ABC at 25: Succeeding against the odds

Broadcasting Feb 13
The newsweekly of broadcasting and allied arts

Movies that command attention!

"The Hindenburg" is one of the 50 biggest, most explosive movies in syndication.

NATPE Hospitality Suite 3108
As expected.

The departure of “The Mary Tyler Moore Show” from network television last season prompted an unprecedented flow of fond farewells from the nation’s media. Reflecting, accurately, the feelings of a national television audience.

It had been, with its 29 Emmys, an exceptional series. Starring an exceptional woman.

Neglected in most of the farewells was the obvious fact that Mary would be right back. In syndication.
Mary is back with a bang!
Immediately capturing the prize audience of local stations.

For 56 stations, she draws an average 72% more 18-49 women than year-ago programming in her time period!

For 70 stations, she attracts an average 52% more 18-49 women than her lead-in program!

And for 38 stations, she wins (in her first sweep books) more 18-49 women than any competing program!

Would you really expect anything less?

Source: ARB, Nov. 1977 and Nov. 1976. Audience estimates subject to qualifications available on request.
In New York, New York

Donahue is #1

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In September 1977, WNBC switched to Donahue. Their rating for that time-slot soared. Their Women 18-49 nearly tripled. And now they're #1 across-the-board.

New York is sold on Donahue. Are you?

Call Don Dahlman at (513) 352-5955

Source: Dec. 1977 Nielsen (New York) audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

Multimedia Program Productions, Inc.
140 W. Ninth Street
Cincinnati, Ohio 45202
LIVE FROM THE SENATE □ Radio is admitted for the first time to the Senate chamber for the debate on the Panama Canal treaties. NPR goes gavel to gavel. PAGE 27.

IN DANGER □ The largest station trading deal ever—WJLA-TV Washington for KOCO-TV Oklahoma City and $55 million in preferred stock—may be pulled back by the FCC for reconsideration or effectively blocked by citizen groups’ court appeal. PAGE 29.

HOLLINGS HAS IN MIND □ Senate Communications Subcommittee chairman previews his cable legislation, hints that the marketplace will be the determining factor in regulation. PAGE 30.

TOLD IN THE ‘TIMES’ □ Van Deerlin states his case for the rewrite in the Sunday paper. PAGE 30.

WHO’S TO SEE? □ President Carter heads to New England, but he’s not going to get much media coverage. PAGE 32.

SPECIAL REPORT: ABC’S 25TH ANNIVERSARY □ It all began on Feb. 9, 1953, when the FCC approved the merger of ABC and United Paramount Theatres. But it was a long haul from then to now, from a money-losing single radio network to a profitable four and from an also-ran TV network to prime time supremacy. The history of ABC’s uphill flight as a company begins on PAGE 39. Leonard Goldenson—the man who put ABC together, built it up and refused to let it die. PAGE 48. Elton Rule—a key element in the management team in which ABC prides itself. PAGE 54. This wouldn’t be nearly as happy an anniversary celebration if ABC-TV wasn’t what it is today. The story of television’s most surprising turnaround and a rundown of the affiliates who benefit from it. PAGE 56. The ABC radio networks—how one losing network was turned into four winners and the 1,450 stations that carry their services. PAGE 74. Radio and TV may be the engine pulling ABC’s train, but there are several cars in tow—publishing, movie theaters, scenic attractions and records. PAGE 100.

FERRIS VISITS HILL □ The FCC chairman goes over the budget for fiscal 1979 with a House appropriations subcommittee. He reiterates some of his goals and says he will soon announce a staff for the network inquiry. PAGE 102.

ANOTHER GOOD YEAR □ CBS does it again in 1977 finances: Records are set by all groups and profits increase 11%. PAGE 104.

BETTER SETS □ The industry working group nudges the FCC on two points in connection with the project to develop a high-performance receiver that would permit relaxation of many UHF taboos. PAGE 105.

OPTING FOR OPT □ The steering committee for Operation Prime Time reviews presentations from a substantial number of producers, some representing major programing entities. PAGE 107.

KENTUCKY CURBS □ A bill in that state’s senate would permit strong measures to be taken against national networks and state broadcasters that program obscenity and violence. PAGE 107.

LANCE’S BOW □ The former director of the Office of Management and Budget debuts on WXIA-TV Atlanta and it becomes a media event. PAGE 103.

TRYING UP HIGHER □ Turned down by a lower court, an Army officer asks the Supreme Court to review his libel case against 60 Minutes. PAGE 109.

POLE BILL □ Congress adopts the Senate version of the cable attachment legislation. It gives states a stronger say. PAGE 109.

REROUTE TRAC-7 □ The Radio Advertising Bureau now feels the radio measurement service should be performed by an outside organization. A report on last year’s feasibility study of the proposed methods is replete with praise. PAGE 110.

A JOB OF PARAMOUNT IMPORTANCE □ Rich Frank calls on his varied broadcasting background in advertising, sales, management and programing to head Paramount Pictures’ new television service developing special projects and seeking out new markets such as Operation Prime Time. PAGE 129.

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The Week in Brief

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In this active Lebanon County community, WGAL-TV does the calling... and is extremely pleased with its reception. It is typical of the strong and consistent coverage provided throughout all segments of our 9-county DMA in Pennsylvania. In your media buying, contrast the WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales results.

Source: Nielsen 1977 County Coverage Report

WGAL-TV
STEINMAN TV STATION
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station WTEV Providence R.I.-New Bedford-Fall River, Mass.
Late starters
Experiments in prime-time program schedules may delay unveilings of next season’s fall line-ups, at least for CBS-TV and NBC-TV. Short-run series tryouts will still be going on in April and May, making it possible some slots will still be tentative right up to, and even beyond, affiliate convention time.

ABC-TV, contemplating replacement needs of only four to five hours, has set target date for April 15. CBS and NBC are both thinking of early to mid-May, though latter has picked up some breathing room with rescheduling of affiliates meeting to June 18-20 (see story, page 28).

On paper at last
Months of bureaucratic haggling over draft of executive order implementing President Carter’s plan to create National Telecommunications and Information Administration appear to have ended. At least, draft acceptable to various contending parties—at Commerce, where new unit will be located, State Department, Office of Management and Budget and National Security Council—has been completed, and is being circulated throughout executive branch for comments.

If clearance process is completed without further hitch, NTIA, which incorporates most functions of White House’s Office of Telecommunications Policy and Commerce’s Office of Telecommunications, could open for business late this month or early next. At same time Henry Geller’s name would be submitted to Senate for confirmation as assistant secretary of commerce to head new unit.

Radio build-up
Program possibilities beyond news and perhaps additional radio networks are under heavy study at ABC Radio. Investigation is to accelerate next week as Richard A. Foreman, Southern Broadcasting’s director of beautiful music operations, joins ABC Radio in new post of vice president, programming, for four networks. Appointment is to be announced shortly.

Senate on TV?
Passage of resolution to admit radio and TV to its innermost sanctum, and seeming resolution of controversial question of control of cameras (see story, page 28) would indicate U.S. House of Representatives will be first to go on air permanently. Not so, say some knowledgeable sources, who are putting their bets on Senate. While House was weighing over whether it or broadcasters would run TV (House, not surprisingly, won), Senate quietly finished installation of new light that, according to one network news official, are sufficient for broadcast-quality picture from any place in chamber.

House Speaker Thomas P. O’Neill (D-Mass.) has said it will take at least year to work out technical problems, including lighting, before House goes on TV. Broadcast news people say if Senate gave its permission, networks could install light-sensitive minicameras now on market and go to work with minimum of intrustion into proceedings. Current radio coverage in Senate (see story, page 27), is only temporary, and will end with Panama Canal debates.

Hard times
National Citizens Committee for Broadcasting, which Nicholas Johnson has headed as chairman since leaving FCC in December 1973, is operating on lean budget that has caused cutbacks. Staff is down from 12 to three (or from 14 to 5, counting lobbying affiliate). Office has moved to smaller quarters. Publication of Access and Media Watch has been suspended. Problems apparently began with departure, last September, of Ted Carpenter, who had been executive director and chief fund raiser. He is now with Carnegie Commission studying public broadcasting.

Mr. Johnson, however, professes to be bullish about NCCB’s future. He says it is funded through June, longest period for which it has had funding, he claims, and he talks of projects to be undertaken, including study on state of media reform movement.

Head to head again
FCC’s Cable Television and Broadcast Bureaus will have another of their frequent disagreements this week, this one over future of rules designed to protect broadcasters’ syndicated-programming exclusivity against cable television use. Cable Bureau will recommend rulemaking aimed at repealing rules. It will say there is no need for them, that broadcasters seldom invoke them, and that copyright law has served to equalize marketplace competition between stations and cable systems. It will also say rules hurt cable growth.

Broadcast Bureau, on other hand, will urge go-slow approach, recommend that if rulemaking is initiated, commission ask more questions than Cable Bureau is suggesting. Broadcast Bureau does not feel time is ripe for repeal, says commission should get better fix on repeal’s effect. Broadcast Bureau also says not enough experience has been gained under copyright law, adopted in 1976, to judge its effectiveness.

Hearts and minds at odds
FCC’s Office of Opinions and Review may be having problem writing order in WPXN-TV New York case, as directed by commission majority. For while order is to prepare draft renewing WPXN’s license, staff is said to have recommended order denying WPXN renewal and granting competing application of Forum Communications.

Comp climbs
Hourly rates of approximately 100 CBS-TV affiliates have been raised in past 15-18 months, which means their network compensation went up too. Some raises, it’s understood, were effective first of this year, others date back to latter part of 1976. CBS sources say they have just about finished project outlined at last year’s affiliates meeting, under which about 50% of CBS-TV stations had received or would get compensation increases, averaging about 20%, over 20-month span in 1976-77 (Broadcasting, May 30, 1977).

Five that didn’t get raises in past year: CBS’s TV O&O’s.

Double load
Some TV station executives and national reps are viewing with concern emergence of piggyback 30-second spots (two 15-seconds) on TV networks for Admiral, Clairol and Mr. Coffee. Stations are fearful that if practice spreads on networks, agency requests to local outlets can’t be far behind, raising problems of clutter, product protection and increased inventory.

Satellite room service
Next major breakthrough in pay cable via satellite may be to hotel chains via RCA Americom satellite. Report last week was that Holiday Inns’ corporate parent is exploring costs of earth stations and other hardware involved for distribution not only to guest rooms (for added fee), but also to public rooms for product demonstrations on simultaneous nationwide basis.
The Sony BVE-500A.
It's the best editing decision you'll ever make.

Announcing the professional automatic editing control unit professional editors have been waiting for. The Sony Broadcast BVE-500A.

Already, the earlier BVE-500 has been accepted as the state of the art in control track editing by broadcasters around the world. In the new BVE-500A, we've made substantial improvements that increase the speed, versatility, and convenience of the editing process.

Compare these editing advantages with existing equipment, and consider the added creative capabilities you get with the Sony Broadcast BVE-500A.

1. BIDIREX control. The big news in the BVE-500A is BIDIREX: two self-return search dials that take the place of ordinary pushbutton search controls. Many control instructions have been built into these BIDIREX dials to allow an operator to shuttle tape in forward and reverse direction at various speeds.

   BIDIREX eliminates mode selection error. And it gives Sony U-matic editing a true “film” feeling ordinary editing systems can't match.

2. Decision Prompter. The new BVE-500A uses lamps to prompt the operator to the mode and progress of all editing decisions.

   Function lamps blink until the edit commands are made, then go automatically to “steady on.” Even in a busy newsroom, with many interruptions, an operator can tell at a glance the status of his last instruction as the BVE-500A prompts him for the next command.

3. Automatic Entry. The BVE-500A saves valuable time with a feature that automatically enters the “IN” point when the preview button is engaged.

   If the operator has already selected an “IN” point, this auto mode has no effect; the editor may preview without disturbing his pre-selected “IN” point.

4. New Full Time Counter. The BVE-500A counts control track pulses from -79 minutes through 0 to +79 minutes. An operator need not concern himself with the count when he initiates an editing sequence.

5. Short Pre-Roll. When used with external sync, pre-roll is reduced from five seconds to three seconds, a further time-saving advantage.

6. Cue Control. The BVE-500A features built-in record and erase. This 1kHz tone is recorded on Audio 1, and is useful for both auto control systems and pre-cueing the tape to air.

   These are just a few of the new BVE-500A features.

   Others include auto shut-off, external interface of control logic, manual edit capability, and more. You can see them all in action when you ask for a demonstration of this versatile new editing control unit. To do that, just contact your nearest Sony Broadcast office.

Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019
New York: (212) 371-5800 Chicago: (312) 792-3600 Los Angeles: (213) 537-4300 Canada: (416) 252-3581

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Radio only


Herald Life Insurance □ Subsidiary of Independent Life & Accident Insurance places $70,000 radio campaign running for 26 weeks. Cecil West & Associates, Jacksonville, Fla., will buy spots in 20 markets including Atlanta, Houston and Nashville. Target: men, 18-49.

GAMA □ Gas Appliance Manufacturers Association arranges 12-week radio push beginning this week. Holland Wallace, Little Rock, Ark., will seek spots in 24 markets including Boston, Detroit, Nashville and St. Louis. Target: adults, 25-54.

Barnett Banks □ Bank starts 10-week radio flight this week. McKinney, Silver & Rockett, Raleigh, N.C., will buy spots in Florida markets including Miami and Jacksonville. Target: adults, 18 and over.

Steak N Shake Restaurants □ Fast food chain schedules eight-week radio promotion starting this week. Grey-North, Chicago, will arrange spots in six markets including St. Louis. Target: adults, 18-34, and teen-agers.


Rep appointments


Carillon Importers □ Fazi Battaglia Verdicchio wine will get four-to-six-week radio push starting this week. Chester Gore, New York, will handle spots in four markets including Boston and Chicago. Target: adults, 25-49.


Kneip □ Meat products manufacturer starts one-week radio flight in early March. Tench Advertising, Oak Park, Ill., will handle spots in 12 markets including Milwaukee and Tampa, Fla. Target: women, 25 and over.

Herman’s □ Sporting goods store chain begins radio campaign this week. Albert J. Rosenthal, New York, is buying spots in 12 markets including Milwaukee and Albany, N.Y. Target: adults, 18-34.


TV only

Hills Bros. Coffee □ High-yield coffee gets 17-week TV buy beginning late this month. BBDO, New York, will plan spots in 40 markets during day, fringe and prime time. Target: women, 25-54.

Sea World □ Marine park launches nine-week TV campaign starting in June. Honig-Cooper & Harrington, Los Angeles, is placing spots in 17 markets during day, fringe and prime time. Target: men and women, 25-54, and children, 6-11.

Airens □ Outdoor equipment manufacturer starts five-to-10-week TV promotion in early March. Western International Media, Los Angeles, will select spots in about 14 markets during news, prime and late fringe time. Target: total men.

Straw Hat Pizza □ Restaurant chain schedules two four-week TV flights in late February and early April. Hoefer Dietrich Brown, San Francisco, is selecting spots in 11 Western markets during fringe and prime time. Target: adults, 18-34.

Ronco Foods □ Pasta products manufacturer starts eight-week TV buy
"Elizabeth... this is the big one."

Highest rated ½-hour series in NBC history.

More Homes than "Happy Days"
More Women than "Mary Tyler Moore"
More Men than "Mash"
More Youngsters than "Barney Miller"

136 Episodes. Available This Fall. Call Us Now!

A TANDEM Production
Distributed by P • I • T • S Films

Contact Robin French or Gary Lieberthal • 1901 Avenue of the Stars, Suite 666, Los Angeles, CA 90067. (213) 553-3600
"Match Game PM" wins more 18-34 women than any competing program in these 44 markets!

Chicago
San Francisco
Detroit
Cleveland
Pittsburgh
Dallas-Fort Worth

Minneapolis-St. Paul
Miami
Seattle-Tacoma
Baltimore
Denver
Portland, Ore.
Kansas City
San Diego
Phoenix
New Orleans
Greenville-Sp-Ashville
Grand Rapids-Kal.
Oklahoma City

You know your prime audience in prime-access time. The 18-34 woman.
If you're serious about reaching her in the largest possible numbers, you'll play our game.
Because, once again, Goodson-Todman's "Match Game PM" demonstrates remarkable strength in attracting and holding these young women.
In 44 of 88 markets, "Match Game PM" reaches more 18-34 women than any competing program.
That's 50% of all markets! And, compared with the records of other access series, a great performance.
78 of the 88 stations rank first or second in 18-34 women. Putting

Source: ARB, Nov. 1977. Estimates are subject to qualifications of the rating service.
89% of all “Match Game PM” stations at or next to the top of a time period in reaching their primary audience.

In general audience reach, "Match Game PM" is the highest rated program in its time period in 40 of its 88 markets. And ranks first or second in 75.

If this is the performance you want from an access series, remember, “Match Game PM” has been performing this way for 3 successful seasons.

Which brings us to the final point.

Consistency.

Count on “Match Game PM” to deliver your prime audience (and a strong rating!) in access time this year. Next year. And for years to come.

Jim Victory Television Inc.
45 East 45 Street, New York 10017. Tel: (212) 687-1516
late this month. Caldwell, Bartlett, Wood, Memphis, will pick spots in 22 markets during fringe and news time. Target: women, 18-49.

Rimmel □ Cosmetics division of ITT plans eight-week TV flight beginning in early April. Keenan & McLaughlin, New York, will select spots in 13-15 markets during day, fringe and prime time. Target: women, 18-34.


Old Dutch □ Salad dressing gets six-to-eight week TV campaign starting in early March. Hubbard, Duckett, Mason, Dow, Jacksonville, Fla., is seeking spots in four Southern markets, including Atlanta, during day, fringe and prime access time. Target: total women.

Merrill Lynch, Pierce, Fenner & Smith □ Brokerage firm plans six-week TV promotion starting this week. Ogilvy & Mather, New York, will seek spots in 15 markets during fringe time. Target: total men.

Stella D’oro Biscuit □ Baking company stages five-to-six week TV campaign starting late this month. Firestone & Associates, New York, will pick spots in about 20 markets during fringe and prime time. Target: women, 18 and over.

Mazda Motors □ Automobile manufacturer starts five-week TV drive late this month. Foote, Cone & Belding/Honig, Los Angeles, will place spots in at least 60 markets during prime, news and late fringe time. Target: men, 18-49.

United California Bank □ Bank starts five-week TV promotion starting late this month. Foote, Cone & Belding/Honig, Los Angeles, will buy spots in eight California markets during news time. Target: men and women, 25-54.

Vivitar □ Importer begins five-week TV buy in late April for its Vivitar 110 pocket camera. The Dreyfus Agency, Los Angeles, will pick spots in 15 markets during fringe time. Target: adults, 18-49.

Oster Corp. □ Subsidiary of Sunbeam will feature its appliances in four-week TV promotion beginning in early April. Hoffman, York, Baker & Johnson, Milwaukee, will seek spots in 50 markets during early fringe time. Target: women, 35 and over.

Campbell Soup Co. □ Swanson's prefried chicken slates four-week TV campaign starting this week. Ogilvy & Mather, New York, will be buying spots in about 20 markets during fringe time. Target: women, 18-49.


Murphy-Phoenix □ Soap manufacturer places four-week TV buy beginning in early March. John Goulet, Cleveland, will handle spots in 11 markets during fringe and prime time. Target: women, 18-49.

Allegheny Airlines □ Airline starts four-week TV drive late this month. J. Walter Thompson, Washington, will buy spots in 11 markets during fringe time. Target: adults, 18 and over.


Kinney Shoe Corp. □ Family shoe chain begins three-week TV drive in early March. Sawdon & Bess, New York, will buy spots in 44 markets during fringe and prime time. Target: women, 18-34.

ADA □ American Dairy Association launches three-week TV buy focusing on its hard cheese late this month. D'Arcy-MacManus & Masius, Chicago, will seek spots in at least 100 markets during fringe and day time. Target: women, 18-49.

Philmor & Hart Labs. □ Company plans one- and two-week TV flights featuring its Shake 'n Egg and Decoregger Easter egg coloring devices, starting in mid-March. A. Eicoff & Co., Chicago, will place spots in 90 markets during all day parts. Target: total women and children.

Kellogg □ Company sponsors Bugs Bunny special, A Connecticut Rabbit in King Arthur's Court, Feb. 23, (8:30-9 p.m. NYT) on CBS-TV, through Leo Burnett Co., Chicago. Bugs Bunny will be headliner, in an animated cast along with Daffy Duck, Elmer Fudd, Yosemite Sam and Porky Pig.

Dr Pepper □ Company sponsors Barry Manilow Special, Friday, Feb. 24 (8-9 p.m. NYT) on ABC-TV, through Young & Rubicam. Ray Charles will be guest.


Sears, Roebuck & Co. □ Department store chain sponsors Julie Andrews: One Step Into Spring on CBS-TV, March 9 (8-9 p.m. NYT), represented by Foote, Cone & Belding. Miss Andrews will be joined by Leslie Uggams, Leo Sayer and the Muppets.
Dinah's going places and so is her audience. Up, up, up.

Up! November 1977 over November 1976—53 market average DMA share, where Dinah! was carried in the same daypart.

Up! November 1977 over November 1976—31 market average DMA share, where Dinah! replaced another program.


Look for more travel, unusual themes, plus other lively surprises in Year #5!

At NATPE, Bonaventure Hotel, Malibu Suite 3038.

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This week


Feb. 13 — New deadline for comments to be filed on a proposal by the ethics committee of District of Columbia Bar Association to amend the association's rules to make it more difficult to pass through the so-called "revolving door" between government and regulated industries when changing employment. Previous deadline was Jan. 6.

Feb. 14 — Missouri Cable Television Association annual meeting. Ramada Inn, Jefferson City, Mo.


Feb. 15 — Deadline for entries in 1978 Clarion Awards competition of Women in Communications Inc. One plaque and one honorable mention will be conferred in eight media categories that include radio series or documentary, television series or documentary and advertising campaign. Purpose is to honor outstanding communication between Jan. 1 and Dec. 31, 1977, in the area of human rights, resources and the community. Entry forms: Women in Communications Inc. P.O. Box 9561, Austin, Tex. 78766.

Feb. 15 — Deadline for entries for Broadcast Preceptor and Broadcast Media Awards of San Francisco State University. Winners will be honored during 28th annual Broadcast Industry Conference in San Francisco. April 18-21. Information: Janet Lee Miller, Broadcast Industry Conference, San Francisco State University, San Francisco 94132. (415) 469-1347.

Feb. 15-17 — Texas Cable Television Association annual convention. Marriott, Dallas.


Feb. 17 — North Carolina Farm Writers and Broadcasters Association 26th annual Farm Press Radio and Television Institute. Sheraton-Crabitree Motor Inn, Raleigh, N.C.

Feb. 17 — Deadline for entries in 1977 Charles Stewart Mott Awards competition, sponsored by the Education Writers Association, to honor education writing. Radio and television category awards will be for single programs or series of reports on the same subject or theme, but not to exceed 60 minutes. Information: EWA, P.O. Box 281, Woodstown, N.J. 08096. (609) 768-1313.


Also in February


Feb. 21-23 — National Association of Roentgenological Broadcasters 38th annual convention. Radisson South hotel, Minneapolis.

Feb. 21-23 — Washington Cable Television Association meeting. Tye Motor Inn, Turnout Wash.


Feb. 23 — FCC's new deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage rules (Docket 21472). Replies are now due March 27. FCC, Washington.

Feb. 23 — Seventh annual "Take a Broadcaster to Lunch" benefit of Radio-Television Council of Greater Cleveland. Jessica Savitch, NBC. Washington correspondent, will be speaker: Cleveland Plaza hotel, Cleveland.

Feb. 23-24 — Louisiana Cable Television Association annual meeting. Best Western Chef Vou, Shreveport, La.

Feb. 24 — Deadline for entries by FM stations in U.S. and Canada for 10th annual Armstrong Awards for excellence and originality in FM programming. Competition is administered by Columbia University, where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.


Feb. 24-25 — Industrial forum, "Managing the Entertainment Business" by the Graduate School of Management, UCLA. Six panels will feature key executives in film, television, agency and recording businesses. UCLA, Los Angeles.

Feb. 24-25 — Oklahoma Broadcasters Association winter meeting. Skirvin Plaza hotel, Oklahoma City.


Feb. 27 — Pennsylvania Association of Broadcasters
NEW!
From the same outrageous minds that brought you "The Gong Show"...

"The most ridiculously funny thing you've ever seen!"
—DICK MARTIN, HOST

THE CHEAP SHOW

The Comedy Show That Makes Fun of Game Shows!

Here it is — the ultimate insane show that asks the question: "How far will some people go to get a laugh?"
The set is the chinziest, the questions are ludicrous, the prizes are terrible, the contestants are humiliated — and everybody has a great time!

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At NATPE, suite 3038, Bonaventure Hotel
A Decade Has Passed Since April 4, 1968. The Impact of Dr. Martin Luther King, Jr. Has Never Been Greater.

Picturmedia Limited Announces the Immediate Availability of Videotape Network’s Two-Part Retrospective on Dr. King’s Life and Impact on Society.

Part 1—Legacy Of A Dream (30 min.). Narrated by James Earl Jones with Andrew Young and Coretta Scott King. Ideal for prime time access.

Part 2—King: A Film Record ... Montgomery to Memphis (100 min.). Nominated for an Academy Award. King through the eyes of King. The beginning to the tragic end. Designed for prime time.

This Prestigious, Highly Promotional Retrospective is Available to Commemorate America’s Upcoming Tribute to Dr. King.

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Donald H. Stillman vice president
Picturmedia Limited
1775 Broadway New York, N.Y. 10019 (212) 757-3573 RCA Telex 237393TCIP
Offices in Los Angeles & Rome

Broadcasting Feb 13 1978 18
Cetec Sparta Showcase:

First-quality broadcast components joined in a first-quality studio system

That's a Centurion II 12-mixer stereo console up front, the centerpiece of a custom Sparta grouping that's handsome, functional, and compact.

Start with Centurion II — more than 200 stations have already. One great reason is that when AM stereo arrives, you're ready right now. If 12 mixers and 36 inputs aren't enough, you can add one or two extender panels of 6 mixers each — to a maximum of 24 mixers and 72 inputs! You can have either rotary or slide pot controls — or even some of each. And of course Centurion is solid state all the way.

Put it in its place — along with Sparta's fine family of turntables, tape cart and remote control equipment — and complement it with sleek, low-profile furniture designed just for broadcast operations. And there you have it — a custom studio system at less than custom prices.

Of course, you can mix and match. That's the beauty of the big Cetec Sparta line — multiple choices in equipment and studio layout.

Outstanding full-color Sparta catalogs are just off the press. Write for them today, or telephone Andy McClure (805) 968-1561.

Cetec Broadcast Group
The Broadcast Divisions of Cetec Corporation
75 Castilian Drive, Goleta, California 93017


March 21—27—NIP+TV's 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

March 28—29—American Association of Advertising Agencies annual meeting, Carmelback inn, Phoenix.

April 30—May 3—Annual convention of the National Cable Television Association, New Orleans.

May 9—10—Annual meeting of CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 14—17—Annual meeting of NBC-TV affiliates, St. Francis hotel, San Francisco.

