcasters see as posing threat to their ad revenues: major energy legislative package now in House-Senate conference committee. House version of bill would prevent utility advertisers from passing on to customers costs of institutional advertising. It may be weeks before conference gets to discussion of how to reconcile that with Senate bill, which has no similar restriction.

Agency for Consumer Protection. House leadership last week deleted from legislative calendar for remainder of this year bill to create "Agency for Consumer Representation," proposal once thought dead this year for lack of support, but suddenly revived two weeks ago (BROADCASTING, Oct. 31). "Compromise" bill is no more palatable to broadcasters than old one because it does not have provision preventing proposed agency from intervening in FCC license renewal proceedings. Bill pending in Senate does. Proposed agency would act only as advocate, would have no regulatory authority.

All-channel legislation. Issue of requiring AM radio to include FM, which came close to becoming law in 1974, has been revived in inquiry by House Small Business Subcommittee on Antitrust and Restraint of Trade, Subcommittee held hearing (BROADCASTING, Sept. 26) on allegations that auto manufacturers' FM radio prices are too high and are restricting growth of FM stations. House Communications Subcommittee chairman Lionel Van Deerinck (D-Calif.) testified at that hearing that his subcommittee will consider new channel legislation next year if auto industry doesn't make factory-installed AM-FM radios more affordable. Representative Joseph Addabbo (D-N.Y.) has introduced bill to require all radios to be equipped with both AM and FM.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), made up of representatives of National Association of Broadcasters, Electronic Industries Association and Institute of Electrical and Electronic Engineers, was formed in 1976 at request of FCC to test feasibility of different systems. Field testing of systems by Magnavox, Motorola and Belar Corp. at WBTAM (Charlotte, N.C.), and WGMASIAM and WTPAM both Washington has been completed and committee is preparing its report. Systems not involved in NAMSRC testing were proposed crossownerships allowed by House Commerce Committee. FCC issued notice of inquiry in June to explore public benefit and technical considerations of AM stereo. Comments are due Dec. 21.

Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years. This and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS, which say they will not settle (BROADCASTING, Nov. 22, 1976). Matter is now pending before Judge Robert Ketheler of U.S. District Court in Los Angeles who has supplied 200-page filing outlining government's case (BROADCASTING, Sept. 19).

AT&T private line services. New rates for radio accounting to across-board increase of 5% went into effect on Oct. 13. Revised television rates, which generally raise costs for occasional users, are expected for networks are scheduled to go into effect on Dec. 1. However, tariffs provisions dealing with occasional users are being challenged.

Automatic transmission systems. Comments have been filed in FCC proceeding, and commission has issued first report permitting use of automatic transmissions for nondirectional AM and FM radio. Second and third reports dealing, respectively with AM directional and television, will be issued.

Cable economic inquiry. FCC has opened hearing into economic relationship between cable television and television. Purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments are due Dec. 1.

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizens. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

Carter and broadcasting. President is going on air at unprecedented clip: 18 televised news conferences, "fireside chat," energy talks with Oval Office and to joint congressional session, speech to UN, NBC's Day with President Carter, PBS coverage of town meeting in Clinton Mass., CBS Radio call-in show (BROADCASTING, April 25), local question-and-answer show on KNXT in Los Angeles (BROADCASTING, May 23).

Commercial practices of noncommercial educational stations. FCC has instituted inquiry into practices of noncommercial stations that raises questions about commercialism. Last round of comments was filed on July 15.

Closed captioning. FCC has allowed use of portion of vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. President Carter wrote commercial networks urging their involvement (BROADCASTING, Feb. 28), but reaction was tentative (BROADCASTING, Mar. 14).

Communications Act. Reading clues put out by House Communications Subcommittee Chairman Lionel Van Deerinck (D-Calif.), it appears subcommittee's review of Communications Act of 1934 might lead to substantial deregulation of radio, minimal change for television (BROADCASTING, Oct. 17). Save for one additional session on broadcast ratings and advertising, yet to be scheduled, subcommittee has finished hearings on its massive undertaking. Review project is now in hands of subcommittee staff, which is to have legislative proposals drafted by January 1978. Hearings covered: broadcasting (BROADCASTING, Aug. 1 and 8); public broadcasting (Sept. 12), cable (Oct. 3) and women and minorities in broadcasting (Oct. 24).

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownership in same market, unless such multimedia holdings can shown to be in public interest. Court ordered commission to develop rules under which divestiture of cross ownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (BROADCASTING, March 7); National Association of Broadcasters, FCC, and newspaper publishers are seeking Supreme Court review (BROADCASTING, March 4); commission contended in its petition for review that appeals court "usurped" FCC's power (BROADCASTING, April 25). Representative Samuel Devine (R-Ohio), ranking Republican on House Commerce Committee, has introduced legislation (H.R. 5577) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to prohibit divestiture of crossowned media.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcast- ing is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25). Pending beforeappeals court are petitions by three crossowners for stay of decision for divestiture.

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on pro-
EDM-1. Part editor, part computer and 100% post-production magic.

You create the production in your head. EDM-1 brings your ideas to life.

Much more than an editor, EDM-1 is a computerized command and control system for turning out a finished product.

EDM-1 accepts as many as 3,200 scene-by-scene instructions, including entrance codes, exit codes and transition commands. An alphanumeric CRT displays this stored information, along with plain English comments. Only EDM-1 lets you search to a plain English comment, rather than a coded address. Type in "sunset," and you'll see a sunset.

The computer keeps track of everything. Even lets you juggle and restack scenes. And an optional feature "learns" your own special touch with the switcher, duplicating your motions upon command.

Then, when you've told EDM-1 exactly how the finished production is supposed to look, all you have to do is sit back and watch it work.

EDM-1 controls all of your audio and video sources and the master recorder. Finds the scenes. Assembles them with special effects. The whole job. When your EDM-1 says the job is done, the job is done.

That's post-production magic, the Ampex way.

Ampex Corporation
Audio Video Systems Division
401 Broadway
Redwood City, California 94063
415/367-2011
posed rule that could limit certain terms and
claims in over-the-counter drug advertise-
ments to those approved for labeling by Food
and Drug Administration. Proposal, which
may not come up for FTC decision for a year, is
being backed by FTC staff, certain citizen
groups, and opposed by OTC drug manufac-
turers, advertising agencies and broadcasters. In Congress, Senator Ernest
Hollings (D-S.C.) has announced his Com-
munications Subcommittee will undertake in-
quiry into broadcast advertising, with emphasis on effects of advertising of OTC drugs and
sugared products to children (BROADCASTING,
June 20).

EEO guidelines. FCC has begun rulemaking
to adopt for cable television equal opportunity
guidelines that track EEO rules commission
established earlier for broadcasting (BROAD-
CASTING, Aug. 2, 1976). Commission, however,
did indicate concern in announcing rulemak-
ing that Supreme Court decision in Federal
Power Commission EEO case (BROADCASTING,
May 31, 1976) did not support FCC authority
to create such rules for cable.

Family viewing. Judge Warren Ferguson of
U.S. District Court in Los Angeles has ruled that
family-viewing self-regulatory concept is un-
constitutional (BROADCASTING, Nov. 6, 1976).
National Association of Broadcasters, could not
enforce concept, which was embodied in its
television code. ABC, CBS and FCC are ap-
pealing basic decision; NBC is fighting only
liability for damages to Tandum Productions,
one of plaintiffs in suit against family viewing.
Briefs have been filed in those appeals with U.S.
Court of Appeals for Ninth Circuit (BROAD-
CASTING, July 4). In light of court decision NAB has dropped policy of mandatory subscription
to TV code, and rewrote code so as to prohibit
broadcast of material that subscribers "deter-
mine to be obscene, profane or indecent"
(BROADCASTING, Sept. 19).

FCC fees. U.S. Court of Appeals in Wash-
ington has ruled that commission's 1970 fee
schedule was illegal as applied to broad-
casters and common carriers and ordered re-
funds. Court also said that 1975 fee schedule
was improperly drawn (BROADCASTING, Dec. 20,
1976). Commission has suspended collection
of fees, begun study of refund process (BROAD-
CASTING, June 27). One case of which court will
to give commission authority to collect fees again (BROADCASTING, June 27). And
Congress says to hold up refunds while it tries to
come up with solution (BROADCASTING, March
24). National Association of Broadcasters, in
letter to FCC Chairman Richard Wile, has asked for "immediate refund of all fees illegally assessed to broadcast licensees" (BROAD-
CASTING, May 23).

FM quadrifonic. National Quadrifonic
Radio Committee (NQRC) was formed in 1972
by industry groups. It submitted conclusions to
FCC in 1975 and commission has conducted
tests at its laboratory division since then. FCC
decided not to issue inquiry as of June to study merits of various quadrifonic techniques. Com-
ments are due Dec. 16.

Food advertising. Federal Trade Commission
staff attorneys are analyzing comments
regarding proposal to regulate claims and in-
formation contained in food advertising
(BROADCASTING, May 10, 1976). Rule was pro-
posed Nov. 7, 1974, with disputed issues of
date and comments submitted in opposition by
broadcasters and advertising agencies and
generally in favor by consumers (BROADCAST-
ING, Aug. 4, 1975, et seq.). Commission concluded public hearings on first phase of proposal—in-
volving energy, cholesterol, natural, organic
and health food claims (BROADCASTING, Jan.
1976). FTC staff is still preparing final re-
ports, with latter study expected to call for sig-
ificant changes in proposed rule, and perhaps
new proposal. Hearings on next two phases of
rulemaking proposal, which also concern nutri-
tion claims and complaints will not be held
until first phase is completed; process is ex-
pected to be lengthy (BROADCASTING, Dec. 13,
1976).

Format changes. FCC has concluded inquiry
to determine whether it can or should be in-
volved in regulating program formats with
order concluding that it can't and shouldn't
(BROADCASTING, Aug. 2, 1976). Commission said
determination should be left to discretion of
licensee and to regulation of marketplace. This
is contrary to several recent appeals-court
decisions and expectation is that Supreme
Court will ultimately decide issue. Several
citizen groups filed Commission's position (BROAD-

Indecency. U.S. Court of Appeals in Washing-
ton has overturned FCC declaratory ruling on
indecent broadcast as vague and unconstitu-
tional. Commission ruling had been aimed at
WESTAFM New York for broadcast of George
Carlin comedy album. Appeals court, by 5-to-4
vote, rejected FCC's request for rehearing, and
carriage phase has decided to take case to
Supreme Court (BROADCASTING, July 25). FCC,
meanwhile, appears to be backing off from at-
tempt to police obscenity and indecency on
cable TV. It has asked U.S. Court of Appeals in
Washington to remand case involving agen-
cy's "clarification" of rules regarding cable and
obscenity (BROADCASTING, July 25).

KRLA(AM). U.S. Court of Appeals has rever-
sed FCC decision granting Pasadena, Calif.,
frequency to Western Broadcasting
Corp. (Bob Hope and others). Court said com-
mission erred in basing decision on basis
of most efficient engineering (BROADCASTING,
May 18). Use of one of stations has been set for hearing on charges of misuse of funds
(BROADCASTING, June 27; Aug. 8).

License renewal legislation. Bills to lengthen
broadcast license terms and make licenses more secure against challenges have been
introduced in both houses of Congress,
including ones by Senate Commerce Commis-
see ranking Republican James Pearson (Kan.)
and House Communications Subcommittee ranking Republican Lou Frey (Fla.). Mr. Pear-
son's bill provides for maximum five-year
license term, requires FCC to renew license if
licensee's programing was responsive to com-
imity and if licensee operated station without "serious deficiencies." Mr. Frey's bill would in-
crease license term to five years, would ex-
empt radio licensees from ascertainment, cut
down on renewal paperwork (BROADCASTING,
Feb. 28). Mr. Frey says he concurs with sub-
committee Chairman Lionel Van Deerin (D-
Calif.) in operation should be handled in
context of over-all rewrite of Communications
Acts, says he introduced his bill to get pro-
posal on record. There will be no action on
license renewal revision in Senate this year.

Minority ownership. FCC has asked for com-
ments on proposal to require licensee to pro-
due 45 days' notice prior to entering into con-
tract to sell station. Plan is seen as providing
better prospects for minority ownership. Com-
ments have been filed (see story this issue).
Also, National Association of Broadcasters has
filed petition for declaratory ruling concerning issuance of tax certificate to broadcasters who
sell to minorities or minority-controlled com-
panies (BROADCASTING, Sept. 5).

Network inquiry. FCC has instituted wide-
ranging inquiry in response to Washington
Broadcasting petition seeking examination of
network-affiliate relationships (BROADCAST-
ING, Jan. 17), but project is now in limbo as Senator
Hollings, chairman of Communications
Subcommittee and of appropriations subcom-
mmittee with responsibilities for broadcasting, has turned down commission's request to reprogram
$350,000 to finance inquiry staff pending ap-
pointment by President Carter of new commis-
sion chairman (BROADCASTING, July 4, 11).
Charles Ferris, new FCC chairman, said at con-
firmation hearing last month (BROADCASTING,
Oct. 3) that he intended to carry on with inquiry.

Nominations. Broadcast-related nominations
pending in Senate include that of Tyrone
Brown to be FCC commissioner, and Irby
Turner to be member of Corporation for Public
Broadcasting board. Barrng complications,
confirmation of both could be completed this
week. Other nomination to come is that of He-
ny Geller to be new Commerce Department
assistant secretary for telecommunications,
but that is not expected to be sent to Senate
till next year.

Network exclusivity on cable. FCC order
substituting 35- and 55-mile zones for signal
conours as basis of protecting television sta-
tions has been affirmed by U.S. Court of Ap-
peals in Washington (BROADCASTING, April 14).
Appeals have been filed by CBS, NBC and ABC
television affiliates associations, National As-
sociation of Broadcasters and number of in-
dividual broadcasters. Commission has denied
petitions for reconsideration of order. Commiss-
ion has also begun inquiry to determine pur-
pose, desirability and effect of exclusivity rules in
light of passage of Copyright Reorganization
(BROADCASTING, Nov. 8, 1976).

Operator licensing. FCC has opened inquiry
looking to possible restructuring of its licens-
ing program. One possibility looks to elimination of requirement that persons who are to operate
station under supervision pass test. Comments are due Jan. 3.

Pay cable; pay TV. FCC's modification of its
pay cable and pay television rules has been
overturned by U.S. Court of Appeals in Wash-
ington (BROADCASTING, March 28, April 4). FCC,
networks and National Association of Broad-
casters are appealing. FCC in most of that deci-
sion in favor of that decision (BROADCASTING,
April 25). FCC and broadcasters have petitioned Supreme Court to review case. Court earlier upheld appeal by
cable systems, New York Cable Television Asso-
ciation and National Cable Television Asso-
ciation against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING,
March 21). In Congress, Representative Charles Thome (R-Neb.) has reintroduced
resolution of last session opposing "siphoning"
of broadcast programing by cable.

Payola. FCC investigation into practice is
under way. Commission currently is holding
closed hearings in Washington (BROADCASTING,
March 14) and plans moves in other cities.
Performers royalty. Proposal to create new performers royalties, which broadcasters and other users of recorded music would have to pay performers and manufacturers of recorded music, is currently dormant in Congress. But it might revive after January 3, when register of copyright's legislative recommendations are to be sent to Capitol Hill. Register has held public hearings (Broadcasting, July 11), has studied royalty structures in foreign countries and is preparing economic impact statement. Performers royalty principle has advocate in Representative Danielson (D-Calif), who introduced bill this year to create new right.

Pole attachment legislation. House has passed bill to permit federal regulation of cable pole attachment rates (Broadcasting, Oct. 31) significantly different from companion bill pending in Senate. Latter bill permits federal regulation only in areas where states have not asserted authority. It is being held up by inquiry to interior Department about bill's impact on Indiana reservations, probably will be held up until next year, if department has not responded by this week.


Telecommunications policy. Office of Telecommunications Policy will be dismantled under President Carter's executive branch reorganization plan that became effective last month. Plan, which is yet to be implemented by executive and department orders, calls for OTP's functions to be divided among White House (presidential policy options), Office of Management and Budget (arbitration of interagency frequency disputes), with bulk of duties going to new Commerce Department unit directed by assistant secretary for telecommunications (Broadcasting, Aug. 1) for communications and information (name is not yet definite).

Television in Congress. House of Reps has voted to permit live radio and TV coverage of floor proceedings beginning probably early next year (Broadcasting, Oct. 31). Rules Committee is to report to House Speaker by Feb. 15, 1978 on whether House network pool, Public Broadcasting Service, or someone else should produce broadcast feed. Senate, meantime, has proposed pending for networks to be permitted live coverage in Senate chamber of Panama Canal treaty debate, to take place probably next year.

UHF. FCC issued notice of inquiry in May 1975 on UHF tabooos to determine if restrictions on proximity of stations could be reduced (Broadcasting, June 2, 1975). In July, Council for UHF Broadcasting issued a "Action Plan for UHF Development" and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (Broadcasting, Dec. 20, 1976). Commission has established task force to draft master plan for use of UHF spectrum (Broadcasting, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduce permissible levels of noise in UHF receivers (Broadcasting, March 28).

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (Broadcasting, March 14). Comments are due Dec. 1; beating that deadline is Justice Department, which urged commission to allow drop-ins on a "demand" basis (Broadcasting, June 27).

WARC '79. U.S. and 152 nations that are members of the International Telecommunications Union will meet in 1979 to review international spectrum allocations, and results of this World Administrative Radio Conference are expected to remain in effect for at least 20 years. Previous WARC was in 1959. FCC, Office of Telecommunications Policy and State Department are jointly developing U.S. position for WARC '79. Commission has recently issued its fifth notice of inquiry looking to upcoming conference; in it, agency proposes that present UHF spectrum structure be retained. Comments are due this week (Broadcasting, June 6).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying compelling application of Forum Communications Inc. Decision has been contested by commission's Broadcast Bureau (Broadcasting, Sept. 22, 1975).

Cable caveats

EDITOR: John H. Shenefield's comments about cable television (Broadcasting, Oct. 17) indicate he may be poorly qualified to head the Department of Justice's Antitrust Division. Cable television, like most utilities, is a natural monopoly. If a person doesn't like the service provided by the local cable firm, his only choice is not to have cable.

When cable companies just put up antennas to receive distant signals, local governments could evaluate costs and determine rates. Today, with pay cable and use of satellites to distribute signals, local communities cannot adequately regulate rates.

Without federal regulation, pay cable companies may pay high prices for sports events, movies, etc., and then charge what the traffic will bear. Local governments will have no way to allow competition to be passed on to local subscribers, since individual communities cannot separately regulate a national company's rates. The federal can protect pay cable customers.

The FCC needs to regulate cable rates and insure that cable doesn't destroy broadcast television. Without local broadcast stations, cable customers would be limited to one source of television news. Does anyone believe that a cable company would criticize the local government that licensed it and set its rates?—Kenneth B. Lucas, Hutchinson, Kan.

To a different drummer

EDITOR: In regard to the recent brouhaha over network sports broadcasters, I would like you to read the following resolution that was introduced in the Michigan legislature:

"... Whereas, too often outstanding marching band performances in football half-times are obscured, ignored, interrupted and even utterly destroyed by the coprophilous drivel and rampant blather spewing from motor-mouthed, self-indulgent sportscasters...

"Resolved that the major television networks provide their sportscasters with a refreshment stipend to be used during half-time periods... on sufficient quantities of peanuts, popcorn, hot dogs and other foodstuffs to keep their mouths occupied."—Charles Ruffing, head, instructional technology program, State Department of Education, Lansing, Mich.

Budged

EDITOR: Your "Closed Circuit" item of Oct. 17 quotes a Television Bureau of Advertising spokesman as saying that Arbitron officials "refused to budge" with regard to its 39-month early renewal proposal.

That is both strange and inaccurate, since Broadcasting previously carried an article in its Sept. 12 issue that described in detail modifications that had been made in our proposal. They were: (1) The contract contained a written guarantee of savings by signing the 39-month proposal. (2) For any stations whose rates were being increased by more than 17%, a step plan was created to spread the increase over three years, rather than taking effect all at once. (3) The 1980 rate adjustment factor was changed to a flat 5% in place of one based on market growth.

Quite apart from that article, we have kept all clients, reps, groups and committees apprised every step of the way, and it's working. Stations from over 35 markets have signed 39-month contracts and more are coming in every day.—Constant A. Anthes, manager, communications, Arbitron, New York.
Radio and TV moving toward home-grown ratings service

Radio is closest to goal of industry-owned association for audience surveys, but television is working on it too; both want to do away with diaries

Radio and television are traveling parallel roads in ratings measurement, with the final destination (1) the establishment of an industry-owned organization and (2) the elimination of the diary as the basic reporting medium.

Radio is farther along. An announcement last week by the Radio Advertising Bureau said an industry-owned association was being formed to measure radio audiences, starting next March. And for television, a committee formed by the Television Bureau of Advertising (Broadcasting, Aug. 8 et seq.) is holding its second meeting during the bureau's annual convention in San Francisco next week to outline the specifications for a feasibility study on a new ratings service, possibly owned by broadcasters.

For radio, the industry rationale for another research firm is basically that Arbitron Radio is "the only ball game in town." It's the organization requested on about 90% of availability from agencies. Broadcasters also are incensed at what they consider to be excessively rising costs to Arbitron subscribers over the past few years. And there's growing impetus for a new organization that would provide healthy competition for Arbitron and lead to improvements that would assist in programming decisions and in sales planning.

In television, there is disenchantment about the accuracy of the measuring firms, with television broadcasters citing the wide discrepancies in local ratings between Arbitron and Nielsen, particularly in the past few years. Broadcasters also are irritated by the fact that although they pay about 90% of the cost of the services, they provide little input. And Arbitron's recent move to renegotiate contracts at a higher cost has added fuel to the fire, it's said.

Norman Walt, president of McGraw-Hill Broadcasting and head of the TV feasibility study committee, cautioned that the project is still in the preliminary stages. His committee hopes to be in a position to make recommendations at the TVB meeting and the bureau's board will decide whether to go ahead with a full-fledged feasibility study to be conducted by an outside organization. Even if a study is carried out, he said, the project will be undertaken only if preliminary results show that such a service is wanted by broadcasters, advertisers and agencies, that there are funds to support it and that there is a determination as to whether it should be owned by the industry or an outside organization.

Television is at the point where radio was early this year when a Radio Marketing Task Force of the RAB board gave the go-ahead for the development of specifications and engaged independent consultant Herbert Zeltner. He talked to agencies, advertisers and broadcasters.

The specifications developed called for continuous measurement of radio, virtually every week of the year rather than in periodic flights, the provision of intermedia comparisons and information on retail shopping habits, in addition to conventional quarter-hour ratings and seven-day cumulative ratings.

The feasibility study by Audits & Surveys Inc., New York, looked into a system that would employ telephone interviewing from a central location; have direct input to a computer while interviews are being conducted so that tabulating is continuous and have error-prevention programs that would flag problems (incorrect call letters, for example) while the interview is under way.

The task force said the feasibility of the system was tested and proved in Chicago from Sept. 20 to 27. The telephone technique which worked best, it said, employed interviews with the same sample repeated each day for a week in order to obtain a complete record of their quarter-hour and full-week cumulative listening.

A new organization will be set up to furnish measurements using these specifications and will be called Radio Marketing Research Inc. It will be a nonprofit organization with its own staff, and is now in the process of formation.

RMRI will not conduct its own research but will purchase the measurements furnished by an independent company under contract to RMRI. A group of six to 10 organizations will be interviewed, and reportedly the leading contenders are Audits & Surveys and Burke Marketing Research, Cincinnati.

The measurements will begin slowly, starting in the top four markets on March 1 and spreading to markets five to 10 on June 1 and 11 to 20 on Sept. 1. The plan calls for markets below the top 20 to be measured in 1979.

The cost of the service has not been determined and will depend, in part, on the outcome of discussions with research organizations bidding for the measurement contract. George Duncan of MetroMedia Radio, chairman of the Radio Marketing Task Force, said "good research will not be obtainable at low prices, and we anticipate that the methods to be employed may be similar in cost to diary measurements."

A sampling of several advertising agencies said they welcomed the advent of another research service but said they would have to see the resulting system before they could comment.

A spokesman for Arbitron Radio said the firm had a wait-and-see attitude but added that its diary method seemed satisfactory to the industry inasmuch as it has had wide acceptance.

Richard Roslow, president of The Pulse, said the viability of the projected radio ratings service rested with the broadcasters. If they support it, he said, the new service has an opportunity to succeed.

To enlist broadcaster support, James P. Arcara of Capital Cities Communications is heading a committee. Radio station executives interested in the new measurement project may receive additional details from Mr. Arcara at WPAT(AM) Paterson, N. J.

Ferris stirs up a nest of bureaucratic bees

FCC employees fight change in working hours, get postponement of effective date; new chairman adds problem to those of getting settled in his job

FCC Chairman Charles D. Ferris was busier last week than he had thought he would be in taking hold of the reins of his new job. On the one hand, there was the heavy schedule in which units of the commission staff briefed him throughout the week. That had been expected. But on the other, there was an incipient revolt by the agency's 1,500 employees in Washington who were furious at the chairman's decision to change the agency's working hours (Broadcasting, Oct. 31).

Staff members and employees, including partisan Democrats, thought the new
chairman had been inept and unfair in the matter. Their criticism was aimed as much at the abrupt manner of the decision without studies or involvement of the staff as at the change itself.

Chairman Ferris attempted to deal with that kind of attitude last week. He conferred for an hour and a half on Tuesday with 17 members of the Employees Representation Board, then issued a memorandum designed to meet at least some of their concerns about car-pool arrangements, baby sitters, schedules of courses for advanced degrees and the like. The effective date of the new hours was moved back from Nov. 14 to Jan. 1—to permit employees to make necessary adjustments in their personal schedules—and employees were assured that considerable flexibility would be built into the schedule to accommodate individual needs; most of those wishing to continue working their present schedule will be permitted to do so.

Chairman Ferris wants to change the commission's official hours from 8 a.m.—4:30 p.m. to 9 a.m.—5:30 p.m. to put the agency in synchronization with the hours of other government agencies, congressional offices and professional and consumer organizations. He also notes that the present hours work a hardship on persons living outside the Eastern time zone who want to call the commission in the afternoon. And his office says his decision was reached after he received support from the other commissioners (although Commissioner Abbott Washburn last week said he had agreed only to consider the change). Formal commission approval and clearance by the General Services Administration, which is concerned about traffic flow in the city of Washington, are still needed.

It was not clear at week's end where or whether the controversy would fade. A poll of 1,285 of the agency's employees showed 95% opposed to the change, according to Margie Sharp, head of the Employee Representation Board. And although the survey was made before the employees' meeting with the chairman, she said there was still "a lot of heat" on the issue. "We very much appreciated the chairman giving favorable consideration to our request for a Jan. 1 implementation date," she said. But she also said that in the next two months, "maybe we can get the chairman to change his mind."

One effect of the controversy was to inspire efforts on the part of the National Association of Government Employees and the National Treasury Employees Union to establish a bargaining unit at the commission. Representatives of both were soliciting FCC employee signatures on petitions for an election to establish a bargaining unit. And NAGE, which lost an election at the FCC six years ago, issued a bulletin which said that where federal employees are represented by NAGE, "unilateral and arbitrary changes in working conditions by the agency head are not permitted."

Meanwhile, Chairman Ferris was working hard to grab hold of substantive issues.

The briefing process now under way—it involves discussions with bureau chiefs about problems and issues, and later will focus on sorting out priorities to be assigned projects on which work is progressing—is intended to lead to the reintroduction of the three-month calendar which former Chairman Richard E. Wiley had established. The calendar was designed to hold commission and staff to a fairly fixed timetable of work.

In order to free himself for the task at hand, Chairman Ferris has decided to turn down all speaking engagements for six months. So far, he said, he has turned down two dozen requests. "It makes sense to adopt a uniform policy on that," he said. "I want to concentrate on the job here."