June 1—3—Associated Press Broadcasters annual meeting, Stouffer's Twin Towers, Cincinnati.

June 7—10—Broadcasters Promotion Association annual meeting, Radisson Hotel, St. Paul, St. Paul. 1979 conference will be June 6-10, Nashville.


June 17—20—American Advertising Federation annual convention, St. Francis hotel, San Francisco.


Sept. 20—22—Radio Television News Directors Association international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.


Nov. 15-18—National convention of Society of Professional Journalists, Sigma Delta Chi, Hyatt House, Birmingham, Ala.

Replies are now due May 15, FCC, Washington.

March 16-19—Women in Communications midyear board meeting. Charioit Inn, Austin, Tex.


March 24—FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 10.

March 30—NBC Radio Network regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

March 31—NBC Radio Network regional affiliate meeting. Opryland hotel, Nashville.


March 31-April 1—Society of Professional Journalists, Sigma Delta Chi, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

March 31-April 1—Society of Professional Journalists, Sigma Delta Chi, region 12 conference. New Orleans.


April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into American Advertising Federation's Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

April 5—New England Advertising Research Day sponsored by the Advertising Research Foundation. Sheraton Boston, Boston.

April 5—7—Annual worldwide conference and workshop of American Forces Radio and Television, Sportsmen's Lodge, Los Angeles.


April 7—8—Society of Professional Journalists, Sigma Delta Chi, region 6 conference. Minneapolis-St. Paul.

April 7—9—Broadcast Education Association 24th annual convention. Convention Center, Las Vegas.

April 7—9—Society of Professional Journalists, Sigma Delta Chi, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

April 7—9—Women in Communications meeting for Great Lakes region 2, Hollenden House, Cleveland.

April 7—9—Women in Communications meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

April 8—Meeting of the board of directors of the Association of Maximum Service Telecasters. MGM Grand hotel, Las Vegas.

April 8—Career workshop for New England area, sponsored by Women in Communications Boston chapter. George Sherman Union building, Boston University, Boston.

April 9—Association of Maximum Service Telecasters 22d annual membership meeting. Las Vegas Convention Center, Las Vegas.

April 9—Society of Broadcast Engineers annual meeting. Las Vegas Hilton, Las Vegas.

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

April 10-11—New York State Cable Television Association's spring meeting. Quality inn, Albany.

April 12—Deadline for reply comments in FCC inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations, FCC, Washington.

April 12—Annual meeting of New England Cable Television Association. Meadowbrook inn, Portsmouth, N.H.

April 13—NBC Radio Network regional affiliate meeting. Sheraton Airport Inn, Phoenix.

April 13-14—Broadcast Financial Management Association/RICA quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 13-14—Second annual Texas Association of Broadcasters Southwest broadcast conference and convention. University of Texas, Lubbock, Tex.

April 14-15—Radio Television News Directors region one seminars. Seattle.


April 14-16—Women in Communications meeting for West region 5. Snowbird ski and Summer Resort, Snowbird, Utah.

April 14-16—Women in Communications meeting for Pacific Northwest region 1. Maryhurst Education Center, Portland, Ore.

April 15—Meeting of region 14 of Radio Television News Directors Association, University of South Florida, Tampa.

April 16—Regional workshop of Radio Television News Directors Association and Department of Journalism, Duquesne University. Duquesne University. Pittsburgh.

April 16-18—Canadian Association of Broadcasters annual meeting. Queen Elizabeth hotel, Montreal.

April 18-19—Alabama Cable Television Association annual "Citizen of Year" awards meeting. Honored will be Fred Huggins, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

April 19-21—Spring convention of Kentucky Broadcasters Association. Senator Wendell Ford (D-Ky.) will be the principal speaker. Executive West Inn, Louisville, Ky.

April 21-22—Society of Professional Journalists, Sigma Delta Chi, region 1 conference. Hotel Hershey, Hershey, Pa.


Broadcasting Feb 13 1978
KAUM/KXYZ HOUSTON HAS APPOINTED RKO RADIO SALES

RKO RADIO SALES

NEW YORK WOR/99X
LOS ANGELES KHFJ/KRTH
CHICAGO WBYI
SAN FRANCISCO KFRC
BOSTON WRKO/WROR
DETROIT CKLW AM/FM
WASHINGTON, D.C. WGMS AM/FM
CLEVELAND WERE AM/WGCL FM
DALLAS KLIF
PITTSBURGH WRTG/WSSH
HOUSTON KXYZ AM/KAUM FM
MIAMI/FT. LAUDERDALE WAXY

DENVER KBPI
PORTLAND KPAM AM/FM
KANSAS CITY KBEQ
COLUMBUS WNCI
MEMPHIS WHBQ
Eighty percent of all stations starting “Family Feud” in September scored these key-audience gains by November:

...an average 56% more 18-49 women than year-ago programming!

...an average 31% more total women than year-ago programming!

Who else gives you 5 to 1 odds for a fast start in building a prize audience in access time?

Call today for Goodson-Todman’s “FAMILY FEUD”

Source: ARB, Nov. 1977 and Nov. 1976. Audience estimates subject to qualifications available on request.
Sound-off

EDITOR: I was dismayed to read the comments of a high ABC executive concerning digitized TV audio, and the possibilities of TV stereo in particular (BROADCASTING, Jan. 23). Julius Bar- nathan pooh-poohs TV stereo ("For what? Voices?") while the critic of format stereo could inject new vitality into television. Also, improved fidelity now provided by AT&T coupled with stereo could entice major musicians to return to television without fear that their work will be degraded by inferior sound.

In a nation where millions of dollars are spent on high-grade audio gear, you would think more millions would be spent on improved TV sound by the consumer; if only broadcasters and manufacturers would care to cut themselves in on the action.—Ken Collins, Ada, Ohio.

BIB's job

EDITOR: I was pleased to see your appraisal of the suggestion of equal time to the Communists by John Gronouski, chairman of the Board for International Broadcasting. One slight correction is needed in your editorial (BROADCASTING, Jan. 30) and your "Closed Circuit" of Feb. 6, reporting the search for a new chief executive of Radio Free Europe/Radio Liberty. The BIB does not supervise the operations of RFE/RL. The RFE/RL board of directors does this quite competently. The BIB has oversight responsibility—a function it performs quite well.—Douglas Mansfield, Manship Stations, Baton Rouge; vice chairman, Radio Free Europe/Radio Liberty.

William S. Hedges

EDITOR: It is time to take note of a broadcast pioneer who has left his mark on the entire broadcast industry—William S. Hedges, who died Jan. 19 at the age of 82 [BROADCASTING, Jan. 23].

Bill Hedges was the last remaining founder of the National Association of Broadcasters (1923) and its president in 1928-1930. He established WMAQ (AM) Chicago in 1922 and rose high in the ranks of policymaking in the NBC network until he retired in 1961.

He was not content to sit still in retirement. In 1964, he took on the Broad- cast Pioneers history project and was responsible for putting together the core collection of the present Broadcast Pioneers library. He was a leader in the establishment of the Broadcast Pioneers Educational Fund which endowed and supervises the library’s operation.

In 1950, it was Bill Hedges, then president of the Broadcast Pioneers, who persuaded Alan Nevins of Columbia University that he should conduct his first oral history interviews with members of the young broadcasting industry. Under his direction, the Broadcast Pioneers donated funds to start that oral history project, which made and continues to make history of itself.

"In the beginning there was William S. Hedges..." was how John F. Dille Jr. began his introduction at the dedication of the library in 1972. And so it was, during Bill's entire career.

Broadcasting has lost a big voice in the person of Bill Hedges. We shall remember him well and with gratitude.—Joseph E. Baudino, president, Broadcast Pioneers Educational Fund, Washington.

Pat Lee

EDITOR: In the Jan. 16 issue you reported the death of a most remarkable person but attributed the wrong sex to her. Pat Lee, vice president of creative services of WTVPV (Charlotte, N.C.), was one of the few women to rise to an important broadcasting position before the rising request for women in management roles.—Betty Shimer Czech, associate professor, University of North Carolina, Chapel Hill.
TV commercials: too mucho macho

In a recent well scripted TV movie, Martin Balsam played a TV show writer accused of provoking a young arsonist with a script about arson. He undergoes a period of soul-searching and a friendly producer invites him to an ASI prescreening of a violent show. As cars crash and bodies pile up, the dials in the hands of the respondents swing markedly from "uninteresting" to "very interesting"—all offered by the producer as a justification for the inclusion of carefully placed shots of violence throughout the show.

Could it be that some of us in advertising whose commercials are increasingly dependent on the ASI dial and the Burke morning-after recall are taking a leaf from the show-producers' book? Could it be that the TV tough guy who puts a small battery on his shoulder and says menacingly, "Go ahead. I dare you to knock it off." is an early warning signal of more violence to come? He's pitched with some violence and get a high ASI curve, and you'll implant your message more strongly in their memory for the morning-after call?

Recently, Newsweek commented: "All you want for Christmas is your two front teeth knocked down your throat. Hollywood is happy to oblige. The holiday fare features a hard-drinking cop leading a Vegas hooker on a bullet-strwn odyssey across the Southwest, a KGTV spy shooting up his own agents to stop a mad Stalinist from triggering World War III and a sleazy tour of Los Angeles policemen making a mess of work and play to get to the world, and may all your Christmases be black and blue."

The New York Times reported on a study of TV violence: "In a study of 73 hours of prime time action programs . . . deadly weapons appeared 648 times, an average of about nine an hour. Of the total number, 468 of the weapons were handguns . . . On one episode of Hawaii Five-O, the series that headed the list in weapon appearances, a total of 43 weapons were counted in a single hour . . . Along with handguns, knives and clubs, the survey counted as deadly weapons one ashtray, four bottles, one fireplace poker, one flashlight, one rolling pin, three spearguns, four rocks, three wrenches, one pillow, one toy fire engine, one diamond necklace, three sets of brass knuckles and a golf club."

One can recall the astonishing example of violence, S&M and kinky goings on in fashion magazines and record covers. For example, Richard Avedon uses 12 pages in Vogue to show a male model alternately caressing and whipping a female model, finally smashing the girl full in the face. One remembers a poster in Los Angeles showing a bruised and chained girl saying, "I'm black and blue from the Rolling Stones—and I love it."

There was another Vogue spread by Helmut Newton which included shots of a girl wincing with pain as a man bit her ear, and jammed his hand into her breast.

Time Magazine chimes in with a story headed, "Really Socking It To Women?": The two friends, both recently jilted, wanted some revenge on women. So advertising executive Loren Miles, 21, and photographer Todd Gray, 22, produced a spectacularly successful ad last fall for a Los Angeles pants company named Cheeks. Says Miles: "We decided to develop a campaign men could really identify with. We really wanted to give it to women." He is planning a new campaign showing women abusing men. "We haven't quite worked it out yet, but the woman might be slapping the guy or throwing a cocktail in his face. I don't think women deserve to be beaten any more than men."

What's going on here? Even if research should show that there's a macho Walter Mitty lurking in many male minds, is it good business to risk alienating the majority sex by dramatizing physical abuse of women? Already a backlash can be noted in the formation of "Women Against Violence Against Women," a feminine movement active on both coasts and aimed at boycotting advertisers who use violence as a selling tool.

Television commercials have not yet moved very far into the violence act—probably because of restraints on the part of clients and networks—but there are signs that they're trying to. These first signs are excessive macho. As for the chap with the battery on his shoulder daring me to knock it off, why would I want to knock it off, and what is it doing on his shoulder instead of in a flashlight or tape recorder?

Then there are those macho males in a bar reacting with animal tension to a person who is going to take away their beer. Must you be this aggressive to position your product for the blue-collar six-packers? Baretta, in leather jacket, cars with squealing brakes around the corner of a quiet suburban street, to sell something or other. (We're left gasping until we find out he's a dentist.) A man is hurled through a saloon window, miraculously unhurt and able to relax afterward with a beer. (He's a stunt man.) A cosmetic ad carries a headline "A Pretty Face Isn't Safe in New York," and a limerick headline screams "New York Cherry Bomb Alert." Once we start on the macho path, can further violence be far behind?

I'm sure some of these "30-second muggings" were created by people who remember Harry Truman's aphorism which went something like: To train a mule, you first hit him in the head with a tempting carrot, then you forget the carrot. But are we in the mule-training business? I thought we were in the business of convincing consumers of the excellence of our products and services. I thought we were in the business of "persuasion," and persuasion is an act that requires only a little wink, a choice word, or an appreciative whistle. What's with jamming 44-caliber "persuaders" at the viewer's temple? The super-macho commercial just doesn't belong in the living room, repeated four or five times a week for months at a time and ground into the minds of the young with the forcefulness of a studio lot. But are we in the mule-training business?

Whether or not TV violence can be linked conclusively to street and school violence and crime, we do know there is a plethora of both on the small screen and on the actual street. Let's not add it to our 30-second commercials. A business noted for spotting a trend and riding it to death, I see the macho commercial as a camel poking his head inside the tent flap. Let's hit him on the nose with a two-by-four and keep him out.
Golden West Television Productions is proud to announce that Sandy Frank Television Distributors, Inc. is the new exclusive distributor of Liar's Club, the #1* women's 18-49 game show in syndication.

Available immediately.
Contact: Sandy Frank Television Distributors, Inc.
635 Madison Avenue
New York, New York 10022
(212) 628-2770
TWX 710-581-5205

*Nielsen: May, 1977 Syndicated Report — the most recent one to date.

Come see us at NATPE, Bonaventure Hotel, Suite 3058
EveryDay is Different.

One Big Difference is The EveryDay Family!
The family or ensemble has been the key to the success of TV's most popular sitcoms, dramatic shows, soaps and many other program forms. And now EveryDay brings the family concept to reality programming.

Here are eight personable, multi-talented individuals who will entertain and inform viewers every day on EveryDay.

They are hosts Stephanie Edwards and John Bennett Perry plus Anne Bloom, Tom Chaplin, Robert Corell, Judy Gibson, Murray Langston and Emily Levine.

They'll sing...perform comedy...improvise...interview celebrities...discuss contemporary lifestyle issues with EveryDay contributors, specialists in various fields...rap and relate with each other and the audience...involve themselves and involve viewers.

The next generation of reality television
EveryDay
90 or 60 minutes Monday-Friday
Starting in September

Don't miss the most exciting and different show in years. See the EveryDay pilot at NATPE, Suite 3280. Be the EveryDay station in your market.

EveryDay Family members:

1. Anne Bloom: comedienne-actress whose credits include recurring roles on The Waltons, other series. She's "cute and perky" and has proved it in 100 commercials.

2. Tom Chaplin: host of ABC's Emmy and Peabody Award winning Make A Wish for five years. Singer, guitarist, composer, recording star, concert artist with hundreds of appearances annually.

3. Robert Corell: singer-actor who played Jesus in the national company of Jesus Christ Superstar, leads In Gnuase on Broadway and Hair LA and guest roles on TV nighttime dramas, soaps.

4. Judy Gibson: dynamic singer whose Broadway successes include Purlie, Lost in the Stars, Seesaw, Rockabye Hamlet, more. Judy's seen and heard in numerous commercials.

5. Murray Langston: best known as The Unknown Comic. He's displayed his innovative off-the-wall comedy as a regular with Sonny and Cher and an irregular with Laugh-In, The Gong Show and others.

6. Emily Levine: Emmy-winning writer, comedienne, actress. She has appeared as Fish's daughter on Barney Miller, written for Laugh-In and done Improvisational comedy in cabarets and on TV.

GROUP W PRODUCTIONS
INCORPORATED WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, N.Y. 10016 (212) 963-5008

Being Different is Good Television. Being Different is Good Business.
Radio is pro tem in the Senate for canal debates

Chamber is opened for first time to the medium; it's only for this occasion, but all goes well; NPR does gavel-to-gavel coverage; commercial networks are selective

It was, as several senators pointed out in the customary rhetoric, "an historic moment" for the U.S. Senate—and for broadcasting. A Senate debate, carried on usually within the hearing of at least 100 senators, and 1,000 spectators in the Senate chamber, last week was broadcast live on radio to the 50 states.

The Senate had never before permitted broadcast coverage of a debate, but at 12:20 p.m. Wednesday, as Vice President Walter Mondale rapped his gavel to begin the Senate's debate on ratification of the Panama Canal treaties, people listening to National Public Radio, CBS and NBC stations heard it. After a few minutes, the commercial networks returned to their regular programs; NPR stayed throughout the first three days.

In the Senate offices, it has hard to tell anything was different. Radios were tuned softly to the local public broadcasting station, but there was little appreciation being shown there that history was being made. Old hands professed to be unimpressed. "I don't think it's much of a debate," said one. "Everybody in there already knows where he stands. But because there's radio, they all have to make statements to let their constituents know they're working."

Another, finding the colloquies complex and somewhat rambling, said he found it an effort to pay attention. "If NPR ever had any listeners," he said, "they're going to lose them."

But at NPR headquarters downtown, President Frank Mankiewicz, defended his medium. "Radio is terrific," he said. "The listener can imagine what the scene looks like. His heroes can be lean and purposeful and his villains can be fat, pudgy ones with toupees."

NPR's own instant reactions from listeners were for the most part favorable. Deborah Baker-Hall of the NPR public information office said the network received more telephone calls in the first hour of the debate than it has received for any previous broadcast. In addition, it received "nine or 10 telegrams" from as far away as California.

If skeptics were predicting viewers would find the proceedings boring, NPR was surprised to find that most of the 25 calls it received in the first 10 minutes of the debate were to ask Linda Wertheimer, the anchor for the broadcast, to be quiet, so they could hear the dullest part, the opening 25 minutes of wrangling over rules and procedure for the debate. "A lot of people just wanted to hear how the Senate operates," said one NPR worker.

There was no way of knowing last week how many people were tuned to the broadcasts. NPR's weekly average of listeners, which includes those who tune in only briefly once or twice a week, is approximately six million. The audience for the debates has been considerably less than that, because half of the 211 NPR stations were not carrying the live broadcasts. Of those that did carry it, however, 40 stations were carrying the two-and-a-half-hour summaries that Ms. Wertheimer anchored in the evenings.

If listeners were not treated to the spectacle of the debate—they could not see, for instance, that there were rarely more than 10 senators present during the talk—they at least got the sound of it. They learned that senators are always "distinguished," when addressing one another. They are all "good friends," too, even when arguing.

NPR's technicians thought the sound was as good as it could be, considering it originated from the Senate's own microphone system, which consists of a microphone at each senator's desk that can be held or clipped to a coat. Occasionally a senator forgot to pick up his microphone, which made him sound to the radio listener as if he was talking long-distance from overseas. Their were occasional problematic clunking noises, and a sound like two pieces of corduroy rubbing together when the senators pulled their mikes from the coils beneath the desks.

Ms. Wertheimer's commentary during the live broadcasts was sparse. Except for her opening, scene-setting remarks, she confined herself to identifying the senators. Without that help it would have been impossible to identify who was speaking because of the senators' habit of referring to one another not by name, but as the "distinguished senator from..." Maine, or Utah, or wherever. Even for that seemingly easy duty, Ms. Wertheimer, an NPR congres-
On the other side, broadcast news organizations’ already crumbling hopes for controlling the cameras in the House of Representa-tives’ TV system completely collapsed last week when the Rules Committee voted 9-6 in favor of a recommendation that the House itself control the system. After roughly two and a half hours of discussion, the committee also beat back a like 9-8 substitute recommendation by Representative B.F. Sisk (D-Calif.) for control of the system by a pool of the commercial networks and the Public Broad-casting Service. Another suggested, by Representative Trent Lott (R-Tenn.), that the net-work pool be allowed to ply its skills in a 30-day test before the committee voted a final re-commendation, was never put to a vote in the committee’s session Wednesday.

For proponents of network control, the fight would appear to be lost. The Rules Commit-tee’s action is directly in line with the preference of the House Speaker, Thomas O’Neill Jr., who has sole authority under the House’s resolution of last October to shape and imple-ment the House’s radio and TV system. Speaker O’Neill told reporters last week he will put the Rules Committee recommendation to a vote of the full House, and “those who want to fancy up the networks . . . they can offer an amendment.” He has not said how or when the vote will take place, however, prompting committee member John Anderson (R-Ill.) to protest that by the time the vote does come, the House will have already spent some $5 million on broadcast equipment.

The six Rules Committee members who voted against the recommendation for House control included all four Republicans present—James Quillen (Tenn.), Mr. Anderson, Delbert Latta (Ohio) and Mr. Lott—and Democrats Sisk and Shirley Chisholm (N.Y.).

In Brief

NBC-TV has rescheduled annual affiliates meeting from May 14-17 to June 18-20 and relocated it from San Francisco to New York Hilton so that NBC president-designate, Fred Silverman, can be on hand. He is not expected to take up new duties until June 9, day after contract with ABC expires.

FCC Chairman Charles Ferris has named Thomas Krattenmaker of Georgetown University Law Center as chief counsel of network inqui-ry staff, Stanley Besen of Rice University as chief economist; they will serve as co-directors of project ("Closed Circuit"; Jan. 30). Also named was Paul Jones, New York attorney, as FCC assistant general counsel for special projects; initial responsibility will be to work in "close coordination" with inquiry staff. He will join commission in March; co-directors in late spring when academic duties end. Unit’s first job: analyze comments filed thus far, present commission with plan for further research and investigation.

Legislation to create new consumer protection agency backed by President Carter and consumer advocate Ralph Nader was soundly defeated in House last week, much to the pleasure of broadcasters, who had sought to keep proposed agency out of FCC license renewal pro-cedings. Similar legislation still pend in Senate, but House’s 227-189 vote severely reduces Senate’s incentive to act.

STP Corp. has agreed to $700,000 settlement of Federal Trade Comission charge of false advertising, will pay $500,000 fine and spend $200,000 in newspaper and magazine ads saying tests on which claims were based were not reliable. Ads had appeared on television as well, but Eric Rubin, FTC lawyer involved in matter, said STP’s in-house data indicated TV commercials were not effective. Penalty is heaviest ever imposed by FTC.

ABC-TV jumped off to big lead in first eight days of February sweep period (Feb. 1-8), National prime-time averages show ABC with 23.2, CBS-TV with 18.9 and NBC-TV with 18.0. ABC won six nights and NBC two. ABC pulled 40 share with four-hour anniversary celebration (Sun-day, Feb. 5, 7-11 p.m. NYT). Its only special in those eight days. NBC-TV averaged 29 share over five-part run of miniseries Black Beauty (Jan. 31-Feb. 4), but averaged only 23 share with other specials (two Laugh-Ins, Celebration at Ford’s Theater; Taxi, Just for Laughs and Dean Martin Roast of Frank Sinatra). CBS-TV had 30 share with Liberace special and 37 with “See How She Runs,” both on Feb. 1, and 32 with “Ruby and Oswald” on Feb. 8. Season-to-date averages stand at 20.9 for ABC, 18.5 for CBS and 18.1 for NBC.

Warner Cable has released for first time subscriber figures for its Colum-bus, Ohio, two-way Qube system: more than 13,000 homes are hooked up out of initial marketing base of 26,000 homes that are Qube-capable.

Federal Trade Commission has closed 10-year-old investigation
More shoals ahead on WJLA-TV deal

Quello asks for reconsideration of earlier FCC approval, and appeals could push closing beyond Feb. 28 deadline

The carefully crafted arrangement under which Joe L. Allbritton would trade WJLA-TV Washington to Combined Communications Corp. for its KOCO-TV Oklahoma City plus $55 million in CCC preferred stock appears in danger of foundering on one of two obstacles.

The new one is a proposal by FCC Commissioner James H. Quello, a member of the majority in last month’s 5-2 decision approving the transaction, that the commission reconsider its action. The other is the court appeal by four citizen groups of the commission’s approval.

Commissioner Quello’s proposal, contained in a memorandum to Chairman Charles D. Ferris last week, was a response to the stunning announcement of Mr. Allbritton’s proposal to sell the Washington Star to Time Inc. for $20 million (BROADCASTING, Feb. 6). Commissioner Quello feels the sale alters the basis on which he and other members voted: concern over the financially ailing Star.

His memo noted that several commissioners had expressed unease over the question of whether the use of preferred stock in the WJLA-TV deal insulated Mr. Allbritton from the reach of the multiple-ownership rules. Some commissioners, he said, “reluctantly approved” because of the belief that the dividends and earnings the stock would generate “would guarantee the financial viability of the Star.” Indeed, that unease was translated into a decision by the commission to reconsider in a rulemaking whether to prohibit the use of preferred stock to avoid the multiple-ownership rules.

“I question whether I personally would have voted to approve the transfer under the new circumstances,” Commissioner Quello said, adding, “If enough other commissioners have similar concerns, I suggest a special meeting for full reconsideration.” In any case, he said, the commission should discuss all “legal and ethical aspects” with the general counsel and other staff members.

The appeal is a hazard because the Allbritton-CCC sales contract contemplates a final, nonreviewable FCC order by Feb. 24, and terminates on Feb. 28 if the sale is not consummated by then. The parties could waive the nonreviewable order requirement and close pending a court decision if the commission’s order is not stayed. But the petitioners have requested a stay, which, if granted, would delay that option. And while a stay would not prevent the parties from extending the agreement, Mr. Allbritton’s Washington Star Communications Inc. and CCC, in pleadings urging the commission to deny the petition, indicate a stay would place the sale in jeopardy.

The FCC is expected to act on both matters this week. If it is reconsideration on its own motion, it must do so within 30 days of the action involved—by Feb. 16. The staff last week was formulating its recommendation.

It was not clear whether a majority can be found for some action to upset the sale, either through reconsideration or stay.

Either way, a decision would probably be close. Besides Commissioner Quello, opposition to the sale could be expected from Commissioners Joseph Fogarty and Tyrone Brown, who had voted to deny approval. Commissioners Robert E. Lee and Margita White said early last week they would still vote to approve the sale. Commissioner Abbott Washburn, who had issued a concurring statement expressing concern about the use of preferred stock, said, “The sale of the Star changes things, certainly.” However, he also said he was taking a “wait-and-see” position in view of the unanswered questions, including the question as to whether the court appeal will kill the sales agreement.

As for Chairman Charles D. Ferris, he is one of those who made it clear he had been influenced by concern for the Star. At one point he said he would vote for the transfer “in the expectation and hope that the cash flow will provide viability” for the newspaper (BROADCASTING, Jan. 16). His office, moreover, is understood to have been incorporating that point in a separate statement that was to be attached to the commission’s WJLA-TV order. When word was received of the Star sale, the draft was promptly scrapped.

Although Mr. Allbritton is disposing of WJLA-TV to comply with a condition the FCC attached to his acquisition of WSIC in December 1975—that he sell off properties that place him in conflict with the media crossownership rule—sale of the Star would not obviate the need for the condition. For under the terms of the agreement with Time, he is to remain as publisher and chief executive officer of The Star for at least five years. And that kind of control would make him subject to the rule, according to commission officials.

If the agreement with CCC aborts, Mr. Allbritton has at least two options. He can keep WJLA-TV and give up the Star publisher post. Or he can find another buyer for the station; he has until January 1979 to do so. However, the sailing might not be smooth until then. Washington stations are due for renewal next October, and the renewal application for WJLA-TV would be subject to petitions to deny.

into availability and pricing of regional advertising on TV networks. Networks were informed in letter that “no further action is warranted by the commission at this time.”

Court fight over $390,382 alleged due from defunct advertising agency has been settled with CBS agreeing to accept “less than $50,000” from Stokely-Van Camp. CBS had sued to collect from Stokely but judge denied on grounds CBS had not advised Stokely that its agency, Lennen & Newell, was delinquent (BROADCASTING, Oct. 17, 1977).

Motion Picture Association of America wants FCC to stop authorizing satellite hops for WTCG(TV) Atlanta to cable systems until “clear and definite policy” on such superstations is established. It says more than 560 systems reaching 1.2 million subscribers are carrying wrcg programming at end of 1977, with another 386 systems in line.

FCC has picked new chief of legislative division in general counsel’s office. He is Sam Cooper, 30, now with Cohn & Marks. Before joining law firm in 1975, he was on legal staff at National Cable Television Association.

Evangelist Billy Graham warned Southern Baptist Radio and Television Commission awards dinner in Fort Worth Thursday (Feb. 9) that “we [in religious broadcasting] are facing the dangers of false prophets, the charlatans and the Elmer Gantrys who, in a relatively short time, could destroy the great privilege we have of using the airwaves to proclaim the gospel.” He was accepting commission’s Distinguished Communication Medal. Among other winners (to r): Richard M. Schaffbuch, KOA-TV Denver, Abe Lincoln TV award; G. Richard Shafto, retired president of Cosmos Broadcasting, Vincent T. Wasilewski Founders Award; Paul M. Stevens, president of Southern Baptist organization; Dr. Graham; Charles Thornton Jr., WSAFE Birmingham, Ala., Abe Lincoln radio award. FCC Commissioner Robert E. Lee criticized sex and violence of PBS I Claudius series, said if that was edited version, “I would pay $1.50 to see the uncut version.”

How prime time access is being used is to undergo FCC scrutiny. John Biss, head of network study staff, said project, next fall, will check programs that have appeared in period and those in production for it. FCC had said it would take another look at PTAR after five years; fourth year begins in September.

How the rules will vary remains open. FCC has ordered WIGO(AM) Atlanta into license-revocation hearing. Station is alleged to have broadcast lottery information.
Olympics or World
 nevertheless, sport would be subject to overly negative regulation." He said "the appropriate role for cable at this time is the carriage of sports events which are not to be presented by broadcasting.

Switching to another issue, Senator Hollings indicated he is opposed to separating cable programing and ownership functions—a notion he said he views as "a solution looking for a problem that does not now exist. I see no egregious abuses on your part to justify a remedy as severe as total separations." What is called for now is to secure a broad diversity of viewpoints on cable, he said, is some form of leased access.

On that score, the senator added, "perhaps at a later date, when you have achieved the 'blue sky' hopes, or when optical fiber has converged phone, cable and other services, we should consider such a remedy [mandated separations], but not now."

Senator Hollings said if his bill accomplishes nothing else, "it will definitely take a carving knife to the FCC regulations." He held out the possibility of eliminating the cable certification process, and having the cable operator instead simply file a notice when he wants to begin service, setting out for the FCC the "pertinent" information about his operation. "Then, the operator turns on his system," the senator said. "No waiting periods. No useless papers. No lawyers. If the commission feels our operations are not consistent with the rules after reviewing your filing, it would be up to them to take action."

Another purpose of the bill will be to delineate clear areas of authority over cable between federal, state and local agencies. "Of course, this is not an easy assignment," he said.

Senator Hollings said he is not out to "saddle [cable] with a heavier burden of new service requirements than is feasible under today's economic environment." Experiments in two-way interactive cable such as Warner Cable's Qube system in Columbus, Ohio, hold out the promise for innovative applications of cable in both education and entertainment. But it is not for Congress to say what types of services should be offered, the senator said. Rather, those decisions should be left up to the local community. "Our job in Washington, after assuring that cable provides certain services for the privilege of carrying broadcast signals and charging subscribers is to create the environment for you to offer more or different services when the community desires them."

Senator Hollings said these are steps that Congress can take now, before the completion of the FCC's economic inquiry. And regarding the inquiry, he said he is not so sure it will help resolve the bigger question of whether unbridled cable activity will hurt broadcasting. Still, the inquiry may give an idea of how the present cable-broadcasting regulatory arrangement is working now, and what is likely to happen in the near future, he said.

Hints dropped by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) last week indicate he is readying a cable television bill that is largely pro-cable—as far as it goes. But it will be silent, apparently, on the most controversial questions of cable versus broadcasting, embodied in the FCC's signal carriage restrictions.

The purpose of the bill, now in the drafting stages at the subcommittee staff level, is to give the cable legislative mandate it "desperately needs," according to the text of a speech Senator Hollings gave at a meeting of the South Carolina Cable Television Association last Monday. "It is unreasonable to expect an industry to be regulated through the back door of 'ancillary' to broadcasting."

And in that pursuit, "the basic parameter I would set is that the marketplace should operate wherever possible," he said. However, he added, "there is a public interest to be served by maintaining local, over-the-air broadcasting."

The answers to questions of how much regulation should be based on broadcasting model in the findings of the FCC's cable television economic study—which at present appears far from being finished. "The FCC economic inquiry should give us useful information on how the market can operate, whether the signal carriage rules are needed, and if so, when," Senator Hollings said.

In the meantime there are some things that can be done for cable now, he said, and "being a practical politician, I am looking for a reasonable proposal: one that will be salable in the Congress and at the same time will set you all on your feet, and give your efforts a seal of legitimacy and credibility."

He offered a "sketch" of his thinking on some of the major points. One issue is sports. The senator said he interprets the statements of industry representatives to mean that cable is not out to capture major sporting events now carried by broadcasting, but rather to televise events not now being picked up. That is fine, he said, because "we must preserve major sporting events for the widest possible audience." Nevertheless, he said, Congress should legislate in the matter, because, "I fear that if we do not act on sports siphoning now, it is only a matter of time before the Olympics or World Series or Super Bowl will be bought up, and in the resulting backlash of public opinion, your industry would be subjected to overly negative regulation." He said "the appropriate role for cable at this time is the carriage of sports events which are not to be presented by broadcasting."

Van Deerlin does a rewrite for the 'Times' - Oft-told tale is told once more, and in his own words

In a Sunday New York Times article headlined "Broadcasting Needs a New Act to Follow," Lionel Van Deerlin, the author, has taken the networks to task for their resistance to the rewrite of the Communications Act—the project that Lionel Van Deerlin, the congressman (D-Calif.), has been overseeing for more than a year.

"In a time of record profits (annual income $8.1 billion and growing) the broadcast industry feels embattled as never before," he wrote in the Times television page, Feb. 5. "Yet rather than moving to equip itself for a new environment, the industry chooses to draw its wagons into a circle around the hopelessly outdated Communications Act of 1934."

Actually, he said, "network broadcasters are understandably nervous about what negative ramifications an updated Communications Act might hold for them." He said they recall the forecast by communications advisers to President Ford that the 1980's might see cable and satellites ending the need for conventional TV networks. They see the "long-throttled competitor," pay cable, enjoying a sudden boom. They have their eyes on other potential competitors as well, including independent TV stations such as WTCG(TV) Atlanta going up on satellites and reaching audiences well beyond the bounds of their markets of license; the possibility of films being beamed via satellite straight to broadcast stations; the possibility of programs being beamed via satellite direct to home receivers; telephone terminals still in the laboratory stage with potential for bringing news and entertainment into the home; and video cassettes, disks and discs, he said.

The Communications Act, with the original aim of localism, has not worked the way it was supposed to, the congressman said. The authors could not foresee that three networks would come to dominate broadcasting—that their 15 owned and operated TV stations would corner one fifth of TV's total station earnings, and that they would end up providing 80% of the programming on three-fourths of all TV stations.

"It's not hard to understand why things have worked out this way," he said. "It takes money to produce quality programming; even a prosperous local broadcaster could not maintain the volume of entertainment or the breadth of news coverage produced for the wider total audience served by networks."

"But the flood of new transmission techniques sends a clear message: Wider programming choices are within our economic reach."

Representative Van Deerlin said it is
This month – three more Post Corporation television stations changed national sales representation.

WOKR  
Channel 13 ABC  
ROCHESTER, N.Y.

WEAU-TV  
Channel 13 NBC  
LA CROSSE-EAU CLAIRE

KTVO  
Channel 3 ABC/CBS  
OTTUMWA-KIRKSVILLE

PGW  
also representing

WLUK-TV  
Channel 11 ABC  
GREEN BAY

WLUC-TV  
Channel 6 CBS/ABC  
MARQUETTE
Millions caught "Disco Fever" from the Hughes Television Network.

Now, "Premiere Fever" is going around.

Movie box office attendance everywhere is soaring, and setting all-time records. And the Hughes Television Network has the major event programming that brings soon-to-be-released movies home to millions...in an exciting new television format that previews the important films more people will be lining up to see.

Our first special "premiere" television event, "DISCO FEVER", starring John Travolta and the Bee Gees proved to be a great disco party for millions of people across the country, and a huge success for the scores of stations who aired it.

Now, The Hughes Television Network presents "Premiere Fever"...a glittering series of special "premiere" events introducing some of this year's brightest stars and biggest new films from Paramount.

It's the hottest, most exciting, original major event programming made for television. It's the entertainment your audience is looking for. And it's all here.

Special "premiere" events will be scheduled over the coming months, from among these major Paramount releases:

"AMERICAN HOT WAX"—the birth of rock and roll, and it's turbulent struggle for survival in the fifties
“BAD NEWS BEARS GO TO JAPAN”—An all-new installment of the comedy series starring Tony Curtis and the Bad News Bears Gang

“FOUL PLAY”—A great comic thriller that brings together for the first time, the wacky charms of Goldie Hawn and Chevy Chase

“BAD NEWS BEARS GO TO JAPAN”—An all-new installment of the comedy series starring Tony Curtis and the Bad News Bears Gang

“FOUL PLAY”—A great comic thriller that brings together for the first time, the wacky charms of Goldie Hawn and Chevy Chase

“GOIN’ SOUTH”—Jack Nicholson stars in this gritty romantic comedy western about a cattle rustler who exchanges a hangman’s noose for a wedding ring

“DEATH ON THE NILE”—Based on the classic Agatha Christie thriller about a honeymoon cruise that proves fatal—starring Peter Ustinov, Bette Davis and an all-star cast

“HEAVEN CAN WAIT”—The delightful comedy-fantasy about a football player who is given the ultimate comeback chance—starring Warren Beatty and Julie Christie

“GREASE” —The hit musical rock and roll celebration with an all-star cast headed by John Travolta and Olivia Newton John

“OLIVER’S STORY”—Oliver Barrett’s role is re-created in this sequel to “LOVE STORY”

Plus, other future paramount pictures!

Catch the “Fever” from Paramount Television Distribution
Contact Randy Reiss (212) 333-3757 or your regional Domestic Syndication salesman for details.
Congress’s job “to match the Communications Act with the times; to make certain it serves the consuming public, and not just the varied industrial or business interests involved.” He said among other things it will try to see that roadblocks to new technologies—such as those thrown up in past years before FM radio and in the present day before pay cable television—are removed.

It may be that things will remain the same, but if so it will be because of choices the consumers made, he said. “Perhaps, as most commercial broadcasters insist, the nation’s tastes are adequately served by a nightly diet of comedy, police shows and soap operas.” But if such fare will withstand the test of competition—and broadcasters can continue to enjoy a healthy return on investment without the protection of tight government regulation.”

**Broadcasters’ regulation decried by NAB’s Wasilewski**

**FCBA luncheon is offered rundown of the many restrictions already placed on radio-TV as well as a gloomy forecast of others that loom on the horizon**

In the worst of all possible worlds, which was the one conjured up by National Association of Broadcasters President Vincent Wasilewski last week, broadcasting would be regulated, taxed, litigated and legislated into oblivion.

In a speech to a Federal Communications Bar Association luncheon in Washington Wednesday, Mr. Wasilewski sought to enlist the lawyers’ assistance in what he described as a never-ending struggle against forces that seek to erode the freedom and profits of an industry that, in comparison to IBM or General Motors, “hardly qualifies as a big business.”

“It seems that every day a new proposal is made to change the way in which broadcasters operate.” Each presents NAB with a new battle to fight, and a loss in any one proceeding before the agencies, courts or Congress, the NAB president said, could have a “domino-like effect.”

Mr. Wasilewski said this domino phenomenon has been borne out in past experience. He recalled the Banzhaf decision, in which the FCC ruled that cigarette ads were subject to the fairness doctrine. The commission emphasized, however, that the decision was not to be used as precedent for applying the fairness doctrine to advertising for other products, a position initially reaffirmed in appeals court. But the court later ruled that if the fairness doctrine applied to cigarette commercials, it also applied to commercials for large cars and leaded gasoline. “Spurred by the Banzhaf decision, the Federal Trade Commission urged the FCC to require counteradvertising,” Mr. Wasilewski continued. “The concept of counteradvertising is still very much with us today.”

Mr. Wasilewski contended that “it takes a great deal of poetic license to say that a license to broadcast is tantamount to a license to print money.” He cited FCC financial statistics from 1976 showing that 1.3 cents per dollar was spent on advertising. So did one-third of all UHF stations and one-tenth of all VHF’s. An NAB study shows in addition, he said, that the typical profit for an AM station in a community of fewer than 10,000 is just $5,900.

Mr. Wasilewski said “the profit picture, although solid, is not uniformly rosy as some institutions portray it.” It would be much worse, he said, if all the current proposals for restricting broadcast advertising were implemented. If the citizen groups got the upper hand, the situation would look like this, he predicted: Broadcasters would be prohibited from carrying commercials for diet drinks, chewing gums, some toothpastes and all other products containing saccharin; they would lose the accounts of airlines and utility companies which, if bills pending in Congress were enacted, would be prohibited from engaging in institutional or promotional advertising; advertisements for foods and over-the-counter drugs would be carried only if accompanied by information backing up nutritional claims or health warnings; much of the current children’s advertising would be banned, as would ads for beer, wines, sugared cereals and snack foods. In addition broadcasters would have to give free time for political candidates and for public service announcements on cigarettes, nutrition and energy conservation.

Facing the loss of ad revenues from all those actions, Mr. Wasilewski continued, broadcasters could then look forward to a series of taxes: There would be performers royalty fees they would have to pay to recording artists and record companies; a percentage of advertising revenues would have to be paid for the support of public broadcasting, and another percentage would go for FCC license fees. In addition, there would be state and local taxes for the privilege of selling advertising, and taxes as well on towers, transmitters and other station hardware.

Finally, there are the potential restrictions on programing which, if enacted, could force all violence off TV, ban records whose lyrics make direct or indirect references to sex, prohibit radio stations with unique programing formats from changing, prohibit stations from carrying terrorist activities or kidnapping threats, prohibit them from running any programs with negative references to ethnic groups, and from carrying programs depicting women, the elderly and minority groups in stereotypical roles. Other restrictions would require stations to program shows for children without advertiser support, require stations to provide foreign subtitules whenever the audience contains more than 5% non-English-speaking people, and require stations to devote prime time to access programing.

**Low TV visibility for President’s New England swing**

Networks will cover news conference live, then leave scene to public broadcasting; Bangor stations plan no live coverage of what newsman calls ‘event of century’

President Carter’s foray into New England beginning later this week (BROADCASTING, Feb 13, p 34) is expected to be marked by the kind of media blitz that might have been expected. For much of the live coverage, viewers will have to rely on public broadcasting.

A news conference to be held in Cranston, R.I., on Friday (Feb. 17), is expected to be carried live by the networks. (The session is being billed as “regional,” in that while the President will not ignore the Washington press corps, he will attempt to give area reporters an opportunity to ask questions.)

But after the news conference, coverage will fall off. The President is scheduled to attend a town hall meeting in Bangor, Me., but it will be carried live only by the state’s public broadcasting network, through the facilities of noncommercial WMET-TV Orono. Newsmen at the three commercial stations in Bangor—WABI-TV, WLBZ-TV and WTVI-TV—say they lack the equipment for live coverage. (Robert Steele, news director at WTVI-TV, which has no late evening news program and no news at all on weekends, was particularly frustrated over the prospect of being 72 hours late with the story. “It’s only the event of the century, and we’re not carrying it,” he said.)

Still undecided last week was whether ABC would rebroadcast the meeting in the 11:30 p.m.-1 a.m. slot, as it rebroadcast the President’s two previous town meetings, in Clinton, Mass., in March, and in Yazoo City, Miss., in July. “We’re still looking at it,” said Jeff Gralnick, director and executive producer of special events for ABC. He indicated chances of the rebroadcast would be better if ABC and the other networks were not covering the press conference earlier that same day.

The final presidential event of the weekend is a session with several hundred New Hampshire high school students, to be held in Nashua, from 10:30 a.m. to noon on Saturday. The total extent of live coverage that will be provided was not certain last week—“it’s still evolving,” according to Barry Jagoda, special assistant to the President for media and public affairs. But coverage is expected to be provided by at least one Boston station—WZTV—and New Hampshire’s public television stations.

“We expect adequate regional coverage,” Mr. Jagoda said. But the critical factor, he added, is not the coverage but rather that “the President will get from reporters and the public” during the sessions in New England.
No matter how you slice it...
The ABC owned AM stations are continue to be the most listened-to radio group in America.

#1 TSA/CUME
#1 TSA/AQH
#1 MSA/CUME
#1 MSA/AQH
#1 ADI/CUME
#1 ADI/AQH

ABC AM RADIO STATIONS
© 1978 American Broadcasting Companies, Inc.

WABC WMAL WXYZ KGO KXYZ KABC WLS
New York Washington D.C. Detroit San Francisco Houston Los Angeles Chicago
AUDIENCE ESTIMATES FROM OCT/NOV 1977 ARBITRON SURVEYS, PERSONS 12+ CUME AND AQH 6AM-12MID, MON-SUN.
On Sunday night, February 5, America watched the most spectacular entertainment event in 25 years!
American Broadcasting Companies, Inc.  
Thank The Stars Who Made It All Possible!

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ABC Television Network
WCX B-TV Boston would like to extend best wishes to the American Broadcasting Company on the occasion of its Silver Anniversary.
The silver has turned to gold

It came, literally, from out of the Blue. And from the back of the pack. Now ABC stands in the front rank of broadcasting. This is the story of its accomplishment in the first 25 years—an account of perseverance, innovation, energy and spunk.
n Feb. 10, 1953, newspaper ads announced the preceding day's approval by the FCC of the $25 million merger of ABC and United Paramount Theatres. The real beneficiaries, readers were told, would be the radio and television audiences.

"New programs will be developed. New stars will be created. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it intends to grow like an oak, not a mushroom."

Newspaper ad copy could not have known how long it really would take—almost 25 years—or how much an uphill fight, virtually all the way, it would be.

Both partners in the merger had been split off from larger organizations as a result of antitrust actions. ABC was formed in 1943 by Edward J. Noble, chairman of Life Savers Candy Corp., to acquire the Blue Network from NBC, after the FCC had ruled that NBC could not continue operating both the Red and the Blue. United Paramount Theatres was formed under the leadership of Leonard H. Goldenson in 1950, after Paramount Pictures started moving to separate its theater holdings from its film production.

The difficulties started even before the merger deal was worked out in 1951. Mr. Goldenson wanted to buy ABC, but some of his board members had reservations. They felt ABC might lose so much money it would break UPT. Only after Mr. Goldenson got the support of Harry Hargety, vice chairman and chief financial officer of Metropolitan Life—and along with his support a promise of financial backing—did the board agree to go along.

The new company, American Broadcasting-Paramount Theatres, inherited with ABC twelve AM, five FM and five TV stations, a radio network with 335 affiliates, a TV network with 14 primary affiliates, and approximately 650 theaters whose number had to be reduced under government orders.

With Mr. Goldenson as president, AB-P'T proceeded almost as soon as the FCC's approval came through.

One of the first moves was physical and geographical, from New York's Rockefeller Center—where visitors had to use NBC studio elevators to reach ABC offices—to ABC's own quarters, in what was once the New York Riding Club arena, on West 66th Street.

Television and radio were further split up: Oliver Treyz, director of research and sales development for both radio and television, was named director of the radio network, and Slocum Chapin, formerly in charge of ABC-owned TV stations and more recently assigned to development of daytime TV network programming, was named director of the ABC-TV network. They reported to, respectively, Charles T. Ayres, vice president in charge of the radio network, and Alexander Strophan Jr., vice president of the TV network.

To get programming from the Disney enterprises, ABC agreed to help underwrite the building of what is now Disneyland, investing $500,000 and advancing $1.2 million for a 35% interest. The program, Disneyland, later retitled Walt Disney Presents, attracted new advertisers and also represented an early break from the conventional practice of having TV programs owned by advertisers. It made it easier for ABC to gain other Hollywood programming in the years to come.

In radio, ABC's WERK(AM) Chicago merged in 1954 with—and adopted the call letters of—WLS(AM), with which it shared frequency. Six years later ABC would acquire full ownership of the station from the estate of Burridge D. Butler and at the same time enter the publishing business, since Mr. Butler's will had stipulated that his part of the station could be sold only to a buyer who would also purchase his

The American Broadcasting Company and United Paramount Theatres, 1953. The merger was announced on Feb. 10, 1953, and the approval by the FCC was announced the following day.

Prairie Farmer Publishing Co., publisher of Prairie Farmer, Wallace's Farmer and Western Agriculturist.

In 1955 ABC expanded into another field—the recording business. As television's popularity grew, the company also developed a new format for ABC Radio: "personalized listening"—for the evening hours from 7:30 to 10 o'clock. And to feed the public demand for television it acquired 100 feature films from Britain's J. Arthur Rank organization for an estimated $1.5 million. The films ranged from "Hamlet" to "Always a Bride" and were used first, not too successfully, on Afternoon Film Festival, immediately preceding Disney's highly popular Mickey Mouse Club.

Mickey Mouse Club was one of the results of two exclusive-rights deals that ABC developed in 1955, one with the Disney organization, the other with Warner Bros. Both gave ABC exclusive rights to the TV output of the two companies. Cheyenne, from Warner, started a stam-
Accessories before (and some after) the fact

ABC is celebrating the 25th anniversary of its present corporate composition, but its broadcasting history goes back to 1927 when the Blue Network was created by NBC, which had started the Red Network a year earlier. NBC operated both until the FCC ordered it to get rid of one in a decision affirmed by the Supreme Court in 1941.

In 1943 NBC found a buyer, Edward J. Noble, who owned Life Saver Corp., among other interests. Mr. Noble paid NBC's parent, RCA, $8 million, but the Blue had $1.4 million in the bank, making the net price $6.6 million.

Mark Woods was president of the Blue when Mr. Noble took over and remained in the job for several years after the network was renamed the American Broadcasting Co. and got into television. In 1950, however, he was superseded by Robert E. Kintner, who had been moving up the executive ladder at the network under Mr. Noble's tutelage. Mr. Kintner, co-author with Joseph Alson of a popular newspaper column out of Washington before World War II, had become a friend of Mr. Noble when the latter served as first chairman of the Civil Aeronautics Authority and later as under secretary of commerce. Mr. Woods, 76, is in real estate in Sarasota, Fla.

Another Noble associate from Washington days was Robert H. Hinckley, a Utah rancher and western distributor of Dodge cars and trucks, who had also served in the CAA and Commerce Department. Mr. Hinckley signed on as ABC Washington vice president and held that post until he retired in 1959. Mr. Hinckley, now 86, lives on his ranch at Eden, Utah. It was on his advice that ABC applied for television stations on channel 7—in what was then considered the less desirable high band of VHF frequencies—while other applicants went after channels 2 through 5 and ran into competitive applications. ABC wound up with a full portfolio of five O&Os, all on channel 7.

Mr. Kintner was president of the company when the $25-million merger with United Paramount Theatres was brought off in 1953 and stayed on as president of the ABC division. Leonard Goldenson, who had headed UPT, became president of the new American Broadcasting- Paramount Theaters. Mr. Noble, who emerged with 10% of the common stock and 55% of the preferred in the new corporation, became chairman of the AB-PT finance committee.

Mr. Noble, however, was to play a diminishing role in AB-PT operations, and Mr. Kintner finally resigned in 1956. A few weeks later he joined NBC where he made a reputation as, in his own words, a tough son-of-a-bitch as president until 1966 when he resigned under pressure. (He is now retired and divides his time between homes in the Georgetown section of Washington and Haiti.)

Throughout the formative years of AB-PT, Mr. Goldenson's right-hand man was Simon Siegel, who operated at low visibility as executive vice president but kept a keen eye on the books and personnel. He had been with Mr. Goldenson at United Paramount. Mr. Siegel retired in 1972 at the age of 66 but remains a member of the board.

Edgar Scherick, who became ABC's vice president in charge of television sales, and one of its young producers, brought along to produce the football telecasts, was Roone Arledge, later president of ABC Sports and now of ABC News as well.

An international division was created in 1959—and incorporated as ABC International two years later—to develop working relationships with foreign broadcasters. The division helped put together a TV network of stations in five Central American countries and later formed Worldvision Network, which it served as purchasing agent and sales representative.

James C. Hagerty, White House news secretary, was named to head ABC news and public affairs operations, replacing John Daly, effective early in 1961. Thus began an ongoing effort to build the division both in front of and behind the cameras.

ABC got back into the station sales representation business—which it had discon-

continued voluntarily in 1952—through the formation of ABC-TV National Station Sales Inc. in 1961, representing ABC-owned stations.

ABC-TV joined CBS-TV and NBC-TV in exploring the possibilities of developing a cultural program for children in 1961, then pulled out and announced it would go it alone in creating such a show for the 1962-63 season. Earlier in the year it had announced plans for an ambitious series of five late-afternoon half-hours a week.
When a network progresses from 17 affiliates to 192 in twenty-four years, that's solid, healthy GROWTH.

When a network leaps into dominance in the three-network race, that's MOMENTUM.

When a network becomes the No. 1 advertising medium in the U.S., that's LEadership.

When a network has a young, aggressive group of key executives, that means ACTION.

At the same time that a network builds and grows it becomes as strong as the sum total of its affiliates, that's INTERACTION.

The ABC affiliates are proud of their association with the network of Growth, Momentum, Leadership, Action and Interaction.

This ad sponsored by the ABC-TV affiliate family of stations and the ABC-TV Board of Governors.
for children, to be called Discovery, but had to defer its introduction because not enough affiliates cleared time for it to satisfy its prospective sponsors.

An event of major importance to generations of football watchers occurred in 1961: ABC engineers developed a process for immediate playback of video tape recordings in slow motion. It was called "VTX" (for video tape expander), and the team that brought it into being was headed by Al Malang, ABC's chief video-facilities engineer.

Television violence was already in the headlines in the early 1960's. Oliver Treyz, president of ABC-TV, spent a lot of time testifying before Senator Thomas J. Dodd's (D-Conn.) Senate juvenile delinquency subcommittee, particularly defending an episode in the ABC Bus Stop reportedly engineered by financier Norton Simon was blocked by the company's stockholders. They backed management's request to abolish the company's cumulative-voting practice, which allowed a holder to multiply his shares by the number of directors to be elected and then cast that total for a single nominee.