But he is proving an interesting subject for reporters. Last week, he was invited to lunch by representatives of the national press, reporters who usually write about the White House, national politics and foreign affairs. Not much news came out of the lunch, but Mr. Ferris was quoted as saying he favored the family hour and that

### Watch on the decline: HUT's are falling off

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Average:

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Note: Morning hours are 7-9 a.m., daytime 10 a.m.—4:30 p.m., prime time 5-11 p.m., late night 11:30 p.m.—1 a.m., Saturday 8 a.m.—1 p.m.

October figures are based on the first three weeks of that month for 1977, the latest available, and are compared to the comparable period in 1976.

These are numbers that try network souls. They compare 1977 monthly homes using television (HUT) figures to the same months in 1976, as compiled by A.C. Nielsen. If the percentages represented by this chart are accurate—and Nielsen said it hasn't found any reason why they shouldn't be—then the television audience may be dwindling at a slow but steady rate. The three commercial networks aren't buying that explanation and are looking, as is Nielsen, for any indication that the audience sample is off kilter.

A Nielsen spokesman said that monthly variations of between 4% and 5% are the peak levels of deviation usually considered acceptable. What is causing the concern is the consistency of the drop-off since March. Daytime has shown the sharpest overall decline and has caused the most concern (see story, page 34), while the other major daypart, prime time, has shown an uninterrupted but minor slide.

Whether this is a seasonal aberration, a sampling bias or a real trend should become more evident in the coming months. If the drops continue into the winter, of course, the seasonal excuse will be ruled out. The results of the October Nielsen and Arbitron major market surveys, now being tabulated, will provide more evidence to either corroborate or contradict the national October figures, and the November sweeps by both ratings services should provide an even better check point. Notably, Arbitron's sweeps last May showed a HUT level decline corresponding almost exactly to the decline showed by Nielsen for that month. (Arbitron showed all dayparts down 6% compared to May 1976, with a 7.6% decline in daytime and a 5% decline in prime time.)

Nielsen is steadfastly maintaining that it has found no sample problem which might be responsible, as it did in November 1975 when a number of meters were found to be malfunctioning, a problem not detected by the computer. Another problem in 1975 was a shift in Nielsen's random sample toward a more disproportionate representation of the U.S. population. Sample shifts are traditionally more pronounced during the summer, another reason why a better reading of what is happening should be forthcoming.
groups like the Parent Teachers Association had a right to bring pressure to bear on advertisers to back up complaints about programming.

The present official work schedule is not the only thing the new chairman wants to change at the commission. He intends to make sure the commission building is heated on weekends in the winter and air-conditioned in the summer, to make it possible for professionals who want to work in the office on weekends to do so. (In making that statement, however, the chairman is not dropping a hint, Frank Lloyd, Mr. Ferris's administrative assistant, said last week.)

Chairman Ferris also made it clear at the commission meeting two weeks ago he wants agenda items prepared in simpler English that would be understandable to "a new fellow like me." Later, he said the language in the items he had waded through, several times, ranged in intelligibility from "Sanskrit to at best Elizabethan English."

But the change in working hours was what seemed uppermost in the minds of commission employees last week. One noted that the bad feelings had given rise to baseless rumors reflecting adversely on the new chairman. How, the staffers wondered, could the new chairman get the support he needs in the face of that kind of alienation?

Black eyes for ABC, CBS at sports hearings

NBC escapes relatively unscathed at Van Deerrlin sessions, but other two are criticized for handling of boxing and tennis

The House Communications Subcommittee last week drew admissions of error from CBS and ABC in the handling of televised sports events—from CBS for its misnamed "winner-take-all" tennis series, from ABC for its controversial boxing "championship" telecasts. NBC was questioned too, but its testimony was lost in the background of the more spectacular CBS and ABC cases.

The two-day hearing was the final act in an investigation that began last July into alleged improprieties and the relationship between the networks and sports. From the comments of the subcommittee members at the conclusion Thursday, it appears the subcommittee will take no further action, but the publicity the hearings generated, Subcommittee Chairman Lionel Van Deerrlin (D-Calif.) said, should be reason enough for the networks to make improvements.

Robert Wussler, CBS Sports president, admitted to the subcommittee he knew "early on" that the four matches in the CBS Heavyweight Championship of Ten-

n" series from 1975 to this year were not, as advertised, winner-take-all.

Before subcommittee counsel Harry M. Shooshan III had an opportunity to lay out all the circumstances supporting the allegation that CBS had misled the public throughout about the tennis series, Mr. Wussler broke in with a confession: "I am personally embarrassed by the errors."

But he pleaded innocent to the charge of deceit. "Never did we sit in a closed room and say, 'How can we come up with a gim-mick ... how can we deceive the public?"' he said. He and Barry Frank, senior vice president for CBS Sports, maintained instead that the entire episode was the result of "sloppy procedures." The tennis issue was the climax of the subcommittee's two days of hearings and the issue that seemed most urgent to the few subcommittee members present. "In the entire hearing," said Representative W. Henson Moore (R-La.), "it is this incident the subcommittee feels is improper ... and almost amounts to fraud."

As Mr. Wussler repeated that he would make sure "at the highest levels" of the CBS organization that nothing like the tennis problem happens again, Representatives Lou Frey (R-Fla.), ranking subcommittee Republican, and Martin Russo (D-III.) continued to express disapproval.

"It's unbelievable," Mr. Russo said. Mr. Frey said he saw a "pattern" of wrongdoing that led him to the question: "Is it just nonfeasance?"

Representative Edward Markey (D-Mass.) said he was "impressed by the inability of top staffers [at CBS] to read memos." He referred to one in particular he said should have caused Mr. Wussler to stop using the "winner-take-all" label for the tennis events. A letter written to CBS by tennis player Jimmy Connors's attorney prior to the third CBS match between Mr. Connors and Manuel Orantes in February 1977 had attached a contract between Mr. Connors and promoter Bill Rior-
dan indicating Mr. Connors was to receive $500,000 from the match, win or lose.

Mr. Wussler told Mr. Markey he did not read the contract because "it was not my province" but he said if he had, he would have changed the way the match was being promoted.

Mr. Wussler admitted that the deception of winner-take-all was allowed to be carried on throughout the series of matches. Regarding the second match, between Mr. Connors and John Newcombe, he said he knew that in addition to the $250,000 prize money from the host, Caesar's Palace, for the winner, both players would receive $150,000 from promoter Bill Rior-
dan for appearing in the tournament. "I knew early on the winner would walk away with $400,000 and the loser would get about $150,000," Mr. Wussler said.

He said the fourth match "was never promoted as winner-take-all," but the on-air announcer, Pat Summerall, referred to it as that once during the telecast—because, according to the testimony, he had been told it was a $250,000 winner-take-all in a conversation earlier the same day with promoter Riordan.

Mr. Frank, who heard the error while watching the program, relayed word to Mr. Summerall not to call it that again. But he did not ask Mr. Summerall to make a correc-
tion on the air, Mr. Frank told the sub-
committee, because he did not have the details of the actual payments to be made to the players at hand and did not want to further mislead the public.

Mr. Frank, who said he also had been aware since the first match that the tourna-
ment was not winner-take-all, echoed Mr. Wussler's contention that the network's problem was "weak procedures."

Asked why the network initiated no in-
quiry into the problems until they began to be exposed in news stories two and a half months after the last match between Mr. Connors and Ilie Nastase in March this year, Mr. Wussler said the issue was "never raised" internally. "I don't think we reflected upon the wrong that we had done."

For ABC, it was again a question of breakdowns in responsibility

In their turn at the hearing, ABC officials also admitted making "mistakes" in the preparation of ABC's United States Boxing Championships, the sports series sus-
pended this year amid charges of im-
proprieties.

But Roone Arledge, ABC News and
Sports president, and James Spence, vice president, ABC Sports program planning, also said they felt they had taken strong steps to protect the integrity of the boxing bouts. They took what was for them an unprecedented step by requiring all participants in the events to sign affidavits to ensure their honesty. Mr. Arledge said he could not understand how some could have lied.

But ABC's testimony was not altogether satisfactory to the subcommittee members, concerned primarily about whether the network deliberately deceived the public with a boxing "championship" it knew did not represent the best in boxing.

After roughly three hours of questions and answers, Representative Markey said there remained a "gaping hole of responsibility..." Who could have precluded this disgrace from ever appearing on the air in the first place? "You begin to wonder how big a role profit plays in the decision of whether a sports program goes on the air," he said and added, "although I hear the right words [from the witnesses], I'm not sure I've perceived the right actions."

Answering questions from subcommittee staff member Philip Hochberg, the chief investigator for the network sports probe, Mr. Spence agreed he "made a mistake" in not reading major portions of a memorandum given him well in advance of the first telecast warning that most of the fighters were unqualified to participate in the event. The memo, by Alex Wallau, producer of on-air promotion for ABC Sports and on that occasion also associate producer for the tournament telecasts, gave Mr. Wallau's opinion that fewer than half the 56 boxers picked for the tournament were qualified and 14 were "disgraces."

The ABC officials said they were relying on Ring magazine for the fighters' ratings, which conflicted with the opinions of Mr. Wallau. But the credibility of Mr. Wallau, then a temporary employee, "was untested," Mr. Spence said. Furthermore, Mr. Spence was "preoccupied" with the negotiations with the Soviet Union for the 1980 Olympic games TV rights and did not read beyond Mr. Wallau's cover page.

The tale of Alex Wallau became more complicated when it was brought out that he was given a $4,000 raise and an additional $10,000 fee after being dismissed from the boxing tournament telecasts in February.

ABC, learning that the subcommittee staff had asked questions about the payments the week before the hearing, hired outside counsel for a hurried investigation that concluded there was nothing inappropriate involved. The report of the New York law firm, Hawkins, Delafield & Woods, concluded there was no reason to think ABC intended the money to silence Mr. Wallau about the circumstances of the boxing telecasts.

Although he was originally hired for the telecasts at $3,500, the report says the $10,000 he was ultimately paid was well earned. It says that in the opinion of Mr. Arledge, "Wallau could not be influenced... by money and... is such a highly motivated and principled person, with a great desire to be accepted and valuable, that he would probably be offended if he thought he was receiving money in order to influence his statements or conduct."

During the hearing, the reason given for Mr. Wallau's dismissal from the boxing project was a personality conflict with sportscaster Howard Cosell. The question of the payments to Mr. Wallau played a smaller part in the hearings apparently than the staff had intended. As Mr. Hochberg began asking questions about the $10,000 fee and salary increase, he was stopped by Representative Moore and Marc Marks (R-Pa.), who in a closed caucus moments later, reportedly persuaded the subcommittee to stop the line of inquiry after the introduction of the ABC report.

Representative Moore said afterward that he did not think there was enough evidence to raise allegations of bribery, and added that in his opinion ABC had "overreacted" with its last-minute investigation, the results of which were received by the subcommittee staff only the night before the Wednesday hearing.

The ABC officials disclosed in further questioning that at one point Mr. Cosell had been dispatched to talk to fight manager Angelo Dundee about the quality of the contestants in the boxing tourney. Mr. Cosell testified that Mr. Dundee told him that "over-all the quality of the boxers in this fight is about as good as you can get." But Mr. Cosell said that although Mr. Dundee was managing several of the contestants, he "wouldn't dare lie to me." He said in his opinion, the boxing series was conceptually sound—"knowing that every fighter was invited who should have been invited."

Asked whether ABC might have been trying to pass responsibility for wrongdoing to others when it sought affidavits, Mr. Arledge acknowledged that his motivation was partly defensive, but it was also a way to gather information about improprieties.

With the benefit of hindsight, he said, he thinks ABC should have postponed the tournament, but at the time, there was little more than rumor to support such action. He denied that business decisions involving advertising and affiliate line-ups had anything to do with whether to go ahead with the telecasts.

At another point, Mr. Arledge said he welcomed the subcommittee's inquiry into the controversy because it might help resolve the "classic dilemma in TV sports"—how a station or network should cover sporting events in which it has a financial interest. The ultimate answer lies in industry self-regulation, he suggested, and added that he and ABC are now "more aware of the volatile nature of this and of our responsibility to do everything we can" to prevent it from happening again.

**NBC: a breeze compared to other two**

Compared to CBS and ABC, the findings on NBC were scant, and queries by subcommittee special counsel Hochberg at times prompted some subcommittee members to question their propriety.

One series of questions for NBC Sports Executive Vice President Alvin Rush and Vice President Chester Simmons focused on the round-by-round scoring of the recently televised heavyweight boxing match between Muhammed Ali and Earnie Shavers. According to the testimony, judges' scoring that was flashed on screen between rounds enabled the fighters to know how they were doing during the fight. That, in a sport where the scoring has traditionally been unavailable to the participants while a fight was in progress, amounts to a "fairly dramatic change," Mr. Hochberg asserted.

But the questions and answers moved Representative Timothy Wirth (D-Colo.) to wonder whether "this is something we ought to be concerned about." The congressman said that and other questions of NBC posed "very, very real problems" with the First Amendment. "We've got some very real suggestions of government intrusion," he said, and urged that the subcommittee take a "prudent approach" in its questioning.

The issue is how far we're going to intrude ourselves... Our concern is very clear to the networks," Mr. Wirth said. "I would like to see us limiting ourselves to very specific false advertising issues that I understand were the original reason for calling this hearing."

Representative Van Deerlin countered, however, that although he personally likes the round-by-round scoring technique as a viewer, "we have to agree that changes the...
Money's the real problem, say comments on FCC 45-day proposal

Industry says minorities need financing, not advance notice; some groups say, however, that such a procedure could only help

Minority group members who wish to enter the field of broadcast ownership are hindered to a greater extent by their inability to get adequate financing than by a "good-old-boy system" of station owners swopping stations behind closed doors, broadcasters and media brokers told the FCC last week in their comments on a proposal to require a 45-day advance notice before a station can be sold. On the other side of the issue, however, representatives of minority groups hailed the idea as a needed opening of the ownership door.

The FCC notice of inquiry had been pushed by former Commissioner Benjamin L. Hooks and was issued on his last day at the commission (BROADCASTING, Aug. 1). It proposes that licensees give advance public notice before selling a station. Mr. Hooks, who is now executive director of the National Association for the Advancement of Colored People, suggested the plan to help deal with the complaints of many minority group members that they did not learn of desirable properties that are on the market before it is too late to make an offer.

The National Association of Broadcasters has made a counterproposal that the FCC issue tax certificates to any broadcaster who sells a station to a minority buyer (BROADCASTING, Sept. 5). In its comments to the commission, the NAB reaffirmed its position and called the 45-day notice alternative a "classic example of regulatory overkill."

There was considerable support for the NAB position. Thomas J. Houser, former director of the Office of Telecommunications Policy, as well as a former FCC commissioner, and now a partner in the Washington law firm of Weitzman & Houser, called the advance notice proposal "traditional negativism" and an example of what he termed typical "regulation by punishment and restriction." The NAB proposal, on the other hand, would go a long way, he said, in "correcting an intolerable situation." He called that a form of "regulation by incentives and rewards" and said that if the FCC adopted such "positivism" the relationship between government regulator and business could well "change from adversary to adviser and counselor."

The broadcasters told the commission that the proposal would fail to do what it intended and would harm station operations. Stephen Trivers, president of Fairfield Broadcasting Co., Kalamazoo, Mich., said the 45-day period could facilitate a bidding war and make it easier "for the big, well-financed companies to gobble up the choice properties."

"Notification is simply not what is hindering minority ownership," said NAB. The "major problem," it said, was the lack of readily available sources of financing.

Richard Shafeen, a Chicago media broker, echoed that contention. The "problem is financing," he said, "not station availability."

Shreveport Broadcasting Co., describing itself as a "partnership formed by black and white residents" of Shreveport, La., said, "Minority entrepreneurs and groups simply lack access to funds necessary to purchase stations."

As long as that impediment is there, Shreveport said, minorities will not be able to get into broadcasting "regardless of advance notice." It called the proposal a "purely cosmetic solution."

Robert O. Magruder of Magruder Media Associates, Dallas, said the idea would "open the door to a form of blackmail that would seriously distort the station trading market." Voicing another of the broadcaster's fears, Mr. Magruder said the plan "would play havoc with employee morale."

A handful of citizen groups and members of minority groups generally supported the proposal. Keith S. Donald, general manager of black-owned KOWH-AM Omaha, said in a brief comment that the notice of inquiry was a "step in the right direction."

And Howard University took that idea a bit further and wrote it should "constitute a beginning in the commission's efforts to foster minority ownership."

A notice period," Howard said, "would enable those who are not members of the existing broadcast establishment to learn of opportunities to acquire stations."

The New Jersey Coalition for Fair Broadcasting said the intended sale notice "will not necessarily" guarantee minority ownership, "but it is most certainly a step in the direction of opening the field to new, minority owners.

A substantial number of comments were filed at the commission by the Thursday, Nov. 3, deadline. Most, filed by local broadcasters, portrayed various concerns and, almost exclusively, negative opinions of the proposal. A sampling:

"A major disruption of the free enterprise system of buying and selling."—Herbert Hobler, president, Nassau Broadcasting Co., Princeton, N.J.

"Long term contracts would be virtually impossible to secure during the 45-day period."—George J. Volger, president, Great River Radio, Muscatine, Iowa.

"Would result in a net loss of minority sales."—Chapman Associates, Atlanta.

"The market for radio stations is an open one at present and . . . no radical changes are necessary."—J. Paul Salois, president, KPCR(AM) Bowling Green, Mo.

"The proposal can best be accomplished by the government by a program of federal support purchases by prospective minority owners."—Curt Richards, media broker, Falls Church, Va.
Deadline for first draft of House Communications Subcommittee's rewrite of Communications Act has been moved back from January 1978 to mid-March, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) told Federal Communications Bar Association in Washington last week. He said "seven or eight" of subcommittee members, in closed meeting last Tuesday (Nov. 1), expressed desire to take part in drafting, rather than leave it strictly to staff. Idea is to try to reach consensus on major issues before introducing bill—and it will be single omnibus bill, Mr. Van Deerlin said. He predicted possible final passage in both houses in 1979 or 1980.

CBS-TV came in second in national Nielsen prime time ratings for first time this season during week of Oct. 24-30. Network won two nights—Thursday and Saturday—and came in second on Monday, Tuesday and Saturday, ending week with average of 18.5 (1.5 points better than its season-to-date average) against NBC's 18.0 and ABC's 19.9.

Quincy (Ill.) Newspapers Inc. has bought WBOW (AM)-WBOQ (FM) Terre Haute, Ind., for $785,000 from Eastern Broadcasting Corp. Buyer publishes Quincy Herald-Whig and owns WGER-AM, FM-TV, WQNC-AM, FM-TV, WJTV, WELK, KQ vom, and KTCT-FM Rochester, Minn. Broker: Blackburn & Co.

Irby Turner, President Carter's choice for director of Corporation for Public Broadcasting, has come under fire from citizen and civil rights groups. They note that Mr. Turner is former member of White Citizens Council in Mississippi and say there are "grave charges" that he has "consistently delayed or thwarted civil rights efforts in Mississippi through political gerrymandering and legislative roadblocking and that he donated land for an all-white segregated private school." Charges were contained in letter and Mallgram sent to Senator Ernest F. Hollings (D-S.C.), chairman of Senate Communications Subcommittee, by Congressional Black Caucus and coalition of dozen groups.

Tyrone Brown was expected to be confirmed by Senate as FCC commissioner late Friday. Commerce Committee unanimously reported nomination to full Senate last Thursday.

Senate Communications Subcommittee last week asked General Accounting Office for audit of public broadcasting entities, paying special attention to "allegedly high overhead costs" and duplication among them. Bodies included in request are Corporation for Public Broadcasting, Public Broadcasting Service, National Public Radio, Children's Television Workshop, KETC-TV Los Angeles, WNET New York, WETA-FM-TV Washington, WGBH-FM-TV Boston.

Over 40 petitions to deny license renewals of California stations were filed at FCC last week by collection of consumer and citizen groups and licensees. Filing by San Francisco groups, including Committee to Save KERO, National Association for Advancement of Colored People and Public Media Center said commission should refuse renewal to noncommercial KQED-TV, KQED-FM and KEDO-FM there because they "have been operating commercially on a number of fronts." Groups say stations have abandoned their public broadcasting status by operating "advertising agency for hire" and in attempt to develop "national production center." Two Los Angeles residents filed against KABC-TV for showing Soap, which, they say, "flagrantly advocates the advocacy of offensive stereotypes" and "brings into public scorn, derision, deprecation, ridicule, hatred and contempt valid public policies and laws" of California and nation. But citizen group, Committee for Open Media, filed against KNX, charging Gill with concentration of media control in San Jose and Santa Clara county. Coalition of groups for deal and hearing-impaired filed blanket petitions against KNX-TV, KCO-TV, KLTV, KTTLTV, KNBC-TV, KCTV, KABC-TV and noncommercial KSETV, all Los Angeles, for "ignoring" needs of hearing-impaired persons in service area. Community Coalition for Media Change, black group, filed petitions against large number of San Francisco Bay area stations, including: KCBS-AM-FM, KDOC-FM, KFOG-FM, KNMI-AM, KSAN-FM, KGBR-TV, KDFT-FM, KFRTV, KSFV, KTMY-TV, KWFJ-TV and KSF-FM on hiring practices and editorial positions.

President Carter's plan for consolidating United States international communications and cultural activities, passed key tests in Congress last week. House Government Operations Committee rejected, by 34 to 3 vote, resolution that would have killed plan. Senate Governmental Affairs Committee rejected similar resolution by largely party-line 6 to 4 vote. Committee acted after President Carter submitted amendments to meet criticisms that had been expressed in hearing about plan that will combine functions of U.S. Information Agency and State Department's Bureau of Educational and Cultural Affairs. One amendment specifies that one of four associate directors to be named will be in charge of broadcasting—another in charge of educational and public affairs. Originally, legislation referred only to four associate directors. Another amendment changes name of organization from U.S. Agency for International Communications ("That's CIA backwards," one critic noted) to U.S. International Communications Agency.

David Horowitz Consumer Buyline, weekly prime time access half-hour that's had conspicuous success on KNBC-TV Los Angeles (BROADCASTING, Aug. 29), is going into national syndication for second season start next January, with four career NBC O&Es as initial backers. Property is first for new distribution company, Burt Rosen Co. (Burt Rosen, president; Gene Wilkin, executive vice president). Eighteen episodes will be offered first season (with repeat cycle to carry stations through September). NBC stations' option is exercisable in April for second 48-week season (24 originals plus repeat cycle). Show will be sold outright, not bartered.

Still speaking after all these years, Charles Crutchfield, retiring at year's end as president of Charlotte, N.C.-based Jefferson-Pilot Broadcasting Co., came away with two significant souvenirs from meeting of North Carolina Associated Press Broadcasters in Asheveille Oct. 29. First was award by governor of state's distinguished citizens award. Second, from CBS News President Richard S. Salant, was two-volume set of correspondence between two over 16 years. In frank, sentimental speech, Mr. Salant called Mr. Crutchfield old friend and "a genuinely great broadcaster" Reviewing correspondence and disputes they reflected—Mr. Crutchfield has been among most vocal affiliate critics of CBS News—Mr. Salant said "one of the paradoxes of the dialogue Charles and I had over the years was that each in his own way was dedicated to a war against advocacy journalism and to the preservation of what he and I both regard as the essence of good journalism—objectivity, accuracy and freedom, insofar as humanly possible, from bias." Pictured above (l to r): Mr. Salant; Daniel E. Giddens of Durham Life Broadcasting (WPTF) Raleigh, president of state AP association; Mrs. Salant; Mr. Crutchfield.

National Association of Broadcasters has sold record amount of exhibit space for its April 9-12, 1978, convention in Las Vegas—114,000 square feet (at $7 per square foot) to 233 exhibitors, according to NAB figures. That compares with 85,000 square feet to 168 exhibitors at 1977 convention in Washington.
Keep the reins loose, FCC told

Justice officials, speaking at FCBA seminar, say commission should 'think competition' when formulating regulations

John Shenefield, the new assistant attorney general in charge of the Justice Department's Antitrust Division, used bumper-sticker language last week to advise the FCC on dealing with the technological revolution overtaking communications: "Think competition."

If the FCC does not "think competition," he suggested, the Antitrust Division "would be more than willing" to haul it into court. He noted the division has filed an independent appeal of the commission's summary approval of the proposed IBM-Comsat domestic satellite joint venture. But neither the commission nor the Justice Department, he said, can really "create" competition.

"Market forces, new customer demands and new technologies are strong imperatives that even the most intransigent of regulators would find difficult to stop," he said. "Indeed, the historical record demonstrates that government systems, including regulatory ones, that cannot accommodate changes tend to be overridden."

Mr. Shenefield made the comments before the Federal Bar Association's Communications Law Committee and Antitrust Law Council, as the keynote speaker at a seminar on the relationships between communications and antitrust laws. And he mentioned a number of technology-related competitive controversies on the FCC's horizon.

In television, he noted that the commission is re-examining the validity of its technical rules in its VHF drop-in proceeding. (A commission decision said that while the U.S. is served by 500 VHF stations, "there are more than 5,000 things that look suspiciously like television stations currently broadcasting in Japan", with a land area 10% smaller than California's) and predicted it would soon consider the "advent of real direct broadcast satellite services." (The Japanese stations are VHF and UHF's with varying degrees of power.

He expects to see "steady, probably accelerating cable and pay cable television growth, and indeed, the emergence in the near term of cable TV as a significant advertising medium." He also sees pay cable as having the effect of expanding the programming market. One of the major reasons there are not more national networks, he said, is the lack of programming. And there hasn't been the software, he said, "because there hasn't been the demand...to encourage its development."

But if regulatory agencies cannot prevent the competition created by new technologies, he said, they can foster industries convinced they are entitled to protection from change. Government, Mr. Shenefield said, should try to minimize if not eliminate the "regulatory friction" that accompanies new technical change. And that, he said, should be easy in the communications industry, where "the total pie at stake is not static but instead is rapidly growing."

Indeed, he said, things have gotten better for established industries, in spite of competition. He said that although the number of cable television systems has doubled since 1968 and, the National Association of Broadcasters says, pay cable subscribers are "all over the place," nearly every year has been "a bigger bonanza year for television than the one before, and there are no signs that the quality of programing has gone down." He noted that the World Series and the Super Bowl "are still on 'free' television."

Barry Grossman, chief of the Antitrust Division's appellate section, pursued the theme in his remarks, in a panel on antitrust and cable television regulation. The commission, he said, "shouldn't run scared of competition. The experience with it to this point has been disastrous. It's been beneficial. We hope the commission shares that view."

Mr. Grossman also had an answer for those communications lawyers who sometimes grow impatient with Justice's involvement in commission matters. "We're offering a view from a different bias, or perspective," he said. "Maybe you'll find we have the perspective of an outsider not caught up in the minutiae of the industry."

Because preparations for the seminar began several weeks ago, the FCC was represented by two ex-officials—Richard E. Wiley, now with Kirkland, Ellis & Rowe, who was identified in the program as FCC chairman, and Werner Hartenberger, former general counsel who is now with Dow, Lohnes & Albertson.

Although Justice and the FCC increasingly have been at loggerheads over the role antitrust principles should play in commission proceedings, Mr. Hartenberger, for one, did not appear to be in sharp disagreement with the Justice officials. While he stressed that the commission can consider antitrust principles only as one factor in attempting to determine the public interest, he said that the television industry is indeed doing better than ever and that there is no reason to believe that competition will adversely affect the publics it and the cable industry serve.

Furthermore, he said, "antitrust principles are gradually taking on greater significance in FCC decision making, and it's reasonable to expect that the trend will continue." He said decisions in the common carrier area have influenced the commission's decision-making in the cable area, and added: "Over the past several years, the commission has become more bullish on letting the marketplace competition play a role in shaping regulation."

"I anticipate cable television regulation will become more relaxed as evidence mounts that television service is not endangered by cable television." But that determination would be "appropriately made" under the public interest standard, he said. "It should not signal a new policy objective of promoting competition for its own sake."

Former Chairman Wiley indicated he favored the philosophy underlying one of the most memorable decisions in broadcast regulation—the Supreme Court's 1940 decision in Sanders Brothers—which held that "the field of broadcasting is one of free competition."