In 1965 the name of the company was changed to American Broadcasting Companies Inc. That was also the year ABC applied to the FCC for authorization to own and operate its own communications satellite for distribution of its programs to affiliates. And it was the year, too, when ABC-TV announced it would launch "a new season" the following January.

But the biggest news of 1965 was the announcement, in December, of the proposed merger of ABC and International

deal, the largest that had ever been before the FCC—an exchange of stock worth, on the day of the first FCC approval, more than $406 million to ABC stockholders.

The cancellation left ABC badly hurt financially, saddled with sizable loan obligations, including $25 million that it had borrowed from ITT.

In the meantime, of course, life had gone on. In 1966, one of the new shows ABC-TV introduced in its "new season," a twice-a-week series called Batman, became a center of a dispute. The network announced it would carry a fourth commercial minute to help pay the $150,000 weekly production costs. Affiliates protested loudly, and in the end ABC-TV backed down, "tabling" the plan.

Other 1966 events were less troublesome. The audience potential of a blockbuster movie was demonstrated in September by ABC-TV and "The Bridge on the River Kwai," which was seen by an estimated 60 million people—and whose showing was followed, in short order, by massive movie purchases by all three networks. This was also the year ABC-TV first telecast its entire prime-time schedule in color. It also acquired TV rights to the 1968 summer Olympics for $4.5 million (it already had rights to the winter games, at $2 million), relayed coverage of the Notre Dame-Michigan State football game to Hawaii by satellite and moved its New York headquarters from the 6th Street base to its present 40-story headquarters building at 1330 Avenue of the Americas.

In 1967 ABC Evening News expanded from 15 minutes to a half hour. The TV network also expanded into late-night programming, introducing a talk show with comic Joey Bishop as host.

ABC Radio closed its West Coast regional network, ABC Radio West, in 1967—and also announced plans for an unprecedented four national radio network services, each tailored to fit a different local program format. The ABC Contemporary, Entertainment, FM and Information networks commenced operations Jan. 1, 1968, with a total of 600 affiliates.

The year also opened with a major organizational realignment. Thomas W. Moore, president of ABC-TV since 1963, was named vice president of a reorganized grouping of the broadcast departments. Elton R. Rule, vice president and general manager of ABC-owned KABC-TV Los Angeles, succeeded Mr. Moore as president of ABC-TV. Theodore F. Shaker, group vice president, ABC Television Stations Division, was designated to assist ABC Executive Vice President Simon Siegel in corporate planning and responsibility. And Roone Best, vice president and executive producer, ABC Sports, was made president of ABC Sports—the first president of a network sports operation. Later in 1968 Mr. Moore resigned and Mr. Rule, who had reported to him, then reported directly to ABC President Goldenson and Executive Vice President Simon Siegel.

In February 1968 ABC announced a $50
The ABC Television Stations.
New York, Chicago, Detroit, Los Angeles, San Francisco.
million refinancing plan through the sale of convertible subordinated debentures. It also worked out an agreement with Hanover Bank, under which the cost of ABC-TV's motion picture inventory was factored by the bank, with ABC reimbursing, with interest, on a "pay-as-earnings" basis.

In July 1968, while ABC was in registration for the debentures offering, billionaire Howard Hughes attempted to gain control of ABC. He offered to buy two million ABC shares—about 43% of the outstanding stock—at $74.25 each, nearly $16 more than the stock's market price at the time. ABC went to court to block this attempt but lost there and on appeal. By the time Mr. Hughes's offer expired, about 1.6 million shares—34%—had been tendered. But he turned down, citing President Goldenson's "inordinate opposition." Some speculated that the reclusive billionaire was also afraid that if the FCC held hearings on the station transfers, he would be compelled to appear.

The year 1969 was a big one for sports. ABC acquired television rights to the 1972 summer Olympic games for $12 million, a Monday-night pro football package for $8 million and a two-year extension of its NCAA football agreement at $12 million a year. In 1970 it added National Basketball Association games under a three-year contract for $17.5 million.

Elton Rule was moved up to president of the American Broadcasting Co., the broadcasting division of American Broadcasting Companies, in March 1970. James E. Duffy, vice president in charge of TV network sales, succeeded him as president of ABC-TV.

ABC FM Spot Sales was created in 1971 as a sales representation firm for ABC-owned FM stations and other outlets with similar formats. Later renamed ABC Radio Spot Sales to recognize AM and FM parity, the division is currently being phased out.

As 1972 opened, Leonard Goldenson was elected to the new post of chairman and chief executive of ABC Inc., and Elton Rule was elected president and chief operating officer. In July, Mr. Rule announced a reorganization: Walter A. Schwartz was named president of ABC Television, encompassing the company's various television operations, and Harold L. Neal Jr. became president of ABC Radio, which includes the radio network, owned radio stations and Spot Sales.

For the first time in a decade, the ABC-TV network turned a profit in 1972, and for the first time in years the four-service ABC Radio Network also reported a profit.

The ABC Leisure Group, consisting of ABC theater, records, farm publishing operations and scenic and wildlife attractions, was created in 1973. I. Martin Pompadur, vice president and assistant to Mr. Rule, was named president of the group. Also in 1973, ABC signed to sell its Northern Theater Group of 123 theaters for $25 million.

ABC Films, formed in 1953 as a program syndication arm, was sold in 1973 to comply with the FCC's ban on domestic syndication by networks.

Frederick S. Pierce, who had headed television planning and development, was named president of ABC Television in 1974. He succeeded Walter A. Schwartz, who became president of a newly formed Leisure Group II. Mr. Pierce launched what ABC called the most intensive new program development effort in television history. In 1975 he also hired Fred Silverman away from CBS-TV to be president of ABC Entertainment, reportedly at a salary of $300,000 a year, and in 1976 he lured Barbara Walters away from NBC News at a salary close to $1 million a year.

The new programs and new people began to pay off in the 1975-76 season. The ABC annual report glowed: "Early 1976 brought ABC the milestone—for the first time ever, its prime time audience levels led both other networks for eight consecutive weeks." The lead has continued to grow, and even the news that Fred Silverman will be leaving to become president of NBC didn't dent ABC officials' confidence that they'll stay on top. They named Anthony Thomopoulos, Mr. Pierce's right-hand man, to succeed Mr. Silverman as president of ABC Entertainment and said they were sure those ratings would get better and better.

For more than two decades ABC TELEVISION PROGRAMS have been seen in the STOCKTON/SACRAMENTO MARKET on . . .

McClatchy Broadcasting

Broadcasting Feb 13 1978
Happy 25th Anniversary ABC

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

WLIF-FM

Los Angeles

KFI, KOST-FM
Baltimore

WWJF-FM

Philadelphia
Leading ABC from the bottom of the barrel to the top of the heap

Leonard Harry Goldenson had every right to celebrate the 25th anniversary of ABC's current ownership and management last week with fervor and style. The company he put together, built and refused to let die had established itself beyond question at the top of the prime-time TV ratings and was a strong contender in most other day parts as well. The company was bigger and certainly more profitable than ever.

But there was no personal celebration for Leonard Goldenson. That isn't his way. He celebrated, if it can be called that, by watching the four-hour ABC's Silver Anniversary Celebration on ABC-TV the preceding Sunday night. For him it was enough to know that, as he put it in an interview, "we have moved into an important position in the industry—and we intend to keep it that way."

He is, in fact, giving some thought to ABC's second quarter-century. "In the next 25 years," he said, "I believe this company will grow by leaps and bounds. Broadcasting will continue to grow. Broadcasting will remain as important in the life of this country as it is today—if not more so. "Our publishing division will continue to grow to substantial size. I feel ABC Records will grow and become a competitive force, just as we've become a competitive force in television. We will also diversify into other areas that are compatible with our expertise."

He doesn't entirely rule out the possibility that broadcasting may some day be displaced as ABC's primary business, though he doesn't expect it to happen in the foreseeable future.

Mr. Goldenson sees some challenges ahead for broadcasters in the form of pay cable, video disks and the like, but he feels these competitors can be met head-on.

"Everything competes for people's time," he said. "But broadcasters have become sufficiently expert to meet all kinds of competition. I think we can do it if we stay on our toes."

Mr. Goldenson has made a career of staying on his toes. He and ABC have in fact achieved success against greater odds, perhaps, than confronted those earlier pioneers, Brigadier General David Sarnoff of RCA-NBC and William S. Paley of CBS. For one thing, Mr. Goldenson and ABC have had to compete with NBC and CBS—for programs, for stations, for advertisers—and they were formidable competitors.

NBC is thought of as the first national network and CBS as the most successful, over the years, and the most profitable. How does Mr. Goldenson think of ABC? His answer comes quickly:

"I think of ABC as the dynamic force in broadcasting. We haven't followed tradition. We've been innovators because we were forced to be."

Thus ABC invented the "second season" out of necessity. When its shows had a high failure rate, as they often did, it yanked them and installed new ones to open a second season in January.

It developed counterprogramming out of necessity, to give viewers something different from the established shows on the other networks.

It opened up Hollywood as a source of programs out of necessity, because CBS
THE MOST LISTENED-TO RADIO STATION IN THE NATION*

WABC MUSIC RADIO 77

RADIO FLAGSHIP OF THE AMERICAN BROADCASTING COMPANY

*CURRENT ARB TSA CUME 12+ EST. 6AM-12MID MON-SUN. © 1978 AMERICAN BROADCASTING COMPANIES, INC.
Looking back, he counts this accomplishment—selling the board—among the high points of his ABC experience.

Another high point, he said, and a turning point for ABC, was bringing Hollywood into television. "The motion picture industry was looking down its nose at television at the time," he recalled, "and NBC and CBS had all the top stars from radio. So the only way we could carve a niche was to bring Hollywood into the picture."

First he made a deal with the Disney organization, agreeing that ABC would invest in the new Disneyland park. That produced the popular Disneyland series and, later, Mickey Mouse Club. It also made it easier to talk Warner Bros. into providing TV programming. One of whose entries, Cheyenne, helped to touch off a western trend that continued into the next decade.

"After I cracked Jack Warner I was finally able to crack Metro and Fox," Mr. Goldenson recalled in an earlier interview. "Now [the Hollywood producers] have become a great source of programming for the broadcasting industry, and fortunately for us this was the one source we had that NBC and CBS weren't interested in at the time."

ABC's buying Ed Scherick's Sports Programs Inc. was another important point in ABC's development, Mr. Goldenson said, because it got Mr. Scherick as head of TV sales and a young producer, Roone Arledge, who went on to become head of sports and, now, also news. Wide World of Sports, an Arledge recommendation, "gave us entree to all kinds of sports" and helped establish ABC as the leading sports network of the day.

One of the biggest disappointments of the past 25 years for Mr. Goldenson has to be the collapse of the proposed merger between ABC and International Telephone & Telegraph Corp., which had been expected to solve all of the young network's many financial problems. Considering how well ABC has done in the last few years, however, he now counts the failure as a blessing. It was hard to see it that way at the time, though.

"We couldn't do anything during the two years we were tied up in the merger," he has recalled. "We couldn't borrow any money beyond $25 million. Color was coming in and it was going to cost us a minimum of $50 million to convert to color. Secondly, CBS and NBC had gone on a second night of movies and in order to compete with them we had to make a commitment of close to $120 million for feature films in which we put up $60 million in cash. So those two things depleted our capital to almost nothing. ITC did loan us $25 million at the time but that wasn't really enough to make things go."

"Operation Daybreak," engineered with Young & Rubicam, got ABC into full-fledged daytime programming and thus was another ABC turning point in Mr. Goldenson's estimation. Another was the four
Congratulations.
radio network concept, which turned a long-losing operation into a profitable one.

Other key moves in his book had to do with executive appointments, among them Elton Rule as president of the ABC-TV network, then of broadcasting operations and finally of ABC Inc., and Fred Pierce as president of ABC Television.

News, the one area in which ABC is most definitely in third place among the networks, is at the top of the Goldenson priority list. "Our number one intention," he said, "is to make news number one—and we are going to achieve it."

His determination is infectious. "The building of this company," he has said, "has involved a great number of dedicated, hard-working people. I've never seen people work as hard and with as much dedication. The morale has been terrific through the years, starting when we were behind the eight ball and had to fight for our place in the sun. And the people, I'll tell you, have been absolutely sensational in accomplishing this."

His determination came in handy earlier in life. Born in Scottdale, Pa., on Dec. 7, 1905, he reached New York in 1930, at the start of the depression, and pounded the streets for nine months looking for a job. He had graduated from Harvard College in three and a half years, spent six months with a Pittsburgh brokerage house, then gone through Harvard Law School and passed the Pennsylvania Bar examinations. During his nine months of job-hunting in New York, one of the places he applied was Paramount Pictures. They turned him down. Finally he accepted a clerkship in a law firm, but he still wound up at Paramount.

This move came in 1933, when he was invited to reorganize Paramount's New England theaters. Four years later he was made assistant to the man in charge of Paramount's theater operations and a year later was put in charge of them. He was elected vice president and named to the Paramount board of directors in 1941, remaining until he left to help form UPT to operate the theater business.

Leonard Goldenson, now 72, shows no signs of letting up or slowing down. He puts in full days at his office and rarely, associates say, takes a day off. There's no question about his being the company's chief executive officer as well as its chairman. Nor does he, he says, have any plans to retire. In fact, he and President Rule both signed new long-term contracts about a year ago. The closest he comes to talking about retirement is to say that, when it does happen, Elton Rule will succeed him.

"Dear ABC,

Thank you for inspiring us to take nothing for granted.

Sincerely,

CBS and NBC."

This tongue-in-cheek message sponsored by United Group Stations in celebration of ABC's 25th anniversary.

KMSP TV — Minneapolis, KTVX — Salt Lake City, KMOL TV — San Antonio.

Prepared by Martin-Williams Advertising (8-159-039)

KMSP-TV
We've been seen together for 25 years.

In fact, we're the second oldest ABC affiliate around.
And it goes to show. When you're coupled
with the leading network in the nation,
being a leader in the Nation's Capital is easy as a b c.

Nationally represented by Perry Television, Inc.
Rule is golden now at ABC

The company's president, chief operating officer and heir-designate to Goldenson allows his charges room to swing and has always expected the same for himself.

Elton Rule would not have been so brash as to predict, 10 years ago, that ABC would be where it is today. He said he had the leadership position it commanded today.

"But I had hope," he said in an interview. "It has to be the crowning achievement in my involvement in broadcasting, to see the broadcasting division so clearly the leader."

He is talking, he said, not only about the ABC-TV network but also about the ABC Radio network and the ABC-owned TV and radio stations. "They are clearly the leaders in their fields."

And he finds it "especially rewarding" that "we have been able to get where we are with essentially the same people over the years." Like ABC Inc. Chairman Leonard Goldenson, President Rule is strong for the management team concept.

"We take pride in the management people who have been assembled and who really are the ones responsible for getting us where we are."

Elton Rule's management style—and one of his strengths, according to close associates—is his ability to delegate responsibility to his operating and administrative staffs. "He knows his people and their strengths," one long-time associate said, "and he allows them to do their thing."

When he sees that he has made a mistake, as in the choice of an executive for a particular job, "he acts decisively to correct it." But he is also said to be patient with executives who have shown they have ability but for one reason or another are encountering momentary difficulties.

"Some very good ABC people," a friend said, "are even stronger today because he stood behind them when things seemed to be going wrong for them."

Coming from a station background, he had an outlook that served him well with ABC-TV affiliates when he was called up from ABC's KABC-TV Los Angeles, where he was general manager, to become president of the ABC-TV network in 1968.

That was just after the projected merger between ABC and International Telephone & Telegraph collapsed, shattering hopes for an early infusion of badly needed money. An associate from those days recalls that Mr. Rule spent a lot of time convincing Mr. Goldenson and other members of the board that progress would be slow, that they shouldn't expect overnight miracles, but that as long as progress was being made—and he developed a five-year plan for it—"then the company was on the right path."

Another Rule strength, an associate said, is that "he knows you have to get out among the station managers, and not just sit in New York and read reports. Aside from the fact he's from California and loves California, he likes to go there to talk with the creative people, find out what they're thinking and doing. He knows it's important to get out, and he's willing to travel and spend the time to do it."

In 1970 Mr. Rule was named president of the ABC broadcasting division, and in 1972, when Mr. Goldenson became chairman and chief executive of ABC Inc., Mr. Rule moved up to president and chief operating officer of the corporation. They give every indication of working smoothly together. Indeed, Mr. Goldenson has said publicly and repeatedly that if he retires, Mr. Rule will succeed him.

He has also said, however, that he has no plans to retire, and both he and Mr. Rule signed new long-term contracts with ABC about a year ago, reportedly extending to the time when Mr. Rule, now 60, will be 65 and Mr. Goldenson, now 72, will be 77.

For a man at this professional peak, Elton Hoerl Rule got into broadcasting by fits and starts. Born June 13, 1917, at Stockton, Calif., he had majored in journalism at Sacramento College and planned to continue at the University of California, but got sidetracked by a summer job as a salesman-announcer for KROY(AM) Sacramento. He stayed there for a couple of years until he got sidetracked again, this time into a five-year hitch in the Army in the Pacific, from which he emerged with an Okinawa battlefield promotion to major.

Back from the Pacific, he went to work as a salesman for KFBK(AM) Sacramento, then left to become sales manager for Goodyear Wingfoot portable dwellings.

That was the last sidetrack for Elton Rule. "It was a good job," he said, "but it wasn't in broadcasting and it didn't take long for me to realize that's where I belonged."

He headed south for Los Angeles and a sales job with KLAC(AM) and, later, KLAC-TV (now KCOP). Two years later, in 1952, he moved to ABC's Keka-TV (now KABC-TV) as assistant sales manager. He became general sales manager in 1953 and general manager in 1960.

At some point along the way, Mr. Rule let Mr. Goldenson know that if an opening ever occurred, he'd like to be considered for the job of running the ABC-TV network. In 1968, after the ITT merger fell through, Mr. Goldenson "knew we had to make a management change." He knew too that Mr. Rule "had done an outstanding job in running our station in Los Angeles," and invited him to the Goldenson home in Mamaroneck, N.Y., to talk.

"You are now being considered," Mr. Goldenson advised him. As he recalled the conversation in an interview a year ago, "it was then that [Mr. Rule] said, 'I'd like to have the understanding that I have the complete support of management with a commitment to go forward without anybody looking over my shoulder.'" And I said, 'You will be supported 100% and you are given the authority to go ahead on that basis—of course, always subject to approval of our board of directors.' And Elton came forward and has done an outstanding job. And after the network was on the move again we made him the head of the broadcasting division and ultimately president and chief operating officer. Yes, as far as I'm concerned, I'm glad the ITT merger was called off.'"

For Mr. Rule, the challenge now is to "maintain the thrust we now enjoy. We've proved it wasn't a one-shot season, and we have to be very mindful of what it took to get us here. We have to remember we were once third," he says and "I think it's going to be more of the same."
that has ever held a youngster entranced, from the land of make-believe to lands beyond the seas."

And entranced they were. Both shows would become institutions, and their effects on the generation that watched them may still be surfacing. Twenty-five years later, for instance, a young director named Steven Spielberg would use the Disney theme song "When You Wish Upon a Star" as the concluding music in the original version of a science-fiction film called "Close Encounters of the Third Kind." Also 25 years later, ABC-TV would successfully premiere a new series called Fantasy Island, a place where grown-ups go to make their dreams come true.

Other movie industry deals further shaped ABC-TV's personality that year, and for years to come. The network bought 100 feature films from the J. Arthur Rank Co. for a Famous Film Festival Program. The festival would fail, but the concept opened the gate for television's break into Hollywood's vaults the following year as similar package buys were made from RKO, Paramount and Columbia.

ABC had more immediate success with an exclusive contract it signed with Warner Bros. that resulted in the 1955 premiere of a western called Cheyenne. Along with The Life and Legend of Wyatt Earp (also on ABC, but from a different producer) and Gunsmoke, which started on CBS in September 1955, Cheyenne helped to spark a sort of cowboy mania that had visitors from overseas arriving with expectations that all Americans wore six shooters. A psychiatrist analyzed the phenomenon for Broadcasting, concluding that westerns presented neatly packaged "morality plays" akin to Greek tragedy. Whatever the motivation, millions watched Cheyenne, and in subsequent years Warners and others would crank out dozens of imitations, including ABC's Sugarfoot, Bronco, Colt 45, The Rebel, Jim Bowie, The Rifleman, and perhaps the most sophisticated of them all, Maverick, in 1957.

The network had come a long way in a short time. AB-PT's 1956 report to stockholders would announce that ABC Inc. had broken into the black, an achievement Mr. Goldenson attributed to "a much stronger program line-up." With the DuMont network all but out of the picture, Slocum Chapin could declare, "With a bow to our hustling competitors we can now make the simple statement that the day of the two-network dominance is past. Today, it's a three-network race which is going to get even closer."

Clearly, though, there was still much progress to be made. ABC still sold only an average of 20 hours of commercial time per week, while CBS had 63 and NBC 46. And prime-time ratings for the 1956-57 season had ABC with a 14.0 average compared to CBS's 25.6 and NBC's 20.1. The ABC network was making "rapid strides" in gaining affiliates, but it wanted more.

In the summer of 1956, ABC President Robert Kinney submitted a complicated plan to the FCC and the Senate Commerce
Congratulations to Leonard Goldenson, Elton Rule and their many talented associates at

on 25 years of outstanding achievement

Capital Cities Communications, Inc.
affiliated with

in

Buffalo WKBW-TV
Houston KTRK-TV
New Haven WTNH-TV
Philadelphia WPVI-TV
range for sponsorship of mutually acceptable daytime programs for the network, to be sold at less than half the rates of NBC's and CBS's daytime shows (a difference of paying some $2,000 for a minute versus paying $5,000 on the other networks). Thus, in one fell swoop, ABC went from having no Monday-through-Friday schedule before 3:30 p.m. to having 60 additional quarter hours per week (15 hours total).

The deal set ABC up with six clients enrolled as charter sponsors at a total $2-week rate of $13.3 million. The deal was greeted with outraged cries of “price-cutting” and “sponsor-stealing” from NBC and CBS, which Y&R deftly deflected with the argument that it had a responsibility to secure the lowest possible rates for its clients. ABC remained conspicuously silent throughout the debate, but by October the network was in the daytime business, adding Day in Court, The Peter Lind Hayes Show, Mother's Day, Liberace, Chance for Romance and Beat the Clock.

It was also about this time that the strategy of programming the prime-time schedule with shows that appealed to younger urban adults crystallized into formal ABC policy. According to James Duffy, then a salesman in the network’s Midwestern TV and radio sales division, now president of the network, the basic sales tool became Nielsen’s 70-market Multinetwork Area Survey, on which ABC could sometimes base itself in first place instead of third. Advertisers as well as potential affiliates were told that young adults would not only be more likely to switch their viewing habits, but also were prone to switch their buying habits. With the economy booming with new products and the war babies buying more expensive toys, the ABC argument made sense to many, and it is still used today (although, now that full three-network parity has been achieved, less so at late). The policy would have a definitive effect on ABC programming for two decades, and thus, on the American cultural environment as well. As Mr. Duffy put it, “the generation grew up as ABC viewers.”

With such a program policy, it was probably inevitable that when Congress began looking into the alleged effects of TV in contributing to juvenile delinquency in the early 60’s, ABC would come in for particularly commentation.

The investigation was headed by Senator Thomas J. Dodd (D-Conn.) who claimed to have evidence that network officials had deliberately infused their programs with sex and violence to boost the ratings. One official so charged was ABC’s Oliver Treyz, who was accused of responsibility for airing an episode of Bus Stop called “A Lion Walks Among Us.” In the program, the singing idol Fabian played a “sexual psychotic” who kills an old grocery storekeeper and later murders the attorney who successfully defends him. He is also involved with a married woman, who kills him and herself by driving off a cliff.

Mr. Treyz stated before the Senate subcommittee that he personally had approved the broadcast despite the defection of its sponsors and 25 affiliates. He cited as a defense the desire to avoid pressuring writers and producers.

Together with a disappointing 1961-62 ratings performance, the Bus Stop incident spelled the end of Mr. Treyz’s tenure as president of the network. Two months later he was summarily replaced with head programer Thomas Moore, while Julius Bannahan, recently appointed president of the TV stations division, was promoted to vice president and general manager of the network.

But if ABC was experiencing setbacks in some of its activities, it was moving ahead in others. Leonard Goldenson announced that several of the network’s prime time shows would be broadcast in color for the 1963 season. The news department underwent a period of intense activity. In 1960 two new programs were added: Issues and Answers and Directions, the religious and cultural series. And Winston Churchill: The Valiant Years, a award-winning documentary series was produced. It was also the year when James C. Hapgood, former press secretary to President Dwight D. Eisenhower, was put in charge of ABC news and public affairs programming. New talent joining the division in the next two to three years included Howard K. Smith, Bill Sheehan, Jules Bergman (“television’s only science editor”), Ted Koppel, Peter Jennings, Bob Clark and John Scitler.

In 1960, ABC moved to dominate sports coverage, by acquiring rights to National Collegiate Athletic Association football and basketball and many other sports. Perhaps as important as all those deals put together, however, was the acquisition of Roone Arledge.

Legend has it that Mr. Arledge was initially hired to produce half-time highlights and interviews for the network’s NCAA basketball broadcasts, but he took it upon himself to present to Thomas Moore a treatise on how he believed games should be produced. In essence, his theory was, you can’t bring the game to the fan, bring the fan to the game. ‘He got the job, and shortly thereafter was also given a crack at producing a summer replacement show called Wide World of Sports. From the introduction of the slow motion replay, isolated cameras and Howard Cosell through the coverage of six Olympics extravaganzas, Mr. Arledge would redefine sports television, in the process bringing ABC viewers “the thrill of victory, the agony of defeat, the constant variety of sports (a slogan that, according to one interview, Mr. Arledge first composed on the back of an airline ticket).” Mr. Arledge was on his way to becoming known as the “King of the Multi-Week Event" in history, and ABC, once again, had seen an opening and had run for daylight. As Keith Jackson stated in ABC’s silver anniversary special Feb. 5, “it was just like a draw play on third down and long yardage.”

The surprise play would remain the trademark of ABC-TV. In December 1965, for example, Thomas Moore would announce a new concept to begin the
Sterling Service For 25.
Congratulations From WPLG Channel 10 Miami.
Five Reasons You Must “Take The Fifth”

(that’s the Fifth smash-hit season of NAME THAT TUNE)
TUNE is the only prime-access series sold in every one of the Top 50 markets.

Variety reports TUNE in the Top 5 of all access series! (Ahead of Match Game...Gong...Family Feud...Sha-Na-Na, and a dozen others!!)

In its Top 50 market Monday-Friday prime access time period clearances:

TUNE rates 1st or 2nd in its time period in 39 of 45 markets.

TUNE delivers 1st or 2nd in its time period in Women 18-49 in 38 of 45 markets.

TUNE scored 1st or 2nd of all five shows on its station in 35 of 45 markets.

With that kind of evidence, it's an open-and-shut case that:

TUNE is already ordered for 1978-79 in 10 of the Top 10 markets.

- ABC's O&O's in New York, Los Angeles, Detroit and San Francisco.
- NBC's O&O's in Chicago and Washington.
- plus Boston, Cleveland, Philadelphia and Pittsburgh.

Don't get hung up. If you have TUNE, renew it now!

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following January—a "second season" of prime-time programs. At the time, ABC officials predicted the idea would evolve into a constantly changing schedule, or a "living schedule," as another ABC programmer would label it 10 years later.

In 1966 ABC would air "Bridge on the River Kwai," which attracted 60 million viewers and established the ratings potential of the blockbuster movie. In 1968 the network would give only summary coverage of the Republican presidential convention in Miami, saving itself some much needed money and gaining some much needed ratings with the entertainment it put against the other networks' traditional gavel-to-gavel coverage. "With the convention program itself so dull," said Elmer Lower, then president of NBC News, "this is the only way to do it."

In 1968, the company would be the first of the three networks to break its sports division out of the TV operation to make it a separate division, headed by Roone Arledge, and, in 1972, the first to establish the network, entertainment and planning departments as independent divisions, headed by James Duffy, Martin Starger and Frederick Pierce, respectively. A year later, the sports division agreed to pay between $8 million and $9 million a year for rights to broadcast professional football in prime time.

In 1974, ABC's "novels for television" initiated the miniseries concept with a three-and-a-half hour production of Leon Uris's "QB VII." The concept blossomed with "Rich Man, Poor Man" in 1976 and reached a peak in February of 1977 with the eight-night run of Alex Haley's "Roots," the most-watched entertainment program in TV's history. And in 1975 and 1976, the network engineered two unprecedented talent raids, first stealing program whiz Fred Silverman from CBS-TV and then taking Today hostess Barbara Walters away from NBC to make her the network's first female anchor at a salary of $1 million a year, also unprecedented. A year later, Roone Arledge took over as head of the ABC News operation, and proceeded to do away altogether with the age-old concept of anchors.

While all that was going on, though, the biggest coup of all—leadership in the program ratings—still eluded ABC-TV. Even second place escaped the network in all but one year (1960-61) until 1975, and in many years ABC was a distant third.

It would all start to come together, of course, at midseason, 1975-76, just nine months after Mr. Goldenson had told his affiliates that it was time to enter a new phase of ABC Television history. By March 8, after seven weeks in a row as the winner of the prime time ratings, the network would issue a small, "We're #1" button, with a disclaimer reading, "After all these weeks of sustained industry leadership, it would be rather ostentatious to have a button with a larger #1 than this." After almost 25 years as #3, the sense of humor and the exhilaration were understandable.
Congratulations to the number one network from the number one station in Dallas-Ft. Worth.

WFAA TV.

ABC for Dallas-Ft. Worth since 1953
ABC-TV’s affiliates: 185 going along for a much richer ride

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KAIT-TV Jonesboro, Ark.
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KAPP-TV Yakima, Wash.
KATC Lafayette, La.
KATU Portland, Ore.
KATV Little Rock, Ark.
KBAK-TV Bakersfield, Calif.
KBTX-TV Bryan, Tex.
KAAL-TV Austin, Minn.
KABC -TV Los Angeles
KAIT -TV Jonesboro, Ark.
KAKE -TV Wichita, Kan.
KAPP -TV Yakima, Wash.
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25 years and 10 to grow on

Tampa Bay salutes ABC on its Silver Anniversary.

WLCY TV

Broadcasting Feb 13 1978
ABC - BEST WISHES ON YOUR 25TH ANNIVERSARY!

MGM TELEVISION®
ABC radio networking: Five years down, 20 years upward

After nearly a half decade of losses that almost doomed the single national hookup, ABC Radio executives initiated drastic steps that set the pattern for today's four prospering networks.

Back in 1958, ABC executives were about ready to throw in the towel on their radio network. Despite words of optimism for the record, secret meetings were held with broadcasters to discuss scrapping it in favor of a limited sort of press association. Serious consideration was given to a proposal to send a delegation to Washington to advise the FCC of the impending change.

Five years after the American Broadcasting-Paramount Theatres merger, the American Broadcasting Network, with 315 radio network affiliates, was losing nearly $4 million a year. For those who thought it unrealistic that four radio networks—ABN, CBS, NBC and Mutual—could survive in the face of television, ABN looked as if it would be the first to go.

The axe never fell. Directors of the corporation voted to keep the network alive, at least in part on the advice of Robert Hinckley, then AB-PT vice president, Washington, that political repercussions from the loss of network service would queer all hopes that ABC-TV would get the several VHF drop-ins it was then seeking from the FCC in markets where it had UHF affiliates against VHF competition. As it turned out, the FCC rejected the drop-ins anyway.

ABC Radio in the years that followed regrouped, reformatted and recouped. Twenty years later, not one but four ABC radio networks have survived, giving ABC the largest line-up of affiliates in the history of American radio networking. The ABC-owned AM stations are the most widely listened to of any AM group. The ABC-owned FM's can claim the same clout among their competitors.


Early on, call letter changes were made to bring closer identification with the radio and television networks. WJZ (which had been put on the air in 1921 by Westinghouse Electric and Manufacturing Co.) and its sister station became WABC-AM-FM. Similarly KECA-AM-FM changed to KABC-AM-FM. WENR which had been broadcasting at night on the same frequency used by WLS(AM) during the day became a full-time operation in 1954 when AB-PT and Prairie Farmer Publishing Co. joined forces and the two stations merged, retaining the WLS call.

In the early 1950's the radio network's morning line-up consisted of Don McNeill's Breakfast Club (around since 1933) and six serials: When a Girl Marries, Whispering Streets, My True Story, Grand Central Station, Modern Romances and Ever Since Eve. Music was offered in the afternoons with Martin Block's Make Believe Ballroom, and depending on the night of the week, listeners heard a combination of drama, variety, discussion, music or adventure.

Consistently each weeknight, however, were two quarter-hour strips: Hollywood Stairway and Mike Malloy. By 1955, ABC further standardized its evening program line-up with five 30-minute programs.

On the news side, taking 1956 for example, 18 five-minute broadcasts were
offered on weekdays, with 11 newscasts on Saturdays and Sundays. The staple of commentary was provided by Edward P. Morgan, John Vandercook, Quincy Howe, Paul Harvey, George Sokolsky and Erwin Canham.

By 1957, ABC radio executives decided drastic measures were needed if the network was to steer itself toward the black. As the AB-PT annual report formally stated that year: "In an effort to overcome the decline in network and the shift in advertising revenue, it became necessary to consider material changes in the operation." In April of that year, AB-PT President Leonard Goldenson announced that ABC Radio would be created as an autonomous division, under the leadership of Robert Eastman, who was moving over from John Blair & Co., where he served as the representative firm's executive vice president, to replace Don Durgin who had moved to NBC-TV as vice president for sales planning.

During his first month of tenure, Mr. Eastman, whose career in broadcasting had begun as an NBC page, disclosed that the network was heading toward the elimination of all phonograph records and eventually would rely exclusively on "live talent network personalities." Simulcasts with the television network also were to be dropped, notably the Wednesday Night Fights. As Mr. Eastman explained at the time, "the so-called simulcast of most events detracts from radio's creativity because, in effect, the public is given its choice to either look or listen." The move toward live programing was an effort to build on the success of the Breakfast Club, and although the switch involved cutting network hours from 12 to eight a day, total overhead to go completely live was to increase more than 50%.

The game plan ABC Radio prepared continued the quest for housewives in the morning and afternoon and all-family at night. Breakfast Club was to kick off the schedule at 9 a.m., followed by the Herb Oscar Anderson Show at 10-11 a.m. Network programing was to resume at 1 p.m. with The Jimmy Reeves Show originating from Nashville and including the Owen Bradley orchestra and Anita Kerr singers. The Jim Backus Show had the 2-3 p.m.

From announcer-narrator on The Lone Ranger, The Green Hornet and Sergeant Preston to president of ABC Radio, Harold Luther Neal Jr., started out in broadcasting with ABC and stayed, running stations, running groups and, since July 1972, running the entire radio operation.

Joining ABC in 1943 as a staff announcer at WXYZ AM Detroit where those popular shows were produced for the network, Mr. Neal moved to New York FM's in the 1940's and 1950's to promotion manager, assistant sales manager, director of sales, general manager for WXYZ and then vice president. When he left WXYZ, it was at the top among ABC-owned radio stations. His next assignment was to do the same for WABC New York which he joined in 1960 as vice president and general manager, setting the wheels in motion for the station's success today.

Next stop, in 1963, was over-all authority for all the owned radio stations. He was nine years in that post, years that saw the AM's move into the forefront and a major plunge into FM. The AM group laid claim to the biggest group audience; the FM's were separated into their own unit, with an autonomous staff. The organization Mr. Neal now heads at the age of 53 is the sum of many of the parts he built.

**Telegram**

Dear Leonard and Elton

The five Fuqua stations are proud to be a growing part of the ABC family as you and your team celebrate your 25th Anniversary.

Congratulations and best wishes for continued success and industry leadership.

E. Berry Smith, President WTVW, Evansville, Indiana
Lynn Avery, President WTVW, Columbus, Georgia
Jane Grams, President WTVC, Chattanooga, Tennessee
Red Walker, President WROZ-AM, Evansville, Indiana
Pete Cavanaugh, Vice President WTAC-AM, Flint, Michigan
CONGRATULATIONS!

to
Leonard, Elton, Fred, Jim and

The Number One Network
from your
Number One Station
in
Augusta, Georgia

It's Great to be Affiliated with you!

WJBF
John Radeck
FUQUA TELEVISION

slot. Evening fare included the Merv Griffin Show with the Jerry Bresler orchestra and Ronda Hall at 8-9 p.m.

The approach ABC Radio (which was changed to the American Broadcasting Network) took was based on "showmanship-salesmanship" and "sameness" as Mr. Eastman later was to explain. "We're going to see out a certain sameness in the quality of our music so it is always recognizable by the listener... Variety is an old-fashioned concept in radio. Listeners want sameness," he said, adding that romantic popular music was to be the key and "except for an occasional novelty touch," the network would be "meticulously avoiding... showing off the band, hot licks, drum rolls, jazz, rock and roll..."

By the end of 1957, ABC, it was estimated, had already sunk $60 million into programming during the first four years since the merger. And it was only a matter of months before the all-live policy was abandoned in early 1958. Plans were to cut back from five and a third hours live to two. Stephen B. Labunski, who had been brought in for the all-live concept, resigned, feeling there was little left for him to do.

Dollars had been the live concept's downfall. It was estimated that talent costs alone, with five orchestras averaging 25 musicians apiece, were running $20,000 to $25,000 per week and musical arrangements about $6,000. The affiliate board of the network, however, wouldn't go along with such a cutback and four live hours were rescheduled. Herb Oscar Anderson, who had been the first show to go on under the new policy, went back to recorded music, presenting disk jockeys and personalities from American Broadcast Network affiliates.

But as the network was losing almost $4 million a year, it was not so much whether the live concept would survive as whether the network itself would. Backroom discussions centered on a new type of press association, should a last-ditch effort become necessary. News would be the backbone of a service to subscribing stations in the top-100 markets, at an over-all cost of $4.1 million per year. (Later plans were even more skeletal, bringing the price down to about $1.5 million.)

Options open to the ABC executives would be to fund the news service through a straight subscription fee from stations or to offset the costs with national or cooperative advertising. Under the $4.1-million plan, three minutes of news would be provided on the hour and half-hour.

The network concept survived, however, with the Breakfast Club remaining amidst expanded newscasts, religious broadcasts and public service programming. The network once again was called ABC Radio (ABN never caught on with the public), and was put under the direction of Edward DeGray who had been vice president of station relations. The remaining four years of Mr. Eastman's five-year contract were settled as he resigned. The ABC Radio schedule dropped to 27 hours per week.

With news having replaced music in pro-
Have we got a hot book for you!

When the ARB October/November 1977 survey shows WVNJ AM/FM having the greatest percentage increase with Adults 25-54 than any other adult programmed station in NY...that's a hot book!

When the book shows WVNJ AM/FM has increased its 25-49 male audience by 34%...that's a hot book!

When the book shows WVNJ AM/FM with a 32% increase in Total Adults 18+...that's a hot book!

It only proves what we've been telling you...

WVNJ is a major radio station in the New York Metropolitan Area.

If you want to see this hot book call Herb Saltzman or Ed Milarsky at (212) 759-9401. (They'll deliver in a plain brown wrapper.)
When Charles Allen DeBare took over as president of the ABC-owned AM stations in July 1972, he recalls people saying that he had gone "to reign over the decline of the empire." To the doom-sayers, looming FM competition inevitably would cut into the ABC AM group's dominance.

More than five years later, Mr. DeBare at the age of 53 is still heading the most-listened-to group of radio stations—with a combined cumulative audience of 11,250,000 listeners (according to Arbitron's October-November 1977 survey). Instead of overseeing a decline, Mr. DeBare has been able to report 1977 as a record year and to anticipate another in 1978.

A graduate of Cornell University Law School, Mr. DeBare joined ABC with four years' experience in the NBC legal department and earlier work as a trial attorney for the Legal Aid Society. From 1959 until 1967, he served as general attorney for ABC-TV, before moving on to the position of director of legal and business affairs for the radio network as well as the owned radio and television stations. His title was changed to vice president in December 1968.

By "working very intimately with all the stations," Mr. DeBare said, he was able to take "advantage of the opportunity to be more than a lawyer."

Edward Francis McLaughlin never thought he'd be running a network. Before taking over the presidency of the ABC Radio Network in July 1972, he said his career goals had been "strictly from the station side." And he added that probably was the perspective ABC wanted when it hired him.

A native San Franciscoan and graduate of San Francisco State University (he was named "alumnus of the year" in 1972), Mr. McLaughlin remained on the West Coast before his present position took him to New York.

After two years as an account executive with KBSI(AM) San Francisco beginning in 1958, Mr. McLaughlin moved on as the local office manager there of Peters, Griffin & Woodward. By 1962, he was general sales manager of Storer Broadcasting's WABC(AM) Los Angeles and again, two years later, another job switch came, taking him to ABC.

Mr. McLaughlin broke into the ABC ranks in 1964 as general sales manager of KGO(AM) and KGPO-FM (now KSFO) San Francisco, becoming general manager in 1967, and a vice president in 1968. From there he took over the network president's seat, taking the foundation that already had been set and building a stronger, larger affiliate lineup. He's now 51.

Only 24 when he sold ABC Radio on the idea of running album cuts on its FM stations, Allen Bennett Shaw Jr. was hired in 1968 as director of FM special projects. And as the ABC-owned FM's have developed and risen to the top as a group, so has Mr. Shaw's career. He was named president of the ABC Owned FM Stations in August 1976.

A graduate of Northwestern University, Mr. Shaw had begun his career earlier, while still in junior and senior high school, spinning records for WHAI(AM) Haines City, Fla. A stint as a disk jockey at WPTF(AM) Albony, N.Y., followed college and, when tapped by ABC, Mr. Shaw was assistant program director at WCL(AM) Chicago.

Mr. Shaw's first two years with ABC were spent experimenting with formats for the FM stations, and in 1970 the ABC executives threw their total support behind him, splitting off the stations as an independent unit and naming Mr. Shaw as vice president. The 34-year-old group president still is experimenting—particularly with formats that can hold FM listeners as they pass into older demographic groups. But now there's a proved track record behind him. It was an enthusiastic belief in the potential of FM that led him to ABC at a young age. He's made believers out of others.
PROOF... Superior FM Performance with Harris' MS-15 exciter and MSP-100 audio processor

KQ
November 7, 1977

Dave Morris
President

Gene Edwards
Vice President of Marketing
HARRIS CORPORATION
P.O. Box 290
Quincy, IL 62301

Dear Gene:

I thought you would be interested in K-QUE's latest purchase from HARRIS CORPORATION. K-QUE purchased the MS-15 exciter and the HARRIS PROCESSOR MSP-100. We have purchased a large number of transmitters and other equipment from HARRIS through the years, but this latest purchase far exceeds our expectations for improving our already good quality.

The difference is quite evident that with K-QUE's 560,000 watts of 280,000 vertical and circular and 280,000 watts horizontal and circular, it's simply dynamite.

I listen to K-QUE at my ranch on a GM car windshield antenna in stereo like a local. This is some 138 miles north of Houston. You keep making equipment with this noticeable improvement in clarity, increased level, that has resulted in the increased coverage that we'll keep buying it.

Kindest regards.

David K. Morris, President

DMM/jk
cc: London England

Contact Harris Corporation
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sales to 34%.

Turning a profit for the radio network was a different story and it was on the heels of Mr. Pauley's resignation and replacement by Walter A. Schwartz, WABC-AM-FM vice president and general manager, that the concept was unveiled which would do just that.

Four radio networks were to be created, serving four distinct types of stations and providing advertisers with specific target audiences: the American Contemporary Radio Network, for rockers and the like, offering concise news, sports and features appealing to young people; the American Information Radio Network, for talk and middle-of-the-road stations, with a deeper treatment of news, detailed sports coverage and news analysis; the American Personality (later changed to Entertainment) Network, for MOR's combining news, popular music and features such as the Breakfast Club, (which was to continue until January 1969, a 35-year run) with strong emphasis on personalities and commentators, and the American FM Radio Network, a news and public-affairs service.

In an apparent move to squelch any thoughts that the changes were coming out of desperation, Ralph Beaudin, ABC corporate group vice president for radio and the man credited with thinking up the four-network plan, claimed that the switch was coming when ABC network sales were peaking, not declining. At the time of the announcement in August 1967, Mr. Beaudin said "the current quarter is already [the network's] best quarter in 10 years."

On an industrywide basis, Mr. Beaudin predicted that the four-way concept would raise radio networks' net sales of $35 million-$40 million in 1966 to an eventual $100 million, with ABC going after at least half that.

Much to the chagrin of the Station Representatives Association (which claimed the plan would compound the advantage it said the networks already enjoyed in attracting national and regional advertisers), the FCC gave ABC the go-ahead and waived its chain-broadcasting rule. The commission said "the proposal merits encouragement as a new and imaginative approach" but nevertheless authorized the waiver for only one year, requiring ABC to submit a "comprehensive report every six months."

FCC approval came Friday, Dec. 29, 1967, and the following Monday, Jan. 1, 1968, the four networks were on the air with about 600 affiliates. Each network was presenting less material than its predecessor had, but combined, the output of the four was up more than 300%. Early plans for the four networks mandated a $3-million investment in broadcast equipment at installations in New York, Washington, Chicago and Los Angeles, and the news staff was expanded to the point that ABC's 1968 annual report called it "the nation's largest news organization."

That same report also contained a statement from Mr. Goldenson, telling stockholders that not only had affiliations
The American dream is alive and having a great time in Seattle.

Around the Puget Sound country, "quality of life" is something everyone shares. The economy is solid. A working person can earn a good living. The general educational level is high. The environment is comfortable, clean and notably unpolluted. The natural recreational opportunities are unequalled. And best of all, you don't have to be rich to enjoy them.

There is water everywhere. Sharing the camaraderie of the huge pleasure boat fleet are yachtsmen who run corporations and yachtsmen who run lathes, buck rivets and drive trucks.

There are six first-class ski areas within an hour of Seattle and skiing is a matter of desire rather than economic status.

Any weekend a family with a camper can find a greater variety of recreation within a 100 mile radius than anywhere else in America. Pausing along the Washington coast or the shores of Puget Sound, campers find such princely foods as razor clams, oysters and Dungeness crab. Anglers pursue the Steelhead for hardy sport and the Pacific Salmon for the finest eating in the world. There are water skiers, mountain climbers, hunters, scuba divers, sky divers, white-water rafters and on and on. It is a place where nature has a great deal to share with everyone.

It is common to hear people say, "maybe I could earn as much or more somewhere else, but nowhere else could we live as well as we do here."

At KOMO we've been contributing to that quality of life for more than fifty years, by offering the hard-working, hard-playing Puget Sound people the best possible quality in broadcasting. They've responded by making KOMO Radio consistently the area's leading adult station, and KOMO-TV not only the market leader but one of ABC's most successful major market affiliates.

A Silver Anniversary salute from KOMO Radio and Television, proud members of the ABC family.
exceeded projections, but that ABC was on the right financial track: "More than 1,000 stations have become affiliated with these services; advertising support is growing and the expectation that the radio network will operate on a profitable basis for the first time in many years now appears a possibility."

The possibility became a reality in 1972, the year the four networks totaled 1,031 standard network programs a day as well as such programs as Rap Session on the Contemporary network and Consumer Line on the Entertainment.

By 1973, ABC was able to count 1,450 affiliates and the following year it claimed its gross revenues were almost half of all the business placed on major radio networks. In 1975 it reported that the radio network had quadrupled its billings over 1968.

In its latest count, as of Jan. 20 this year, the ABC Radio networks totaled some 1,450 affiliates; Contemporary with some 350; Information with some 450; Entertainment, some 450; and FM, some 200.

Relaying upon a staff of about 200 in ABC Radio News (including reporters who also work in television) as well as 103 stringers around the world, the four networks currently supply listeners with 142 programs a day.

A basic hour in ABC's daily feed pattern for the radio networks starts off on the hour with five minutes of Information radio news; four minutes of FM news begin at quarter past the hour; five minutes of Entertainment news on the half-hour and five and-a-half minutes of Contemporary news wrap up the hour. The four network newscasts are offered 24 hours a day, with one-minute Entertainment and Contemporary news-in-briefs fed hourly from 6 a.m. to 1 a.m. Black periods at other times during the hour are used for sports, features, commentaries and News Calls, actualities and reports for local stations to insert into their own broadcasts.

Then there are three Paul Harvey broadcasts daily on the Entertainment network, the (Harry) Reasoner Report and Howard K. Smith's commentary on the Information among other features.

Although programs have been added and scheduling modifications made since the services were launched in 1968, the targeting concept remains essentially the same.

Take the recent story regarding the Soviet non-nuclear, non-nuclear satellite that malfunctioned and scattered radioactive debris in Canada. As Tom O'Brien, ABC Radio News president, and Joe Keating, assistant director and executive producer of special events, explained, the lead of the story on each network might be essentially the same, but as the stories developed, the focus would change.

The Contemporary might take on a "Star Wars" approach and also a look into radiation's effect on the ecology: the Information network would gear itself more to the background of the U.S. space program and discuss the incident's effect on national defense and the arms race. Entertainment listeners would hear about relations between the U.S. and the USSR as well as about who would pay for the damage caused in Canada, and the FM network would also delve into ecology, but in a more serious vein than the Contemporary, focusing, for example, on whether the radiation could cause sterility.

Commentators such as Paul Harvey have remained with the networks specialization. His broadcasts, which attract more than five million listeners, assumed a place on the Entertainment network but also were "grandfathered" so that stations that already had been carrying him when the split became effective, could continue to do so. The longest-running radio documentary series, Voices in the Headlines, an "up-to-date March of Time," has been offered since 1961 and is now part of the Information network.

The move toward target audiences, however, has spawned new programming, most recently, for example, the FM network's youth-oriented Listen Closely, a 25-minute weekly show that was first fed on Dec. 31. In a memo to the executive staff of ABC News, the stories in the first program were described as follows: "The Lee Marvin court decision giving half his total income to his ex-roommate, not ex-wife; "the women's movement and a look back at the Houston women's conference; "kids in business"; "matters relating to close encounters" and "if you think it's noisy around JFK, pity the poor residents around O'Hare."

It has been 10 years now since Harold Neal Jr. heard critics of the multiple-network plan ask: "You can't make money with one. How are you going to make it with four?" At the time he was vice president and general manager of WABC-AM-FM; he took over as president of ABC Radio in 1972 when Walter Schlichter moved over to the presidency of ABC-TV.

While the landline time already was available for feeding as many networks as could be scheduled into a clock hour, the four networks required millions of dollars to launch. And, as Mr. Neal and other ABC veterans recalled, they never would have been invested if it hadn't been for the clout that the AM-owned stations had earned by that time. By the mid-1960's, he said, those stations were making enough to carry the losses incurred by the network as well as the FM-owned stations. The "cornerstone" of the network's success, Mr. Neal said, was the success of the owned AM stations.

It was in 1960 that Mr. Neal, then general manager of WXYZ-AM-FM Detroit, was sent in to run WABC-AM-FM; Ralph Beaudin, who had held the same position at KQV-AM-FM Pittsburgh (bought in 1957, sold in 1974), was transferred to WLS-AM-FM Chicago. These moves, Mr. Neal said, were the beginning of a new emphasis on the AM operations. Mr. Neal became president of the AM-owned group in 1962, and it was under his tenure there that the stations rose to their present most-listened-to status.

In the forefront of the ABC-owned stations' 11,250,900 weekly cumulative audience is WABC, which, according to Arbitron's October/November 1977 survey, pulled in 4,499,500 of those listeners.

WABC's turnaround in the mid-1960's set a pattern for the ABC group, and continues to do the same for top-40 stations in general. Brought in as director of production, Rick Sklar was within six months the program manager of WABC, and is now ABC Radio vice president, programing. It was under Mr. Sklar's program direction that the top-40 format was developed there. That meant dropping the Breakfast Club, a heavy block of news in the mornings as well as other elements. Instead, he instituted extremely tight playlists, person disk jockeys and heavy promotion.

When Mr. Sklar noted that the "radio network learned from [ABC's] own stations," Mr. Neal agreed. When the four-network plans were being drawn up, Mr. Neal recalled, the question was not only how affiliates could be picked up but "how can we serve" the owned-and-operated stations. Back in 1967, it was determined that WABC, WLS and KQV would go with the American Contemporary; KABC, KGO(AM)
Dear ABC,

Congratulations!
You’re not getting better.
You’re the best!

P.S. It’s our 25th, too!
San Francisco and WXYZ with the American Information, and the six FM's with the American FM.

Of ABC's present full complement of seven AM's, in terms of weekly cume, WABC is top-rated in the nation's largest market; WLS is the top-rated all-music station, second over-all to WGN (AM) Chicago; news and talk stations KABC and KGO are number one respectively in Los Angeles and San Francisco; WMAL (AM) Washington, whose format includes adult-appeal music, personalities and conversation, also tops the market. Ranking lower in its market is adult-contemporary WXYZ. The remaining AM, KXYZ Houston, is on the selling block ("Closed Circuit," Feb. 6), with ABC planning to replace it with a higher-powered facility.

To Mr. Sklar and other broadcast executives, a major challenge ahead is to hold on to AM's audience as FM continues to divide the radio audience. In his estimation, "the biggest miracle of all has been that the [ABC] AM stations have been holding their own."

But as Mr. Neal puts it, "If we don't compete with our AM's, somebody else will." It was that logic that led ABC to be the first of the radio networks to organize its FM stations into a broadcast division totally apart from AM. Call letters were changed to get rid of FM tags on AM calls. WABC-FM became WPL; WLS-FM, WDAI; WXYZ-FM, WRFI; KABC-FM, KLOS; KQW-FM, WDE; KGO-FM, KSFX, and KXYZ-FM, KAUM. The present ABC-owned FM line-up includes the former WMAL (FM) (now WRQX) Washington instead of WDE.

Although the structure was changed in 1970, the drive on FM had begun two years earlier with the hiring of Allen Shaw as director of FM special projects; he now is president of the ABC-owned FM stations. Program director for the rocker WCFL (AM) Chicago before he went to ABC, Mr. Shaw sold the network the idea of using album cuts that generally were off-limits on AM stations because they ran beyond two-and-a-half minutes.