However, he noted that in the WEMP case, the U.S. Court of Appeals in Washington has held that broadcasters are not "wholly limited in their freedom to change formats in the face of protests from members of the public."

"A return to Sanders Brothers would recognize competition—rather than pervasive regulation—as the basic scheme through which Congress aimed to secure maximum benefits of radio to all of the people of the United States," Mr. Wiley said. "And this, I believe, would be in the public interest."

Another participant in the seminar was Henry Geller, who is the Commerce Department's choice to be the new assistant secretary for telecommunications. Mr. Geller, who joined Commerce on Tuesday (Nov. 1) as a consultant—his nomination by President Carter is not expected to be sent to the Senate until January—expressed, as he has in the past, views in favor of a lighter regulatory hand on cable.

His remarks at the seminar on Monday were his last public ones as a member of the staff of the Aspen Institute Program on Communications and Society and as chairman of the board of Citizens Communications Center. He resigned from both later that day.

While nonduplication protection should be afforded small market stations where such protection is found to be necessary, he does not believe major market VHF's need protection. "There's no way for VHF's to be hurt," he said. UHF's "may be different," he conceded, but a "rational judgment" should be made as to where protection is needed.

But as for the controversy over the copyright payments cable is now required
to pay—whether they are in fact too low, as copyright owners and broadcasters contend—he said "an economic analysis is needed, and a political judgment, in the highest sense of that abused term."

Mr. Geller also warned the cable television industry it will be inviting close government regulation if it succeeds in blocking proposals to bar cable owners from controlling the programming they transmit. It would not be wise to impose the separations principle at this point in cable's development, he said, but such a scheme would be important if cable becomes a successful industry.

"I don't think cable can have it both ways," Mr. Geller said. "If they succeed in stalling separations, and succeed [as an industry], there will be close government regulation. Cable has a dilemma. It wants deregulation but a scheme that calls for more regulation."

### NAB names names for minority task force

**Thurston will head group; first meeting set for December**

The National Association of Broadcasters has named eight members to a new task force that will study ways to improve minority participation in broadcasting (Broadcasting, Sept. 26).

Donald A. Thurston, NAB chairman, will head the task force. Other members: Regan A. Henry, president, Broadcast Enterprises Network, Philadelphia; Benjamin L. Hooks, executive director, National Association for the Advancement of Colored People, New York; William A. Leonard, vice president, CBS Inc., Washington; Donald H. McGannon, chairman and president, Westinghouse Broadcasting, New York; Lloyd Morrisett, president, John and Mary Marble Foundation, New York; Thomas S. Murphy, chairman, Capital Cities Communications, New York, and Vincent T. Wasilewski, NAB president.

Mr. Thurston hopes the first meeting of the task force will take place around the middle of December. After that meeting,
he said, the group will probably begin to break up into various subcommittees to study specific problems of minority entry into the industry, including the availability of financial resources and management.

The task force, Mr. Thurston said, is NAB’s “second positive step to try and provide practical solutions” to the problems minorities have. The first step, he said, was NAB’s petition to the FCC to allow a tax certificate to broadcasters who sell their stations to minority buyers (BROADCASTING, Sept. 5).

Outlet moving into Washington radio ranks

Providence-based group owner to purchase Post-Newsweek's WTOP for $6,675,000; all-news format to be retained for at least two years

The Outlot Co., Providence, R.I., has bought WTOP(AM) Washington from Post-Newsweek Stations for $6,675,000, the companies announced last Wednesday (“Closed Circuit,” Oct. 31). The sale, subject to FCC approval, marks Outlot’s entry into a top-10 radio market.

Outlot also announced that under the terms of the agreement it will retain WTOP’s all-news format for at least two years and will be permitted to retain the radio station’s call letters.


The Post acquired WTOP, with CBS, in 1949, and became full owner in 1954.

Katharine Graham is chairman and president of the Post Co., and Joel Chaseman is president of the broadcasting subsidiary. According to Mr. Chaseman, the company is “months and months away” from selecting new call letters for WTOP-TV, which, under FCC regulations, must be changed to reflect the new ownership arrangement. Post Co.’s most recent broadcast acquisitions have been named for Mrs. Graham’s late husband, Philip L. Graham (WPLG), and the company’s late chairman, Frederick S. Beebe (WFSB-TV).

WTOP was the last radio station in the Post-Newsweek group. In 1971 the company donated WTOP-FM (now WHUR-FM) to Howard University. It sold WCKY(AM) Cincinnati last year to Truth Publishing Co. for $3.6 million (BROADCASTING, Feb. 23, 1976). According to the Wednesday announcement, the WTOP sale was in line with an ongoing Post-Newsweek policy to “focus broadcasting activities in the television field.”

The Outlot Co., a publicly owned major group owner and retailer, has over the past 17 years embarked on a vigorous expansion program that has made it a major retailer in the East and Midwest and owner of five VHF stations, two AM’s and one FM. Outlot has also applied for a new UHF in Oklahoma City. In a recent “Profile” Bruce Sundlun, president and chief executive officer, said it was Outlot’s intention to eventually own 21 broadcast stations (BROADCASTING, July 25).

At present, Outlot owns WiAR-AM-FM-TV Providence, WBOA-AM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; KSAT-TV San Antonio, Tex., and WNNV-TV Syracuse, N.Y., which it has sold, subject to FCC approval, for $11 million to a group headed by the Washington Post Co.’s former president, Larry H. Israel (BROADCASTING, Aug. 29).

WTOP operates on 1500 kHz with 50 kw full time.

Howard E. Stark was the broker in the transaction.

Changing Hands

Announced

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

- WTOP(AM) Washington Sold by Post-Newsweek Stations Capital Area Inc. to Outlot Co. for $6,675,000 (see story this page).
- WMAS-AM-FM Springfield, Mass.: Sold by Valley Broadcasters Inc. to Lappin Communications Inc. for approximately $600,000. Seller is principally owned by Marvin Sameth and his sister, Marcia L. Bernstein, both of Scarsdale, N.Y., who have no other broadcast interests. Buyer is owned by W. Robert Lappin, president and chairman of Pepsi-Cola bottling companies in Hartford and New Haven, both Connecticut, and in Springfield. He has no other broadcast interests. Zachary W. Land, present general manager of stations, will remain under new ownership and assume added title of vice president. WMAS is on 1450 kHz with 1 kw day and 250 w night. WMAS-FM operates on 94.7 mhz with 22 kw and antenna 170 feet above average terrain.
- KOB3-FM Orange, Tex.: Sold by Charles H. Kobs to North Star Broadcasting Inc. for $350,000. Seller has no other broadcast interests. Buyer is wholly owned by Leighton Enterprises Inc., Alver G. Leighton, president and 67.9% owner. There are seven other stockholders. Buyer also owns KDL(AM) Detroit Lakes, Minn., and 80% of KLY(KFM) there; 57.76% of KOUR-AM-FM Independence, 46% of KCCI-AM-FM Washington and 89.1% of KMMR(AM)-KRLS(FM) Knoxville, all Iowa. North Star earlier this year received FCC approval of $600,000 purchase of KOLE(AM) Port Arthur, Tex. (BROADCASTING, May 16). KOB3-FM operates on 104.5 mhz with 55 kw and antenna 215 feet above average terrain.
above average terrain.

- KIQO-FM Bishop, Calif.: Sold by Inyo-Mono Broadcasting Co. to Listeners Network for $185,000. Seller is owned by Roy Mayhugh and Jay Stevens, owners of More Music Inc., programing syndication service. They have no other broadcast interests. Buyer is owned by Gary W. Crowder, station manager of WADK(AM), Newport, R.I., Brent W. Lambert and Eric Johnson, both with various business interests in Boston area. None has other broadcast ownership interests. KIQO-FM is on 100.6 mhz with 5 kw and antenna 880 feet below average terrain. Broker: Blackburn & Co.

- Other station sales announced last week by the FCC include: KCUZ(AM) Clifton, Ariz.; WADF(AM) Clarkesdale, Miss.; WBLB(AM) Pullaski, Va., and KRNK(AM) Cheyenne, Wyo. (see page 48).

Approved

- Station sales approved last week by the FCC include: KALG(AM) Alamogordo, N.M., and WAAK(AM) Dallas, N.C. (see page 49).

**Summers says FCC's Cable Bureau has it in for broadcasters**

And ex parte rules are making it hard for them to state their case, NAB official contends in speech

Ex parte rules barring informal broadcaster contacts with FCC commissiones and staff during the course of rulemaking proceedings have left broadcasters at the mercy of a Cable Bureau that has a demonstrated antiprogramming bias, John Summers, National Association of Broadcasters executive vice president and general manager, has charged.

In an address to the North Dakota Broadcasters Association in Fargo, Mr. Summers said the FCC “should take immediate steps” to insure that rulemaking actions emanating from its Cable Bureau do not suffer from an “inherent staff bias in favor of the cable industry.”

That there is a bias in the Cable Bureau “has been recognized in independent studies,” Mr. Summers said, but added that broadcasters have been able to overcome it “by direct ongoing communications with the commissioners and key staff personnel.”

“If broadcasters are to be restricted to the submission of formal comments in this new rulemaking atmosphere, they have to be guaranteed a fair shake at the hands of the Cable Bureau,” he said.

Mr. Summers also indicated NAB deserves a pat on the back for its efforts in winning a prohibition from Congress against cable systems substituting their own commercials on retransmitted radio and TV signals. The ban was added as a provision of the copyright bill that became law last year.

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**Media Briefs**

**Stop it.** FCC administrative law judge denied Adolfo and Elias Liberman renewal of their permit to deliver programing by wire to XEGM(AM) Tijuana, Mexico. Judge said since station operates at 10 kw full time (according to treaty, 5 kw is limit) and interferes with stations in Los Angeles, Lompoc, Apple Valley and Fresno, all California, he could not let Libermans supply programing.

**One out of two.** U. S. Court of Appeals in Washington affirmed FCC's denial of application to modify construction permit of WSTE-TV Fajardo, P. R., but sent back to commission application for new UHF translator station there. Court said station's request to change transmitter site would decrease signal strength to "significant portion" of town. On translator issue, court said FCC should consider application because new station could "correct" existing WSTE-TV signal strength defects.

**Baker over new unit.** ABC Inc. has established ABC Publishing as division of corporation and has named Seth H. Baker, former chairman of CHC Corp., Los Angeles, as president. ABC acquired earlier this year publishing portion of CHC, which includes Los Angeles magazine, American West and National Insurance Law Service. ABC's various leisure magazines, farm publications, book publishing firm and Word Inc., religious communications company, now will report to Mr. Baker instead of Elton H. Rule, ABC Inc. president.

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**Consumer agency bill founders in House**

Legislation sidetracked for lack of votes; companion version in Senate is stalled

The down-again-up-again consumer protection agency bill is down again after the House leadership last week took it off the legislative calendar for the remainder of this year. House and administration officials backing the legislation said their counts showed it did not have enough votes to pass.

Revived as a "compromise" measure to create a new "Agency for Consumer Representation" two weeks ago (Broadcasting, Oct. 31), the newest bill was just as strongly opposed by the business community as earlier versions. Among those seeking its defeat are broadcasters, who were having no luck getting the House to attach a special provision to the bill to prevent the proposed agency from intervening in broadcast license-renewal proceedings.

A similar bill pending in the Senate does...
have such an FCC exemption, but Senate leadership said earlier this year they would not act on their bill until the House moves on its version.

**Another NPR vacancy**

**Coffey quits senior VP position after five years in public radio**

Another high-ranking official at National Public Radio has resigned. Matthew B. Coffey, senior vice president of representation, announced his decision to leave the network last week. His resignation came just two months after Senior Vice President Lee Frischknecht was asked to leave by new President Frank Mankiewicz (BROADCASTING, Oct. 3).

There were no indications, however, that Mr. Coffey had been asked to resign, and Mr. Mankiewicz expressed his regret at accepting Mr. Coffey’s decision to leave public radio, which he joined in 1972 as the president of the Association for Public Radio Stations. He assumed his present position in May of this year when APRS and NPR merged.

Mr. Coffey will report Nov. 14 at his new assignment, in which he will head a special project on unemployment for William G. Miller, chairman of the board of Textron Corp., a Providence, R.I.-based conglomerate.

**CPB’s Garrett may have to run a gantlet**

Anonymous message alleging he misused his power while serving on consumer safety commission gets circulation in Congress; Moss subcommittee studying matter to see if probe is warranted; however, Garrett’s answers to charges satisfy Proxmire

Several persons on Capitol Hill are interested in Thaddeus Garrett Jr., the new $30,000-a-year vice president for human resource development at the Corporation for Public Broadcasting, who assumed his new post Oct. 17. Their interest has been prompted, in part, by an anonymous letter charging Mr. Garrett with abuses of his power while serving as a member of the Consumer Products Safety Commission (BROADCASTING, Oct. 31).

Copies of the letter have been received by the House Subcommittee on Oversight and Investigations, of which John Moss (D-Calif.) is chairman; Representative Henry Waxman (D-Calif.), a member of the House Communications Subcommittee; Senator William Proxmire (D-Wis.) and Senator Wendell Ford (D-Ky.). Representative Moss’s subcommittee staff is now studying the charges raised and is expected to decide soon whether to proceed with a formal investigation.

The letter charges that Mr. Garrett misused CPSC travel funds, was involved in a possible conflict of interest, demanded personal favors from his staff, conducted personal business from his office, exaggerated his position in a letter to a foreign government and used undue political influence in getting his new CPB job.

Senator Ford questioned Mr. Garrett about the charges at a CPSC oversight hearing by the Senate Consumer Subcommittee on Oct. 7. Senator Proxmire has written Mr. Garrett about the charges and received a lengthy denial.

In that denial to Senator Proxmire, Mr. Garrett called the letter “the work of an obviously bitter and sick person” and said the charges were “ridiculous” and “incredible.”

Every trip he took at government expense while on the CPSC, Mr. Garrett wrote Senator Proxmire, was “to conduct commission business or in my capacity as a commissioner.” He called the charge that he accepted personal favors “ludicrous” and said an allegation that he used commission drivers to chauffeur him about was untrue. “The only time I used the services of a commission driver was when performing commission business,” and even then, he said, he used the services “infrequently.” Mr. Garrett offered similar denials to the other charges.

Senator Proxmire wrote him back saying he was “convinced the allegations are unfounded.” “As far as I am concerned,” the senator said, “this matter is closed.”

Mr. Garrett is also said to have misrepresented his position on the CPSC in a letter to the United Arab Emirates, in which he called himself the United States Commissioner of Consumer Affairs, a title he did not hold and that does not exist. Mr. Garrett is said to have planned a visit, as commissioner for consumer affairs, with his associate and roommate, William Dalton, to the UAE.

According to Mr. Garrett, the UAE “invited me to lecture at their university” as a black public official. He explained the misnomer as a mistake by his secretary, who typed the letter and “just used” that title. Mr. Garrett said the letter was never mailed and that he never made the trip.

Mr. Garrett, an ordained minister and holder of an honorary doctorate of divinity from Allen University in Columbia, S.C., is 29 and black, two qualities, he feels, that have been responsible, in part, for the attention being paid him: “If I were white and 29 would this be unusual?” he asked in an interview two weeks ago.

By any accounts, however, he has had an unusual, if not phenomenal, rise up the Washington appointment ladder. Seven years ago he went to Washington as an aide to then Representative William H. Ayers, a Republican from Mr. Garrett’s native Akron, Ohio.

After Mr. Ayres left office, Mr. Garrett served on the staff of Representative Shirley Chisholm (D-N.Y.) and later joined the staff of former Vice President Nelson Rockefeller as his “assistant for
Mr. Garrett was the "best candidate" for the $50,000-a-year position.

Mr. Garrett has insisted that neither of his former employers attempted to pressure CPB into hiring him. "I wish I did have the kind of power to make the Vice President of the United States pressure someone into hiring me," Mr. Garrett said. "Anything that I have ever done I'm proud to say that I have worked for."

The names of the former Vice President and Mrs. Chisholm were included on the resume Mr. Garrett submitted to CPB—"obviously," he said, because they were "people I worked for." He said he is "proud of the fact I worked for the Vice President."

Mr. Anderson was adamant that neither the former Vice President nor Mrs. Chisholm attempted to pressure CPB into hiring Mr. Garrett. "We're very careful about that sort of thing," said Mr. Anderson, who also said it was he who initiated contacts with Mr. Garrett's former employers as part of the regular practice of "checking out Mr. Garrett's references."

The Vice President, Mr. Anderson said, wrote a letter "highly commending" Mr. Garrett, and Mrs. Chisholm was "absolutely enthusiastic" about him. "No

Minority affairs." Just prior to the 1976 presidential election, Mr. Garrett was nominated by President Ford to serve as a commissioner on the CPSC.

That appointment was a "recess nomination," Mr. Garrett said, and the Senate failed to confirm him after it received a ruling from the Justice Department that he could not legally hold both the CPSC position and his elected office on the Ohio State Board of Education. According to Mr. Garrett, his own attorneys and those at the White House disputed that contention, and President Ford granted him an interim appointment to the commission, which is not subject to Senate confirmation but is not a permanent position either. Mr. Garrett, a Republican, did not expect to keep his chair on the CPSC under President Carter.

Some time in late summer (Mr. Garrett said he could not remember when) he read about the new position at CPB in Jet magazine and wrote a letter to Henry Loomis, president of CPB. Upon receiving a reply, Mr. Garrett said he then submitted a formal application. Mr. Garrett said Executive Vice President Courtland Anderson called him some time in early to mid-August for an interview, and "within a two-week period" he met again with Mr. Loomis.

Mr. Garrett said he was never asked by them about his failure to be confirmed for the CPSC position, and he "assumed" they knew. "I don't recall whether we discussed that or not," he said.

In April of this year CPB posted the job opening for its new vice president's position. The corporation received 396 applications for the job and by August, when Mr. Garrett applied, Mr. Loomis and Mr. Anderson had called about 20 applicants back for second interviews. According to Mr. Anderson, they were "more than satisfied" with two candidates when they received Mr. Garrett's late application. The "finalists changed," said Mr. Anderson during the process, and after his preliminary digging he and Mr. Loomis concluded.

Minority affairs."

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pressure, no external factor entered” into their decision to hire Mr. Garrett, said Mr. Anderson. Mr. Garrett “had the right background for the job.”

According to Mr. Anderson, the CPB “heard nothing” about any charges of mismanagement against Mr. Garrett until after his selection was confirmed by the CPB board Sept. 14.

Teachers will gather to learn at the NAEB convention

Annual meeting offers educators look at new film on broadcasting history, discussions on minorities, one-inch video tape, satellites and talks with Carnegie members

The National Association of Educational Broadcasters will hold its 53d annual convention in Washington next week. Among the scheduled events are a presentation of a new film by the Eastman Kodak Co., an awards ceremony, appearances by the heads of all the principal public broadcasting organizations and a meeting with the Carnegie Commission on the Future of Public Broadcasting.

The opening session Sunday, Nov. 13, at the Sheraton-Park hotel in the capital will be the scene of the first showing of “The History of American Broadcasting,” a sound and light presentation produced for NAEB by Kodak. Later that evening NAEB will present its Distinguished Service Awards to Hartford Gunn Jr., vice chairman of the Public Broadcasting Service, and Dr. Richard B. Hull, chairman emeritus of the Ohio Educational Television Network Commission.

PBS President Lawrence Grossman and his counterpart at National Public Radio, Frank Mankiewicz, will share the limelight at a Wednesday luncheon on national programming plans. Later that day they will be joined by NAEB President James Fellows and Henry Loomis, president of the Corporation for Public Broadcasting, at a special session on “Minority Concerns in Public Broadcasting.

The four presidents will discuss the status of minorities in public broadcasting with a look at how more of them might find their ways into the field. The session chairman will be Mary Umolu of the NAEB’s committee on minorities and telecommunications, and moderated by Ernest T. Sanchez, NPR general counsel.

About half a dozen members of the Carnegie Commission will meet Thursday morning to hear from the directors of the NAEB’s four professional councils. Representatives of the association’s divisions on television management, television programming, radio and instructional broadcasting will present papers at the open meeting, and members of the public will be invited to make statements to the commissioners.

Other highlights of the five-day meeting include:
- A presentation by Thomas Keller, chief engineer at WCGB TV Boston, on the implications of the new one-inch videotape standards Monday morning.
- “Funding for Minority Stations,” a Tuesday session that will include presentations by Nolan Bowie of the Citizens Communications Center, and Patricia Russell, an FCC attorney.
- Another Tuesday session, an update on satellite interconnection by PBS’s Daniel Wells, vice president for engineering and operations.
- What is billed as the “First NAEB Speak-Out” has been scheduled for Wednesday afternoon. Station managers will give their opinions on subjects facing public broadcasting. Participants will include Fred J. Rehman of WJCT TV Jacksonville, Fla., and Henry J. Cauthen, president of the South Carolina ETV Commission and a member of the Carnegie Commission.

The convention will begin with an opening session and the film showing Sunday night and run through Thursday, Nov. 17.

New round of not very briefs in KCBS, KONO renewal cases

Prehearing discovery is at issue in latest filings by Justice Department and other parties in contest before appeals court

For years, citizen groups have been seeking the authority to require stations whose renewal applications they are opposing to answer written questions about the stations’ operations. Last week, they received some qualified support from the Department of Justice. Although “unlimited prehearing discovery rights” would impose an “unmanageable burden” on broadcasters and the commission, the department said, “there are strong policy reasons which favor prehearing discovery in the employment practices of licensees in appropriate cases.”

Justice made the comment in a brief filed with the U.S. Court of Appeals in two cases that the court has reopened for a wide-ranging review of the question of prehearing discovery in such license renewal cases. Justice contends that a public interest question should be resolved either by hearings or through prehearing discovery.

At issue are the license renewals of CBS’s KCBS(AM) San Francisco and Mission Central Co.’s KONO(AM) San Antonio, Tex. The commission had rejected citizen group complaints and granted both,
Although it attached equal employment opportunity reporting conditions to KONO's renewal. But a panel of the court, in what at the time seemed a major victory for citizen groups generally, held that the commission had acted in not affording the Chinese for Affirmative Action (CAA), in San Francisco, and the Bilingual Bicultural Coalition on Mass Media (BBCMM), in San Antonio, the opportunity to engage in prehearing discovery in the EEO matters involved (Broadcasting, April 25).

That victory was short-lived, as the full nine-member bench of the D.C. circuit, in response to a petition by the commission, vacated the decision and agreed to rehear the cases en banc (Broadcasting, July 4). In the process, it invited comments from a wide variety of presumably interested parties. The aim, apparently, was to develop the most extensive record possible on which an opinion with far-reaching ramifications could be issued.

As of Nov. 2, two days after the Oct. 31 deadline, however, only four briefs from parties not directly involved in the two cases—or in others likely to be affected by their outcome—had been received. They came from the Justice Department, the National Association of Broadcasters, the United Church of Christ and three women's groups filing jointly—National Organization for Women, National Women's Political Caucus and Women's Legal Defense Fund.

The FCC, NAB and the individual broadcast licensees who filed (CBS, NBC, Mission Central Broadcasting Co. and Metromedia Inc.) contended that it is not necessary for private parties to file prehearing interrogatories—that the commission not only routinely collects voluminous and detailed information on EEO matters but also is prepared to conduct its own focused inquiry when that appears necessary. Some broadcasters saw prehearing discovery as a license to engage in fishing expeditions.

The commission, NAB said, should not be "deprived of its lawful discretion to fashion its own methods for conducting administrative inquiries." They all stressed, also, that a heavy burden would be imposed on both the commission and licensees. The commission noted that since January 1975, some 315 petitions to deny alleging employment discrimination have been filed with the commission, said the trend could be expected to continue, and added that to require the 13 administrative judges on the propriety of all interrogatories "could only be expected to create a regulatory nightmare."

NBC, whose renewal of KNBC(TV) Los Angeles is being challenged in one of the court cases awaiting the outcome of the proceedings involving KCBS and KONO, indicated that stations have heavy burdens, too, in dealing with interrogatories. To deal with a nadir suit involving an EEO complaint, NBC said, a senior attorney and other lawyers on his staff spent a collective total of two months on the project, while outside counsel devoted "many weeks" to it and a full-time paraprofessional was assigned to it for about four months. "Finally, other NBC staff employees at a number of different locations were also used extensively to assist in gathering responsive material."

Justice indicated it was aware of such burdens, but it also argued that they need not always outweigh the interests of citizen groups. Justice said that, in opposing license renewals, those groups play an important role in assuring compliance with the statutory mandate that licensees serve the public interest. But, Justice said, unless they are given the tool of prehearing discovery, they cannot play "a meaningful role," at least in cases where discrimination in employment is alleged.

Justice does not contend that the right to prehearing discovery is automatic. It says that if a prima facie showing that a renewal grant is not in the public interest is not made, then the commission must grant the renewal. And if such a showing is made, Justice added, the commission could make an inquiry in an effort to resolve questions short of a hearing.

But, it added, if the inquiry is inadequate, the commission must either set the matter for hearing or grant prehearing discovery.

And while the commission is satisfied it resolved all questions before renewing the licenses of KONO and KCBS, Justice said questions remain. It said the commission order in the KONO case should be set aside on the ground that there is a "substantial and material question of fact as to whether Mission engaged in intentional discrimination" against Mexican-Americans.

Justice noted that the commission found that the number of Mexican-Americans employed was "outside the zone of reasonableness" and that the station's affirmative action plan was "inadequate." (The commission said the case 'did not present an extreme statistical disparity which would require more information before the commission could make an informal decision." It also noted the reporting requirements it attached to the renewal had resulted in a sharp increase in the station's EEO performance.) Justice said the commission should either designate the application for hearing or grant BBCMM's request for prehearing discovery.

And Justice said the order in the KCBS case should be remanded for further findings. Justice said that although post-license term statistics showed improvement, the commission had made no findings regarding allegations of discrimination during the license period. (The commission is in disagreement. It said minority employment was "almost at parity during the license term" and that "there was no significant factual inadequacy requiring resolution which would compel the commission to afford discovery to petitioners.")

One issue the appeals court is being called on to resolve is whether the court can order the commission to require prehearing discovery. The commission contends that the court lacks such authority. The function of the reviewing court, the commission said in its brief, ends when error is disclosed. In deciding
that the commission could secure additional information "only by granting petitioners prehearing discovery," the commission said, "it usurped the administrative function."

CAA, however, said the logic of the commission's own policy requires that citizen groups be granted prehearing discovery rights. CAA noted that the commission says it fashions its various remedies to fit the EEO violations it finds and that in most cases it employs sanctions that stop short of a hearing. "Thus," CAA added, "if the crucial stage of most license renewals is the fashioning of conditions or sanctions to fit the offense, then in order to participate meaningfully in the processing, petitioners should be able to help develop the facts relevant to compliance or noncompliance at that stage."

BBCMM also said the commission's processes fail to provide adequate information in cases involving allegations of discrimination. And the commission, it said, has "refused to venture forth with much resolution in what it apparently views as an awkward situation." Accordingly, it said, the court's decision calling on the commission to grant the group prehearing discovery should be reinstated.

The briefs from the citizen groups also supported the use of prehearing discovery, at least in some cases. The women's groups said that one instance where it should be granted is in cases in which the employment of women and minorities in the top four job categories is at issue.

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Programing

In search of those missing daytime viewers

Erosion in HUT levels is stacking up as 1977's ratings mystery of the year; networks have some program changes on their horizons

What's been going on all day?

That's the question network, advertising and A.C. Nielsen ratings experts have been asking about daytime viewership levels—especially since the downward trend that started last March has shown little signs of tapering off now that the fall quarter is under way ("Closed Circuit," Oct. 31).

For the first quarter of this year, the average number of sets tuned to network programs in daytime was 9% above the average for the same quarter of 1976 (for a cumulative network rating of 23.3 versus 21.1 in 1976), according to figures compiled by the CBS research department. But in the second quarter this year, homes in use (HUT) levels dropped 7.4% compared to the year before, and in the third quarter the drop was 4.8%.