Automation was the first route taken then for the FM's, with 50 one-hour reels of tape produced each week in New York to program the seven FM's. This automated "Love" format was dropped, as Mr. Shaw explained, because competing FM's were drawing the audience by doing the same thing live. Free-form progressive followed and that too was abandoned for the more-structured playlist currently programmed. Ratings then began to rise and now the ABC-owned FM's, while having less than half the total listeners of their sister stations, can claim most-listened-to rank among group-owned FM's—with a weekly cume of 4,848,200 (Arbitron, October-November 1977).

KAUM and WDAI, Mr. Sklar said, are in the process of developing formats aimed at holding listeners whose tastes are changing as they grow older. "We have to come to grips... to modify... to continue to keep these people," he said.

As the individual radio stations try to adjust to the growing FM market, so too at the network level. Just as ABC was able to increase its affiliate list by offering a choice of service for AM's, it's thought that more than one alternate may be appropriate for FM's, and study is under way.

And 20 years after an all-live schedule, heavy on music, almost preceded the downfall of the network, ABC Radio executives are looking forward to live concerts again. This time around, however, it will be through satellite networking as ABC breaks out of the sound quality, time and program limitations of the landlines.

"I can see serving some markets within two or three years, the country in five to seven," Mr. Neal said.

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American Contemporary Radio Network

While the American Contemporary Radio Network cannot claim the largest total of affiliates among the four ABC radio networks, it takes top honors when it comes to billings, station rankings in the market and over-all audience.

Its stations are the rockers and its target demographics: teen-agers and 18-34 year-olds. At last official count (Jan. 20), some 350 stations were on board and, to reach that audience, ABC is charging about $1,500 for a 30-second commercial announcement.

Directing the network is Calvin Roach. "Flexibility" is the programing key for the network, he said, adding, "we try to keep the network simple;" offered specifically on the American Contemporary Radio Network are a five-minute news broadcast each hour and an hourly one-minute headline service, as well as two daily three-and-a-half minute Howard Cosell Sports broadcasts.

Flagship station for the network is top-rated and ABC-owned WABC (AM) New York.

- KAAY (AM) Little Rock, Ark.
- KCAI (AM) The Dalles, Ore.
- KACY (AM) Port Hueneme, Calif.
- KAKC (AM) Tulsa, Okla.
- KALE (AM) Richland, Wash.
- KAND (AM) Coriscana, Tex.
- KOKA (AM) Lake Charles, La.
- KAPE (AM) San Antonio, Tex.
- KBLI (AM) Blackfoot, Idaho
- KBLW (AM) Breckenridge, Minn.
- KBBE (AM) Cedar City, Utah
- KBST (AM) Big Spring, Tex.
- KBBU (AM) Burlington, Iowa
- KBWD (AM) Brownwood, Tex.
- KCBC (AM) Des Moines, Iowa
- KCBJ (AM) Minot, N.D.
- KCLV (AM) Clovis, N.M.
- KCRC (AM) Enid, Okla.
- KCRG (AM) Cedar Rapids, Iowa
- KDBS (AM) Alexandria, La.
- KDEC (AM) Espanola, N.M.
- KDEN (AM) Palm Springs, Calif.
- KDM (AM) Monticello, Minn.
- KDTA (AM) Delta, Colo.
- KEDD (AM) Dodge City, Kan.
- KENI (AM) Anchorage
- KENO (AM) Las Vegas
- KERN (AM) Bakersfield, Calif.
- KEXO (AM) Grand Junction, Colo.
- KFAR (AM) Fairbanks, Alaska
- KFIV (AM) Modesto, Calif.
- KFLG (FM) Flagstaff, Ariz.
- KFLY (AM) Corvallis, Ore.
- KFMY (FM) Eugene, Ore.
- KFYY (FM) Fresno, Calif.
- KGGF (AM) Coffeyville, Kan.
- KGKL (AM) San Angelo, Tex.
- KGMOMO (AM) Cape Girardeau, Mo.
- KHHF (FM) Austin, Tex.
- KHML (AM) Marshall, Minn.
- KHSN (AM) Coos Bay, Ore.
- KHNW (AM) Fort Smith, Ark.
- KICS (AM) Hastings, Neb.
- KIDO (AM) Boise, Idaho
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KINY(AM) Juneau, Alaska
KIOI(FM) San Francisco
KIRI(AM) St. Charles, Mo.
KIRV(AM) Fresno, Calif.
KISD(AM) Sioux Falls, S.D.
KISM(FM) Bellingham, Wash.
KKBK(CB) Dothan, City, Nev.
KKBJ(AM) Berndt, Minn.
KKSS(FM) St. Louis
KLKB(AM) Lubbock, Tex.
KLER(AM) Orofino, Idaho
KLI(AM) Popular Bluff, Mo.
KLIK(AM) Jefferson City, Mo.
KLMO(AM) Longmont, Colo.
KLOG(AM) Kelso, Wash.
KLOH(AM) Pipestone, Minn.
KMCQ(AM)-KBC(TF) Fairfield, Iowa
KMLE(AM) San Bernardino, Calif.
KNDI(AM) Sacramento, Calif.
KNN(AM) Wichita Falls, Tex.
KOBO(AM) Yuba City, Calif.
KOFM(FM) Oklahoma City
KOKA(AM) Shreveport, La.
KOKK(AM) Hiwasee, Mo.
KOLE(AM) Port Arthur, Tex.
KOLL-FM Gillette, Wyo.
KORT(AM) Grangeville, Idaho
KOV(C) Valley City, N.D.
KOWB(AM) Laramie, Wyo.
KOY(AM) Orozco, Calif.
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KVI(AM) Seattle
KVIL-AM-FM Highland Park, Tex.
KVKM(AM) Monahans, Tex.
KVOX(AM) Spokane, Wash.
KVSU(AM) Show Low, Ariz.
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XXEL(AM) Waterloo, Iowa
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KZFM(FM) Corpus Christi, Tex.
KZUN-FM Opportunity, Wash.
WABG(AM) Mobile, Ala.
WABC(AM) New York, N.Y.
WABD(AM) Fort Campbell, Ky.
WABI(AM) Bangor, Me.
WACL(AM) Waycross, Ga.
WACO(AM) Waco, Tex.
WACQ(AM) Boston
WADC(AM) Parkersburg, W.Va.
WAFB-FM Baton Rouge.
WAGQ(AM) Athens, Ga.
WAJB(AM) Pensacola, Fla.
WALG(AM) Albany, Ga.
WAMD(AM) Asheville, N.C.
WANS(AM) Anderson, S.C.
WANL(AM) Linville, N.C.
WASC(AM) Spartanburg, S.C.
WATA(AM) Boone, N.C.
WAXC(AM) Rochester, N.Y.
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WCLLB(AM) Columbus, Ohio
WCD-FM Hyannis, Mass.
WCOG(AM) Greensboro, N.C.
WCX(AM) Chevron, S.C.
WCR-FM Springfield, Vt.
WCRO(AM) Johnstown, Pa.
WCSR(AM) Cherryville, N.C.
WCU(AM) Akron, Ohio
WCVL(AM) Crawfordsville, Ind.
WCVS(AM) Springfield, Ill.
WDAQ(AM) Dayton, Ohio
WDBM(AM)-WOO(FM) Statesville, N.C.
WDBQ(AM) Dubuque, Iowa
WDEC(AM) Americus, Ga.
WD1F(AM) Marion, Ohio
WDDG(AM) Dothan, Ala.
WDIX(AM) Orangeburg, S.C.
WDOT(AM) Burlington, Vt.
WDUR(AM) Durham, N.C.
WDUX(AM) Waupean, Wis.
WDUZ(AM) Green Bay, Wis.
WDYX(AM)-WGO(FM) Buford, Ga.
WEB(AM) Duluth, Minn.
WEED(AM) Rocky Mount, N.C.
WEEX(AM) Easton, Pa.
WEIM(AM) Fitchburg, Mass.
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American Information Radio Network

Heaviest on news and with the largest program inventory is the American Information Radio Network. Beyond its standard five-minute broadcast each hour, there's a 15-minute program at 8 a.m. N.Y.T., a nine-minute newscast at 6 p.m. and a 15-minute report at 10 p.m. Directing operations for the ABC Radio Network with the largest number of affiliates (some 450) is Linda Stern. Under a new rate structure that ABC has just instituted for the Information, Entertainment and FM networks, 30 seconds of commercial time on Information runs about $800.

The basic target audience for this network is ages 18-54, with a heavier influence toward those 25 and above. Ms. Stern said that while stations served by Information cross all formats, they are generally middle of the road.

Aside from news each hour, the Information network offers the Reasoner Report and commentary by Howard K. Smith and others. Sal Marciano and Frank Gifford provide daily sports reports.

Then there's Tom MacDonald's heavy sports broadcast schedule on weekends—not to mention other programs such as Voices in the Headlines, Issues and Answers, Perspective and Speaking of Music that are available on Information as well as other networks.

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KAAP-FM Santa Paula, Calif.
KABC(AM) Los Angeles
KAFF(AM) Flagstaff, Ariz.
KAHL(AM) North Platte, Neb.
KALL-FM Salt Lake City
KALS(FM) Kalispell, Mont.
KAMI(AM) Cozad, Neb.
KASL(AM) Newcastle, Wyo.
KAST(AM) Astoria, Ore.
KATL(AM) Miles City, Mont.
KAV(AM) Butte, Mont.
KBWJ(AM) Sanders, Ariz.
KBCI(AM) Baker, Mont.
KBCL(AM) Billings, Mont.
KBOM(AM) Boulder, Colo.
KBOW(AM) Butte, Mont.
KBRR(AM) Leadville, Colo.
KBSI(AM) Springdale, Ark.
KBUC(AM) San Antonio, Tex.
KBUFM(AM) Garden City, Kan.
KCAS(AM) Salton, Tex.
KCCR(AM) Pierre, S.D.
KCJ(AM) Iowa City
KCKC(AM) San Bernardino, Calif.
KCM(AM) Brush, Colo.
KCNQ(AM) Alluras, Calif.
KCOL(AM) Fort Collins, Colo.
KDOC(AM) Alliance, Neb.
KCR(AM) Trinidad, Colo.
KCSR(AM) Chadron, Neb.
KCTC(AM) Sacramento, Calif.
KDBH(AM) Natchitoches, La.
KDMB(AM) Dillon, Mont.
KDDR(AM) Oakes, N.D.
KDEN(AM) Denver
KDJJ(AM) Hoibrook, Ariz.
KDJW(AM) Amarillo, Tex.
KDKD(AM) Clinton, Mo.
KDMO(AM) Carthage, Mo.
KDXU(AM) St. George, Utah
KEDO(AM) Longview, Wash.
KEEL(AM)-KMBQ(FM) Shreveport, La.
KEQ(AM) Waco, Tex.
KELK(AM) Elko, Nev.
KENN(AM) Farmington, N.M.
KEZ(AM) Portland, Ore.
KEYZ(AM) Williston, N.C.
KFBC(AM) Cheyenne, Wyo.
KFB(AM) Nogales, Ariz.
KFOR(AM) Lincoln, Neb.
KFRA(AM) Franklin, La.
KFM(AM) Fresno, Calif.
KFRO(AM) Longview, Tex.
KFSA(AM) Fort Smith, Ark.
KFTN(AM) Provo, Utah
KGAI(AM) Spokane, Wash.
KGBC(AM) Galveston, Tex.
KGEM(AM) Boise, Idaho
KGW(AM) Alamosa, Colo.
KGO(AM) San Francisco
KGOS(AM) Torrington, Wyo.
KGUC(AM) Gunnison, Colo.
KHEY(AM) El Paso
KHIL(AM) Wilcox, Ariz.
KHUB(AM) Fremont, Neb.
KICX(AM) Calexico, Calif.
KICX(AM) McCook, Neb.
KIDD(AM) Monterey, Calif.
KILQ(AM) Manitous Springs, Colo.
KIKO(AM) Miami, Ariz.
KINC(AM) Independence, Calif.
KIT(AM) Yakima, Wash.
KITC(AM) Centralia/Chelan/Whidbey, Wash.
KIWI(AM) Dubuque, Iowa
KJEF(AM) Jacksonville, Fla.
KKEZ(AM) Fort Dodge, Iowa
KKO(AM) Santa Barbara, Calif.
KKT(AM) Taos, N.M.
KKOY(AM)-KQSM(AM) Chanute, Kan.
KKNK(AM) Plainview, Tex.
KLCB(AM) Libby, Mont.
KLGR(AM) Redwood Falls, Minn.
KLIX(AM) Twin Falls, Idaho
KLQ(AM) Ogden, Utah
KLZ(AM) Glasgow, Mont.
KLUR(AM) Wichita Falls, Tex.
KMA(AM) Shenandoah, Iowa
KMER(AM) Kemmerer, Wyo.
KMIS(AM) Portageville, Mo.
KMJ(AM) Great Falls, Mont.
KNCB(AM) Burlington, Colo.
KNEB(AM) Scottsbluff, Neb.
KNOE(AM) Monroe, La.
KNPT(AM) Newport, Ore.
KNNU(AM) Las Vegas
KOAL(AM) Price, Utah
KOBH(AM) Hot Springs, S.D.
KOEL(AM) Oelwein, Iowa
KOGA(AM) Ogallala, Neb.
KOKX(AM) Keokuk, Iowa
KOLY(AM) Mobridge, S.D.
KOMO(AM) Seattle
KONA(AM) Kennewick, Wash.
KONG(AM) Visalia, Calif.
KORD(AM) Oroville, Calif.
KOSO(AM) Patterson, Calif.
KOWL(AM) South Lake Tahoe, Calif.
KPOE(AM) Page, Ariz.
KPOE(AM) Humble City, N.M.
KPOW(AM) Powell, Wyo.
KPRK(AM) Livingston, Mont.
KPO(AM) Wenatchee, Wash.
KPRB(AM) Redmond, Ore.
KPR(AM) Pasco, Robles, Calif.
KPST(AM) Palm Springs, Calif.
KPTL(AM) Carson City, Nev.
KPU(AM) Pueblo, Colo.
KQAD(AM) Luverne, Minn.
KQEN(AM) Roseburg, Ore.
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KRLD(AM) Dallas
KSC(AM) Othello, Wash.
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KRL(AM) Kirksville, Mo.
KRSY(AM) Corpus Christi, Tex.
KSL(AM) Salinas, Cal.
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KSCI(AM) Sioux City, Iowa
KSEM(AM) Moses Lake, Wash.
KSGT(AM) Jackson, Wyo.
KSID(AM) Sidney, Neb.
KSI(AM) Sedalia, Mo.
KSK(AM) Hailey, Idaho
KSLO(AM) Opielousas, La.
KSO(AM) Des Moines, Iowa
KSON(AM) San Diego
KSPN(AM) Aspen, Colo.
KSTC(AM) Sterling, Colo.
KSTD(AM) Richfield, Utah
KUGR(AM) Green River, Wyo.
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KVEC(AM) San Luis Obispo, Calif.
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KVML(AM) Sonora, Calif.
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American Entertainment Radio Network

Although its affiliates carry a variety of formats, an average station receiving the American Entertainment Radio Network could be classified as up-tempo middle-of-the-road.

The service to some 450 stations consists of five-minute newscasts hourly as well as one minute of headlines called Entertainment News in Brief. Other features include Keith Jackson Sports, economic reports by Dan Cordtz and World of Commentary with Howard K. Smith and a variety of others giving background on a topical event. While the emphasis on sports may not be as strong as on the information network, Dave Martin provides six broadcasts on Saturday and four on Sunday.

Any station carrying veteran Paul Harvey prior to the four-network split is still entitled to his service, but officially he's part of the Entertainment's feed.

The over-all demographics sought by the Entertainment network are 18-49, with a more specific target at 25 and above. In charge of this network is Charles King. Cost of a half-minute commercial announcement runs about $1,000.

KADO(AM) Texarkana, Tex.
KAKE(AM) Wichita, Kan.
KANE(AM) New Iberia, La.
KAP(AM) Raymond, Wash.
KARK(AM) Belden, N.M.
KBB(AM) Indianapolis, Ind.
KBB(AM) Indianola, Iowa
KBCM(FM) Sioux City, Iowa
KBLF(AM) Red Bluff, Calif.

KBL(AM) Helena, Mont.
KBFM-FM Spearman, Tex.
KBY(AM) San Bernardino, Calif.
KBOY-AM-FM Medford, Ore.
KBMJ(AM) Boise, Idaho
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KBY(AM) Big Spring, Tex.
KCAK(FM) Walnut Ridge, Ark.
KCEY(AM) Turlock, Calif.
KCI(AM) Humble City, N.M.
KCIN(AM) Victorville, Calif.
KCLN(AM) Clinton, Iowa
KCMO(AM) Kansas City, Mo.
KCR(AM) Sacramento, Calif.
KCR(AM) Helena, Ariz.
KDFN(AM)-KOEA(FM) Doniphan, Mo.
KDHH(AM) Dimmitt, Tex.
KDOL-AM-FM Mojave, Calif.
KDOM-AM-FM Windom, Minn.
KDSX(AM) Denison/Sherman, Tex.
KDXI(AM) Mansfield, La.
KEBC(FM) Oklahoma City
KEBE(AM) Jacksonville, Tex.
KEED(AM) Eugene, Ore.
KEEE(AM) Nacogdoches, Tex.
KEEZ(FM) Mankato, Minn.
KEFT(FM) Shreveport, La.
KERR(AM) Polson, Mont.
KEWQ(AM) Paradise, Calif.
KF(i)(AM) Los Angeles
KFR(AM) Sweet Home, Ore.
KFMB(AM) San Diego
KFM(AM) Cape Girardeau, Mo.
KFSB(AM) Joplin, Mo.
KFU(AM) Las Vegas, N.M.
KGA(AM) Carthage, Tex.
KGAY(AM) Salem, Ore.
KGLS(FM) Glenwood Springs, Colo.
KGM(AM) Fairbury, Neb.
KGNB(AM)-KNB(FM) New Braunfels, Tex.
KGOW(FM) Broken Arrow, Okla.
KGRO(AM) Pampa, Tex.
KHLB(AM) Burnet, Tex.
KHL(AM) Blytheville, Ark.
KHSJ(AM) Hemet, Calif.
KVH(AM) Honolulu
KIBC(FM) Ogallala, Neb.
KIC(AM) Bend, Ore.
KIN(AM) Sinton, Tex.
KIN(FM) Poteau, Okla.

Though the network is relatively new, the American Entertainment Radio Network has a number of stations already on the air and many more are expected to join before the end of the year.

Thanks

Hal, Bob, Dick, Tom, Jeff, Walter, Leo, Sam, Mike, Lou, Bill, Cal, Linda, Chuck, Maddy
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WTRF Radio
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The two Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln's credo, "Firmness in the right as God gives us to see the right." By their energetic and imaginative performances, these men and women have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters, I hereby salute them for a job well done. - PAUL M. STEVENS

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Broadcasting Feb 13, 1978
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American FM Radio Network

Still the smallest—but the fastest growing—is the American FM Radio Network. Over the past 12 months, audience has risen 20% and 22 new affiliates have been added in the top-75 markets. The combination of 50 top-50 stations give the network the only coast-to-coast coverage that reaches the fastest growing top-75 markets.

The network provides four minutes of news each hour during the day and six minutes overnight. In addition there’s Listen Closely, a magazine show packaged at the network level but with segments from affiliated stations. David Heller Minutes, seven 60-second features weekly, are given to the stations—without commercials.

And as part of an experiment that, if successful, could be passed on to the other networks, the FM is providing affiliates with free merchandising and sales promotion tools.

The age target for the network is 18-34 and as Walter Sabo Jr., FM network director, pointed out, there’s “solidity in the format,” with all affiliates in the top-50 markets, for example, offering album-oriented rock.

Thirty-second commercial rates on the FM network are the least expensive of the four—about $700.

KADI-FM St. Louis
KAFM Dallas
KASK Las Cruces, N.M.
KAUM Houston
KBBC Phoenix
KBK-FM Boise, Idaho
KBMS Billings, Mont.
KBRE-FM Cedar City, Utah
KBUN Amarillo, Tex.
KCAP-FM Helena, Mont.

KCSW San Marcos, Tex.
KDSQ Denison-Sherman, Tex.
KENO-FM Las Vegas
KFBC-FM Cheyenne, Wyo.
KFIG Fresno, Calif.
KFIV-FM Modesto, Calif.
KFME Chico, Calif.
KFMM Abilene, Tex.
KFXM Minneapolis
KFZM Columbia, Mo.
KFO-FM Lincoln, Neb.
KGAB Camarillo, Calif.
KGLR Reno
KGRC Hannibal, Mo.
KGRS Burlington, Iowa
KHBT Humboldt, Iowa
KHHO Waco, Texas
KIDAM Moorhead, Minn.
KIMN-FM Denver
KISP Fort Smith, Ark.
KIT-FM Yakima, Wash.
KJAX Stockton, Calif.
KKCZ Fayetteville, Ark.
KKFL Conway, Ark.
KKUL Tulsa, Okla.
KXXX Bakersfield, Calif.
KLAW Lawton, Okla.
KLMO-FM Longmont, Colo.
KLOS Los Angeles
KLSN Brownwood, Tex.
KLYK Longview, Wash.
KMMT Mannholt Lakes, Calif.
KMTF-MF Minot, N.D.
KNBO Tacoma, Wash.
KNID Enid, Okla.
KOEL-FM Oelwein, Iowa
KOLA San Bernardino, Calif.
KONA-FM Kennewick-Pasco-Richland, Wash.
KONG-FM Visalia, Calif.
KORA-FM Bryan, Tex.
KPO-FM Wenatchee, Wash.
KPRI San Diego
KODY Bismarck, N.D.
KRCH Rochester, Minn.
KRIL Ely, Minn.
KRPL-FM Moscow, Idaho
KRWS Hardin, Mont.
KSEO Sioux City, Iowa
KSFX San Francisco
KSIX-FM Corpus Christi, Tex.
KSMI-FM Donaldsonville, La.
KSN Lake Charles, La.

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WHKY
WHCN Hartford,
WGRT
WGCL Cleveland
WEZV Bethlehem, Pa.
WEZL Charlestown, S.C.
WFBO Indianapolis
WFMF Batson Rouge
WGBB-FM Red Lion, Pa.
WGCL Cleveland
WGLF Tailahassee, Fla.
WGNE-FM Panama City, Fla.
WGRT Danville, Ind.
WGVL Vero Beach, Fla.
WHCN Hartford, Conn.
WHKC Henderson Ky.
WHKY-FM Hickory, N.C.
WHMA-FM Anniston, Ala.
WHRK Memphis
WHSL Wilmington, N.C.
WHTT Moline, Ill.
WHUG Jamestown, N.Y.
WIBZ Parkersburg, W.Va.
WIFC Wausau, Wis.
WIOB Ann Arbor, Mich.
WIQO Covington, Va.
WIRK-FM West Palm Beach, Fla.
WITN Washington, N.C.
WXII Green Bay, Wis.
WLJY Moyock, N.C.
WJMI Jackson, Miss.
WKDJ Winchester, Ky.
WKGI New Martinsville, W.Va.
WKIR Jackson, Tenn.
WKIT Hendersonville, N.C.
WKLH Montgomery, Ala.
WKP-FM Kingsport, Tenn.
WKR-GF Mobile, Ala.
WKTA McHenry, Tenn.
WKTI Milwaukee
WTKT Catonsville, Md.
WLAM-FM Lancaster, Pa.
WLAX Streator, Ill.

WLKI Angola, Ind.
WLHI-FM Joliet, Ill.
WLRS Louisville, Ky.
WLTS Lima, Ohio
WLWS Hamilton, Ohio
WMAG-FM Macon, Ga.
WMMD-FM Lexington Park, Md.
WMEZ Pensacola, Fla.
WMFR-FM High Point, N.C.
WMHE Toledo, Ohio
WMJW Nanticoke, Pa.
WMKC Oshkosh, Wis.
WMRR Philadelphia
WMYB-FM Myrtle Beach, S.C.
WNRR Bellevue, Ohio
WOUR Utica, N.Y.
WPFR Terre Haute, Ind.
WPQA-FM Perry, Ga.
WPLJ New York
WPQR Uniontown, Pa.
WPRB Princeton, N.J.
WQBF-FM Rensselaer, N.Y.
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WQDR Raleigh, N.C.
WQIX Horseheads, N.Y.
WQLK Richmond, Ind.
WOLT Florence, Ala.
WQMT Chatworth, Ga.
WQWO-FM Muskegon, Mich.
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WYBR Belvidere, Ill.
WYFQ Tampa, Fla.
WYRS Stamford, Conn.
WYTM-FM Fayetteville, Tenn.
WZDL Cayce, S.C.
WZRD Zeeland, Mich.
WZXX Birmingham, Ala.
WZZW Augusta, Ga.
Gold in the main stream doesn't always reach the creek

Problems in diversification:
as broadcast profits have risen, others have declined—with record company in deep trouble

Although ABC Inc.'s broadcasting division has registered spectacular and well publicized gains in the past few years, the corporation's "everything else" businesses are something else again.

Not that "everything else," including ABC Theatres, ABC Records, ABC Record and Tape Sales, ABC Publishing and ABC Leisure Attractions, has turned in an across-the-board lackluster performance. It's been the results of Records and Scenic Attractions that have tended to push down the bottom line figures of ABC Inc. in the past three years.

Full figures of ABC Inc. for 1977 are not yet available, but indications are that the pattern set in 1975 and 1976 prevailed last year. They translate into a whopping contribution by the broadcast division, a sturdy participation by Theatres and Publishing and a depressant influence by Records and Scenic Attractions.

The trend began to emerge in 1975 when ABC Inc. reported a net profit of $17,096,000 after income taxes, down from the $49,945,000 in 1974. In the divisional breakdown of earnings required by the Securities and Exchange Commission (reported on continuing operations before income taxes and extraordinary items), broadcasting slipped from a profit of $86,281,000 in 1974 to $63,655,000, a drop of more than $22 million. But Records and Scenic Attractions were more damaging, with losses in 1975 of $28,285,000 and $13,416,000, respectively, a total of almost $42.7 million. In 1974 Records had shown a profit of $4,195,000 and Scenic Attractions, a loss of $2,089,000.

In 1975 Publishing showed a net of $5,091,000 (as against a profit of $3,217,000 in 1974) and Theatres, a net income of $7,843,000, as against $10,202,000 in 1974.

In 1976 ABC had a smashing year, amassing after-tax profits of $71,747,000. The broadcasting division was by far the pace-setter: It turned up profits (before income taxes and extraordinary items) of $150,419,000. Since all divisions as a whole had a net income before taxes of $148,901,000, it means "everything else" showed a loss of about $1.5 million.

Contributing to ABC Inc.'s profit picture in 1976 were Theatres with a net of $5,561,000 and Publishing, $6,260,000.

ABC could find some solace in gains made by Records and Scenic Attractions: They sliced their losses in 1976 to $86,281,000 and $497,000, respectively.