Hopes that the anomaly would disappear at summer's end have gone unfulfilled since Nielsen started its fall report on Aug 29. Comparing each week for which figures are available to the same week in 1976, Nielsen found drops of 6%, 5%, 2%, 8%, 12%, 8% and 6%. It all adds up to between a 6% to 7% decrease in homes. Moreover, CBS figure indicate that the missing viewers are not simply switching to independent channels, since independents increased their average daytime audience by only about one share point over last year.

The phenomenon has everybody looking for explanations, but it is an apparent lack of plausible explanations that is puzzling the networks—and causing them to hypothesize that Nielsen is itself the culprit. Nielsen's response is that the networks are blaming the messenger for the message—but at the same time the company is conducting its own studies, remembering that a similar decline in prime time HUT levels in the fall of 1975 caused the company to change some of its measuring and verification techniques.

There are some demographic changes in the United States that could account for a drift away from the set in daytime—among them, the increase in the number of women who work outside the home and the decrease in the birth rate. But according to CBS researcher Michael Eisenberg, that type of effect would almost certainly not show up within a single year (although...
he predicts those factors will eventually prove to have an effect), and researchers can identify no more immediate changes—such as weather conditions—that might be responsible.

Certainly there doesn’t seem to have been any significant change in the types of daytime programming that would cause a massive TV turn-off. Unlike the convolutions that have gripped prime time over the last two years or so, daytime continues to rely on its time-tested formula of soaps, game shows and reruns.

Until today (Nov. 7), the 10 a.m. to 4:30 p.m. Monday through Friday schedules of the three commercial networks showed 12 serials, 11 games and five former prime time series. The continuing trend toward expansion of half-hour serials to one hour, often at the expense of the reruns, is evidenced by CBS’s new daytime schedule, when Guiding Light goes to an hour and Here’s Lucy goes off the network. Similarly, on Dec. 6, NBC plans to introduce a new hour-long soap, For Richer, For Poorer; that which will push out Chico and the Man, and ABC plans to expand One Life to Live and General Hospital (on Jan. 16) from 45 minutes to an hour. (The network isn’t yet saying what will go to make room for the expansions).

Notably, changes in daytime still are made infrequently and without regard to “seasons” (as opposed to prime time, where changes are now coming almost daily), but the network standings in daytime for the period between Sept. 19 and Oct. 23 stand at 6.6 for CBS, 6.1 for ABC and 5.1 for NBC, as compared to the same period a year ago when CBS had 7.6, ABC had 6.6 and NBC had 6.5.

Some members of the industry, such as Madeline David, vice president of daytime programs for NBC, are concerned that the use of the one-hour serial may soon reach the saturation point. But, as Ms. David points out, since the networks’ daytime schedules are just now becoming dominated by the expanded form, it’s too early to tell how many of them the audience will tolerate—and too late to blame them for a decline in daytime HUT levels since last March.

As for coming up with new forms that might draw a larger or different daytime audience, network programers say they’ve tried innovations in the past with a distinct lack of success. “Efforts to change the face of daytime have gone largely unrewarded,” said ABC’s Edwin Vane, vice president and national programing director. “There has been a massive audience rejection of anything other than serials, game shows and reruns.” Thus, in the relatively tranquil world of daytime TV scheduling, Mr. Vane views expansion of two serials from 45 minutes to an hour as “major” and “aggressive” moves. “We’re always looking for new formats,” he said, “but in my opinion it would be an irresponsible programer who would develop programs that stand a poor chance of succeeding.”

There has been an evolution of content within the serials, however, in their portrayal of character roles, particularly of women’s, and in a new willingness to deal with more controversial themes. Michael Ogiens, vice president of daytime programs at CBS, acknowledged that the presentation of such liberated themes could conceivably turn off some of the more traditionally minded viewers. But he says that not to maintain some connection with the times would be more dangerous in the long run. “I’d rather gamble on staying up to date … These [older] women have daughters who watch too.”

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**News Briefs**

**Program Briefs**

On its way, ITS Entertainment has placed The Comedy Ball, half-hour comedy music series starring Hudson Brothers, into syndication for premiere-access in 1978-79 and has completed initial sales to five CBS-owned TV stations. Series also will feature Bob Monkhouse, British comedy star, and major guest stars each week.

**Critical mass not yet in sight for Paramount’s fourth network**

Company delays its start date until 1978-79 season;

Paramount Television Distribution has pushed back the start date of its fourth network project, claiming that commercial time on the other three isn’t yet scarce enough to spin off full advertiser support for its weekly prime time service.

Instead of the earlier announced spring 1978 kickoff (BROADCASTING, June 20, Aug. 1), the company now expects to launch the Paramount Television Service during the 1978-79 season. In three-hour blocks for 52 weeks, Paramount plans to include 22 new one-hour episodes of the science fiction series, Star Trek, 21 new two-hour Paramount made-for-TV movies and a handful of specials produced by Paramount or placed by advertisers.

Paramount Television Distribution, said that other advertisers who had been approached had said that they already had placed their television budget but gave indications they would “set aside money” if the project was delayed until next season.

**NBC-TV decides discretion is the better part**

Legal entanglements presented by docudrama, Buffalo Creek Disaster, lead to cancellation of production; other, similar projects are also in question

NBC-TV has gotten out of the docudrama business because of fears that the network might be sued by some of the real-life characters portrayed in its first production.

The network began the docudrama project about a year ago, hoping to save money by producing in-house the fictionalized versions of actual events. The unit’s first project was to have been entitled The Buffalo Creek Disaster, which described how 600 members of a West Virginia community successfully sued a mining company after several dams built by the company gave way in 1972, killing 125 people and damaging 17 communities. Based on a book by Washington lawyer Gerald Stern, the program was to have gone into production in October.

According to an NBC spokesman and Robert Northshield, who had headed the docudrama project and who is out of a job with its termination, the network canceled the show over concern that it might influence other lawsuits involving the same incident.

Since NBC was itself producing Buffalo Creek, it apparently could have been held responsible if such an influence was proved. Another problem, the spokesman said, was the fact that the mining firm, the Pittston Co., had presented the network with a list of alleged errors in the proposed script, and corrections had been demanded.

Although Mr. Northshield agreed that NBC had a legitimate concern over the litigation in progress, he said he feels strongly that the project should have been completed and aired. But he added that members of the communities hit by the tragedy believe the network “knuckled under” to Pittston’s demands.

NBC had committed more than a million dollars to the program, over half of which had been spent before the cancellation, Mr. Northshield said. Options on a number of other properties also had been purchased as potential docudramas, and it is apparently underestimated whether they will be used.

**Tribunal choices**

Senate has confirmed five nominees to newly created Copyright Royalty Tribunal. To seven-year terms: Thomas Brennan, former chief counsel, Senate Copyright Subcommittee; Mary Lou Berg, former broadcaster and vice chairman of Democratic National Committee, and Douglas Coulter, author from New Hampshire. To five-year terms: Buddy James, lawyer from Ohio, and Frances Garcia, certified public accountant from Austin, Tex.

Record-breakers. Metromedia Producers Corp., through deal with David Paradine Productions, has acquired rights to David Frost Presents The Guinness Book of World Records. Series, available for first-run off-network play, consists of six one-hour specials.

**Production team that produces ITC’s The Muppet Show, also will work on The Comedy Ball.**

**Bill Murdock**

News Director

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Broadcasting Nov 7 1977
Cablecasting

Cable to put its best foot forward in San Diego

Capacity crowd, top speakers and packed equipment hall await delegates to annual Western Show and Convention

More than 2,000 persons are expected to arrive in San Diego this week to visit the annual Western Cable Show and Convention at the Town and Country hotel.

Some of the attractions lined up this year by the sponsoring cable associations (California, Arizona, Rocky Mountain and Hawaii) include an equipment hall with exhibitors filling 175 booths, speakers representing Congress, the FCC, the National Cable Television Association and both large and small cable systems (Broadcasting, Oct. 31) and a three-day program of technical and management seminars.

The agenda follows:

**Wednesday, Nov. 9**


Welcome reception. Exhibit hall, 6-8 p.m.

**Thursday, Nov. 10**


**CITIES' view of cable television.** Friar/Padre/Sierra rooms, 11 a.m. Lionel J. Wilson, mayor of Oakland, Calif.; Janet Gray, mayor of San Jose, Calif.


**CCTA reception.** Exhibit hall, 6-7 p.m.

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**One (or two) for the road.**

Thomson-CSF Laboratories keeps breaking conventional sound barriers (cords and booms) with RF microphone systems that offer reliable transmission with excellent range and true high fidelity.

First, the RM-102 single channel portable system provides one full diversity channel for field and remote broadcast use. Or, if multiple channels are needed, where no AC power is available, the RM-104 solves the problem. Two full diversity channels can capture action dialog on the set or in the field, making it fully usable for filming or taping. 960 MHz diversity reception achieves drop-out-free performance, and both systems come with transmitters and antennas so they're complete and completely portable.

**Now Portability Plus.** Thomson-CSF takes portability a step further with its new ENG101 single channel miniature, portable diversity microphone system, specifically designed for use with today's miniature ENG cameras.
Behind the deal. Home Box Office's lower rate card, effective since Sept. 1, apparently has drawn another major commitment from a multiple-system operator. A release prepared by HBO and American Television & Communications Corp. cites volume discount pricing as a key reason for ATC's plans to boost its HBO pay subscriber tally to 100,000; it currently has 35,000. Under the new rate card, HBO discounts 15% of its service charge when guaranteed more than 75,000 customers; the previous rate gave 10% off for more than 75,000, 12% off for more than 100,000. The base service charge also was dropped from $3.50 to $3 per subscriber (but, as before, with the exact amount depending on how much the cable operator charges). HBO now has about 800,000 subscribers. Its parent, Time Inc., holds 23.5% of ATC.


Cable Briefs

Paper drive. National Cable Television Association, in developing technical program in Los Angeles-San Bernardino-Corona-Fontana major TV market. Commission rules require carriage upon request of all stations with whose 35-mile zone cable system operates. FCC ordered operator to appear at hearing to be designated later to show cause why it should not cease and desist from further violations of rules. System problems, protection of service and privacy, pay cable, fiber optics, low-cost microwave, signal leakage, advanced techniques. Applications should be submitted to Robert A. Luft, vice president, engineering, NCTA, 918 16th Street, N.W., Washington 20006.

Two bypassed. FCC has ordered Orange County (Calif.) Cable TV to show cause why it is not carrying signals of KWHY-TV Los Angeles and noncommercial KOCE-TV Huntington Beach. Both stations are within Los Angeles-San Bernardino-Corona-Fontana major TV market. Commission rules require carriage upon request of all stations with whose 35-mile zone cable system operates. FCC ordered operator to appear at hearing to be designated later to show cause why it should not cease and desist from further violations of rules.

N. J. wants them all

The New Jersey Office of Cable Television has asked the FCC to grant a waiver of the distant signal rules to all cable systems in the state. The state regulatory body said that such an "experiment in federal deregulation" would allow all residents of the state who are hooked into cable to receive the New Jersey-oriented programming produced by stations in New York and Philadelphia. A waiver would give the commission "an excellent opportunity to gather the facts it has been called upon to produce since it first imposed the signal carriage rules," said the office. "And from our point of view, the waiver will provide our citizens with more local programing than they now receive." New Jersey has no commercial VHF television station.

Broadcast Advertising

TV spots ready to roll for VCR's

As more and more firms bring out home video recorders, ad campaigns pick up momentum

The burgeoning home video tape recorder industry, which after a decade of promises, promises, is moving toward fulfillment in 1977 (Broadcasting, Oct. 24), is being accompanied by a massive wave of television advertising that will increase substantially next year.

Video cassette recorders (VCR) are finally edging into the public consciousness as a consumer item, with RCA, Zenith and JVC Industries joining the pioneer, Sony, in television spending in the final quarter of 1977. Although TV budgets are carefully guarded, indications are that close to $10 million will be spent on VCR's in 1977, most of it in the fourth quarter, coincident with the Christmas gift season. The figure is expected to triple or quadruple in 1978 as production and distribution of units widen and other companies wade into the VCR mainstream. Industry estimates are that from 150,000 to 200,000 units will be sold this year and from 550,000 to 750,000 in 1978.

The results achieved in this final quarter of 1977 will be a barometer of things to come: The effectiveness of the advertising in wooing consumers to shell out $1,000 or more for a luxury item is seen as a crucial factor.

Television is a natural advertising medium for a product that enables viewers to record a program and play it back on their TV sets. But the paucity of VCR's available to some firms has dictated their use of print media for introductory announcements or placing units into early distribution without advertising. But even these companies—Toshiba America, Magnavox, Sanyo, Panasonic, Quasar and GTE-Sylvania—say they intend to beef up their advertising, probably early in 1978.

Joseph Lagore, vice president for consumer products, Sony Corp. of America, New York, said the company has been advertising its Betamax unit for almost three years in all media, but the strongest push has been this year. He projected that Sony will spend about $5 million in advertising next year and should come close to that.
figure" in 1977, the bulk in television on network, spot and local tie-ins with dealers. Sony's agency is Doyle Dane Bernbach, New York.

RCA broke its campaign for SelectaVision late last month with a $4 million splurge, largely in television. The commercials, featuring impressionist Frank Gorshin, are running on ABC-TV, NBC-TV and spot TV, and are designed to build momentum for the holiday gift season. RCA ads stress that SelectaVision is capable of providing up to four hours of recorded entertainment. Frank DeVoe, vice president, advertising, RCA Consumer Electronics Division, said "this major commitment by RCA reflects our goal of establishing SelectaVision as the leading VCR brand by the end of the year." Agency is Leo Burnett, Chicago.

JVC Industries, Maspeth, N.Y., is allowing about $1 million to its first advertising effort on television to introduce its Vidstar Video Home System. Ed Pessara, advertising-sales promotion manager, reported that stations in 20 key markets in late October started carrying commercials featuring TV personality Ted Knight as spokesman. Mr. Pessara indicated that advertising budgets, particularly on television, will increase as distribution and sales expand. He said JVC intends to deliver about 48,000 Vidstar units in 1978; 81,000 in 1979 and 105,000 in 1980. The agency is Michel-Cather Inc., New York.

A spokesman for Zenith said the company launched an extensive national campaign two weeks ago that tapped both network television and magazines. He declined to provide figures on advertising but they are expected to run into several millions of dollars. He noted that the introduction of the Zenith video cassette recorder is being handled, as are all new product launches, with heavy advertising and merchandising support. The agency is Foote, Cone & Belding, Chicago.

Quasar is limiting itself to some co-op advertising in TV and newspapers, according to Jim Roos, account executive at Needham, Harper & Steers, Chicago. He indicated that heavier TV spending can be expected next year.

Toshiba America Inc., New York, introduced its Toshiba Video Studio last week via a print campaign in consumer magazines, but will use TV in a co-op effort. Television is in the offing for 1978, a spokesman for DKG Advertising Inc., New York, said, but the success of the print effort will be a factor in the advertising budget for next year.

Similarly, the Magnavox video cassette recorder was placed on the market last week, supported by a print campaign in magazines and newspapers. The limited supply of units precluded a TV effort at this time, a company spokesman said, adding that TV is expected to play a role in 1978. The campaign was prepared by the William Esty Co., New York.

An executive of Sanyo in Los Angeles said the company has been marketing its V-Cord III VCR unit (with two-hour capability) for more than a year but has not used television advertising. In January, she added, Sanyo will begin to distribute a three-hour unit for which advertising will begin in December. Plans have not been completed. The agency for Sanyo is Nathanson Advertising, Sherman Oaks, Calif.

Panasonic will place its VCR unit into distribution next week, a spokesman said, but advertising support will not begin until after Jan. 1. He pointed out that the number of units to be offered is limited at this time. Ted Bates & Co., New York, is the agency and strategy and media placement have not yet been determined.

**URGENT SHIPMENTS**

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**NORTHWEST ORIENT CARGO**
Chock-full halls and agenda on tap for TVB in S. F.

Annual meeting starts next week with record attendance assured

Approximately 370 persons are expected to attend the 23d annual meeting of the Television Bureau of Advertising in San Francisco Nov. 14-16.

Roger D. Rice, president of TVB, said early registration already has reached a record 322 for a meeting that he noted would be dominated by "the television industry's own experts—the broadcasters themselves."

Among the broadcasters participating in individual presentations will be Walter E. Bartlett, TVB board chairman and president of Multimedia Broadcasting, Cincinnati; Arthur A. Watson, TVB treasurer and executive vice president of the NBC Owned Television Stations, New York; Douglas Smith Jr., vice president and general manager of WBFC-TV Greenville, S.C.; ABC Inc. vice president and director of sales, Metromedia Television, New York, and S. Wheeler Rudd, sales manager of WAVE-TV Louisville, Ky.

There will be four workshops devoted to various areas of concern within the television industry:


and Minneapolis Advertising Club. Narrow interests, he said, could "create a chilling effect on the creative process first in entertainment, and soon (in) other forms of on-air advertising. Advertisers have nothing to say about editorial matter in or near which their ads appear, he noted, and added: "It should be so in television advertising."

O&M lands big one. Armour-Dial Inc., Phoenix, reported shift of its Dial anti-perspirant account from Foote, Cone & Belding, Chicago, to Ogilvy & Mather there. Account bills more than $5 million of which about 80% is in broadcast.

Califano blisters advertising that aggravates nation's health problems

HEW head doesn't name media in his talk to APHA but does get specific about smoking, cigarettes and messages directed at children

Secretary of Health, Education & Welfare Joseph Califano has indicted advertising as a factor in the nation's health problems, and says HEW will act to deal with the problem. But he did not say how.

"When the air is filled with seductive advertising for products that increase the chances of disease or death," he said in a speech to the American Public Health Association, "we have a clear obligation to provide facts on the other side." But beyond saying the efforts would be "careful and judicious," he did not say what HEW will do.

What's more, although he did not specify any advertising medium, two of the products he condemned as dangers to health—cigarettes and corporate not advertised on radio and television. Yet he said, without amplification, that "someone is spending billions of dollars each year to keep people from making fully informed choices about smoking and alcohol."

HEW's plans for dealing with smoking-caused health problems, at least, will be disclosed soon. Mr. Califano said a task force on smoking and health that he has formed will be examining the department's efforts in that area for the past several months, and has produced a long list of ideas for action. "We are now working to winnow them down into a strategy which we will announce early next year," he said. The theme of Mr. Califano's talk was the necessity to improve the nation's health by aiding the public to take steps to prevent disease. One of the areas he mentioned involves children's advertising—an area of interest to the Federal Trade Commission, too. Mr. Califano asked, without answering: "What about children, who do not recognize the subtle ways they are pressured through advertising to adopt certain eating, drinking and fast-driving lifestyles that threaten their lives?"

Criticism dropped on drop-in studies

FCC extends comment deadline; academician's paper, filed by AMST and others, cites flaws in earlier surveys used by FCC

The FCC has extended the deadline for comments on the proposal to add four VHF drop-ins, but a filing by a professor economics that has been received at the commission raises new doubts about the feasibility of adding the new assignments and about their effects on UHF growth.

In response to a request by the Mohawk-Hudson Council on Educational Television, the chief of the Broadcast Bureau extended the comment deadline to Dec. 1. Mohawk-Hudson had earlier requested that the commission assign channel 4 to Albany, N.Y., and reserve it for educational use. The FCC is considering that request as a comment in the drop-in inquiry, a proposal to add four new channels to the table of assignments at Charleston, W.Va.; Knoxville, Tenn.; Salt Lake City, and either Johnstown or Altoona, Pa. Replies are now due Jan. 6, 1978.

In spite of the commission's action, a paper by Professor Franklin M. Fisher of the Massachusetts Institute of Technology has been filed by the Association of Maximum Service Telecasters, Cox Broadcasting Corp., Gateway Communications Inc., Storer Broadcasting Co., and WGAL Television Inc. In it, Dr. Fisher contends that three econometric studies used by the FCC to determine the impact on UHF growth by the new VHF stations fail to evaluate the situation properly. The professor says the reports produce unreasonable estimates of the VHF drop-in effect and concludes, "None of the studies should be relied on by the commission in deciding on action in particular markets."

Dr. Fisher, a former consultant to the President's Task Force on Communications Policy and editor of the scholarly journal, Econometrics, says the commission's studies fail to adequately project UHF growth in the future.

The three reports in question were prepared by Alexander Korn, an FCC staff economist, in March of this year (the Korn Study); Paul J. Hanley and Stanley M. Besen in 1975 (the Rice Study), and Rolla Park, Leland Johnson and Barry Fishman in 1976 (the Rand Study). None of them, the professor contends, "properly" analyzes the affected markets.

"A VHF drop-in is not simply another VHF station added to the market (which is the way in which it is treated by all three studies)," writes Dr. Fisher. "The drop-in will not have the same signal strength as existing VHF stations because of its often-repeated location, the need to directionize, and the greater interference it
will suffer due to its short spacings.

"Its viability and its effect on the viability of competing stations will depend very much on the characteristics of the audience in those sections of the market in which its signal will be received."

Dr. Fisher takes on each study individually. The Korn Study, he says, "does not provide a reliable basis for forecasting station viability" because one of its fundamental assumptions—that an independent station's share of market revenue is a function of its share of market expenses for syndicated and sports programming—"at least to some extent confused cause and effect."

"Such a relationship doubtless exists," writes the professor, "but there is also likely to be an inverse relationship between shares and expenses..." If that is the case, Dr. Fisher explains, "one would see a positive relationship between revenue shares and expenses in the data."

The other two studies, Dr. Fisher says, fail to account for UHF growth. He calls the Rice Study "oversimple" because it relies solely on TV home statistics to determine a station's viability and not "on such factors as the strength of national advertising in the market, the strength of local advertising demographics of the area, per capita income, growth trends, etc."

The Rand Study, he says, uses an improper database and, as a result, underestimates the potential for UHF growth. The study's assumption that all UHF channel could and would be activated if there were an 'economic justification'... is an assertion without any support and inconsistent with fact and allocations principles."

None of the studies, Dr. Fisher concludes, can "be used to predict the effects of particular short-spaced VHF drop-ins."

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**MBS plans satellite service to its affiliates**

**Contract with Western Union involves $10 million expenditure for earth stations to serve outlets in U.S. and overseas**

The Mutual Broadcasting System signed a contract with Western Union last Thursday that the network said would be the first step in making the company the first commercial radio network to employ a satellite distribution system. Gary Worth, executive vice president of Mutual, has called the new system "the first improvement in network transmission since 1926."

Mutual plans include the installation of approximately 500 earth stations in the continental United States, Hawaii, Alaska, Puerto Rico and the Virgin Islands. According to Mr. Worth, Mutual "will own and install" the stations, which will serve the more than 700 affiliates of the Mutual Broadcasting System and the Mutual Black Network. The total cost, he said, will be in the neighborhood of $10 million.

The agreement with Western Union will allow Mutual to use the common carrier's Westar satellite, which early next year will start beaming the television signals of the Public Broadcasting Service and later the radio signals of National Public Radio.

The system envisioned by Mutual requires small-aperture, receive-only terminals—10-foot dishes—as opposed to the larger, 15-foot antennas intended for the NPR system. Each Mutual hook-up will be capable of receiving at least two 1.5 kHz channels and in many cases three.

The antenna system planned has not yet been approved by the FCC, but officials there saw no serious obstacles in the way of that. One said he "assumed Mutual knows what the constraints are" to its system and "can live with them." Another indicated that there was a "trend toward smaller dishes" and described the FCC procedure for acceptance as little more than a "fancy type-approval." No FCC staffed would speculate, however, when the commission would approve the system until after it had an opportunity to examine Mutual's proposal.

It will get that chance later this month when Mutual is expected to ask the FCC for authority to begin constructing the earth stations. The network estimates that it will take about 18 months to fully implement the system after FCC approval.

The new system, Mr. Worth said, will "open whole new vistas" of network possibilities—including the capability for network stereo transmissions and simultaneous feeds of new programs when the primary channel is taken up with sports or other types of programs. The system will ultimately be able to accommodate six-channel transmissions.

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**Bad buddies.** The FCC's Field Operations Bureau, in a study of TV interference from citizen band radio, estimates that three million TV households would experience CB interference this year. The report, based on research into complaints by six FCC field offices, found that (in overlapping percentages) 55% were partially attributable to inadequate CB transmitter harmonic suppression (an issue the commission is currently investigating [Broadcasting, Oct. 24]): 45% were partially attributable to overloading of inadequately shielded TV receivers; 40% could be resolved and an additional 30% improved if all CB sets used a low-pass filter and TV sets had a high-pass filter; 45% involved CB's with illegal linear amplifiers; most interference was on TV channels 2, 5, 9.

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**Technical Briefs**

**SMpte closes in.** Last details of standard specifications for one-inch nonsynced helical scan video tape recorders were approved Oct. 20 by Society of Motion Pictures and Television Engineers working committee. Final reviews of agreement by SMPTE standards committee and publication of standard in SMPTE journal is expected by April.

**Improved Ikegami.** HL-77 portable ENG camera by Ikegami is now available in new HL-77A model featuring 10% improve signal-to-noise ratio (51db), remote control and Plumbicon pick-up tubes. Another new model, HL-77AS, is equipped with Satricon tubes for increased picture sharpness. Company also announced its HK-312 studio camera is now available with plug-in multiplexer adapter for operation with triaxial cable instead of conventional cable.

**Dynamic purchase.** Scientific-Atlanta, Atlanta-based communications equipment firm, has reached agreement in principle to purchase Spectral Dynamics Corp. of San Diego in stock transaction that will have stockholders of Spectral Dynamic's 1.2 million over-the-counter shares receiving 0.65 Scientific-Atlanta shares for each of their Spectral shares. Scientific-Atlanta shares have been trading at about $22. Spectral manufactures instruments in vibration and spectrum analysis fields and posted earnings for fiscal year ending March 31 of $1.29 million on sales of $19.3 million. Proposal must be approved by Dynamic's stockholders.
First Amendment rights of news media dealt sharp setback

Supreme Court won't touch Idaho verdict that knocked down newsman's claim that he could protect his source; reporters freedom committee fears that such thinking may spread to other states

News media and their reporters were put on notice last week that the courts may be a weak reed on which to depend if they want to protect news sources. The Supreme Court declined to review a case in which the Idaho Supreme Court held that the First Amendment is no protection in such matters if a public official files a libel suit.

The immediate effect of the high court's refusal to review is that James E. (Jay) Shelledy, of the Lewiston (Idaho) Tribune, which has a circulation of 25,000, will go to jail for 30 days. He has said he would take the jail sentence, imposed for contempt of court by an Idaho court, rather than reveal the source whose identity is being sought in a libel suit filed against the newspaper.

But the long-range effect, in the view of the Reporters Committee for Freedom of the Press, a legal defense and research fund specializing in First Amendment cases, could be felt by newspapers and broadcast stations and their reporters everywhere in the country. "If other state supreme courts pick this up," said Jack Landau, the committee's executive director, "it means a lot of suits will be filed simply because people want to know who ratted on them." The committee had filed a friend of the court brief urging the Supreme Court to review the case.

What is particularly troubling media representatives is that the newspaper appeared to have exhibited considerable care in preparing the article in question and the person who sued—a former agent of the Idaho Bureau of Narcotics and Organized Crime who was fired after the article appeared—did not show a compelling need for the information. What's more, the state court did not employ a "balancing test" that indicated a need for disclosure.

The article involved was one of six Mr. Shelledy, then a reporter but now the newspaper's executive editor, did in 1973 on the Idaho Bureau of Narcotics and Organized Crime after it had come under criticism for its operations.

The series, which was chosen by the Idaho Associated Press as the most significant event of the year, concluded with the observation that the agency was poorly supervised and its agents poorly trained.

The Justice Department's Law Enforcement Assistance Administration and the Colorado Bureau of Investigations reached similar conclusions following independent investigations. And as a result of the reports, the state attorney general fired the chief of the bureau and four other top officials, including Michael Caldero, the plaintiff in the suit.

The story in question recounted a shooting, by Mr. Caldero, of a man in a parking lot in Coeur d'Alene where Mr. Caldero had gone with another agent to make an arrest in August 1972.

The man who was shot was Dale Johnson. The man who was the target of the arrest was George Booth. Mr. Johnson had driven Mr. Booth to the parking lot and remained in the car while Mr. Booth got out. When Mr. Caldero and another agent attempted to arrest Mr. Booth, Mr. Johnson tried to flee, and was shot three times.

Mr. Caldero said he had identified himself as a police officer and that Mr. Johnson attempted to run him down with the car. Mr. Johnson said Mr. Caldero, dressed as a "hippie," did not identify himself, and he denied attempting to hit the officer with the car.

Mr. Shelledy's account of the incident was based on an inspection of documents and on interviews with 12 persons, including state and local law enforcement officials who were quoted by name and an unidentified "police expert," who was not further identified.

The newspaper had hoped to talk to the agents. It had offered to show Mr. Caldero the story before it appeared in an effort to obtain an interview, and held up publication for two weeks. But Mr. Caldero and the other agent were under orders from the chief of the narcotics bureau not to talk to the newspaper.

The state attorney general was quoted as saying the shooting was a "mistake" and that Mr. Caldero probably "got a little shook up." The unnamed police source said that Mr. Caldero's "justification for shooting didn't add up."

Mr. Caldero sued for libel, claiming the article was an "unfair, false and malicious account." And in pretrial proceedings, Mr. Caldero asked Mr. Shelledy to name the police expert. When he refused, he was named as a defendant, and the trial judge subsequently imposed the 30-day jail sentence.

The state supreme court, after reviewing the case on appeal, said that "no newsman's privilege against disclosure or confidential sources founded on First Amendment exists in an absolute or qualified version"—a holding based on a Supreme Court decision in 1972 that a reporter could not refuse to divulge to a grand jury information he had concerning the commission of a crime. As a result, it said, the "balancing test" is not required to obtain the disclosure order.

CBS News's ground rules for terrorist coverage backed by peers, law enforcers

Survey in major cities by California university gets reaction to six- ply plan for handling incidents

The majority of television news directors and police chiefs in 30 major U.S. cities are opposed to live coverage of terrorist acts "except in the most compelling circumstances," according to a survey conducted by the California State University at Northridge.

The study polled police chiefs and TV news directors in 30 cities on their attitudes toward terrorist coverage guidelines developed by CBS News (Broadcasting, April 18). Of those responding (more than 50% of the police chiefs and 35% of the news directors), the results were as follows for the seven guidelines:

- The first, which recommends that journalists should avoid providing excessive platforms for terrorists and, unless succinctly stated, paraphrase their demands, was supported by 87% of the newsmen and 73% of the police chiefs.
- The second, which proposed no live coverage of a terrorist act "except in the most compelling circumstances," received

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Broadcasting Nov 7 1977 42
In other words, the National Broadcast Advisory Board has developed terrorism/kidnap guidelines and has delivered them to newsrooms across the country. They are: 1) Each station should have established procedures for coverage of such events, which should include prompt notification of management. 2) Each story should be judged on its own and if the story is newsworthy, covered. 3) Coverage should be thoughtful, conscientious and show restraint, and be carried out with an awareness of the potential danger to life and peace. 4) Demands made as an essential point of the story, should be reported, but no excessive platform should be provided for those demands. 5) Broadcasters should avoid deliberately injecting themselves into the story as intermediaries or negotiators. 6) If there has been no mention of a deadline, one should ask the terrorist-kidnappers if there is one. 7) Above all, the rules of common sense should apply.

Members of the advisory board include Arch L. Madsen, Bonneville Broadcasting, Salt Lake City; Joe Floyd, KLOD-AM-FM-TV, Sioux Falls, S.D.; Norman Knight, Knight Quality Stations, Boston; Terry Lee, Storer Broadcasting, Miami Beach; Ernesto Portillo, KXEW-AM-FM, Tucson, Ariz.; Kaye Frey, KXNN-AM, Minneapolis; Mitton Friedland, WGST-TV, Springfield, Ill.; Don Owen, KSLA-TV Shreveport, La.; John Tansey, WTVH, Richmond, Va.; Frank McLaughlin, KUSD, Santa Rosa, Calif.; Al Scholte, KPTV-Versailles, Ohio; Bill Scott, WINSAM, New York, and Ray Miller, KPRC-TV, Houston.

approval by 81% of the news directors and 93% of the police chiefs. A total of 86% of the police chiefs and 84% of the news directors agreed with the third guideline that recommended reporters be mindful of the problems authorities have in contacting the terrorists and for the news media to find out first whether their use of phone lines would interfere with the authorities.

The fourth guideline advises that CBS News representatives contact experts in dealing with the hostage situation for guidance, but advises that such recommendations should be "carefully considered as guidance (but not as instruction)." This received the approval of 90% of the journalists and 85% of the police.

Almost all (90% of the newsmen, 93% of the policemen) supported guideline number five recommending that local authorities be given the name of CBS personnel whom they can contact if they have "further guidance or wish to deal with such delicate questions as a newsman's call to the terrorists or other matters which might interfere with authorities dealing with the terrorists."

The sixth guideline provides reporters covering terrorist acts to avoid using inflammatory language or reporting rumors and to obey all police instructions, but to immediately report to their superiors any instructions that seem to be intended to manage or suppress the news. Of the news directors, 94% agreed, while 86% of the police chiefs supported this one.

The last point suggested that coverage of terrorist acts should be of a balance that "it does not absolutely crowd out other important news." Support on this was about even with 87% of the newsmen and 86% of the policemen for it.

N. J. ruling stands

FCC won't budge from contention that delayed telecast of debate didn't merit equal-time exemption

The FCC has denied a request of a staff ruling that the second broadcast of a political debate two days after it occurred does not fall within the exemptions from the equal time law.

The commission acted in a case in which the New Jersey Public Broadcasting Authority's four TV stations—WNJ-TV, WINS-TV Camden, WNB-TV Montclair and WNAB-TV New Brunswick—had filmed a one-hour debate between the Democratic and Republican gubernatorial candidates, broadcast it the same night, then rebroadcast it two nights later. The Independent party candidate demanded equal time, but was turned down.

NJPSA complained that both broadcasts were exempt from the equal time law as on-the-spot coverage of a bona fide news event. The commission staff agreed as to the first broadcast but not the second.

And the commission, in affirming the staff, said that if the "on-the-spot coverage" phrase were to have any significance, it could not be diluted to allow broadcasters to air coverage a significant time after the event occurred, barring unusual circumstances which, it said, were not shown in the New Jersey case.

Applications for review had been filed by NJPSA and, in a separate petition, by the Public Broadcasting Service, the Radio Television News Directors Association and the National Association of Broadcasters. Appeals are expected.

Leave the driving to us

RTNDA's Schultz praises House for opening doors to cameras, gets in a word for allowing 'professionals' to run system

The House's 342-44 vote two weeks ago to end the ban on radio and TV coverage of House floor proceedings drew praise last week from Ernie Schultz of KTVY (TV) Oklahoma City, president of the Radio Television News Directors Association, who said the decision was "of historic importance."

Mr. Schultz added, however, that hopes the House will decide to let "professional journalists" produce the live daily news feed, rather than House-employed technicians, is currently contemplated by House Speaker Thomas P. O'Neill (D-Mass.).

Mr. Schultz also said he hopes the Senate will follow the House's lead and that the "judiciary will see in this landmark decision the impetus needed to open their doors so that the people will be able to see and hear what happens in their courts as well as in their Congress."

Mr. Schultz wrote a letter Oct. 28, the day after the House's vote, to Representative Claude Pepper (D-Fla.) praising Mr. Pepper's 37-year fight to give broadcasters access to Congress' proceedings. Mr. Pepper first introduced legislation to permit broadcast coverage, back in 1944 when he was a senator.

AP evolution. Associated Press celebrated its 30th radio anniversary last Tuesday (Nov. 1), marking date first 456 radio stations were admitted to formal membership in news association (before that, broadcast wire was handled by "PA," or Press Association, AP subsidiary). There are now more than 3,400 radio and TV member stations, as well as some 200 members of APRadio, group's audio news service. Release last week noted "AP is planning experiments which may lead to satellite transmission of all its services—news, photos and APRadio. A far cry from 130 years ago, when an AP reporter would row a boat to an incoming sailing ship in New York harbor to learn from travelers what was going on in other parts of the world."

Temporary truce. Strike of day-and-a-half ended last Tuesday (Nov. 1) at KTTV (TV) Los Angeles when station management agreed to negotiate initial contract covering 22 newsroom employees with Local 53 of National Association of Broadcast Employees and Technicians. NABET ordered workers off job early Monday charging that station management for more than a year had refused to negotiate for pact.

Broadcasting Nov 7 1977

43

Newspapers claim higher exposure than radio-TV

A study financed by the newspaper industry shows that 69% of U.S. adults are exposed to newspapers every day, as compared with 62% to TV news and 49% to radio news.

By dayparts, the study shows that 39% of the sample listened to the radio for news in the morning, 31% read newspapers and 14% watched television. In the afternoon, the figures were newspapers, 45%; TV news, 44%, and radio news, 26%, while in the evening, TV news, 28%; newspapers, 21%; radio news, 9%. The study was based on a sampling of 3,000 adults, 18 and over, in March 1977. The field work and data processing were performed by Audits and Surveys Inc. Funds were provided by the Newspaper Information Committee and the design and analysis were conducted by the Newspaper Advertising Bureau.
On their own. Time was when Simon with Garfunkel would have been like Lunt without Fontaine. But each is on his own now, and both are cranking out hits.  *Slip Slidin' Away* (Columbia) is Paul Simon's latest single (and will be included on his upcoming *Paul Simon's Greatest Hits* LP). It is the story of adult dilemmas, "it's very relatable. The message is important. That record is really super. It's very strong here," says Jim King of *WEAO* Erie, Pa. Jeff Hunter of *KNDL* Sacramento, Calif, reports good adult reaction to the record and calls it "light. Paul Simon has always put out a good product. He has a following," *Slip Slidin'* moves to 43 on "Playlist" this week. Art Garfunkel has an album on the horizon, too, and *Crying in My Sleep* (Columbia), his current single, will be on it. *Crying* was written by Jim Webb, author of *By the Time I Get to Phoenix* and *Wichita Lineman*, among other hits of that genre. *Gift of Gibb*. Andy Gibb introduced himself to top 40 music this year with *I Just Wanna Be Your Everything* (RSO). It was an impressive debut: the tune topped "Playlist" for seven straight weeks, and still remains on the chart at 28. Mt. Gibb is back with a follow-up called (*Love Is*) *Thicker Than Water*. Jim King at *WEAO* is playing this one, too, and he reports "an awful lot of calls." It has a strong melody line with strong guitar riffs. I can see where it will get played straight across pop adult and top 40." It's also on at *KCUA* Midland, Tex.; Darrell Ward says the production is "lush ... it's a pretty good record." *Watch this space.* *Just the Way You Are* (Columbia) by Billy Joel "is beautiful. It's bluesy with a smooth choral background. It's really pretty," says Chris O'Connor of *W2O9* Atlanta.

<table>
<thead>
<tr>
<th>Country</th>
<th>Contemporary</th>
</tr>
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<table>
<thead>
<tr>
<th>Last week</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>I'm Just a Country Boy</td>
<td>Don Williams</td>
</tr>
<tr>
<td>31</td>
<td>Heaven Is Just a Sin Away</td>
<td>Kendell</td>
</tr>
<tr>
<td>32</td>
<td>Y'all Come Back</td>
<td>Oak Ridge Boys</td>
</tr>
<tr>
<td>33</td>
<td>The Wurlitzer Prizes</td>
<td>Wayne Jennings</td>
</tr>
<tr>
<td>34</td>
<td>We Can't Go On Living Like This</td>
<td>Eddie Rabbit</td>
</tr>
<tr>
<td>35</td>
<td>Blue Bayou</td>
<td>Linda Ronstadt</td>
</tr>
<tr>
<td>36</td>
<td>Daytime Friends</td>
<td>Kenny Rogers</td>
</tr>
<tr>
<td>37</td>
<td>More to Me</td>
<td>Charley Pride</td>
</tr>
<tr>
<td>38</td>
<td>Once in a Lifetime</td>
<td>John Wesley Harding</td>
</tr>
<tr>
<td>39</td>
<td>Let Me Down Easy</td>
<td>Christy Lane</td>
</tr>
<tr>
<td>40</td>
<td>Shame on Me</td>
<td>Donna Fargo</td>
</tr>
<tr>
<td>41</td>
<td>Eastbound and Down</td>
<td>Jerry Reed</td>
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<tr>
<td>42</td>
<td>From Graceland to the Promised Land</td>
<td>Hank Haggard</td>
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<tr>
<td>43</td>
<td>Love Is Just a Game</td>
<td>Larry Gatlin</td>
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<td>44</td>
<td>Here You Come Again</td>
<td>Dolly Parton</td>
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<tr>
<td>45</td>
<td>Roses for Mama</td>
<td>C.W. McCall</td>
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<td>46</td>
<td>Fools Fall in Love</td>
<td>Jacky Ward</td>
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<td>47</td>
<td>The Old Man and His Horn</td>
<td>Gene Watson</td>
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<tr>
<td>48</td>
<td>One of a Kind</td>
<td>Tammy Wynette</td>
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<tr>
<td>49</td>
<td>I Got the Rose</td>
<td>Mel Tillis</td>
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<tr>
<td>50</td>
<td>You Light Up My Life</td>
<td>Debby Boone</td>
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<tr>
<td>51</td>
<td>Hold Me</td>
<td>Barbara Mandrell</td>
</tr>
<tr>
<td>52</td>
<td>Don't It Make My Brown Eyes</td>
<td>C.Gayle</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of *The Pulse Inc.* audience ratings for the reporting station on which it is played. A □ indicates an upward movement of five or more chart positions between this week and last.
Newly elected officers, Indiana Broadcasters Association: G. Earl Metzger, WITZ-AM-FM Jasper, president; Christopher Duffy, WTHRTV Indianapolis, president-elect; Reid Chapman, WAND-TV Fort Wayne, VP-TV; William Kepler, WAWO-AM-FM Vincennes, VP-AM; George J. Kauer, WCSS-AM-FM Columbus, VP-FM; John Dillle III, WTRC-AM-WYES(FM) Elkhart, secretary-treasurer, and Robert Rouse, WVTS(FM) Terre Haute, assistant secretary-treasurer.


Roger Fisher, director of Blanchard Valley Adult Center, Findlay, Ohio, joins noncommercial WAGU-TV Youngstown, Ohio, as development director. Lenora R. Brodgon, reporter-anchor, WIXN-TV Youngstown, Ohio, joins WBGU-TV as director of news and public affairs.

Abram Chasins, artistic consultant to non-commercial WJCB-FM Los Angeles and former music director at WQXR-AM-FM New York, retires at end of this year.

Broadcast Advertising

Paul W. (Pete) Barrett, director of advertising, ABC-TV Network, New York, named to new post of director of advertising services and given additional responsibility for ABC Entertainment, ABC Sports and ABC News.

Diane Seaman, manager of pricing and financial evaluation in daytime and Saturday morning sales, NBC, New York, appointed manager children's program sales.


Charles E. Grady III, VP-account supervisor, D'Arcy-MacManus & Matus, St. Louis, named VP-management supervisor; Clifford Day Jr., DM&M VP-account executive, promoted to group supervisor. Lawrence Wiken, account executive, appointed account supervisor.

Edgar A. Hatcher, associate creative supervisor; George E. Jacobson, senior art director-producer, and Robert F. LaChance, TV producer, J. Walter Thompson, New York, named VP's.

Newly elected VP's, Ogilvy & Mather, New York: Jane Rubin, production supervisor; Hilide Schelnin, copy supervisor, and Leo Sullivan, Gary Wald and Brad Wells, account supervisors.

Sally H. Kandle, casting director at N W Ayer ABH International, New York, appointed VP.

Howard E. Johnson, VP-account supervisor, Kenyon & Eckhardt, Dearborn, Mich., joins BBDO, Detroit, in same capacity.

Newly elected senior VP's, Leo Burnett, Chicago: Garrett Bogarde, director of television services; Joe Plummer, VP in charge of research, and David Smith, and Al Yurman, VP's-management directors.

Sam Spivey, general manager of Donrey Media's KGGT-AM Laredo, Tex., named national sales manager for Donrey's broadcast division.

Paul R. Lee, account executive, Simons Michelson Zieve agency, Troy, Mich., joins Young & Rubicam, Detroit, as manager of special projects.

Marshall Dickman, VP and director of marketing services, Norman, Craig & Kummel, New York, appointed to same post at Warren, Muller, Dolobnowsky, New York.

George Blaha, voice of Detroit Pistons professional basketball team on WJAM(AM) there, assumes additional position as account executive at Jepson-Murray Advertising, Lansing, Mich.

Ed Shea, sales manager, Detroit office of Metro TV Sales, appointed VP. Al Cannarella, director of marketing services, advertising and promotion, NBC stations division, New York, joins Metro TV Sales there as VP-research director. Barry Hirsch, account executive in MTS Los Angeles office, transferred to New York in same post.
Janine M. Linden, public relations director, Kenyon & Eckhardt, New York, joins Compton Advertising there as director, corporate communications.

John Doscher, VP-national sales manager, Metro Radio Sales, New York, named director of national syndicated sales, SFM Media Service Corp., there.

Helen L. Murphy, media director, Cavalieri Kleier Pearlman advertising, New York, joins Cunningham & Walsh there as media planner.

William A. Berris, from Arocom Productions, Cleveland, joins Byer & Bowman Advertising, Columbus, Ohio, as TV producer.


John V. Allen, account supervisor, Geer, DuBois Advertising, New York, appointed VP.

Ken Ragan, of Ken Ragan Studios, Atlanta, joins Grey Advertising, Minneapolis-St. Paul, as art director.


Lee S. Simonson, local sales manager, WPYR(FM) Chicago, promoted to general sales manager.

Michael S. Raymond, retail sales manager, WKTU(AM) New York, appointed general sales manager, KRLY(FM) Houston. Both stations are owned by SJR Communications.

Barry Baker, general manager, WSOQ(AM)-WEZG(FM) Syracuse, N.Y., named general sales manager, WMQJ(FM) Clear Lake City (Houston), Tex.,

Mark Simonson, account executive, KMSF-TV Minneapolis-St. Paul, named national sales manager, KSTP-TV there.

Larry G. Grall, account executive, KWGN-TV Denver, named local sales manager.

Jerry Machovina, salesman, WYAH-TV Portsmouth, Va., appointed local sales manager.

Susan Miller, copywriter and salesperson, WPGU(FM) Urbana, Ill., named account Executive, WFMF(FM) Chicago.

Lorrie Roshek, advertising manager for High-lander men’s clothing stores, San Diego, joins KGTV(TV) there as account executive.

Frank Ratermann, account executive, WRCB-TV Chattanooga, named to same post, WLCT-TV Largo, Fla.

John Benedict, program director, WVIP(AM) Mount Kisco, N.Y., joins Radio Arts, program format syndicator, Burbank, Calif., as program manager.

Richard Kurlander, program manager, KDKE-TV Pittsburgh, joins WBB-TV Boston, as program manager. Both are Group W stations.

Gloria Ehrenfeld, music coordinator for Bartell Broadcasting, New York, joins WPLI(FM) there as music director.

Wendie Feinberg, student from Boston University graduate school, joins WCKX-TV Miami as associate producer, news and public affairs.

Jeff Nielsen, freelance producer-writer, joins KCAU-TV Sioux City, Iowa, as producer-writer.

Stephen Skelley, music and cultural affairs director, noncommercial WCLM(FM) Ann Arbor, Mich., and co-owned WYGR(FM) Grand Rapids, Mich., assumes additional duties as program director.

Randy Brinson, graduate of Syracuse (N.Y.) University, joins South Carolina ETV Network, Columbia, as producer-director.

Helen Howe, assistant farm and ranch director, KAUS(AM) Lubbock, Tex., and Bob Martin, farm director, KWWA(AM) Clovis, N.M., named co-directors of KAY farm and ranch department.

Kenneth R. Murr, program director, Rockville Centre (N.Y.) Diocesan Television Center, joins noncommercial WLTW(TV) Garden City, N.Y., as director of instructional television, responsible for furnishing programs to schools during school hours.

Jewel Robinson, producer-announcer, non-commercial WVLB(FM) Oxford, Ohio, and Deborah Kennedy, public service director-announcer, WTXF(AM) Springfield, Ill., join non-commercial KKUN(FM)-KKKE(FM) Cedar Falls, Iowa, as producers-announcers.

**Limelight for the man backstage.** Show business, broadcasting and medical celebrities were out in force in Houston Oct. 28 for dedication of the Jerry Lewis Neuromuscular Disease Research Center at Baylor College of Medicine. Jack Harris, president of KPRC-AM-TV Houston and WTVN-TV Nashville, was cited by Mr. Lewis as "the perfect volunteer, without whose help we would have been unable to put together our 200-station network" for the annual Muscular Dystrophy Association telethons that have raised more than $120 million over the past 12 years, more than $6 million on KPRC-TV alone. At left, Mr. Harris (l) is presented a commemorative plaque that "Jack Harris, along with Jerry Lewis, has done more than any other layman to bring before the hearts and minds of the public a medical need of grave concern." At right, Mr. Harris with Mr. Lewis (l) and Sylvester L. (Pat) Weaver Jr., the former NBC president, now an international advertising-communications consultant on the West Coast, who is president of the national Muscular Dystrophy Association.

**Programing**

Fred Gilson, VP-international sales, Viacom, New York, named sales operations VP for Columbia Pictures Television, Burbank, Calif.

George M. Ricci, president of George M. Ricci Associates, Chicago, sales organization in communications field, named sales VP, Telecommunications Video Services, Chicago.

Andrew Spitzer, marketing manager of Taft H-B, joins Hughes Television Network, New York, as director, program sales.

Miki Dahigren, assistant to Marvin Katz, VP of Spelling-Goldberg Productions, Beverly Hills, Calif., promoted to business affairs man-

ager.
Gerald E. Udwin, assistant Washington bureau chief, Westinghouse Broadcasting Co., named bureau chief there.

Bill Lawlor, news director, WTNH-TV New Haven, Conn., joins WASK-TV New York as executive news producer.

Jessica Savitch, NBC News Washington correspondent, named to anchor Sunday edition of NBC Nightly News on TV.

Appointments in WBR-TV Knoxville, Tenn., news department: Van Hackett, assistant news director-anchorman from KTVV-TV Austin, Tex., named news director-anchorman; Bob Selwyn, WBR-TV reporter, promoted to assistant news director-assignment editor; Bill Williams, news director-anchorman from KTVT Dallas, Tex., joins as anchor; Greg Zober, WBR-TV reporter, appointed external producer, and Dustin Moody, anchorman from KIEM-TV Eureka, Calif., joins as weekend anchor.

Bob Horner, executive producer, WENM-TV Bay City, Mich., named news director, WKRG-TV Mobile, Ala.

Al Riley, news producer, WCVB-TV Boston, joins WNAC-TV there in same capacity.

Jim Holtzman, assistant news director and executive producer, KTVT-TV San Diego, joins KFMB-TV there as executive news producer.

Ed Ives, assignment editor, KIRO-TV Seattle, joins KXIX-AM-FM there as news director.

Phil Gregory, reporter, WFMZ-TV Allentown, Pa., appointed news director, WAEB-AM-WXWP-FM there.

Bill Wordham, Atlanta bureau chief, ABC News, named military affairs correspondent, ABC News.


Skip Loescher, press secretary to Vice President Walter Mondale, joins KSTP-TV Minneapolis-St. Paul, Minn., as investigative reporter.

Charles Johnson, graduate of S.I. Newhouse School of Communications, Syracuse (N.Y.) University, joins WJAR-TV Providence, R.I., as reporter.

Gene Perry, news director, WBOI-AM Baton Rouge, joins Louisiana Network there as newscaster-editor.

Sally Larvick, co-anchor-reporter, WMBD-TV Peoria, named reporter, WHTR-FM Indianapolis.

Adrienne Alpert, reporter, KSDO-AM San Diego, and Peter Haas, reporter, KNTV-TV San Jose, Calif., join KTVT-TV San Diego in same positions.


Bob Hogue, public affairs director, KNOT-AM Prescott, Ariz., joins KFBF-TV Great Falls, Mont., as sports director.

Spencer Kinard, news director, KSL-TV Salt Lake City, named regional director for Radio Television News Directors Association, representing region three, covering Utah, Colorado, Wyoming and New Mexico.


Elected officers of newly formed Nebraska Broadcast News Association: Rhonda Maddox, KSRI-AM Chadron, president; John Gleason, KANL-AM York, VP, and Mike Gleason, KETV-AM Omaha, secretary.

Herb Bloom, director of operations, American Committee for Weimann Institute of Science, New York, named executive producer of New Jersey nightly news program to be co-produced by New Jersey Public Television and noncommercial WNED-TV New York.

Laraine Eipern, newscaster, KOOL-FM Phoenix, named desk assistant, KXIX-AM Los Angeles.

Added to Home Box Office's video promotion staff: Peter Zanger, in video tape production at NBC-TV, joins HBO as production supervisor and Sarina Israel, HBO typical operations supervisor, and Don R. Jacobson, HBO program supervisor-associate director, promoted to copywriters-producers.

Peter Hess, general manager, Hobb's (N.M.) Cablevision, named to same post at Cable KOR Communications' San Luis Obispo county, Calif., system.

Richard Fevola, sales manager, Suffolk Cablevision, Central Islip, N.Y., appointed business manager, Barry Mines, producer, named program director.

Ronald A. Hoodak, involved with programming and broadcasting at Teleprompter Cable system in Horseheads, N.Y., appointed program manager and will head both news and sports departments.

Mason C. Johnson, system manager for Cox Cable, Myrtle Beach, S.C., named Eastern region controller for Storer Cable TV, Sarasota, Fla.
For the Record

As compiled by Broadcasting based on filings, authorizations, petitions and other announcements made to the FCC during the period Oct. 17 through Oct. 21.

Abbreviations: ALI—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. CH—cable. construction permit. D—day. DA—domestic. R—radio. ERP—effective radiated power. freq.—frequency. HALT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. P—FM. presences service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter output power. UJ—unlimited hours. vis.—visual. w.—watts. **—non-commercial

New stations

FM applications

* Chadron, Neb.—Big Sky Co. seeks 97.5 mhz, 100 kw, HA AT 88.4 ft. P.O. address: 212 Bordeaux Stree, Chadron 69337. Estimated construction cost $72,000.

2-NJ—seeks assignment of license from WQ 44, Inc. to Payne Broadcasting Inc. for $40,250, plus $46,751 covenant not to compete. Seller has no other broadcast interests. Buyer is owned by William F. Payne (50.01%). Seller's brother, John (49.99%). Mr. William Payne owns Columbia, Mo., advertising agency. His brother is employe of Washington nonprofit organization. They have no other broadcast interests. Ann. Oct. 13.

2-WAID(FM) Claremore, Okla. (106.3 mhz, 3 kw)—seeks assignment of CP from Bd-Scalan Broadcast Co. to Delta Media Inc. for $310,000. Sellers: E.W. Ble and J.B. Scanlon. Mr. Ble owns 50% of WSS(T) Largo, Fla., and is general manager of KWM(A) Memphis. Mr. Scanlon owns KCAT(A) Pine Bluff, Ark., and 25% of KXKA(A) Little Rock, Ark. Buyer is principally owned by John P. Peirgini and his wife, Catherine (77%). They are farmers in Clarksdale area. Ann. Oct. 31.

KOBS-FM Orange, Tex. (104.5 mhz, 55 kw)—seeks assignment of license from Charles H. Kobs to North Star Broadcasting Inc. for $350,000. Seller: Mr. Kobs has no other broadcast interests. Buyer is owned by Albert G. Leighton, owner of KDLM(A) Detroit Lakes, Minn., and 80% of KLV(E)(FM) there. 57.76% of KOUR-FM-AM Independence, 46% of KCII-AM-FM Washington and 89.9% of KMA(K)-KRLS(FM) Knoxville, lowa. Ann. Oct. 19.