There's no doubt that ABC Inc. fashioned a blockbuster year in 1977. While the annual report is not yet available, a few weeks ago, in response to a number of queries from the news media, ABC Inc. issued a statement confirming previous estimates that its 1977 earnings would approximate $56 per share (in 1976 the company reported $4.05 per share on net income of $71,747,000).

One sobering note was contained in the statement: It said the $6 per share was achieved despite an unaudited operating loss before taxes of about $22 million by ABC Records. ABC added that after allocatory of expenses overhead and income taxes, the losses of the record company would amount to about 60-65 cents per share. Though no mention was made of Scenic Attractions, this division is expected to show a modest loss in 1977.

Whether it was just a case of wishing father to the thought, ABC Chairman Leonard H. Goldenson expressed confidence at the time that ABC Records "would achieve significantly improved operating results in 1978." He pointedly did not say that Records would move into the black in 1978.

ABC's five nonbroadcasting units are set up as separate divisions, with the chief executive officer of each reporting to Elton H. Rule, president of ABC Inc. The officials are Seth H. Baker, president of ABC Publishing; John E. Campbell, president of ABC Leisure Attractions; Herbert J. Mendelsohn, president of ABC Record and Tape Sales Corp.; Stephen I. Diener, president of ABC Records Inc., and P. Harvey Garland, president of ABC Theatres.

In the mid-1950's, ABC Inc. (then still American Broadcasting-Paramount Theatres Inc.) took to the diversification road, spurred by the promise of growth through involvement in other entertainment and communications-related enterprises. The company, of course, was already involved in theaters at the time of the merger of ABC and United Paramount Theatres Inc. in 1953.

Its first expansionary venture was the formation of Am-Par Records in 1955 (first release was a record of songs from the Mickey Mouse Club TV series on ABC-TV). Four years later the corporation bought the stock of the Prairie Farmer Publishing Co. and acquired three farm publications and an antiques-collectors book firm. It waded into scenic attractions in the same year by buying Weki Wachee Spring, north of Tampa, Fla., and in 1967 organized ABC Record & Tape Sales Corp. to distribute the products of its own labels and those of other record companies. (Although ABC Records and ABC Record & Tape Sales Corp. operate as separate divisions with their own presidents, ABC Inc. also reports their profits or losses as one entity in the annual report.)

Probably the fastest-growing unit in the ABC nonbroadcasting constellation is ABC Publishing, New York, headed by Mr. Baker. ABC Publishing was formed as a separate division of ABC Inc. only last October. Previously, each of the magazine groups reported directly to ABC Inc.

The publishing division consists of a group acquired only last year from CHC Corp. including Los Angeles magazine; American West and the National Insurance Law Service; ABC Leisure Magazines, including Modern Photography, High Fidelity and numerous satellite publications; ABC Farm Publications, made up of three bimonthly magazines—Wisconsin Agriculturist, Prairie Farmer and Wallace's Farmer—and the Wallace Homestead Book Co., publisher of books on antiques and collectibles, and Word Inc., a communications firm active in book publishing and music recording.

The corporation backed into publishing. In 1959, in order to acquire full ownership of WLS(AM) Chicago, it bought the stock of the Prairie Farmer Publishing Co., its equal partner in the radio station.

ABC expanded its publishing operations in 1974 by acquiring Word Inc., based in Waco, Tex., bringing High Fidelity and Modern Photography and satellite publications into the fold. In 1977 the CHC acquisition was accomplished.

The leading publications are Modern Photography, with a circulation of 600,000; High Fidelity 360,000 and Los Angeles, 145,000. Word Inc., the company said, has had a highly satisfactory growth pattern in the past few years with 1976 profits almost twice those of 1975. In music publishing, Word's best-selling artists have included Evie, Tom Netherton, the Hawaiians, Chuck Girard and Andrae Crouch (he was considered among the top gospel singers of the year). In the field of inspirational books, Word has published the works of Ruth Carter Stapleton, Keith Miller, Roger Staubach and Senator Mark Hatfield (R-Ore.).
ABC Publications, according to Mr. Baker, is on an expansion thrust and looking to broaden its representation this year in the specialty publications field. He voiced the hope that "several acquisitions" will be completed during the calendar year.

Mr. Baker reported that ABC Publishing had a satisfactory year in 1977, with profits surpassing those of 1976. He said the advantages were achieved primarily because of increases in advertising pages in both farm publications and consumer magazines.

We expect 1978 to be a successful and profitable year for our division," Mr. Baker said.

- One division that has faltered over the past four or five years but now shows signs of coming back is Scenic Attractions, based in New York and headed by Mr. Campbell.

As in publishing, ABC moved into the leisure attractions field in 1954 for an oblique reason: It wanted the television rights to a one-hour Disneyland series originating from the amusement park. In exchange for a 35% stock investment held by the corporation (then AB-PT) for the next six years, it acquired the Disney-produced program later called Walt Disney Presents.

Encouraged by the success of the Disneyland park, AB-PT in 1959 entered the scenic attractions field on its own with its purchase of Weeki Wachee Springs, a 600-acre tourist site famous for its underwater show featuring swimming "mermaids" who are viewed by visitors from an auditorium situated below the water's surface.

In 1962 the corporation acquired Silver Springs, a 3,900-acre land and water preserve located near Ocala, Fla., spotlighting glass-bottom boat rides on the largest spring and groups of springs in the world. ABC later built the Wildlife Preserve, a facility near Washington, and acquired the Historic Towne of Smithville, an 18th century reconstructed village located near Atlantic City. The Wildlife Preserve was closed in 1975.

Operating under Leisure Attractions is ABC Entertainment, an office, theater, water and commercial facility that opened in 1972.

According to the nine-month report of ABC Inc., Leisure Attractions, except for Smithville, recorded improvements in revenue and profits. The division probably will show a small loss, however, for the year. But Mr. Campbell is optimistic about the prospects for 1978, pointing out that attendance at theme parks is increasing steadily and the company has virtually completed its physical enhancement program.

- He noted that 1977 was a year for upgrading the various facilities: the Early American Auto Museum was relocated in the Silver Spring Park; two new amphitheaters were completed at Weeki Wachee Springs, and the ABC Entertainment Center in Century City, Los Angeles, underwent a face-lifting with the installation of eight-story glass elevators, an electronic billboard, a permanent stage, and new landscaping.

Mr. Campbell reported that Silver Springs achieved its best year ever in revenues in 1977 and scored its second highest profit year. He expressed enthusiasm about the progress made at the Entertainment Center, saying it reached 98% occupancy in office space.

Regarding expansion plans for 1978, Mr. Campbell stated:

"A participatory water park, 'Wild Waters,' will open at Silver Springs in April, offering complete water sports, wave pool, flume rides and action pools. The new 'Wild Waters' park continues Silver Springs' development as a premiere attraction and destination point for the whole family."

- One of the original components of ABC is ABC Theatres, although today it scarcely resembles the colossus it was at the time of the merger in 1953. By government order it had to divest itself of many of its theaters, and its holdings shrunk from 1,424 in 1950 to 651 by March 1957.

The economic climate of the 1950's and 1960's, fostered at least in part by the emergence of television as a prime family medium, dictated additional reductions in theater holdings, which operates 275 theaters concentrated in the South.

ABC Theatres long has been a profit center with net income before taxes and extraordinary items reaching a peak in 1974 at $10,202,000. Profits declined to $7,840,000 in 1975 and $5,600,000 in 1976. Officials would not discuss the 1977 performance but it's believed to be slightly below the 1976 level.

The reasons for the continuing slump, according to some observers, are two-fold: the scarcity of product generally and the higher rentals charged for films.

Mr. Garland, who is based in Jacksonville, Fla., has a sanguine outlook for 1978:

"Release schedules for 1978 indicate that more pictures will be available this year. Largely on that basis, we project an increase in attendance and revenues."

In line with recent trends in the theater industry, Mr. Garland said, ABC has been converting older, larger, single-screen facilities to twin-screen facilities. In 1977, for example, the division split auditoriums to form twin theaters; split one side of a twin to form a triple and acquired a single and two twins. The sound systems in a number of them were approved this year by the installation of Dolby equipment.
Ferris returns to the Hill for a day

Chairman goes over budget for fiscal '79, reiterates plans for several projects and says he will soon announce staff members for network inquiry

FCC Chairman Charles D. Ferris, who for 14 years had been a top congressional staffer, last week got through his first congressional hearing in his new job without much difficulty. The hearing, by a House Appropriations subcommittee, was on the commission's proposed budget of $67,035,000 for fiscal year 1979, lasted only two hours, and, with the exception of some common carrier matters and the commission's plans for dealing with fee refunds, the subcommittee members did not press Mr. Ferris or his staff on many items.

But although little new ground was broken, Chairman Ferris indicated he planned to proceed with projects and ideas he has discussed since assuming the chairmanship in October. One is his plan to require public disclosure of financial data broadcasters file annually, except, he said, when a case can be made that the information is of a “proprietary nature” and disclosure would be harmful to the licensee. However, he also said he is “open minded” on the subject.

The matter could come up before the commission in the next few months, in connection with a petition filed in September 1976 by a law firm with cable television clients. The petition seeks a rulemaking aimed at requiring disclosure of financial information bearing on petitions seeking relief from cable competition. That matter, in turn, will be discussed in connection with the report of a consulting firm that has been studying the financial reporting form (324), with a view to redrafting it to elicit information more useful than that now received. However, a seven-year-old petition more in keeping with what the chairman has proposed will also be dredged up for the occasion—a petition filed by the Stern Community law firm, in 1971, asking the commission to make all financial reporting forms available for public inspection. The commission has never acted on it.

Reopening the children's television inquiry is also on the chairman's mind, as it was in his confirmation hearing in September (BROADCASTING, Oct. 3, 1977). He said he hopes to recommend to the project to the commission, to find out what broadcasters have done since the policy statement on children's programing was issued in 1975. "If the commission agrees," he said, "we'll have an active inquiry into the whole area, including commercial presentations."

When asked by Representative Joseph D. Early (D-Mass.), who was presiding at the hearing, about the long-stalled inquiry into allegations of undue network dominance of the television industry, Chairman Ferris set another, if qualified, deadline for himself. He said he "may be able as early as late this week" to announce his recommendations for the key members of the inquiry staff. The chairman, who had hoped to make his staff recommendations 30 days after taking office, said he had spent "a lot of time in the last three months" attempting to "get the right people." He said he expects the commission to create a staff of 10, which would cost $300,000. The funds for the first year, however, would be reallocated from the present budget. The inquiry, he indicated, could run as long as three years.

As for the commission's decision to refund fees illegally collected between 1970 and 1976 (after determining what a legal fee schedule would have been), that is shaping up as a not insignificant cost item. The commission decided last month to take a double-track approach (BROADCASTING, Jan. 16).

The staff will develop a scheme for refunding fees in excess of $20 and will begin making refunds in July. (Some 270,000 individual fees are involved.) But the commission will contract out the job of designing a refund system for fees of $20 or less, which account for some 11 million individual fees totaling some $81 million.

The cost of the design of that refund project could run as high as $200,000 according to Thomas Campbell, chief of the financial management division, and the cost of actually refunding the money, as much as $3 million.

The $67,035,000 President Carter is seeking for the FCC in the fiscal year beginning Oct. 1 would constitute an increase of $2,567,000, assuming a pay supplemental of $3,068,000 for the current year is approved by Congress.

Twenty of the 58 positions that would be added with the increased funds would go to strengthen the Common Carrier Bureau, whose area of responsibility, Chairman Ferris said, has become in recent years "one of the most complex" the commission regulates. He cited the increases in the use of domestic satellites to support that statement, and noted that while the commission licensed 90 domestic satellite earth stations in 1976, it expects to receive applications for 1,100 earth stations in fiscal year 1978. National Public Radio plans to file for 120 stations and Mutual Broadcasting System for 500.

Another unit to be beefed up will be the Office of Plans and Policy. Its staff would be increased by six positions, and its contractual policy research program boosted by $601,000 to a total of $1,001,000. The chairman said the additional staff and contract will enable the commission to "undertake a comprehensive review of existing commission policies, rules and regulations, with the goal of eliminating or simplifying as much licensing and authorization of service programs as possible."

However, no specific programs of that sort were mentioned.

Although Chairman Ferris has told in-
trectors he feels the commission should create the position of chief economist, the budget does not provide for one. But the chairman said, in response to a question from Representative Early, that the new OPP positions would provide capacity for developing such a position.

The hearing would not have been complete without at least one subcommittee member asking about the broadcast of allegedly offensive material. It's rare that a House or Senate appropriation hearing involving the FCC does not touch on that question.

Last week, it was Clarence E. Miller (R-Ohio) who raised the issue. He said he had received letters from constituents complaining about "smutty programs" on television, and he asked if the commission had the authority to "oversee such programs."

"As a parent," Chairman Ferris said, "I do have a responsibility. But as chairman of the FCC, I don't know how I could enforce standards without violating the Constitution. As much as I might have strong feeling of revulsion toward [certain] programs, I have strong feelings about the First Amendment, and the feeling the government can't interfere."

The chairman also observed the issue is one of those "it's in the eye of the beholder" matters. To some, he said, PBS's popular I, Claudius and some of Shakespeare's plays could be called "smutty."

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### Changing Hands

**Announced**

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

- **KLAS-TV Las Vegas**: Sold by Summa Corp. to Landmark Communications Inc. for price said to be in excess of $8 million. Seller is owned by estate of late Howard Hughes. William R. Lumis is executor of Hughes Nevada interests. Landmark, whose largest stockholder and chairman is Frank Batten, is owner of W切尔-AM-TV, WKEZ(FM) Norfolk, Va., and publisher of Ledger-Star and Virginia Pilot there. It also publishes papers in Greensboro, N.C., and Roanoke, Va. Landmark recently announced agreement to purchase, subject to FCC approval, KNTV(TV) San Jose, Calif., for price reported to be in excess of $12 million from Gill Industries (Broadcasting, Jan. 9). KLAS-TV is CBS affiliate on channel 8 with 291 kw visual, 57.6 kw auroral and antenna 2,000 feet above average terrain.

- **WYUR(TV) Huntsville, Ala.**: Sold by International Television Corp. to American Family Corp. for approximately $3,350,000. Seller is principally owned by Donald G. Martin, Gerald V. Bull and John R. Hughes, owners of WEZF-FM-TV Burlington, Vt. Buyer is publicly traded, Columbus, Ga.-based holding company of American Life Assurance Co. John Amos is president and chairman of AFC, which has bought, subject to FCC approval, WYEA-TV Columbus for $1.5 million (Broadcasting, Aug. 8, 1977). AFC, which said WYUR purchase was indicative of its intent to "establish a substantial position in the communications field," was reported to have been serious bidder for Mutual Broadcasting System last summer before radio network was acquired by Amway Corp. of Ada, Mich. (Broadcasting, Aug. 15, 1977). WYUR is ABC affiliate on channel 48 with 1,790 kw visual, 360 kw auroral and antenna 1,195 feet above average terrain.


- **KPRE(AM) Paris, Tex.**: Sold by Lamar Broadcasting Co. to Radio Paris Inc. for $200,000. Seller is owned by Michael Halbouty, who has no other broadcast interests. Buyer is owned by Bob David Bell, Bryan, Texas, businessman with real estate and construction interests. Mr. Bell is also former station manager of KTAM(AM) Bryan and is applicant for new FM there. KPRE is 300 w daytimer on 1250 kHz.

- **WGOK-FM Fairhope, Ala. (Mobile)**: Sold by WGOK Inc. to Christ for the World Foundation for $175,000. Seller is owned by Jules P. Paglin, who sold co-located WGOK(AM) last year for $200,000 (Broadcasting, Nov. 28, 1977). Buyer is religious organization in Gulf Shores, Ala., headed by the Reverend John B. Vautrin. Foundation has no other broadcast holdings. WGOK-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

- **Other station sales announced last week included: WATN(AM) Watertown, N.Y., and WQMG(FM) Greenboro, N.C. (see page 114).**

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### Approved

- **Station sales approved by the FCC last week included:** KONA-AM-FM Kennewick and KMWW(AM)-KFFM(FM) Yakima, both Washington (see page 114).

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### KVTT Dallas gets license designated for hearing

The FCC last week designated for hearing the renewal application of noncommercial KVFFM Dallas. Among the issues to be determined, the commission said, was
whether the station aired commercials.

The station, operated by the Research Educational Foundation, will have to answer charges that its current officers and directors assumed control without the required FCC authorization and whether they made misrepresentations to the commission.

On the commercialism issue, Commissioner Margita White, who voted to designate the application, said that she felt there was “insufficient” evidence to accuse the station of violating its noncommercial license. Mrs. White said, “The sole basis of this issue apparently rises from one ‘commercial’ which was taped by a rival broadcaster and sent to the commission.” Mrs. White said, too, that none of the station’s program suppliers “gave any evidence” that the station had engaged in commercial broadcasting and that the FCC’s tapes of its field investigation “do not contain any commercials.”

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**CBS does it again in 1977 finances**

Records are set by all groups as profits increase 11% and revenues rise by 24%.

For the sixth consecutive year, CBS Inc. in 1977 set records in net sales, income and earnings per share.

In a joint announcement, Chairman William S. Paley and President John D. Backe reported last week that net income for 1977 was $182,008,000, an 11% increase over $163,995,000 in 1976. This is equivalent to $6.50 per share for 1977, compared with $5.75 per share in the previous year. Net sales last year rose to $2,776,311,000 from $2,230,576,000 in 1976, a 24% gain.

Fourth-quarter results also set records. Net income for the period totaled $50,366,000 ($1.82 per share) in 1977, compared with $47,887,000 ($1.68 per share) in 1976. Fourth quarter net sales rose by 26% to $832,887,000, up from $660,149,000 in the same period of 1976.

Mr. Paley and Mr. Backe said that all four of the company’s operating groups exceeded their prior year’s results for the third year in a row. They noted that the CBS/Broadcast Group had a substantial increase in sales but its advance in income was “modest” because of two factors: the significant jump in program costs which affected the CBS-TV network and the weaker national spot advertising market, which had a negative impact on the earnings of the CBS Television Stations Division. The CBS Radio Division, they said, “had substantial increases in both sales and income.”

They reported that each of the other four divisions turned in record sales and income performances.

Profits of the CBS/Broadcast Group rose 1% from 1976, reaching $217.9 million, on a 13% increase in net sales, which totaled $1.180.3 million.

The CBS/Records Group had $79.9 million in profits on sales of $767.9 million; the CBS/Columbia Group $26 million profits on $459.9 million sales, and the CBS/Publishing Group $26.2 million profits on $397 million sales, while “other”—including income from Cinema Center Films and from cable TV investments in Canada—represented $11.8 million profits on $13.8 million, up 9.3% from 1976.
Out on a cliff

With Nick Johnson

Former FCC member takes a hike in Hawaii, needs to be rescued

Nicholas Johnson, the former FCC commissioner who has stayed in the news as a result of his activities as chairman of the National Citizens Committee for Broadcasting, showed up in the news columns last week in another role: He was rescued with two companions from a treacherous mountainside on the island of Oahu in Hawaii.

Mr. Johnson, Kathleen Nolan, president of the Screen Actors Guild who is a member of the NCCB board, and Don Calloway, a 14-year-old resident of the area who had volunteered to serve as guide, were picked up by helicopter Sunday morning (Feb. 5) after being missing in the mountains overnight.

The search, by a unit of the island's fire department, was initiated at the request of John Craven, Hawaii's marine affairs coordinator who had invited Mr. Johnson and Ms. Nolan to dinner on Saturday night. When they did not appear, he became concerned; he knew they had gone hiking in the mountains. The searchers were led to the Johnson party—on the edge of a cliff in the Waikane Valley—by smoke from a fire they had built to attract attention.

Mr. Johnson was in Hawaii to attend a conference at the University of Hawaii on the state constitutional convention to be held in June. They participated in a session on communications policy and how it affects life in Hawaii. Mr. Johnson also participated in a panel discussion with broadcasting executives on the same general subject. Mr. Johnson is due back in Washington late this week.

UHF working group warm on lower noise level, cool on TI approach to tabsos

Coalition of broadcast interests asks FCC to get cracking on the first, go slow on the second

An assemblage of broadcast organizations concerned with UHF television—the UHF working group—has nudged the FCC on two points in connection with the Texas Instruments project of developing a high-performance receiver that would permit a relaxation of many UHF tabsos.

The group, in a letter from its chairman, Richard Block, to FCC Chairman Charles D. Ferris, said the project has demonstrated that the present UHF noise figure requirement—18 db—"can and should be reduced" to 10 db, as the group recommended in a rulemaking more than two and a half years ago. Mr. Block said the improvement can be achieved "at little or no additional cost to the consumer and without requiring any of the more complex developments" contemplated by other aspects of the TI project.

Mr. Block also said that, although the TI prototype receiver is said to have the potential for reducing the noise level of UHF tabsos, the technology should be tested in the laboratory and in the field before spectrum allocation decisions are based on it. Nor should the U.S. position at the 1979 World Administrative Radio Conference be affected by the TI project without further testing, he said. He noted there is no information showing that additional spectrum would be released for other users by requiring that all sets be equipped with TI technology—"a requirement that would take 15 or 20 years to implement and at a very substantial cost to the American public."

The UHF working group consists of the Council for UHF Broadcasting, the Corporation for Public Broadcasting, the Public Broadcasting Service, the National Association of Broadcasters, the Association of Maximum Service Telecasters, the Joint Council on Educational Telecommunications, the Association of Independent Television Stations and the National Association of Educational Broadcasters.

Technical Briefs

BBC engineer to speak

Dr. James Redmond, director of engineering for BBC, will be keynote speaker at National Association of Broadcasters annual engineering conference, to be held concurrently with NAB convention in Las Vegas, April 9-12. Dr. Redmond, who has been BBC engineering director since 1968, is to speak at engineering luncheon Tuesday.

Field day.

RCA Broadcast Systems, Camden, N.J., reports that Field Communications, San Francisco, has brought four TCR-100 video-tape recorders costing about $750,000. They will be used as second video cartridge system at KQHK-TV San Francisco, wkbd-TV Detroit, wkbv-TV Burlington, N.J. (Philadelphia), and wlvf-TV Cambridge, Mass. (Boston).

About time. Skotel Corp., Brossard, Quebec, has introduced new time code generator for broadcast and cable applications using SMPTE user data code for documenting video tape. TCG-80N has memory that may be programmed from front panel, thumbwheel preset, reset to zero or loaded from external source. Price ranges from $2,150 to $3,710 depending on options.

CB's seized. FCC has announced crackdown on sale of 23-channel citizen band radio sets—illegal since Jan. 1. Commission agents and U.S. marshals confiscated 35 illegal sets at L&T Electronics store in Ironwood, Ala., after two undercover FCC agents purchased two 23-channel sets. Field Operations Bureau said it planned other actions in communities where agents have found additional illegal sales. Commission warned that continued marketing of sets constitutes criminal offense. Penalties are fine up to $10,000, prison sentence up to one year or both.

Kentucky turns to fiber optics

Schools, police, educational entities among points to be linked by May

Times Fiber Communications Inc., Wallingford, Conn., has been awarded a turn-key contract by the Commonwealth of Kentucky for what TFC says is "the largest commercial fiber optic video system in the world to date."

The system will be part of a statewide communications network called the Kentucky Emergency Warning System (KEWS), notification and emergency communications.

The system, which is expected to be operational by next May, also will include 13 optical modulation and receiving devices manufactured for Times Fiber by Electro-Optic Devices Corp. and using the long-life gallium arsenic laser diodes produced by General Optronics Corp.

The installation will serve two key sites within the Kentucky network, providing two-way multichannel baseband video links via optical fibers as well as voice communication using conventional audio cable. One portion serving the Richmond, Ky., site will interconnect the Richmond TV center at Eastern Kentucky University and the Kentucky state police with other parts of the network; the other part, serving Lexington, Ky., will interconnect buildings at the University of Kentucky with the university's medical school and the Kentucky educational TV headquarters, linking them with the state network.

WREG-TV, WHBQ-AM-TV, WREC-FM and WXZ-FM. Groups sought review on grounds of racial discrimination in employment and hiring practices.

Who pays? Funding of public broadcasting system will be prime topic at New York meeting of Carnegie Commission on Future of Public Broadcasting Feb. 21 at Waldorf-Astoria hotel. Those scheduled to appear at public session range from McGeorge Bundy and Dave Davis of Ford Foundation to Herbert Schermont of Mobil, as well as public broadcasters, panel of government agency representatives and others.

Espionage denied. Ronald L. Humphrey, $30,000-per-year evaluators officer in plans and programs section of United States Information Agency, and David Truong, Vietnamese national, have pleaded innocent to charges they spied for Vietnam. Men were accused of giving agents of Hanoi documents concerning political, military and diplomatic relations and intelligence assessments in Thailand, Singapore, Hanoi, China and Ethiopia.
<table>
<thead>
<tr>
<th>Last week week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staying Alive □ Bee Gees</td>
<td>RSO</td>
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<td>2</td>
<td>Just the Way You Are □ Billy Joel</td>
<td>Columbia</td>
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<tr>
<td>3</td>
<td>Baby Come Back □ Player</td>
<td>RSO</td>
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<td>4</td>
<td>Sometimes When We Touch □ Dan Hill</td>
<td>20th Century</td>
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<td>5</td>
<td>You’re in My Heart □ Rod Stewart</td>
<td>Warner Bros.</td>
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<td>6</td>
<td>Short People □ Randy Newman</td>
<td>Warner Bros.</td>
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<td>7</td>
<td>Love Is Thicker than Water □ Andy Gibb</td>
<td>Private Stock</td>
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<td>8</td>
<td>How Deep Is Your Love □ Bee Gees</td>
<td>RCA</td>
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<td>9</td>
<td>Dance Dance Dance □ Chic</td>
<td>Atlantic</td>
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<td>10</td>
<td>We Are the Champions □ Queen</td>
<td>Elektra</td>
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<td>11</td>
<td>Here You Come Again □ Dolly Parton</td>
<td>RCA</td>
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<tr>
<td>12</td>
<td>Night Fever □ Bee Gees</td>
<td>RCA</td>
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<td>13</td>
<td>Don’t Let Me Be Misunderstood □ L. Gomez</td>
<td>Casablanca</td>
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<td>14</td>
<td>Theme from “Close Encounters” □ Meco</td>
<td>Millennium</td>
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<td>15</td>
<td>Peg □ Steely Dan</td>
<td>ABC</td>
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<tr>
<td>16</td>
<td>Turn to Stone □ Electric Light Orchestra</td>
<td>UA/Chat</td>
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<td>17</td>
<td>Come Sail Away □ Styx</td>
<td>A&amp;M</td>
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<tr>
<td>18</td>
<td>Theme from “Close Encounters” □ John Williams</td>
<td>Aria</td>
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<tr>
<td>19</td>
<td>Can’t Smile Without You □ Barry Manilow</td>
<td>RCA</td>
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<td>20</td>
<td>Wonderful World □ Art Garfunkel</td>
<td>Capitol</td>
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<tr>
<td>21</td>
<td>Lay Down Sally □ Eric Clapton</td>
<td>Capitol</td>
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<td>22</td>
<td>Dust in the Wind □ Kansas</td>
<td>Capitol</td>
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<td>23</td>
<td>I Go Crazy □ Paul Davis</td>
<td>Bang</td>
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<td>24</td>
<td>The Way You Do the Things You Do □ R. Coolidge</td>
<td>A&amp;M</td>
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<td>25</td>
<td>Poor Poor Pitiful Me □ Linda Ronstadt</td>
<td>Asylum</td>
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<td>26</td>
<td>What’s Your Name □ Lynyrd Skynyrd</td>
<td>MCA</td>
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<td>27</td>
<td>Native New Yorker □ Odyssey</td>
<td>RCA</td>
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<td>28</td>
<td>Name of the Game □ Abba</td>
<td>Atlantic</td>
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<td>29</td>
<td>Desire □ Neil Diamond</td>
<td>Atlantic</td>
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<tr>
<td>30</td>
<td>Thunder Island □ Jay Ferguson</td>
<td>Capitol</td>
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<tr>
<td>31</td>
<td>Sentimental Lady □ Bob Weir</td>
<td>Capitol</td>
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<tr>
<td>32</td>
<td>Happy Anniversary □ Little River Band</td>
<td>Capitol</td>
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<tr>
<td>33</td>
<td>Slip Sliding Away □ Paul Simon</td>
<td>Capitol</td>
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<tr>
<td>34</td>
<td>Always and Forever □ Heatwave</td>
<td>Epic</td>
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<td>35</td>
<td>Our Love □ Natalie Cole</td>
<td>Capitol</td>
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<tr>
<td>36</td>
<td>Jack and Jill □ Raydio</td>
<td>Arista</td>
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<td>37</td>
<td>Falling □ LeBlanc &amp; Carr</td>
<td>Big Tree/Atlantic</td>
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<tr>
<td>38</td>
<td>Back in Love Again □ LTD</td>
<td>A&amp;M</td>
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<td>39</td>
<td>Serpentine Fire □ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<td>40</td>
<td>Funk ◊ Con Funk Shun</td>
<td>Mercury</td>
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<tr>
<td>41</td>
<td>Ebony Eyes □ Bob Weir</td>
<td>Capitol</td>
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<tr>
<td>42</td>
<td>Theme from “Which Way Is Up” □ Steppenwolf</td>
<td>MCA</td>
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<tr>
<td>43</td>
<td>The Old New Country □ Tony Petry</td>
<td>Shutter/ABC</td>
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<tr>
<td>44</td>
<td>It’s So Easy □ Linda Ronstadt</td>
<td>Asylum</td>
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<td>45</td>
<td>Long Long Way From Home □ Foreigner</td>
<td>Atlantic</td>
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<tr>
<td>46</td>
<td>Street Corner Serenade □ Wet Willie</td>
<td>Epic</td>
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<tr>
<td>47</td>
<td>Lady Love □ Lou Rawls</td>
<td>Phila. Int'l</td>
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</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.