WBLB(A) Palisades, Va. (1510 khz, 1 kw-D, 250 2-CH)—seeks transfer of control of Boyd Broadcasting Corp. from Stanley M. Boyd (100% before; none after) to James L. Morin (100% after). Consideration: $159,000. Principals: Mr. Boyd also owns WNLB(A) Rocky Mount, Va. Mr. McMillan is railroad engineer in Palisads with various real estate interests. Ann. Oct. 31.

KRKN(A) Cheyenne, Wyo. (1530 khz, 10 kw-D, 1 kw-N)—seeks assignment of license from Dennis Grant, receiver, to KVWO Inc. for $180,000. Seller is court-appointed receiver without other broadcast interests. Buyer is owned by Tony A. Kehi, owner of KVWO(A)-KROK(FM) Riverton, Wyo. Ann. Oct. 31.

KWJ(AM-FM) Logan, Utah (94.5 mhz, 25 kw) Seeks transfer of control of Bridgerland Broadcasting Inc. from S.F. Jacobson and others (100% before; none after) to Randy R. Morrison (49.4% before; 100% after). Consideration: $300,000. Principals: Mr. Jacobson (29.47%), George Cochran (20.07%), Jeffy B. Jacobson (23.81%), Aaron V. Farr (20.53%) and three others. None has other broadcast interests. Mr. Morrison (42.54%) is operations director of...
Facilities changes

TV action

AM actions
- KPOF Denver—seeks CP to make changes in ant. system, install new tower, then remove present tower to another site (BP-20,903). Ann. Oct. 27.
- WKOR Starkville, Miss.—seeks CP to change trans. location, and make changes in ant. system (BP-20,904). Ann. Oct. 27.

AM actions
- KFWN Fargo, N.D.—Broadcast Bureau granted CP to increase power to 10 kw, install directional ant. and change type trans.; condition (BP-20,319). Action Oct. 5.

FM actions
- Gaylord, Mich.—Broadcast Bureau granted CP for new FM station ERP 1.8 kw (H&V); ant. height 370.0 feet (H&V); remote control permitted (BPN-9948). Action Oct. 5.
- Bethany, Mo.—Broadcast Bureau granted CP for new FM station ERP 3.0 kw (H&V); ant. height 100.0 feet (H&V); remote control permitted (BPN-9980). Action Oct. 5.

In contest

Designated for hearing

Procedural rulings
- Fresno, Calif., McClatchy Newspapers (KMJ-TV) Et Al., FM proceeding: (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted motion by San Joaquin Communications and scheduled further prehearing conference for Oct. 27 at 9 a.m. Action Oct. 21.
- Jensen Beach, Fla., Florida Gospel Network, Et Al., FM proceedings: (Docs. 20996, 20998-9)—ALJ Thomas B. Fitzpatrick directed Florida Gospel Network and HLG, Inc. to file within seven days affidavits stating whether or not they paid or promised any consideration to Lord and Rowland for dismissal of that application. Action Oct. 21.
- Carrollton, Ga., Radio Carrollton and Faulkner Radio, Inc. (WLB), AM proceeding: (Docs. 20395-7)—Chief, Office of Opinions and Reviews granted motion by Faulkner and extended to Nov. 14 time to respond to petition to reopen record and enlarge issues filed by Broadcast Bureau. Action Oct. 20.
- Chicago, Zenith Radio Corporation and GCC Communications of Chicago, Inc., FM proceeding: (Doc. 20581)—Chief, Office of Opinions and Reviews granted motion by Citizens Committee to Save WEFM and extended to Nov. 4 time for filing either exceptions and supporting brief to initial and supplemental initial decision or in which to file a proposed settlement agreement; ordered that if settlement agreement and motion for approval of that agreement are filed and subsequently set aside by the commission either in whole or in part, parties shall have 21 days to file exceptions and supporting brief. Action Oct. 25.
- Cicero, Ill., Radio Cicero, Et Al., FM proceeding: (Docs. 21275-1, 21253)—ALJ Daniel M. Head extended to Oct. 28 time for Metropolitan to respond to Midway motion to compel answers to interrogatories. Action Oct. 21.
- Mohawk-Hudson Council on Educational Television, TV proceeding: (Doc. 20418)—Broadcast Bureau granted motion and extended through Dec. 1 and Jan. 6 dates for filing comments and replies, respectively, in matter of amendments of television table of assignments to add new VHF stations in top 100

Summary of broadcasting

FCC tabulations as of Sept. 30, 1977

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<tr>
<th>Licensee</th>
<th>Place of License</th>
<th>ERP on Cascade of Vertices</th>
<th>ERP on Peak of Translators</th>
<th>ERP on Top of Translators</th>
<th>ERP on Top of Terrestrial抗s</th>
<th>ERP on Top of All Translators</th>
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<tr>
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*Special roll out public authorization includes off-air licenses

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Broadcasting
The newsweekly of broadcasting and allied arts

Name
Company

SUBSCRIBER
Service
| 3 years $75
| 2 years $55

| 1 year $30
Canada Add $4 Per Year
| 4 years $60 Per Year

| 1977 Cable Sourcebook $10.00
(if payment with order, $8.50)
| 1977 Yearbook $30.00
(if payment with order, $25.00)
| Payment enclosed
| Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.
markets and to ensure new stations maximize diversity of ownership, control and programming. Action Oct. 28.

- Deer Lodge, Mt., Deer Lodge Broadcasting, Inc., AM proceeding; (Doc. 21298) — ALJ Daniel H. Head granted petition by Deer Lodge and advanced date for prehearing conference to Nov. 8; ordered that Deer Lodge’s petition be granted and notice required be given by Deer Lodge during month of Dec. Action Oct. 25.

- St. Louis, Midwest St. Louis, Inc. and New Life Evangelistic Center, Inc., TV proceeding; (Docs. 20820-1) — ALJ Joseph Stirmer set up procedural dates set hearing hearing for Nov. 21 at 10 a.m. Action Oct. 26.

- Lakewood, N.J., Mid-State Broadcasting Co., AM proceeding; (Doc. 20601) — ALJ James F. Tierney extended to Nov. 4 for filing proposed findings and conclusions and replies. Action Oct. 25.

- Centerville, Ohio, L. E. Pingree, Executrix of the Estate of Howard P. Pingree (KSTU(FM)), FM proceeding; (Doc. 20460) — Chief, Office of Opinions and Reviews granted request by Broadcast Bureau and extended to Nov. 30 time for filing comments on petition to terminate hearing. Action Oct. 21.

- Portsmouth and Norfolk, Va., Tidewater Radio Show, Inc. (WPGC) and Wills Broadcasting Corporation (WOW1-FM), renewal proceeding; (Docs. 21278-9) — Chief ALJ Chester F. Naumowicz Jr. excused applicants from responding to certain of Broadcast Bureau’s discovery requests pending further order; directed applicants to file motions for protective order by Oct. 28; and scheduled conference for Nov. 8. Action Oct. 19.

- Virginia Beach, Va., FM proceeding; (Doc. 19095-6) — commission remanded application of Virginia Seashore Broadcasting Corporation for new FM station ch. 235 Virginia Beach, Va., for further hearing, terminated proceeding on competing application of Payne of Virginia, Inc. for new station. Action Oct. 20.

- Milton and Hurricane, W.Va., WNST Radio and Putnam Broadcasting, FM proceeding; (Docs. 20994-5) — ALJ David I. Kraushar granted motion by Broadcast Bureau and extended to Dec. 23 deadline for filing proposed findings of fact and conclusions of law and to Jan. 13 deadline for filing replies. Action Oct. 28.

- Jackson, Tn., Madison County Broadcasting, Et Al., FM proceeding; (Docs. 20930-2) — ALJ Joseph Stirmer granted motion by Allen to dismiss application and dismissed his application with prejudice. Action Oct. 27.

- Los Angeles, AM proceeding; (Doc. 21272) — ALJ Lenore G. Ingrum, in summary decision released today, denied Adolfo and Elias Liberman of Los Angeles, renewal of permit to deliver program by wireless to radio station XEGM Tijuana, Judge Ehrig said findings demonstrated that XEGM’s current operation at 10 kW caused substantial interference to U.S. stations and denial of application was warranted. Action Oct. 27.


- Kalamazoo, MI., TV proceeding; commission granted petition by KMZO-TV, Inc., licensee of KQGO-TV (NBC/CBS), Missoula, KTVM(TV) (NBC/CBS), Butte, and KCFW-FM (NBC/CBS), Kalamazoo, Mon. to the extent of continuing same day network program nonduplication protection for KCFW-TV for another two years. Action Oct. 19.


- KROQ, Los Angeles — Broadcast Bureau ordered licensee to forfeit $2,000 for repeated violation of rules including failure to keep accurate records of shortwave lights at least once every 24-hour period and to make appropriate entry in operating log. Action Oct. 11.

- KROQ-FM, Pasadena, Cal. — Broadcast Bureau ordered licensee to forfeit $1,000 for repeated violation of rules for failing to have properly licensed operator on duty and in actual charge of transmitting system. Action Oct. 11.


- ADA, Ok. — Charles M. Davis requests amendment FM table of assignments to assign ch. 244A to ADA, Ok. (RM-2980). Action Oct. 25.


- WXCO Wausau, Wis., requests amendment FM table of assignments to assign ch. 300 to Wausau, Wis., and modify license of Station WRHN to specify operation on Channel 248 at Rhinelander, Wis. in lieu of ch

300, which is to be deleted at Rhinelander (RM-2979). Action Oct. 25.

Applications

- KGOF Anaheim, Ca. — seeks DP (BPCT-4113) to change T to Skyline Dr. in Puente Hills, 8 mi. N. of Anaheim, Calif. type trans.; and HAAAT 1019 f. Action Oct. 25.

- KJLM Meridian and Upper Flying Pan River, Ca. — seeks DP to delete Meredith, Ca. from present principal community and add Lower Flying Pan River Area, Co. to principal community, delete amplifier from present equipment, decrease output power to 1 watt and make chgs. in ant. system (BPFTT-5948) Action Oct. 25.

- K65AY Burley & Rupert, Id. — Broadcast Bureau granted mod. of CP to add Albion, Id. to present principal community of UHF-TV translator station and make changes in ant. system (BMPFT-9358). Action Oct. 25.


- KMble County, Tx. — North Llano Television seeks ch. 61,65,67,67,65 broadcasting KENS-TV, KMOL-TV, KSAT-TV, respectively. Action Oct. 27.


Action

- K296BB Rifle and Anvil Points, Co. — Broadcast Bureau granted CP for new FM translator station to rebroadcast program of KQXX, Ch. 216, Grand Junction, Co. (BPFTT-183). Action Oct. 3.

Translators

Applications

- Beckley Telecable, for Beckley, Raleigh, Mabscott, all West Virginia (CAC-09327-9); WTCG Atlanta, WYAH-TV Portsmouth, Va.

- Santa Barbara Cable TV, for Santa Barbara (North), Ca (CAC-10807): interim authorization for existing operation.

- Pacific Network, for Honolulu, (CAC—10829): certificate of compliance for existing operation.

- South Dakota Cable, for Central City, SD (CAC—10820): certificate of compliance for existing operation.


- Falcon Cable TV of Southern California, for La Canada, Pasadena both California (CAC—10832-3).

- Tru-Vu Cable TV, for Attadna, CA (CAC—10834): interim authorization for existing operation.

- Falcon Cable TV of Southern California, for Monterey Park, Ca. (CAC—10835): interim authorization for existing operation.

- Able Communications Inc., for Plainsburg, Schuyler Falls, both New York (CAC—10836-8): interim authorization for existing operation.

- Middlesex Cablevision, for East Brunswick, N.J. (CAC—10839): interim authorization for existing operation.
Professional Cards

ATLANTIC RESEARCH CORP
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Telecommunications Consulting
Member AFCCE
5300 Cherokee Avenue
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(703) 354-3400

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(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telestar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
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2029 K Street, N.W.
Washington, D.C. 20006
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(301) 384-5374
(202) 223-4664
Member AFCCE

JOHN M. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkeye Court
Potomac, Maryland 20854
301-209-3900
Member AFCCE

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

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Washington, D.C. 20005
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VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computations of Frequency Surveys
234 Colorado Blvd., 80006
(303) 332-5506
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Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 (AC 713) 632-2821

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THIENENSHOF, WISCONSIN 53062
Phone: (414) 242-6000
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
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7201 G Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
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(703) 641-0500
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STEEL, ANDRUS & ADAIR
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Washington, D.C. 20006
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(301) 384-5374
(202) 223-4664
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CONSULTING ENGINEERS
Radio & Television
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San Francisco, California 94129
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St. N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

Midwest Engineering Associates
Consulting Engineers
9044 N. UNIVERSITY—PEORIA, ILLINOIS 61614
(309) 692-1233
Member AFCCE

Satellite Telecom Services, Inc.
Management and Engineering Consulting Services
2071 Flowers Rd. So.
Atlanta, Ga. 30341
404-455-8369

ATTORNEYS

LAUREN A. COLBY
Attorney-at-law
15 R. Court Street
Federal Hill, Md. 21230
Tel. 301-463-1068
Specializing in matters involving the Federal Communications Commission
operation.

- South Dakota Cable, for Spearfish, SD (CAC-10840): certify operation.
- WBAK-TV, for Winfield, Fayette, Hamilton, all Alabama (CAC-10841-3): certificate of compliance for existing operation.
- Dixon Cable TV, for Dixon, IL (CAC-10844): certify operation.
- Test Cablevision, for San Angelo, TX (CAC-10845): certify operation.
- Arkansas Cable Television, for Jacksonville, AR (CAC-10846): WYAH-TV-Portsmouth, Va., to delete: KPLR-TV St. Louis.
- Cable TV of Merkin, for Belvedere, Tiburon, Marin, all California (CAC-10847-9): interim authorization for existing operation.
- Crockett Cable System, for Consta Costa, CA (CAC-10850): interim authorization for existing operation.
- Television Signal Corp, for San Francisco, CA (CAC-10851): interim authorization for existing operation.
- Tuoloume Cablevision, for Sonora, Tuoloume both California (CAC-10852-3): interim authorization for existing operation.
- Boiling Enterprises, for Barrow, AK (CAC-10872): interim authorization for existing operation.
- North Star Communications, for Kodiak, AK (CAC-10873): interim authorization for existing operation.
- Fulton TV cable, for Fulton, MS (CAC-10874): interim authorization for existing operation.
- Bend Community Antenna, for Bend, OR (CAC-10875): interim authorization for existing operation.
- Sterer Cable Communications, for Tifton, Moultrie, Valdosta, all Georgia, Sylvacana, AL (CAC-10877-82): interim authorization for existing operation.
- Gulf Coast Telepoint, for Arcadia, North Port Charlotte, North Port, all Florida (CAC-10883-5): interim authorization for existing operation.
- New Paltz Tele-cable, for New Paltz, NY (CAC-10889): interim authorization for existing operation.
- Centre Video Corp., for Clarkson, PA (CAC-10890): interim authorization for existing operation.
- Midwest Telepic, for Farmington, Marion County, Phillip, Barbour County, Pennsylvania, Richmond County, all West Virginia (CAC-10891-67): interim authorization for existing operation.
- Pembroke Cable, for Emporia, VA (CAC-10901): interim authorization for existing operation.

- Nelsonson TV cable, for Buchtel, Jacksonville, Glouster, all Ohio (CAC-10902-4): certificate of compliance for existing operation.
- Tower Communications, for Belle Valley, OH (CAC-10903): interim authorization for existing operation.
- Television Signal Service, for Mena, AR (CAC-10906): interim authorization for existing operation.
- Nelsonson TV Cable, for Nelsonson, Trimble, both Ohio (CAC-10907-8): certificate of compliance for existing operation.
- Cynthia CATV, for Cynthia, KY (CAC-10909): interim authorization for existing operation.
- Madison Cablevision, for Marion, NC, Elkin, MD (CAC-10911-2): interim authorization for existing operation.
- St. Albans Cablevision, for St. Albans, VT (CAC-10913): interim authorization for existing operation.
- Madison Cablevision, for North East, MD (CAC-10914): interim authorization for existing operation.
- Midwest Radio-Television, for Rice Lake, WI (CAC-10917): interim authorization for existing operation.
- Television Cable Service, for Toronto, OH (CAC-10918): interim authorization for existing operation.
- See More TV, for Georgetown, IL (CAC-10919): certificate of compliance for existing operation.
- Full V U TV, for Knoxville, TN (CAC-10920): certify operation.
- Full V U TV, for Daviess, IN (CAC-10921): WBAK-TV, WTOV, WTIH-TV, Terre Haute, IN, WTHR, Indianapolis, WTVY, WFIE-TV Evansville, IN, WTVV Bloomington, IN, WWVT, Vincennes, IN, WGN-TV, Chicago, WRTV, Indianapolis, WAVE-TV, Louisville, KY, WBTN, Evansville, IN.
- Cadillac Cable TV, for Cadillac, MI (CAC-10922): interim authorization for existing operation.
- Regional Cable, for Houstead, PA (CAC-10923): interim authorization for existing operation.
- Tower Communications, for Sugarcreek, OH (CAC-10925): interim authorization for existing operation.
- Clearview TV of Lexington, for Lexington, KY (CAC-10934): interim authorization for existing operation.
- Clearview TV of Savannah, for Savannah, TN (CAC-10935): interim authorization for existing operation.
- Richland Cable System, for Richland Center, WI (CAC-10936): certificate of compliance for existing operation.
- Jackson Television Co, for London, Richland, Madison, National, Carlos, all Maryland (CAC-10937-40): interim authorization for existing operation.
- Indiana Cablevision, for South Bend, IN (CAC-10941): interim authorization for existing operation.
- Clear Channels Cable TV, for Springboro, Linesville, Conneautville all Pennsylvania (CAC-10951-3): certificate of compliance for existing operation.
- Ozark Cablevision Co., for Ozark, AR (CAC-10954): certificate of compliance for existing operation.
- Irving Community Television, for Irving, KY (CAC-10955): interim authorization for existing operation.
- Wire Tele-View, for Port Carbon, Palo Alto, Potash, Trenton, Fraley, all Pennsylvania (CAC-10956-60): interim authorization for existing operation.
- Webb's Cable TV, for Calhoun, Gordon, both Georgia (CAC-10961-2): interim authorization for existing operation.
- Sammons Communications, for Sylmar, CA (CAC-10963): certificate of compliance for existing operation.
- Cable TV of Marlin, for Marlin, TX (CAC-10964): interim authorization for existing operation.
- KSFR-Television, for Schenectady, NY, WTVM, Athens, GA, WTVN, Columbus, OH, KXIX-TX, TV, WTVN, Columbus, OH, WPTV, West Palm Beach, FL.
- WOSU-TV, Columbus, OH, KXIX-TX, TX, WTVN, Columbus, OH, WPTV, West Palm Beach, FL.
- WTVN, Columbus, OH, KXIX-TX, TX, WTVN, Columbus, OH, WPTV, West Palm Beach, FL.
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- WTVN, Columbus, OH, KXIX-TX, TX, WTVN, Columbus, OH, WPTV, West Palm Beach, FL.
- KCMG-TV, Kansas City, WYAH-TV, Portland, OR, WAMC-TV, Albany, NY, WATF-TV, Springfield, MA.
- KQTV, Kansas City, KQTV, Kansas City, WYAH-TV, Portland, OR, WAMC-TV, Albany, NY, WATF-TV, Springfield, MA.
- KQTV, Kansas City, KQTV, Kansas City, WYAH-TV, Portland, OR, WAMC-TV, Albany, NY, WATF-TV, Springfield, MA.
- KQTV, Kansas City, KQTV, Kansas City, WYAH-TV, Portland, OR, WAMC-TV, Albany, NY, WATF-TV, Springfield, MA.
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- KQTV, Kansas City, KQTV, Kansas City, WYAH-TV, Portland, OR, WAMC-TV, Albany, NY, WATF-TV, Springfield, MA.
RADIO

HELP WANTED MANAGEMENT

Religious broadcast station manager. Must be sincere and dedicated with broadcast experience. Southern location. Equal Opportunity Employer. Send resume and references, Box N-77.

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

Sales Manager for Fresno's hottest radio station. Who would believe a new Adult Contemporary FM, licensed to Hanford, would "rip up" the Fresno "biggies" in just 3 1/2 months. Ground floor opportunity for successful Salesperson to move up to management with a real winner! We've got it all! Super coverage, excellent dial position and format for the "eighties." Call now. Owner/Manager. 204 2522 South Cedars, Fresno, CA 93725. 209-3340594.


GM for AM/FM, Buffalo. Must have proven sales and administrative talents with strong ability to motivate staff. Excellent opportunity for future growth. Resume and management philosophy to: William B. Chesson, WSTV/WRKY, 320 Market Street, Steubenville, OH 43952. Or call 614-282-0961. EOE.

HELP WANTED SALES

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

Sales Person Needed. Excellent opportunity to be eventual Sales Manager. Will train. Resume to Jerry Hennen, KDMA, 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. Resumes earn far more. Madison offers superior living. You'll have an opportunity to earn management and equity. WISM, Madison, Wis. A Mid-West Family Station, EOE.

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

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 scratch. The account list is wide open. Send resume and salary requirements, Equal Opportunity Employer KNUW, Box 2427, Great Falls, MT 59403.

Outstanding opportunity for professional salesperson, for leading 100,000 watt Carolinas FM. Good salary, excellent benefits—Opportunity for advancement. Respond to Box N-150.

National and Regional sales director for medium market station in Great Lakes area. Direct calls on regional advertisers and major ad agencies. Solid experience required, but education and potential is equally important. Things commensurate with ability and results. An Equal Opportunity Employer. Write Box N-147.

Are you ready to make money? Creative Sales Person needed for regional 100,000 watt radio station located in Deep South. Ability to do production, write copy, sell. Sales experience over existing account list. Must be sharp looking, clean background and have desire to grow with a growing organization, Call Terry Duffie, 205-347-2278.

Local sales manager for Midwest medium market station. Must have a key account list and provide leadership ability. Creativity with an eight-person sales force. Must have proven success in local radio sales, and management capabilities. Earnings potential to $20,000 or more. Base salary, plus complete job history and references for this Equal Opportunity Employer. Write Box N-146.

Midwest medium market looking to expand its sales department. Must have background in small market and medium markets in the Midwest, working knowledge of farm, retail, and agency accounts. First year to $18,000. Reply to Box N-140.

Florida Metro Gulf Coast. Fulltime Sales Person. Must be a pro, self starter and a proven, successful producer. At least 2 years fulltime experience selling radio advertising. Substantial base plus commission. All replies confidential. An Equal Opportunity Employer. Send complete resume to Box N-122.


Experienced, aggressive salesperson needed for new, live, 24 hour contemporary music station in Northwest Ohio. May lead to sales manager. Contact John Buhrer at WPNSM 419-523-4202, EOE.

Needed Immediately. An account executive with minimum experience in Top-40 AM or FM sales. Qualifications one year in Top-40 sales, proven sales performance, desire to grow fast with new AM/FM Rock combination in young market. Sharp appearance, ability to close. Please contact Brian Skelly, KASH/SD, Box 10767, Eugene, OR 97401.

Experienced, self motivated salesperson needed. Excellent draw and commission structure, KDLX AM & FM, Del Rio, Texas. One of the fastest growing recreational areas in Texas. Send resume and income requirements to: General Manager, PO. Box 1489, Del Rio, TX 78840.

Excellence opportunity for ambitious salesperson with minimum two years experience selling in competitive market. You would enjoy selling radio in Wisconsin's beautiful Green Bay—Appleton—Oshkosh area, we have a position for you. Send resume to Ned Hughes, WYNE, Box 1192, Appleton, WI 54917.

Attention Michigan Radio Account Executives. If your present advertising sales position does not afford you the kind of professional and economic growth you need—consider a change. Radio Ann Arbor, Inc. (WINRSW/CHOB) is seeking a fourth sales pro with a track record who can work with experienced programming and sales professionals. The right person will earn the kind of money found only in major markets as well as advancement in a dynamic growth oriented broadcast company. This is a career position. EOE. Send resume to Mark Scumence, Radio Ann Arbor, Inc., PO. Box 3605, Ann Arbor, MI 48107.

Only station in market of 115,000 has retail sales opening with management potential. Our sales people have more than they can handle. KUIC, 406 Main Street, Vacaville, CA.


Experienced Sales Representative with desire to learn, work, and advance in AM/FM/Tv Group. Resume (tape if announcing experience) to Personnel, WSLC, Box 6002, Roanoke, VA 24017.


Wisconsin AM/FM—Has immediate opening for proven salesperson. We're seeking a "go-getter" who knows how to sell, or an experienced person ready to move into sales. Send resume, complete information—including references—to General Manager, WSWW-AM/FM, PO. Box 1, Platteville, WI 53818.

HELP WANTED ANNOUCERS

Immediate opening for announcer. First Tickets only. Write KPKW, Box 968, Powell, WY 82435, EOE.

Large Midwest chain looking for a professional one to one communicator. Good money. Send tape and resume to Leighton Enterprises, Box 1458, St. Cloud, MN 56301. Send in care of Jack Hansen or Jill 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 PC. Box 216, Fort Myers, Fl. 33902. An equal opportunity employer

Immediate opening. Talented and dependable adult air personality for Adult 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 RD. Potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey, WRTA, Box 272, Altoona, Pa, an equal opportunity employer.

Immediate opening for afternoon drive-time personality. Experience and enthusiasm a must. Send resume & tape: Duncan Dewar, WHEB, Portsmouth, NH 03801.

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 are in need of Program Director Fine if you can do both jobs, but personality morning person is our prime requirement. No floats. At least 2 years experience required. Must know country music. Opportunity for advancement with small public company. Excellent starting salary. Equal Opportunity Employer. Send resume Box N-109.

Need authoritative voice for West Texas Station. Production ability helpful. Box N-143.

Morning Person, Really top flight. Substantial experience mandatory. Easy adult contemporary. Though we're small market 120 miles from NYC, we want to pay top salary up to 14,000 EOE. Box N-137.

Afternoon drive jock with news and copy capabilities. Maryland Non Metro. Minimum 3 years experience. $145 to $175 range, plus benefits. Credit and references carefully checked. Box N-134.

Major Beautiful Music FM Station owned by major company top Western market, needs announcer who takes pride in smooth, consistent, disciplined performance. Air and some production, 3rd required. Replies in total confidence, EEO. Resume to Box N-129.

Wanted: 1st class licensed announcer for my 50,000 watt AM radio station in beautiful all time competent, experienced engineer. Box N-114.

Morning personality, Adult Contemporary Applicant should have management potential. Contact Steve Sarret, WZOE, Box 69, Princeton, Fl. 61536.

Immediate opening for a production oriented announcer, 24 hour AM/FM operation. Rush tape and resume to Ken Riegler, WCMG, PO. Box 1665, Cumber- land, MD 21502.

Classified Advertising

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

Continued

Opportunity opening for creative announcer. We are a solid adult-contemporary station near Chicago building staff for increase soon to 50,000 watts. Midday announcing and production position with advancement to production manager. Experience and motivation indicated individual with talent. Tape and resume to WBGY, Box 183, Kansas City, IL 66901.

Good voice for evenings on Contemporary MOR in good medium market. Tape and resume to Box 27, Binghamton, NY 13904.

Southern-sounding announcer—versatile voice for program service between 4 P.M. and 10 P.M. Can be done at your location. Send tape. Box 9232, Providence, RI 02240.

Announcer/News/Production, Non-automated Beautiful music station. Immediate. Experience required. EEO. Tape & resume to WSRS, West Side Station, Rochester, NY 14602.

DJ-Announcer, Play-By-Play back-up. Experienced only Contemporary format. No phone calls. Air-check & resume. WFVA, Fredericksburg, VA 22401. EOE.

Immediate opening Announcer/First. No pros ... just a good honest team member willing to pull your share for top rated country station. Resume, tape to Person- nel, WSJR, Box 600, Fairview, NE 68359.

Looking for experienced announcer with solid production ability. Good salary and benefits. Equal opportunity employer. Send tape, resume and starting salary to PO Box 667, Lewistown, PA 17044.

Bright, refreshing, experienced Morning Personality for Contemporary MOR in excellent market. Immediate opening. Send tape and resume to WINR, Box 27, Binghamton, NY 13904.


HELP WANTED TECHNICAL

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

Chief Engineer, New Jersey Daytimer. Must have working knowledge of directional stereo, studio and transmitter maintenance, Rules and Regulations. Must be able to handle any type of engineering assignment, including remote. Five years broadcasting experience required. EOE. Box N-78.


Assistant Chief AM, 50KW FM stereo, experienced in STL. Schafer #2, remote control, hard solid state. EOE. Resume to Chief Engineer, WTRC/WYEZ, Box 699, Elk hart, IN 46515.

Chief Engineer—can't give you big city dirt, crime or pressure. Just good fishing, boating and living in Southern Maryland. Need FM-AM Directional know-how. Write Chief Engineer Box N-95.

Chief Engineer—minimum 5 years chief AM-FM. Thoroughly experienced all phases operation and installation. Very open mind. Small Northeast market. Send resume and present salary. Replies confidential, EOE. Box N-130.

Chief Engineer for long established 50,000 watt AM-FM. Must have minimum 5 years experience in all phases of engineering, including transmitters, studio and automation systems. A group owner with excellent fringe benefits. An Equal Opportunity Employer. Send resume to Box N-148.

Chief Engineer for Carolinas area, AM-FM automation, and directional; Excellent benefits—Growing company Reply Box N-151.

Station Engineer. Wanted for AM & FM station in So. West with great growth potential. Experience in Con- struction and installation a plus. Send resumes in confidence to Box N-153.

Contemporary Chief Engineer strong on construction and maintenance. Write Bob Howard WYES, WPHD. 425 Franklin St, Buffalo, NY 14202.

Needed at once, First Class radio technician for AM/FM/V operation. Applicant should have experience in broadcast Digital Automation, Audio Systems, and AM/FM Transmitters. Salary $55,000. Send resume to RF Section, WBAL, Box 461, Baltimore, MD 21285. Equal Opportunity Employer.

Chief Engineer needed for 1 kw AM, non-directional. Must have transmitter and studio maintenance experience. Contact: Bill O'Keefe, General Manager, WQOW, 220 High Street, Hamilton, OH 45011, EOE/ME.

Unique opportunity for First wanting a station to love: Total Engineering responsibility for new facility. Some production, air, and television supervisory responsibilities. Dynamic professionally staffed non-traditional public/community station in great Chicago suburb. Excellent salary and benefits for knowledgeable caring Chief. Abilities and enthusiasm as important as length of experience. Resumes: Manager, WDBC FM, College of DuPage, Glen Ellyn, IL 60137. 312-858-2800, EOE.

Great Opportunity for progressive, creative, hard-working technician at relatively new, very successful FM. Excellent on-air and studio talent. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDIF, Box 524, Marion, IN 46952. EOE.

Immediate opening: Assistant Chief Engineer, studio and transmitter experience required. Salary commensurate with experience. Send resume to Guy Smith, PO. Box 3280, Albuquerque, NM 87110.

Transmitter Supervisor—With minimum 3 years experience for an AM 5 KW 3 tower directional. Break-in period can be in line to go live. Send resume to Chief Engineer, WMCA, 888 7th Avenue, N.Y., NY 10019. An Equal Opportunity Employer.

First Class Engineer; experienced; capable of directing training program. Send resume and salary requirements to Operations Manager, WMCA, St. Francis, SD 57572; 605-747-2296.

First Phone with good audio: 5,000 AM Directional/200,000 FM Automated. Resume to Personnel, WSLC/WSLQ, Box 6002, Roanoke, VA 24017.

Chief Engineer—for AM/FM, with automation and directional array experience. Limited board shift. Contact General Manager, Radio Stations WSW/W and WSWW-FM, PO. Box 1, Plateville, WY 83818.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three person Midwest local news operation. Box M-55.

News/Public Affairs Coordinator for 50kw public station affiliated with AAEOE University. Responsibilities include producing news, sports and public affairs programs; community ascertainment activities; supervision of student news producers. Professional delivery and ability to work with students required. BA 3 years experience (one public). Send tape and resume to WOKU-FM, Eastern Kentucky University, Richmond, KY 40475.

Experienced News Person wanted to gather, write and broadcast local news. An exciting local news opportunity. Send tape and resume to Bob Casey, WRTA, Box 272, Altoona, PA, an equal opportunity employer.

News Director for 100,000 watt public radio station. Opportunity with Masters degree is a must. Applications are being received through November 1st. Send resumes and tapes to Larry Weeks, General Manager, KSFAM, Oklahoma State University, Stillwater, OK 74074. Equal Opportunity Employer.

Opening for News Director fullime AM-FM operation in top 10 market. Send tapes and resumes to William Guigg, KTRM-KIEL, PO. Box 5425, Beaumont, TX 77702.

Natural, conversational newstyle. WNY news reports and interpreter—not a preacher. Pleasant voice important. Send tape and resume to Jim Miller, KPDR, Box 80206, Lincoln, NE 68501. Equal Opportunity Employer.

News Director for Black-programmed station in Connecticut. Local news our strong point. Aggressive department for you to head. Good salary Liberal benefits. Send resume to Ken Dawson, PO, Box 1480, Windsor, CT 06095.

News Director for AM/FM operation. Good voice, professional delivery, writing and interviewing skills plus an understanding of government and community affairs. Also sports potentials. Third phone. An Equal Opportunity Employer. Tape and resume to General Manager, KUBC, PO, Box 970, Montrose, CO 81421.

We don't want an ordinary news person! If you see yourself in the unusual, are fascinated by features, exc- cited by challenges, then you might be the person to run a new and unusual news department. It's an ex- periment so tell us all in confidence and see if it turns us on. Box N-14.

News Professional. Must have three to five years ex- perience, great voice. Good writer and digger Good salary in beautiful resort area. Tape, resume and salary requirements, first letter to Bill White, WCCB, South Sea Ave., West Yarmouth, MA 02673.

Agricultural Information Specialist. Professional with demonstrated skill in agricultural journalism, two years experience in full-time writing and editing, and journalism degree or equivalent. Salary: $15; 864-519,092. Apply before November 30, 1977 to Personnel Officer, California Polytechnic State University San Luis Obispo, CA 93407. Equal Opportunity, Affirmative Action Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Air personality with PD potential. Experience a must. Voice quality and delivery of primary impor- tance. Send resume, salary requirements and tape to Tom Casey, WRTA, Box 272, Altoona, PA, an equal op- portunity employer.

PD Needed by small Northeast C&W Must be manage- ment material. PBP and MD experience helpful. EEO M/F Box N-94.

Promotion Manager wanted for outstanding AM/FM stations in top 40 Southeast market. Equal Opportu- nity Employer. Send resume to Box N-112.

Program Director, 100,000 watt automated FM-24 HR Contemporary. Top production capabilities—Promotion minded, good voice. Must be oriented/Initiative and follow through a must. Send resume, salary requirements and tape to Box N-125.

Modern Country PD... top, old line station in medium Louisiana market. $10-1500 to start ... ad- vancement with group operation. Write Box N-155.

TM Programming is looking for the best people in the country to produce the highest quality music tapes in the country. If doing your best work is the rule and not the exception; send some production samples and a resume to: Jim White, TM Programming, 1349 Regal Row, Dallas 75247.

Adult Contemporary Illinois Automated AM seeks creative Production Director with good voice, initiative and follow through ability. Finest production aids, equipment. Stable operation. Excellent starting pay. Many fringe benefits. Don Hoover—837-2750. EOE.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

Marquette University is seeking nominations & applications for the position of Dean of the College of Journalism. Qualifications include: (1) excellent records & reputation in academic & professional journalism, (2) successful academic administrative experience or the promise thereof, (3) preferably an earned doctorate, (4) understanding of the present & future needs of journalism education & ability to lead the College of Journalism, & (5) an appreciation of the distinctive character of Marquette University & understanding of the nature of the College of Journalism within this context. The College offers sequences in news, magazine, radio, television, and advertising. There is also a minor in film. The College has 14 full-time faculty, approximately 530 undergraduate students & 50 M.A. students. Marquette is located in Milwaukee, WI with a full-time undergraduate enrollment of approximately 8000 students, approximately 1,250 graduate students, and a total enrollment of 12,000. This position will start with the beginning of the 1978-79 academic year. The salary is competitive & negotiable depending on qualifications & experience. Please send nominations & applications (a letter of application, a resume, three letters of reference & other pertinent information) by December 10 to: John K.C. Oh, Dean, Graduate School, Marquette University, Milwaukee, WI 53233. The letters of reference should be sent directly to the Dean of the Graduate School who is the Chairman of the Search Committee. An Equal Opportunity/Affirmative Employer.

Small Market Morning Person. 1st opening in 4 years, Piedmont North Carolina, 919-599-0266, EOE.

SITUATIONS WANTED MANAGEMENT

No Increases-No Salary will be considered if you have a 5kw or 50kw full time in large or medium market. Excellent record at station and rep level. Employed, replies confidential. Box N-160.

Successful medium market sales builder seeks small Midwest market with stock options. Experienced broadcast veteran in 30's. Box N-141.

General Manager or Sales -In Top 20 market wants to move up to GM. Top experience with top company. Box N-159.

Manager-Engineer seeking another position as same. Good deal for your Box N-124.

General Manager-Small & Large market background, thorough knowledge of, and ability to perform every job in Radio except Chief Engineer. Strong in sales and sales management, excellent administrator, organizer and motivator. Family man, prefer the West Coast, but any solid offer considered. Resume and references all available on request. Presently employed in Oregon. Broadcasting Box N-123.

General Manager or GSM-If you have a 5kw or 50kw full time in large of medium market, needing leader, who understands sales and proms, let's communicate. Station and Rep experiencedPros, employed. Excellent record and references, Replies confidential. Let's make money! Box N-110.

Buy two. General Manager experienced all levels, sales oriented. And Program Director sports, sales combo has with established stable, honest broadcaster. South, small, medium market, Box N-107.

Money Maker! There is only one kind of manager you want—someone who knows how to make money! Someone who has a brain and knows how to use it. A Selling Manager, who knows how to professional plan, guide, direct, and motivate a team of money makers. Someone who knows how to carve up a market and cover it. A top sales producer, complete charge position you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people. Radio or TV. Box J-65.

SITUATIONS WANTED ANNOUNCERS

Third 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, very experienced in production. Prefer SF to Monterey Area, PO Box 535, Daly City, CA 94017.

Jock 3rd Endorsed, light board, 4 yrs Top 40 experience. Contact Lloyd Mitchell 212-735-5133 after 8:30 PM.

Exiled WNBC Personality craves major air shift, stability, 32, First Phone, Box 1011, Englewood, FL 33553.

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


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

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


Currently working swing shift. 50,000 watt Giant. Seeking solid position. DJ/Production. Resonant Voice, creative, Box N-156.


Young, Hard Working, Third Ticket looking for Contemporary air shift in small or medium market. Experience in all phases of radio, willing to relocate. Phone 419-238-2245, for Ron.

New AFTRA member, plenty of store and show announcing experience seeks N.Y.C. radio or other announcing work. 212-392-1267. Normandue, ROB 854, N.Y.C., NY 10036.

Proven 20 Year Old personality with 4 years experience seeking full time position on Top 40 or Top 40 announcing position in Michigan, Indiana, or Ohio. Super tight board, active imagination. Currently working in community of 80,000 plus near Dayton-Denver-Cincinnati. Ohio. Call Paul at 513-529-4029.


Young, energetic DJ seeks advancement. Currently employed, 1st phone, 3 years experience, relocate anywhere. 304-255-0822.

Personality seeks Med/Large market AC/MOR airshift, any shift. Experience also as Program Director Production Manager. 814-948-4825 after 12 noon.

Broadcasting School Graduate wants first job. Strong, bright, very determined to start in field. Consider any location. Douglas Milet, 2816 Schley Avenue, Bronx, NY 10465, 212-792-9084.

Soul Shaker with the chart breakers or an easy walker whose a good talkes Bassy pipes, hard worker. Have job, will travel. Big Ben Prod. 1417 Sparks St., Philadelphia, PA 19114, 215-524-9247.


Experienced Country jock. 10 years experience. Call 1-707-839-3366.

Looking for Break in Top 40, AOR. Good phones, voice, commercials. Will Travel! Call Mike Ward 716-833-1806.

Versatile Announcer looking for first commercial job. 3 1/2 years of college experience. Third endorsed. TV Sports intern, Sports play by play, news, tight contemporary, and country music immediately. Call Skip at 608-348-3620 or write: Box 143, RR No. 2, Plattville, WI 53818.


Associated Arts Degree, AOR comunicator, light board, production, single. 25. Ready-Anywhere. 212-865-3965.

A real human being! Seasoned pro with great pipes and personal delivery will direct music, production, news, automation voicing and do personality shift. Prefer AOR, MOR, Rock, Southern USA. Call collect 517-387-0018.


SITUATIONS WANTED TECHNICAL

Engineering Director/Chief Engineer available with proven engineering and management skills. Extensive experience includes AM directional and 50kw FM studio, transmitter facility, and audio system design and construction. Remote control, the latest in audio processing, STL's, automation, and RF and audio proofs. Digital antenna installation and adjustment plus contractor and staff supervision. Currently engaged with well regarded Top-40 operation. Box N-97.

Experienced Chief Engineer seeks position with quality station. Box N-104.

Chief AM-FM-DA over 25 years available, over two weeks notice. Western States. Box N-138.


SITUATIONS WANTED NEWS

Female News Director seeks change. Experience in administration, reporting, on air work and public affairs. Box N-84.

Sports Director: desire Comprehensive and Creative sports director position in Competitive market. Six years PBP experience of college & high school football, basketball, hockey, plus morning sports & talk shows. All these harmonized with "Intangibles". Presently Sports Director & Sales, small market. Appreciate thorough interview. Peter Cooney 802-388-6077, evenings.

12 years in radio, seek serious news operation in medium or major market—Lynn Bobo, 618-532-6711.

Virginia Is Home, but this experienced researcher, reporter and news director will shelve sectional preferences for a responsible position. Y'all write, alright? Box N-126.

Medium market news director, 2 years experienced, looking for any position at a professional and dedicated news operation. Greg 316-255-9778.


Sports—Exciting Communicator, ready, willing and available. 4 years experience—TV, radio, pbr reporting, photography. Relocate anytime, anywhere. Contact George after 5, 312-743-5826.

Broadcasting Nov 7 1977
SITUATIONS WANTED NEWS CONTINUED

A Hard-Working Pro needs a job! 12 1/2 years’ experience in all phases of radio news operations: 31 years old; will offer excellent track record and references. Prefer Mid-to-Major Markets, with chance to become News Director or Editor. Contact Chuck Carnley, PO Box 2005, Kealakekua, HI 96750. 808-324-4624.


Award Winning Journalist, 6 years experience in Top market. Excellent references. 305-444-2713.

SITUATIONS WANTED PROGRMING PRODUCTION OTHERS CONTINUED

Program 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.

Programmer/Administrator. Time to leave nest. Presently working under best, can program Discor AOR. General market appeal. Still growing. Experience. Must have strong technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities; transmission; microwave; tape; digital VTR; audio mixing and recording equipment; digital devices; E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Box Plummer, KOMO-TV, 100-4th Ave. NW, Seattle, WA 98109. 206-223-4027. Equal Employment Opportunity Employer.

TELEVISION

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.

HELP WANTED SALES

Sales oriented Producer/Director to sell commercial production and head up retail services etc. Major market independent and excellent opportuntiety for creative service individual. Equal Opportunity Employment-M/F. Reply Box N-163.

Top 50 Northeastern VHFM affiliate seeks aggressive, highly-motivated account exec. Proven list will deliver $25,000 minimum. The rest is up to you. EOE: Send resume to Box N-96.

Creative salesperson to self directly to local prospects. No order takers. Generous commission set-up. Full-time CBS station on air since 1952. Send resume and initial income requirements to H. David Berlin, WSBA-TV, Box 1866, York, PA 17405. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Maintenance Engineer. Expanding South Texas television station seeks experienced broadcast maintenance engineer. Experienced in all areas of television engineering is preferred, including small format and portable VTR equipment. First Class FCC license also required. Must be willing and interested in Equal Opportunity Employer. Send resume, including list of references, and salary requirements, to Box N-24.

Executive Engineer. Expanding major Radio-Television Group seeks Senior Engineer for projects involving new technology, transmitter and supervision in multi-station engineering operations. Provide resume of experience, education, technical qualifications and salary requirements. An equal opportunity employer: Box N-39.

Television Maintenance Engineer for Miami Market. Minimum three (3) years experience in maintaining 2” VTR’s or UHF transmitters. Apply directly to Director of Engineering, WLRN-TV, 1410 N.E. 2 Avenue, Miami, FL 33132. 305-350-3163.

Assistant Chief Engineer of Maintenance, independent television station. Strong background in digital controlled 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, including a large number of systems. Must have a solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities; transmission; microwave; tape; digital VTR; audio mixing and recording equipment; digital devices; E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Box Plummer, KOMO-TV, 100-4th Ave. NW, Seattle, WA 98109. 206-223-4027. Equal Employment Opportunity Employer.

Video and Audio Engineers needed immediately for expanding tele-production facility. Experience with remote_commanding and production systems preferred. Submit resumes to Box N-79.

TV Engineer (2 positions) immediately available at Upper Midwest University, install, maintain, and operate broadcast and closed-circuit equipment. Award winning, full-color operation. FCC 1st class license. Salary approximately $10,000, depending on experience. Equal Opportunity Employer. Box N-172.

New York UHF broadcaster needs chief engineer. Send resume in confidence to Box N-157.

Florida network affiliated television station needs people oriented Chief Engineer with organizational skills. Cost accounting and most of the art expertise mandatory. Send resumé and replies to Box N-131.

Television Studio Management Supervisor. Mid-West Market, new equipment, including ACR-25. Must have digital background and maintenance experience. EOE. Box N-119.

Expanding Color Production facility in NYC has following job openings available January 1: 1) Engineer in charge of Maintenance and Systems Design. —Color studio and editing facility with expansion plans. Work with Grass Valley 1600 Switcher, Supervision production crews, 3). Editor—34” Automated facility. Must know basic electronics and video systems, 4) Video Technician—Must be knowledgeable in camera set-up, Telecine & VTR. Please send resume and indicate availability Box N-174.

Chief Engineer for Florida UHF ABC affiliate. Good management, leadership and maintenance background. Must have experience in all phases. Start now in progress. Resume to Gary Adley, VP and General Manager, WJAK-TV, Box 17000 Jacksonville, FL 32216. An Equal Opportunity Employer.

TV Engineer—EE or Electronics graduate (or equivalent military). Experienced all phases. Start as Assistant Engineer. Consideration for chief in future. 3-5 years experience. Career opportunity. Excellent benefits. Contact C.A. Perkins, Box 8887, Jackson, MS 39204. Phone 601-372-6311. Equal Opportunity Employer.

Chief Engineer, University of Cincinnati. Position available to head the operation and maintenance of the audio and video teaching and production facilities located on the Central Conservatory of Music. Requirements include first phone and considerable experience in operation and maintenance of television and audio/sound equipment systems. Send resume with salary requirements by November 25, 1977 to: Diane Shinkle, Coordinator, Employment Services, 333 Vine Street, 45220.

Engineer—First Phone License required. Maintain television and special electronic systems (ITFS, VTR, RF, digital Telecommunications). All the above electronics knowledge and experience. Send resume with salary requirements to Box 1977 to: Diane Shinkle, Coordinator, Employment Services, 333 Vine Street, 45220.

Engineer—First Phone License required. Maintain television and special electronic systems (ITFS, VTR, RF, digital Telecommunications). All the above electronics knowledge and experience. Send resume with salary requirements to Box 1977 to: Diane Shinkle, Coordinator, Employment Services, 333 Vine Street, 45220.


Assistant Chief Engineer of Maintenance, independent television station. Must have solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities; transmission; microwave; tape; digital VTR; audio mixing and recording equipment; digital devices; E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Box Plummer, KOMO-TV, 100-4th Ave. NW, Seattle, WA 98109. 206-223-4027. Equal Employment Opportunity Employer.

Instructional Television Engineer. Assume responsibility for control room/direction of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of control room, technical and large type computer. Has worked with Noresco color camera system, EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Noresco schooling preferred. Must work 22 days a month, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 West, St. Louis, MO 63133. An Affirmative Action/Equal Opportunity Employer.

Maintenance and video operations engineer for Western Kentucky University’s color television production center. A minimum of three years’ experience with broadcast type equipment is required. Salary commensurate with experience. 12 month faculty position open immediately. Send application to Dr. Charles M. Anderson, Director of Media Services, 153 Academic Complex, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action, Equal Opportunity Employer.

Experienced Engineer with first phone for Southwestern UHF Station. Must be interested in remote monitoring and determine if your station is in need of television programming. Must be able to work with FCC, NAB, and State requirements for proper operation. Send resume to Box N-147.


Chief Engineer: Public TV/FM facility seeks chief for 12 person staff of engineers and technicans. Requirements: 1st Phone, 5 years broadcast experience, strong on maintenance, and proven supervisory and administrative skills. Equipment includes Ampex quads, Norelco LD1 & LD2 cameras, Harris film chain, RCA and Gates Xitrons, and Sony ENG. Starting salary $14,875. Send resumes to: Mel Chastain, General Manager, KAMU-TV/FM, Texas A&M University, College Station, TX 77843. An EEO, AA Employer.

Maintenance/Production Engineer—Experienced with design, installation and maintenance of helical-scan video tape equipment and cameras for studio and remote work. Call or send resume, Universal Production Studios, 425 Fremont Ave, Daytona Beach, FL 32214. 904-258-0222.

Video and VTR Operators with good technical background and FCC First Class for active TV Station. EOE, M/F. Box N-142.

HELP WANTED NEWS

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


Two immediate openings—anchor and ENG camera person/EDITOR for newsworthy oriented Wyoming station. Send tape and resume to John Field, KYCU-TV, 2923 East 11th Ave, Cheyenne, WY 82001. An Equal Opportunity Employer.

Weathercaster who understands weather’s important impact on viewers and who enjoys work. NBC affiliate in Lubbock, Texas, is seeking a Weathercaster/SENIOR 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 or resume to Dick Benedict, News Director, KCBD-TV, P.O. Box 2190, Lubbock, TX 79408, Equal Opportunity Employer.
WANTED NEWS CONTINUED


Immediate Opening for Reporter-Photographer with degree and one to two years experience. General assignment market in Upstate South Carolina. An Equal Opportunity Employer. Resume to Box N-171.

Anchor — needed for top-notch news organization in medium market. An Equal Opportunity Employer. Send resumes and salary requirements to Box N-165.

We're looking for a strong Anchor to handle prime-time newscast. Medium Market in Deep South. Resume and salary first letter. Box N-145.

Weekend News Anchor — weekend now, potential to advance to weekday slot long-range. Must be strong street reporter. Will request videotape of anchor and street work. EOE. Box N-118.

Southwest Group owned . . . Recently small . . . but highly competitive market needs experienced Staff Photographer. Sports Director; Late Anchor-Reporter and Reporter. Previous TV experience necessary. All three positions available immediately. Resume with salary and requirements to Box N-100.

Experienced film camera person. Must have three or five years experience, will be working to work hard, move fast. Resumes and sample tapes to 400 First St, N.W., Suite 811, Washington, D.C. 20001.

Reporter/Photographer — need person to report and shoot film in important city in our market. Must be self-starter who can deliver high quality working solo. Commercial television reporting experience required. EOE. Box N-116.

News Director/Anchor/Person for major group owned Florida UHF ABC affiliate station. Total ENG operation. Administration and leadership quality a must. Send resume and audition cassette to Herb Gold, Assistant General Manager, WJKS-TV, Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

Certified Meteorologist: Wanted by outstanding ABC Affiliate whose credentials meteorologically are the finest. Must be certified with reputation for accuracy and competitive. Send resume to: Subject Three jobs: Sports Director; Late Anchor-Reporter and Reporter.

WANTED EXPERIENCED TV DIRECTOR for fast paced live newscast. Minimum 3 years commercial TV directing experience. Salary around $18,000, plus benefits. Send resume with 3/4" tape of newscast you have directed to Charlie Riley, Production Manager, KTVT, 1290 Ala Moana Blvd., Honolulu, HI 96814. EOE.

WANTED TV DIRECTOR for fast paced live newscast. Minimum 3 years commercial TV directing experience. Salary around $18,000, plus benefits. Send resume with 3/4" tape of newscast you have directed to Charlie Riley, Production Manager, KTVT, 1290 Ala Moana Blvd., Honolulu, HI 96814. EOE.

Assignment Editor, TV News (WFMJ/NBC). Must be capable of determining news worthy events and make critical decisions. Dispatch news reporters and photographers. Many pressure situations. Qualified need only apply. Send confidential resume and salary history to: John Stoddard, WDTN, PO Box 741, Dayton OH 45401. An Equal Opportunity Employer M/F.

ENG Camera Operator: Knowledge of basic maintenance required. Run limited light and last paced Washington, DC news bureau 16 to 19K depending on experience. Reply to Box N-175.

News Director needed to take over News Department of Southeast top 40 market. Must be familiar with financials and budgeting. Excellent people skills and benefits. Send resume to Business Manager, Post Office Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

News Director, Responsible for the complete operation of a 24 hour medium market TV News Department. VHF/NBC. Experience required. Send confidential resume and salary history to: John Stoddard, WDTN, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.


The American University School of Communication in Washington, DC seeks graduate assistants with fulltime journalistic experience to work in teaching, research and service. Masters Degree in Journalism and Public Affairs. Tasks include writing and string newscasts over WAMU-FM, 50,000-watt public broadcast station, direct involvement with television news bureau operations in Washington, and writing for our American NewsService. This is a one-year fulltime program. For information, write Dean, School of Communication, American University, Washington, DC. Graduate print and broadcast journalism sequences accredited by the American Council on Education, Journalism. An Equal Opportunity/Affirmative Action Employer.

Reporter/Photographer (Lansing/Jackson, Michigan): Michigan's award winning PBS affiliate WCCO/11. Must be experienced in daily news reporting on either radio or television. Equal Opportunity Employer. Send resume to Personnel, WILK-TV, PO Box 30380, Lansing, MI 48909.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

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

Commercial Producer/Director with extensive experience needed immediately for expanding tele-production facility.EOE, M/F, Affirmative Action Employer. Send Resume and salary requirements to Box N-73.

Weekend Weather Anchor — meteorologist for weekend air work, assist chief during week. Will also be assigned weather related responsibilities. Must be strong glass for just out of school. Fully equipped weather lab. EOE. Box N-117.

Syracuse University seeks Assistant Dean to head Television-Radio/Film Division of the School of Public Communications. Professor rank. Must have all experience including current teaching, advising, administrative responsibilities. Send letter and CV to Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

South Florida TV Production Manager. Minimum 5 years hands-on production management experience including on-air directing, producing and creative design responsibility. Knowledgeable about the capabilities and limitations of all phases of equipment, VTR, film, lighting and studio equipment. Should have extensive experience in commercial production and news directing with ability to manage creative and technical people. Send resume and salary requirements to Mrs. R. Hanson, WPEC, Fairfield Park Drive, West Palm Beach, FL 33401. An Equal Opportunity/Affirmative Action Employer.

Production Openings: Operator/Technician sought for all night shift at exhibition house. Bong up, making, some maintenance. Should have quad or technical experience. Also seeking studio production assistant. Entry level position requiring some TV camera plus audio experience. Send resume and salary history to: Oliver Peters, Manager Production Services, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202. No offers will be considered.

 producers/reporter at number one station in top 40 market looking for job as Sports Director. Box N-176.


Sports Director in Top 50. Solid anchor, play by play, experience, and talent. 20 grand minimum. Box N-106.

Production, Operations Director. Production of local commercials and local programming. Must have experience. Small market station, but professional big market look. Call Mr. Tom Disinger, 517–356-3433, or send resume to WKBK-TV, PO Box 35, Alpena, MI 49707.

Producer/Announcer Position in Western Kentucky University's color television production center open Jan. 2, 1979. Qualifications for the position are bachelor's degree and two years experience in a color production facility. Salary commensurate with education and experience. Send applications and résumé to: Richard Hiner, Station Manager, WTVQ-TV, 1800 Madison, Madison, KY 42431. An Affirmative Action Equal Opportunity Employer.

Program Director for public station KDUD-TV who also will teach television production. Visiting faculty appointment through July of 1979. By December 1, 1979, the successful candidate is expected to be in residence. Send resume to: Doctor Don H. Combs, School of Communications, University of Idaho, Moscow, ID 83843. Representative of the University will be available at NAEB Convention. (AA/EOE Educational Institution).

SITUATIONS WANTED MANAGEMENT

Creative Program Director — excellent production background seeks medium market station. Knowledgeable, dedicated, experienced manager. Box N-167.

SITUATIONS WANTED ANNOUNCERS

First Phone. Broad radio experience, television pro experience in training college students. Weekends work near California, Arizona, Nevada State Colleges. Bernie Bacon 716–343-6804.


SITUATIONS WANTED TECHNICAL

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

First Phone B.A., 27, hard working, needs start, will relocate anywhere. Box N-164.

SITUATIONS WANTED NEWS

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


Weekend sports anchor/reporter at number one station in top 40 market looking for job as Sports Director. Box N-176.

Sports Director in Top 50. Solid anchor, play by play, experience, and talent. 20 grand minimum. Box N-106.
For Sale:

340 Feet 3-1/2" Transmission line RCA type, pre-1977-10 T Insulators, 80-5000, clips and spring hangers and 6 Type Mel-T 296A elbows. Never uncrated. Price $3,000. Townsend Associates Tel. 413-562-5505.


IVC-960 w/IVC, TBC. Broadcast quality, excellent condition, $5500. Mike Lincoln 415-956-5101.

Complete Stereo Production studio, includes two Ampex 601-2 Recorders, all for $2000. Priced for quick sale. 404-934-2142 evenings.

Three Norcross PC-70 Studio Cameras, one TK-27, and one TK-29w with connected vectors, vec. sweep, and spring hangers and 6 Type Mel-T 296A elbows. Never uncrated. Price $3,000. Townsend Associates Tel. 413-562-5505.

Law Degree, Major Market Experience, Talk Show Host, reports on afternoon radio/television. Young, talented, versatile, energetic, personalty, graphics, talent, writing, research, oral interpretation, learn quickly, presently consult in media and adult education. Box N-88.

Producer-Manager & More! Offers proven creative judgment, ability to motivate staff, and talent for organization & problem-solving. Will create professional department for station (commercial/public) or production house that appreciates exciting commericals, imaginative local programs, and enthusiastic attitudes. Skills as producer, director, writer, cameraman, editor, photographer established credentials as creative executive manager, (Desert climate out). Box N-113.

Creative Documentary—Magazine Format. Producer/Writer/Cameraman with 5 yrs. experience in news, production, M.S. Communications. awards, publication, seeks challenging position in newsworthy affairs. Box N-156.

Producer Manager seeks position in competitive market. Six years management experience. Will build and maintain a strong department. Box N-168.

Producer-Director/Production Specialist seeking dynamic, creative position in enterprise organization with outstanding facilities. 7 years studio/remote experience. No dazzling superlatives, just consistent quality television. Graham Brinton, 215-684-3346.

For Sale Equipment
Gates SC-48 Programmated, new or used, Box N-121.

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbi Drive, Laredo, TX 78040. Manuel Flores 512-723-3333.


Used crane in good condition, similar to a Chapmann. Nike Counterbalanced boom arm 121 ft. lens height. Contact Tom Scott 612-545-1111.

Situations Wanted: Programing, Production, Others
Young, multi-racial, Christian, female. Children's or community program orientation. MA instructional Design Technology BS TV-Speech; Biology Spanish minor. Versatile, effervescent personality, graphics, talent, writing, research, oral interpretation, learn quickly presently consult in media and adult education. Box N-88.

Production Manager & More! Offers proven creative judgment, ability to motivate staff, and talent for organization & problem-solving. Will create professional department for station (commercial/public) or production house that appreciates exciting commericals, imaginative local programs, and enthusiastic attitudes. Skills as producer, director, writer, cameraman, editor, photographer established credentials as creative executive manager, (Desert climate out). Box N-113.

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Help Wanted Management

Would You Like To Have An Equity Position In A Radio Station?

We need an ambitious sales oriented general manager familiar with all phases of operation. Good salary plus opportunity for equity participation. We can also provide equity financing to acquire FM or AM-FM in Northeast with no facility disadvantage. Supply full details in first response, which will be held in strict confidence. Reply Box N-126.

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

Work & Live

in the No. 2 city in the nation—Eugene, Oregon, KPNW Radio is looking for an experienced and creative personality with First Phone and production background to communicate with 25-49 audience. KPNW rate No. 1 in six counties, 50,000 watt KPNW-AM and 100,000 watt KPNW-FM are the Flagship Stations of Pacific Northwest Broadcasting. Tapes and resumes to Lee Gordon, PO Box 1120, Eugene, Oregon 97401 or call 503-485-1120. KPNW is an Equal Opportunity Employer.

Help Wanted Technicians

SALES ENGINEER

for broadcast automation equipment. Sales experience desired but will consider qualified broadcast engineer, program director or station manager wishing to pursue a sales career. Must be aggressive and willing to travel. Degree helpful. Excellent one state midwest territory headquartered in Chicago area. Salary: commission and expenses. Send resume to GMANT, 4041 Howe Road, Bellingham, WA 98225.

Help Wanted News

CAREER OPPORTUNITIES
AT PASADENA CITY COLLEGE
NEWS & PUBLIC AFFAIRS DIRECTOR—FM STATION
Salary Range: 5973-31183/month. B.A. in Journalism or related field, or the equivalent in work experience, including related college level courses.

RADIO/TELEVISION ELECTRONIC TECHNICIAN
Salary Range: $1095-5133/month. 3 years experience in broadcast industry, supplemented by training in radio and TV maintenance, including a valid radiotelephone first class license.

Apply by November 15, 1977 to PASADENA CITY COLLEGE, Department of Personnel Services, 1570 E. Colorado Blvd., Pasadena, California 91106.

HELP WANTED

TV-RADIO REPORTER
WMBD-Peoria
Must be experienced. Rush tapes and resume to Duane Wallace, News Director, WMBD-3131 N. University, Peoria, Illinois 61604.

SOF/ENG CAMERA CHIEF

Want to step up to a medium market? You can if you know sound cameras, editing and newsmag composition. We want a guy to head our SOF camera division. ENG experience is helpful but we will teach you if you don't know it. You must have minimum two years experience to quality.

We require resume, sample of your film work on cassette or mag film and when you can come to work. Great opportunity for the right person. We are EOEs. Write NEWS DIRECTOR, PO. Box 1548, Mobile, Alabama 36601.
Help Wanted Technical

Sales Engineer
The Grass Valley Group, Inc. has an opening for a Sales Engineer for the western states. We are looking for a capable and creative individual to work out of our LA sales office. This key sales engineering position requires an individual with a solid technical background in broadcasting. Preference will be given to individuals with proven sales performance. Our compensation package includes excellent company benefits in addition to our salary and commission programs. Interested applicants, please submit a resume in confidence to Val Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

The Grass Valley Group

Help Wanted Technical Continued

IMMEDIATE OPENING
Experienced Television Technician/Operator and Technician Supervisor
Must have First Class FCC License and good background in Solid State technology. Send resume or call:
KMOL-TV
PO. Box 2641
San Antonio, Texas 78299
512-226-4251
An Equal Opportunity Employer

TV CHIEF ENGINEER
Southeastern Network affiliate has immediate need for Chief Engineer with production experience. Requires heavy VTR studio maintenance including digital and logic. New building project underway. Competitive salary with profit sharing.

VIDEO TAPE ENGINEER
Immediate opening for videotape engineer with operation and maintenance experience on Ampex and RCA equipment. Experience in commercial production and first class license required.

Reply in confidence to Box N-115.

Manager of Technical Operations
If you are ready to move to Sunny California, KCET-TV has a position available for an experienced, motivated person. This position requires a person who is familiar with all phases of technical operations and can maintain the high degree of technical standards that KCET insists upon. The candidate should be able to conform to all FCC Rules and Regulations; recruit, recommend training for line personnel; attend production meetings and act as liaison between the Program and Engineering Departments. Having knowledge of personnel and facilities scheduling would be helpful. Must have 10 years experience in television operations, or 2 years college-level education in communications or television engineering will be accepted in lieu of the 2 years experience. Please submit resumes and salary history to KCET-TV, Steve de Salnick, 4401 Sunset Blvd., Los Angeles, CA 90027. Women, minorities and the handicapped are encouraged to apply.

ENGINESERS
As a result of continued growth a major television station, headquartered in New York City, seeks 3 engineers.

MANAGER FIELD SERVICES
Will be in charge of production and post production units. Responsibilities will include supervising technical crews, renting engineering facilities, acting as technical liaison between production and engineering as well as coordinating with other TV stations and vendors. 3-5 years in television as an EIC or TD, as well as supervisory experience required.

VIDEO TAPE MAINTENANCE ENGINEER
Will be responsible for maintaining all video tape recorders, associated computers and allied electronic equipment. 5 years as an electrical maintenance engineer plus technical school diploma or equivalent required.

VIDEO TAPE EDITOR
Will be responsible for editing video tape for performance and/or public affairs programming. This individual must be capable of adjusting video tape machines to maintain quality of editing. 5 years experience in video tape operations and editing as well as knowledge of computer editing required.

Salaries commensurate with experience plus liberal fringe benefits. Please send resume including salary history and position of interest in confidence to:
BOX 1326; 810 Seventh Avenue; New York, New York 10019
An Equal Opportunity Employer M/F

THE JOB: ART DIRECTOR
THE MARKET: WASHINGTON, D.C.

THE STATION: WTOP-TV, A Post-Newsweek Station

THE CHALLENGE: Creation and production of all graphics, including news, promotion and programming.

THE SKILLS: Experience as a television Art Director or the equivalent in production house or advertising agency art direction. A strong administrator with a BFA or Commercial Art degree, expertise in set design, news graphics and familiarity with the Forox animation camera.

WE ARE AN EQUAL OPPORTUNITY EMPLOYER -- MALE/FEMALE

Please send all inquiries and resumes to:
P.O. Box 9538
Friendship Station
Washington, D.C.
Help Wanted Programing, Production, Others

PROMOTION MANAGER
Chicago office of national rep offers unique opportunity for enthusiastic self-starter with television ad/promo experience. Sales oriented with good communication skills. Must be capable of developing comprehensive promotion plans for TV clients. Excellent compensation package. Send resume with salary requirements to Box N-173.

Situations Wanted News

IF YOU FEEL THAT RIGID EQUAL OPPORTUNITY QUOTAS ARE UNCONSTITUTIONAL, and foresee a Supreme Court ruling to that effect, reaffirming Title VII, Section 703(f) of the Civil Rights Act—consider the possible contribution to your news team an exceptional white male could provide; one with appearance, experience, attitude, and education. Hands tied (1)—the weight of the power in your hands is too heavy. Call Doug, 6050-681-6910.

WANTED?
TV-Anchor

Overcame catastrophic injuries and illness! Will overcome your ratings problems or keep or boost your ratings. Winging to back-up until rolling. Strict confidentiality!

Write Box N-127

Miscellaneous

TV SLIDES: $6.50
* HAPPY THANKSGIVING
* SEASON'S GREETINGS
* CHRISTMAS GREETINGS
* MERRY CHRISTMAS
* HAPPY NEW YEAR
SEND FOR COMPLETE LIST
BOB LE BAR FILMS 240 E. 55 ST. N.Y.C. 10022

Radio Programing

Give us two minutes! Call anytime to find out how interesting your station can really be. HUMAN INTEREST... for those who inform and entertain. 305-891-8066 - 24 hrs. (Taped)

FREE

one hour Christmas Special with your order of "The Radio Theatre"... old time radio at its best, a different program each week. Deadline December 1. Other Nostalgia features available... Sound Factory, Box 25, Sauk Rapids, MN 56379.

Business Opportunity

Background Music Company
Florida Metro turnaround situation, as owner has other interests. Ten (10) year SCA lease at unbelievable rate. All equipment included. MUSIC P.O. Box 854 Largo, Fla. 33750.

Wanted To Buy Stations

PLEASE RESPOND
Will purchase Radio Station in any location from owner. I have 75,000 cash, good credit, and a 200 acre farm. All replies treated confidentially. Write Box N-99.

WANTED
Radio Station in Texas; single station market; AM/FM preferably. Contact at Box N-149.

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

For Sale Stations

H.B. La Rue, Media Broker
WABO, TV, CATV, APPRAISALS
W.E. Co., 1954 RIBBS BUILDING, SAN FRANCISCO, CALIFORNIA 94103
1150-877-0672
EAST COAST: 310 EAST 53RD ST. NO. 60, NEW YORK 10022
212-576-0732

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Contact: William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1533

For Sale Stations Continued

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RALPH E. MEADOR
Media Broker
AM/FM - TV - APPRAISALS
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

- Powerful ethnic daytimer with good billing. Central George metro area. $810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about $800,000. Pop 2 1/2 million. Real Estate Excellent buy for $2,000,000. Terms.
- Daytimer, Sou. Central Florida. Power increase and nighttime available. Good buy. $180,000. 15 year terms.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- 100,000 watt stereo. Metro area Georgia. $600,000.
- Oregon fulltimer. Profitable. $180,000. Terms.
- AM/FM Utah. 11,000 city. 30,000 trade area. $230,000. First two years pay $1100 per month. $30,000 d.p.
- 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. $385,000. $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.
- $95,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
- Fulltimer with real estate. Billing about $100,000. About 50,000 Pop. In county. Southern W.Va. $230,000.
- Daytimer. Within 25 miles of Albany, Ga. Billed $85,000 with no salesmen. $265,000. Terms.
- Powerful fulltimer in New Mexico. $725,000.

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

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS
For Sale Stations Continued

NORTHEAST AM'S

New England daytime operation is under new ownership. For sale with valuable building and land included in sale. Asking $400,000. Contact Rob Kline, 910-123-4567, for information and office.

There are full time possibilities with this metro market daytimer. Rates are up and there are steady current increases in billings. Terms are available on this property and the price is right at $315,000. Dick Koczek will be glad to give you details from our Elmira office.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 - Elmira, NY 14902 - (607) 733-7138

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

To BUY or SELL
Contact
SHERMAN-BROWN AND ASSOCIATES
Media Brokers Consultants
2701 E. Sunrise Blvd, Suite 312
PO Box 4475 Fort Lauderdale, Fla 33338
305-567-9324
We qualify Prospects - Confidentiality Honored

DAYTIMER
Successful Mid-Atlantic daytimer. Excellent owner-operated investment. Very good station and market. Terms available to qualified buyer. Price: $225,000, Box N-103.

Last of the red-hot "mama-papa" AM stations. Getting profitable share of revenues in booming Western city. $200,000—half cash. Principals. Box N-154.

Major Market
Full-time AM; High Power FM
Excellent ratings—strong growth potential
Priced at approximately 3 x gross
5,500,000 cash
Box N-169

Radio station
for sale. Contact Broadcasting
Box N-133.

To BUY or SELL

SHERMAN-BROWN AND ASSOCIATES
Media Brokers Consultants
2701 E. Sunrise Blvd, Suite 312
PO Box 4475 Fort Lauderdale, Fla 33338
305-567-9324

To BUY or SELL

SHERMAN-BROWN AND ASSOCIATES
Media Brokers Consultants
2701 E. Sunrise Blvd, Suite 312
PO Box 4475 Fort Lauderdale, Fla 33338
305-567-9324

STATION MANAGERS . . . PUBLIC INTEREST GROUPS

Accurate step-by-step instruction for non-profit public service groups who want to use advertising media.

MEDIABILITY
- How to use radio and television
- Preparing slides, videotape spots
- Talk shows, editorial reply, news coverage
- Getting free production
- Newspaper, magazine, outdoor advertising
- Ad Council and other professional help
- Legal concerns, recourse to unfair treatment

AND MUCH MORE

Authors Len Biegel and Aileen Lubin

Clip this ad and send to: Broadcasting Book Division
1735 DeSales St. N.W.
Washington, D.C. 20036

Enclose $7.50 for each copy of Mediability along with your name and address. Payment must accompany order.

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 for Television or Radio. Help Wanted or Situations Wanted. Management, Salaries, 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 pre-press 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) 700 BROADCASTING, 1735 DeSales St. N.W., Washington, DC 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 $100.00 weekly minimum Situations Wanted: (personal ads) 40c per word $5.00 weekly minimum All other classifications: 80c per word $10.00 weekly minimum Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising receive display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform to the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting Nov 7 1977

62
### Broadcasting

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<th>Network</th>
<th>Symbol</th>
<th>Closing Wed Oct 26</th>
<th>Closing Wed Nov 2</th>
<th>Net change</th>
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<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares</th>
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**COMCAST**

**CABLECASTING**

**WOMETCO**

**ROLLINS**

**METROMEDIA**

**MCGRAW-HILL**

**DUN**

**COMBINED**

**GRCSS TELECASTING**

**WGBH**

**Broadcasting with other major interests**

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**ATN**

**AMERICAN TV & CPHM.**

**APTV**

**ATHENA CPM**

**BSIP**

**CABLE INFYC**

**COPMC**

**COMHP**

**ENT**

**GENERAL INSTRUMENT**

**GENVE CPM**

**TLC**

**TELEPROMPTER**

**TEXSCAN**

**TIME INC.**

**UC**

**VIACOM**

### Stock Index

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* Approx. shares and total market capitalization are approximate values.*

* Cablecasting November 7, 1977*
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### Standard & Poor's Industrial Average

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Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

Stock did not trade on Wednesday; closing price shown is last traded price.
\*No P/E ratio is computed, company registered net loss.
\*Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Broadcasting Nov 7 1977

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[84,383,188]

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[84,383,188]
Jim Blackburn Sr.: broker from the start

James W. Blackburn has been in the media brokerage business just about as long as there has been such a business for him to be in. The firm that bears his name first opened its doors in 1957, 11 years after he and Ray Hamilton started Blackburn-Hamilton Co., one of the first media brokerage firms. In those days, according to Mr. Blackburn, the brokerage business "wasn't as healthy as it is now" and the pickings in the late 40's and early 50 's were "pretty sparse."

Today, that's hardly the case. Blackburn & Co., with Washington headquarters and offices in Beverly Hills, Calif., Atlanta and Chicago, has brokered sales so far this year totaling more than $88 million ("Closed Circuit," Sept. 26). Among those is the $57-million Harte-Hanks acquisition of Southern Broadcasting Co. (Broadcasting, Aug. 29), his company's largest transaction ever.

Mr. Blackburn's career as a broker began in 1946, when, after fighting "the battle of Washington" as a Navy commander, he got married and settled in the capital he says he loves. He started selling radio stations because "I didn't have the money to buy one." He and Mr. Hamilton, whom Mr. Blackburn knew while still living in his native Midwest, "developed a service we felt was needed" and set out to convince broadcasters that they needed media brokers. "Ray had the West Coast, and I stayed here."

In the 31 years since, Mr. Blackburn has "done business with a lot of the big people in broadcasting and a lot of the small people, too."

Although he readily admits he would like to see more of the Harte-Hanks kind of deals, Mr. Blackburn says, "I get a kick out of making a good small deal as much as I do out of a multimillion-dollar one." That purchase, Mr. Blackburn explains, represents "about two years worth" of negotiating and pairing up just the right buyers with the right sellers. "It looks easy when you read it in Broadcasting," he says, "but brokers do a lot more work than people think, a lot of behind-the-scenes work."

The first thing a Blackburn broker does before a station is officially listed as up for sale is "dig into it and do a careful appraisal." A field report is then sent to the Washington office, where the staff reviews the findings, checks through the "hundreds and hundreds" of similar reports on stations all over the country, compares information and comes up with an asking price.

Both buyers and sellers are more sophisticated than they were when Mr.


Blackburn first began selling stations, and there's "much more competition, too," among other brokers, he adds. "All that makes our job harder."

About the easiest part of Mr. Blackburn's job is finding a buyer. "There are always more buyers than sellers," he says, and by the time he is ready to sell a station, he usually has a buyer in mind. He says he shows a station "to a handful" of potential buyers. "Most everything we take, we take exclusively," he says, so there is seldom any pressure on a buyer "to come up with a check by noon."

In 1957, Mr. Blackburn set up his present company. It is, he says, a "close-knit organization" of 12 associates ("all pros") scattered in its various offices.

Most of the brokers have been with Mr. Blackburn for many years. Clifford Marshall in Atlanta, for example, for "almost 30 years." Jack Harvey and Joe Sitrick in Washington have been at Blackburn & Co. for 20 and 19 years, respectively.

Two of the younger full-time associates have been with Mr. Blackburn all of their lives: His eldest son, Jim, 30, joined the company six years ago; a younger son, Dick, 28, hitched on two years later. (Mr. Blackburn's other two sons, Jack, 26, and Edward, 23, are small-town policemen and, according to their father, "the happiest guys in town.")

With such a staff backing him up, Mr. Blackburn is taking life a little easier now than he used to. He's still in the office every day, but, as he says, "I like my mornings," and he doesn't usually "come in until about noon." But, he says, "there isn't as much for me to do"—except the not-so-minor job of making "sure the company takes in more than it deals out."

A 1962 article, "Middlemen to TV's Millions," in Television magazine, described Mr. Blackburn then as "ready as the next broker to hop a plane" to conclude a deal. (He says he has visited every state except Alaska and that the company has handled deals in all 50.) Today, however, Mr. Blackburn says he still "enjoys traveling, but I enjoy home a lot more."

He still swims regularly and, until two recent heart attacks, was an avid golfer.

His son, Dick, recalled a story he has heard about his father: Once, back in the 1950's Mr. Blackburn was showing a station in Marietta, Ohio, when the town was flooded. "He wound up showing the station in a rowboat," recalls the junior Blackburn, and it was "half under water."

The fellow Mr. Blackburn was rowing around "ended up buying the station any way," says his son.

The flurry of station trading this year has made Mr. Blackburn a little skeptical of the business's ability to provide a repeat performance next year. He calls the 1977 a "culmination of the past several years and he doubts" that the market "will be much higher" in the near future.

Mr. Blackburn is "not enthused" by some proposals now before the FCC that will have a direct effect on his business. Buying a station, he says, has always "been a question of money," and he calls proposals to issue tax credits to station owners selling to minority interests and the move by the Small Business Administration to broaden its loan policy to broadcasters "government handouts." The government, he says, should not provide money for broadcasting "any more than it should for coal yards or anything else."

Mr. Blackburn is equally opposed to the proposal to require a 45-day advance notice that a station is up for sale. He says that proposal would put "unnecessary hardships on the stations" and that it is "not needed" for open broadcasting to "members of minority groups. At Blackburn & Co., he says, "we'll do business with anyone who's qualified."
The buddy system

By the fortunes of politics, the key positions in communications regulation are to be occupied for the foreseeable future by men conditioned more by experience in government or foundation-supported causes than in private enterprise. The cast and its connections were described in this publication a week ago. The principal players are Henry Geller, to be assistant secretary of commerce for telecommunications; Michael Pertschuk, the new chairman of the Federal Trade Commission, and Charles D. Ferris, the new chairman of the FCC.

There is also a supporting cast including such figures as Albert Kramer, the new director of the FTC's Bureau of Consumer Protection; Robert Bruce, the new FCC general counsel; Frank Lloyd, the new administrative assistant to the new chairman of the FCC, and Tracy Westen, Mr. Kramer's deputy.

Mr. Geller is the senior—one would say guru—of the group, a retired FCC general counsel and tireless writer of legal briefs under foundation sponsorship. Mr. Pertschuk became the consumerists' darling as chief counsel of the Senate Commerce Committee, where he took a leading role in such broadcast-oriented legislation as the ban on advertising for cigarettes. The Messrs. Kramer, Bruce and Lloyd have spent intervals in the employ of private Washington law firms but without discernible alteration of philosophy. Mr. Kramer founded the Citizens Communications Center, the principal source of petitions to deny anything broadcasters want. Mr. Lloyd succeeded Mr. Kramer at Citizens, of which Mr. Geller has been chairman. Mr. Bruce was the house liberal at Hogan & Hartson and is married to Collot Guerard, a lawyer for Media Access Project. As for Mr. Westen, he had his early training under Nicholas Johnson, who in his day on the FCC was a louder if considerably less effective guru than Mr. Geller. Mr. Westen has never let his mentor down.

It is worth remarking that of all the key figures now in communications regulation, the one with the largest responsibility has the least experience in the field. The new FCC chairman, Mr. Ferris, has been vastly tutored in political and legislative affairs as chief aide to the majority leader of the Senate and later to the Speaker of the House, but he has never had to focus on the communications system until now.

In his appearance at his Senate confirmation hearing and in the brief time he has been at work at the FCC, he has proved himself to be a quick study. The question that some outsiders are asking, however, is whether he is taking lessons from a one-sided faculty. If he surrounds himself with the circle that has already drawn around him, to the exclusion of others with broader views, he will become a captive of doctrinaire thinking. Surely his years on the Hill have taught him better than that.

On the wrong trail again

If memory serves, it was just about seven years ago that cigarette advertising was banished from radio and television on the assertion by the U.S. Congress that the action would end the problem of smoking and health. Then why is Joseph A. Califano Jr., secretary of health, education and welfare, saying, as he did last week, that cigarettes will be a factor "in the premature death of 37 million Americans living today" and vowing to educate the public to the dangers of smoking?

If longer memory serves, liquor advertising has been rejected by radio and television, with exceptions too insignificant to mention, since the origin of both services. So how can Mr. Califano, speaking of both cigarettes and alcohol, say: "When the air is filled with seductive advertising for products that increase the chances of disease or death, we have a clear obligation to provide facts on the other side"?

At one point in the same speech, delivered to the American Public Health Association in Washington, Mr. Califano darkly announced: "Someone is spending billions of dollars each year to keep people from making fully informed choices about smoking and alcohol." And at another point he asked: "What about children, who do not recognize the subtle ways they are pressured through advertising to adopt certain eating, drinking and fast-driving lifestyles that threaten their lives?"

It isn't quite clear what Mr. Califano intends to do about the evils he identified, but it is unsettling to hear a cabinet officer of his rank confuse genuine problems of public health with "seductive advertising" on the air and "subtle ways" that advertising influences children. It must be expected that more advertising restrictions will be proposed as Mr. Califano's answer to cancer and alcoholism.

If so, he will be no nearer a meaningful answer than the Congress was in 1970 when it voted to outlaw broadcast advertising for cigarettes effective back in January 1971.

Make work

Two conclusions may be drawn from the House Communications Subcommittee's investigation of television network sports:

There have been lapses in managerial supervision and judgment at ABC and CBS.

The subcommittee is spending money needlessly.

The imperfections on which the subcommittee has lavished excessive attention were widely publicized before the subcommittee got interested. The falsity of the "winner take all" CBS tennis billing was reported as early as Sept. 22, 1975, in Broadcasting, and the subject has been under FCC investigation for some time. The infusion of incompetents in ABC's boxing "championships" received enormous coverage and critical comment in the general press. There was no compelling need for the House Communications Subcommittee to get into an act that was already overpopulated.

Still, the incident illustrates again that television, more than any other medium, is in the public eye and must behave more circumspectly. The ethical standards to be found among sports promoters may pass in a West Side pool hall, but they play poorly in a Grand Rapids living room. In New York, it's something to remember.
The Georgia Supreme Court opened its doors to television cameras this fall for the first time in history. WSB-TV provided Atlanta viewers the only half-hour special program on the historic event. Channel 2's Action News presented an in-studio panel examining the impact and possible ramifications of the move to televise Supreme Court proceedings, in addition to live reports from Court chambers. WSB-TV: going beyond the headlines to keep Atlantans in touch with their government.
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