**Breaking away.** To be identified with Fleetwood Mac can’t hurt, but former Mac member Bob Welch is making his own name known. *Sentimental Lady* (Capitol), the first single from his *French Kiss* album, reached five on “Playlist” and is still active (at 32). Now there’s a second single, *Ebony Eyes*, and it’s the biggest debut on “Playlist” this week (at 42). “It’s an exciting record. I think it’s great programing material: it’s not something that people will tune out. And it offsets boring records!” So says Bobby Rich of *KMRB-FM* San Diego, where that record was added. WMMAM Nashville added *Ebony Eyes*, too, and music director Jim Holton says this single will help Bob Welch “establish himself as Bob Welch” rather than as a former member of Fleetwood Mac. Up the hill. From nursery rhyme to rhythm and blues and up the chart: so goes *Jack and Jill* (Arista), a single by a newly formed group, Raydio. The song was written by Ray Parker Jr., a seasoned musician who has toured with Stevie Wonder as lead guitarist and played back-up to Bo Hannon, the Spinners and a long list of other R&B artists. *Jack & Jill* bolts to 37 this week, reflecting its airplay from Detroit to San Diego. And in Miami, Becky Vidau of WCMAM says “that’s the kind of record that happens really quickly in this market. It’s a hit... an upper.” Another Miami station, WMMAM, is having success with the record, too. Music director Colleen Cassidy reports “very strong ethnic and male appeal. The tune of the chorus sounds exactly like *Stand* by Sly and the Family Stone.”

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<thead>
<tr>
<th>Last week week</th>
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<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>To Daddy □ Emmylou Harris</td>
<td>Warner Bros.</td>
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<td>2</td>
<td>What a Difference You’ve Made □ Ronnie Milsap</td>
<td>RCA</td>
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<td>3</td>
<td>Woman to Woman □ Barbara Mandrell</td>
<td>ABC</td>
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<td>4</td>
<td>Do I Love You □ Donna Fargo</td>
<td>Warner Bros.</td>
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<td>5</td>
<td>I Just Wish You Were Someone □ L. Gatti</td>
<td>Monument</td>
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<td>6</td>
<td>Don’t Break the Heart □ Margo Smith</td>
<td>Warner Bros.</td>
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<td>7</td>
<td>I Don’t Need a Thing □ Alene Watson</td>
<td>Capitol</td>
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<td>8</td>
<td>What Did I Promise Her Last Night □ Mel Tillis</td>
<td>MCA</td>
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<td>9</td>
<td>Out of My Head □ Loretta Lynn</td>
<td>MCA</td>
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<td>10</td>
<td>Mamas Don’t Let Your Babies □ Waylon &amp; Willie</td>
<td>RCA</td>
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<td>11</td>
<td>May the Force Be With You □ Tom T. Hall</td>
<td>Mercury</td>
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<tr>
<td>12</td>
<td>You’re the One □ Oak Ridge Boys</td>
<td>ABC</td>
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<td>13</td>
<td>Some I Wrote □ Statler Bros.</td>
<td>Mercury</td>
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<td>14</td>
<td>Middle Age Crazy □ Jerry Lee Lewis</td>
<td>Mercury</td>
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<td>15</td>
<td>Somethin’ to Brag About □ M.K. Place</td>
<td>Columbia</td>
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<td>16</td>
<td>Bartender’s Blues □ George Jones</td>
<td>Epic</td>
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<td>17</td>
<td>Standard Lie Number One □ Stella Parton</td>
<td>Elektra</td>
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<td>18</td>
<td>The First Time □ Billy &quot;Crash&quot; Caddock</td>
<td>ABC</td>
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<td>19</td>
<td>Take This Job and Shove It □ Johnny Paycheck</td>
<td>Epic</td>
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<td>20</td>
<td>Georgia Keeps Pulling on My Ribbons □ Conway Twitty</td>
<td>MCA</td>
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<tr>
<td>22</td>
<td>I Love You □ Ronnie McDowell</td>
<td>Scorpion</td>
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<td>23</td>
<td>Shine on Me □ John Wesley Ryles</td>
<td>ABC</td>
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<td>24</td>
<td>How Can I Leave You Again □ John Denver</td>
<td>RCA</td>
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<tr>
<td>25</td>
<td>I Want to Be Your Everything □ Connie Smith</td>
<td>Monument</td>
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The heavyweight championship fight between Muhammad Ali and Leon Spinks, to air on CBS-TV Wednesday (Feb. 15), has been investigated and given a clean bill of health by NBC Sports. That at least was the preliminary conclusion of Rex Lardner Jr., a producer for NBC who helped look into the bout for the network's Sunday afternoon program, Sportsworld. NBC's piece on the fight was to have aired yesterday (Feb. 12). The impetus for NBC's investigation was the question of whether a fighter as unseasoned as Spinks (seven pro bouts) should be in the ring with Ali. NBC put that question to a number of fighters and other boxing experts and "the consensus was that it will be a good fight," said Mr. Lardner. The subject is also more newsworthy since ABC last year got into congressional hot water over its "U.S. Boxing Championships." (Broadcasting, Nov. 7, 1977).

Kentucky wants to go its own way on TV obscenity and violence

Bill in state legislature proscribes what can and can't be shown; although it's given little chance for passage, broadcasters are wary

Legislation introduced in the Kentucky state senate would make it a felony for the national networks and state broadcasters to broadcast programing there in prime time that is found to be obscene, profane or too violent to be viewed by minors.

The bill, introduced by Senator John M. Berry Jr. (D), sets a maximum $10,000 fine for any station or network found guilty in circuit court of violating the provisions in programing between 7 and 11 p.m. The standards for what is harmful to children would be set by communities, although the obscenity provision in the bill carries rather specific prohibitions, such as the "showing or describing in an erotic sexual context the human male or female genitalia, pubic area or buttocks with less than a full opaque covering of any portion thereof, or the female breast with less than a full opaque covering of any portion thereof below the top of the nipple."

The bill was introduced only three weeks ago and is not given serious chances of passage, but concern has been evinced among Kentucky broadcasters nonetheless. John Gabbard, president and general manager of WKYT-TV Lexington, called it "too absurd to warrant further concern," but said in light of past actions against broadcasting, such as Congress's ban of cigarette advertising on television and radio, it should be brought to the attention of all broadcasters.

Legal authorities such as the National Association of Broadcasters' senior vice president and general counsel, Erwin Krasnow, say the measure is unconstitutional and violates the doctrine of federal pre-emption, which in this case would hold that only the FCC has jurisdiction over broadcast regulations.

Donald Zeifang, NAB senior vice president for government relations, said he has heard of the Kentucky bill, but of no other state legislatures where similar measures are pending. There is a situation in South Dakota, however, where a citizen group has succeeded in winning a place on the November statewide election ballot for an obscenity proposal that has some
Broadcast Journalism

Lance's bow is real media event

Former budget director makes his debut as TV commentator on WXIA-TV and finds himself the subject of news coverage

"Unless I call on the President to resign, ... everything else may well be an anticlimax." So began the first, on-air news commentary of former Director of the Office of Management and Budget Bert Lance on WXIA-TV Atlanta Feb. 6.

Mr. Lance began his new career amid a flurry of attention from the national print and broadcast press and with wishes of good fortune from his former boss, President Jimmy Carter, and White House staffers Hamilton Jordan and Jody Powell. The President sent a telegram saying that "Rosalynn and I know you will be a huge success." The White House aides told Mr. Lance, "You can't miss ... now that Walter Cronkite has moved over to become secretary of state."

Nor were the members of the administration the only well-wishers. According to WXIA-TV's news director, Dick Williams, the public response to the first commentary on the station's 6 p.m. news program, "11 Alive," was "entirely positive."

According to the station's president and general manager, Jeff Davidson, an A.C. Nielsen coincidental survey commissioned by WXIA-TV for the Monday night appearance indicated that Mr. Lance helped "double our share and rating."

Mr. Lance's Monday night commentary was described by the television editor of the "Atlanta Journal," Bob Goodman, as "ho-hum." Mr. Lance said "nothing sensational," opined Mr. Goodman, but "he did a pretty good job—neither overly good nor overly bad."

Mr. Williams said that he had made some "editorial changes" in Mr. Lance's first script, but there were "no content problems." Although Mr. Lance is "definitely an amateur," Mr. Williams said, he had "clear sailing for his maiden voyage."

In his commentary, Mr. Lance said he took his new job "because it's an opportunity to talk about important issues ... I am especially interested in expressing the concerns of mainstream America ... ."

Jon Beacher, promotion manager of WXIA-TV, said the attention paid Mr. Lance's premier was "incredible." He said that between 30 and 40 newsmen, including representatives from all three major television networks, were in the station's studios during the news program on Monday. Mr. Beacher called the coverage given the event "astronomical." All three network news programs carried portions of Mr. Lance's commentary.

There has been interest by other stations in the country in Mr. Lance's commentaries. Mr. Beacher said WXIA-TV and its parent, Combined Communications Corp., are now negotiating with other stations concerning possible syndication of the commentaries. There is apparently no rush on that, however. "We're going to let him get his feet on the ground first," said Mr. Beacher.

Mr. Williams, too, indicated that other stations, including Combined Communications' own, have expressed interest in running the nightly commentaries.

duPont-Columbia on PBS

Noncommercial WNET(TV) New York will provide live coverage to the Public Broadcasting Service of the presentations of the Alfred I. duPont-Columbia University awards for broadcast journalism tomorrow night (Feb. 14). It will be the first time the awards ceremony has been covered by television.

According to Gail Macandrew, producer of the broadcast, the two-hour program

News in the newsroom. Bert Lance is interviewed in the WXIA-TV working studio by members of the press following his premier commentary.

Broadcasting Feb 13 1978 108
(beginning at 9:30 p.m. NYT) will also include a "montage" of the "best" of 1976-77's public affairs programs. Excerpts from about two dozen nationally and locally produced shows will be aired during the telecast. Programs to be shown were all semifinalists in this year's judging.

Funding for the program was provided by the Ford Foundation and the Atlantic Richfield Co. Ms. Macandrews said costs for the program would run in the $65,000-$70,000 range. WNED will be using a remote studio facility with five color cameras to cover the ceremony from the rotunda of Columbia's Low Memorial Library in New York.

The awards will be presented by David Brinkley, NBC News; Edward P. Morgan, formerly of ABC News; Howard K. Smith, ABC News; Shana Alexander of CBS News's 60 Minutes, and Pauline Frederick of National Public Radio. Eliot Janeway, director of the Columbia School of Journalism, will preside over the ceremony, and William McGill, president of the university and chairman of the Carnegie Commission on the Future of Public Broadcasting, will deliver the opening remarks.

60 Minutes' libel case taken to the Supreme Court

Army lieutenant colonel wants high court to review matter in which lower court said that journalists could not be made to say what they were thinking

The U.S. Supreme Court has been asked to review a lower court ruling that journalists may not be forced to disclose their thought processes even when being sued for libel (BROADCASTING, Nov. 14, 1977). Communications lawyers had hailed that decision as a major First Amendment victory when it was handed down in November by the U.S. Court of Appeals in New York, in a case involving CBS's 60 Minutes. But Lieutenant Colonel Anthony B. Herbert, who has filed a $44-million libel suit against CBS, contends in a brief filed with the high court that if the decision is permitted to stand, it would "overwhelmingly tilt" in favor of the media the balance of interests the court has established in earlier freedom-of-the-press cases.

The officer claims that his reputation was damaged in 1973 by a 60 Minutes program that raised doubts about his claim that Army officers covered up atrocities by U.S. troops in Vietnam. At issue in the Supreme Court proceeding is the refusal of Barry Lando, a CBS producer, after answering questions by Colonel Herbert's counsel for a period of a year, to respond to questions about his views and beliefs. He said those matters were protected by the First Amendment.

The Second Circuit, in a 2-to-1 decision that reversed a federal district court judge, held that "the lifeblood of the editorial process is human judgment."

Congress adopts Senate version of pole bill

States, not FCC, will have final word under version passed last week; systems subject to forfeiture; Kentucky's Carter warns of possible cable monopoly

In rapid succession, the Senate and House passed cable pole attachment legislation last week, with provision for the creation of cable forfeitures, and sent it to the President for his signature.

The bill that passed was the Senate Commerce Committee's version (BROADCASTING, Feb. 6) which provides for federal regulation of pole attachment rates, but only in areas where there is no adequate state or local regulatory authority. It is the approach forcefully backed by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who said in a speech last week (see "Top of the Week") that "it should be up to the nonfederal regulatory bodies, such as the state public service commissions and the city councils, who are better attuned to the needs and interests of the local communities, to assume the primary responsibility for managing pole attachments."

To give the FCC something to go by in situations where nonfederal regulation is absent, the bill provides a standard, or zone of reasonableness, within which rates are expected to fall. The standard would assure utilities of recovering the costs of attaching a cable. Rates could be no higher than the fully allocated cost of the pole apportioned to the cable company on the basis of the percent of usable space occupied by the cable.

The National Cable Television Association, which preferred the House's original version of the pole bill because its rate formula would be binding on the states, hailed the passage of the Senate version nevertheless. It released a statement last week saying it expects most utilities will voluntarily bring their rates into conformity with the federal standard.

Association officials estimated the maximum allowable rate under the standard to be between $2.50 and $3 on an average for use of one foot of space on a 35-foot pole with seven feet of usable space.

The provision authorizing the FCC to impose penalties and forfeitures on cable systems, which was pushed by broadcasters, was strongly opposed by cable operators who argued that fines should not be imposed without first determining whether the FCC's cable rules are appropriate. Senator Hollings, in the same speech to the South Carolina Cable Television Association last Monday, argued that the FCC should not be denied the power to enforce its rules. He promised, however, to make sure that the commission "will not become a tool of harassment and that cable operators will not receive substantial fines for minor infractions—especially involving the technical standards." He said the commission "must show special consideration" to systems with older equipment, installed before the commission adopted its technical standards in 1972.

The measure passed both houses without objection, delayed only momentarily in the House by Representative Tim Lee Carter (R-Ky.), a member of the Commerce Committee, who sought assurances from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) that the cable industry would not be allowed to gather together "into one huge combine." Representative Carter said he sees a trend toward increasing numbers of mergers in cable that are driving up costs to cable subscribers. The subscription price of one system in Kentucky, for instance, rose from $6 to $7.25 after being bought by another system, he said, then rose another $1 after a second merger. Without some restrictions, Representative Carter predicted that, one day, "just as we have only three major TV broadcasting companies, it is extremely likely that we will have only two or three major cable television companies."

Mr. Van Deerlin said he would bring the matter to the attention of the FCC and the cable industry.

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Broadcasting Feb 13, 1978
RAB wants to reroute TRAC-7

Bureau now feels radio measurement service should be performed by outside organization; report on feasibility study cites sophisticated procedures that would produce better sales ammunition faster

The Radio Advertising Bureau announced last week it would encourage independent research companies to provide local radio measurements to its specifications, rather than set up an industry-owned organization to do the job ("Closed Circuit," Feb. 6).

James P. Arcara, vice president and general manager of WPAT-AM-FM Paterson, N.J., and chairman of the RAB organizing committee of the research project, said interest in the technique developed and tested by RAB "seems considerable within in the industry."

"Under these circumstances," he said, "we believe the climate is right for private enterprise to offer TRAC-7 measurement of radio." The committee, Mr. Arcara continued, "will evaluate the situation periodically and if no movement develops, we can reconsider our position" about setting up an industry-owned organization.

TRAC-7—which stands for Telephone Radio Audience Cumulation, with the "7" representing audience interviews seven days a week, was given a large-scale test in Chicago last Sept. 7-27 by Audits & Surveys Inc., which was retained to evaluate the feasibility of the system.

A report on the feasibility study—conducted for both RAB and the National Association of Broadcasters—was released last week by the project's technical committee, along with guidelines for the TRAC-7 method. Among the guidelines:

- Interviewing should be conducted seven days a week with each respondent for most weeks of the year.
- Audience-trend reports, primarily for guidance of programers, should be issued between full ratings books as sufficient sample has been accumulated (monthly in some markets, less often in others).
- There should be full conventional demographic ratings reports, with frequency varying by market and sample size.
- In-depth marketing reports should be issued approximately once a year, showing on a station-by-station basis where listeners shop, incomes, occupation and other marketing characteristics.
- Audience exposure to individual newspapers should be measured, and whether respondents are heavy, medium or light TV viewers should be determined, to assist advertisers in planning media-mix strategy.
- Data should be fed continuously into computer tapes as interviews record answers, permitting rapid issuance of reports.
- Unlisted as well as listed telephone households should be included in the sample, with one person per household randomly selected to report only on his or her own listening.
- Special interviewing techniques should be used to get proper representation of ethnic audiences.

Richard J. Montesano, RAB senior vice president for marketing and research and a member of the technical committee, said that "subject to the normal statistical limits of any sampling technique, we believe a valuable added method of local radio audience measurement has been proved practical by the feasibility study and other investigations which indicate this method is viable for local use."

Miles David, RAB president, said the kinds of data TRAC-7 calls for "can help radio achieve faster growth both nationally and locally."

"It's a measurement system stations could use to create much bigger budgets from retailers who spend a high proportion of budgets in print," Mr. David asserted. "It could help radio substantially with national advertisers and agencies who need planning tools that indicate what radio adds in a media-mix strategy."

TRAC-7 was developed through an RAB radio marketing task force headed by George Duncan, president of Metromedia Radio. The organizing committee under Mr. Arcara was assigned to explore ways to get TRAC-7 into use.

RAB's announcement did not indicate whether any specific company or companies have expressed interest in offering a TRAC-7 type of service. However, there have been reports, unconfirmed, that Audits & Surveys, the independent firm that conducted the feasibility study, might be interested in getting into this field.

Thomas A. Gallagher, president, who has resigned for "personal business and family reasons."

Warren Stewart, general manager, Needham, Harper & Steer’s Dayton, Ohio, office, elected senior VP Tony Wilson, VP-management supervisor, Arent, Free & Fischer, New York, joins NH&С there as manager of planning and development. Newly elected VP’s, New York office: John Cross, group creative director; Robert Howe, account supervisor, and Edward Rosenstein, research associate.

Newly elected VP’s, Ogilvy & Mather, New York: Hollis Cheverie, art director; Edward Doyle, copywriter; Chip Evans, account supervisor; Bernard Rosner, copy supervisor; Carlotta Rossini, account supervisor, and Robert B. Smith, television production supervisor.

Iain Macfarlane, director and general manager, Doyle Dane Bernbach, Sydney, Australia, named senior VP, New York office, responsible for agency’s Polaroid International business.

Staff promotions, Norman, Craig & Kimmel, New York: Phillip J. Naquin Jr., VP-management supervisor, to senior VP-management supervisor; Mary-Anne Lambert, associate media director, to VP-media planning director; Richard Howell, account supervisor, named VP, and Charles Chotiner, VP-associate director of market research, appointed research director.

Raymond Avedian, market planning administrator, Chevrolet Motors, Detroit, appointed director of market planning, BBDO there, working with agency account staff on Dodge car and truck national advertising.

Carl Hixon, executive VP, Leo Burnett, Chicago, named associate director, creative services division. Charles Blakemore, Norman Muse, Dick Stanwood and Hal Weinstein, executive creative directors, promoted to chairman, creative review committee. Gene McKeough, executive VP, appointed director of client and marketing services. Hall Adams, Tom Heath and John Wiley, management directors, promoted to chairman of plans board. Additions and promotions in J. Walter Thompson, San Francisco office: Larry Stropes, from BBDO, San Francisco, joins as account supervisor; M. J. Wolf, senior broadcast coordinator from BBDO, joins in same capacity; Richard Sanborn, associate media director, Clinton E. Frank, Chicago, joins JWT’s San Francisco office in same post; Robert Harris, media planner in JWT’s Chicago office, transferred to San Francisco as media supervisor; Leslie Anderson, from Mountain States Telephone Co., Denver, joins as senior research analyst and Tom Yamada, creative director, New York office, transferred to San Francisco as art director.

Hugh O’Brien, associate media director, JWT, Chicago, named group media director. Gary Mueller, media planner-buyer from Foote, Cone & Belding Chicago, joins JWT there as media planner.

Jay B. Schoenfeld, senior VP-media director, Mccam-Erickson, New York, promoted to media planning director. Vincent J. Rafii, senior VP-associate planning director, assumes additional duties as deputy director of media planning operation. Richard P. Gallagher, VP-media group head, promoted to associate planning director.

Don R. Schwab, VP of BBDO, Los Angeles, and executive producer on its Chrysler-Dodge car and truck television commercials since 1964, takes early retirement effective April 1.

James T. Rice Jr., media director. Richardson, Myers & Donofrio, Baltimore, named VP-media director.

Kenneth C. Johnson, VP-general manager and director, Batz-Hodgdon-Neuwoehner, St. Louis, elected executive VP.

John B. Collins, senior VP-group account manager responsible for Exxon account, McCaffrey & McCall, New York, elected to operations committee. Ethel Sullivan Dempsey, M&M administrative coordinator of art department, and Georgette McCarthy, responsible for television and radio business affairs, elected VP’s. Rhonda Racz, public relations manager, Clairol Inc., joins Mccaffrey & McCall as account executive. Mark Linder and Peter Nicholson, assistant account executive, promoted to account executives.

Betty Kelly, product manager, Pharmcraft consumer products division of Pennwalt Corp., Rochester, N.Y., joins Jennifer & Thompson/FCB, Phoenix, as account manager.

Robert F. Wolken, general sales manager, KадiAм Clayton, Mo., joins media department of D’Arcy-MacManus & Masius, St. Louis, as regional sports coordinator, involved with sports package buys, primarily for Anheuser-Busch accounts.


Joe Roy, New York sales manager, Buckley Radio Sales, named to sales staff at Major Market Radio there.

Arthur Wagner, from Tom Rubin Associates advertising, Los Angeles, returns to Field Spot Sales, New York, as Eastern sales manager.


Jay Linden, account executive, WTNITV Alabama, N.Y., joins Tigers sales staff, Telerep, New York. Mike Mellon and Jim Walley, senior research analysts, promoted to assistant research directors.

Jack Audino, sales manager, WОМIMFМ Clearwater, Fla., joins McCellar-Barn Co., advertising and public relations firm, Tampa, Fla., as VP.

Don Noel, producer-director, noncommercial KYNE-TV Omaha, joins L. Lipsey & Associates, advertising and public relations firm there, as creative director.

Joseph HeckeJr., local sales manager, WУТIМI Buffalo, N.Y., appointed national sales representative for Pennwalt’s “best” division, as well as new business development.

NBC revamps. Chester Simmons, president of NBC Sports, has announced the "first step in a reorganization of executive responsibility" in the division. Don Othimeyer, executive producer of 1980 Olympics coverage and Sportsworld, will become executive producer of all NBC sports programming. Allan B. (Scotly) Connal, executive producer, become vice president—sports operations. Michael Trager sports administration vice president, has been appointed vice president program planning and development. Jarobin Gilbert Jr, director of projects, U.S.-USSR Trade and Economic Council Inc., Moscow, has joined NBC Sports as director of Olympic administration.
Neighborhood news. WwJ-TV Detroit News Director Milt Weiss has developed an
approach to local news coverage called News 4 Plus Four, in which the station has estab-
lished four auxiliary news bureaus outside the studio in "strategically located" areas to
cover the Detroit metropolitan area. The bureaus contain news department offices and
remote broadcast facilities permanently tied into the station's electronic system. Reporters
Doug Bruckner, Dwayne Riley, John Butte and Robert Vito have been named chiefs of the
four bureaus—west, Westland Mall; downtown, Southland Mall; northwest, Twelve Oaks
Mall, and east, Eastland Mall. Designed to literally meet the public where they "live," Mr.
Weiss said, the neighborhood news format recognizes the changes in the television indus-
try and the "grand technological advancement, with minicams and live microwave units
available for on-the-scene story coverage." Although "the suburban subdivision and
the shopping mall have replaced the city block and corner store," he said, "people still live
and relate in and around a specific geographic area—they're neighborhood.

sales manager, wTAR-TV Norfolk, Va.
Len Hart, local sales manager, whki(AM) Cleve-
land, named general sales manager, succeeded by
Rick Rambaldo, regional sales director.

Bill Knudsen, account executive, kvi(AM) Seattle, named general sales manager.

Melissa Huston, production coordinator, wrci(AM)-wxys(FM) Washington, appointed
manager of advertising and promotion.

Tony Diaz-Albertini, account executive, wxttv(TV) Paterson, N.J., named national

Mim Crowley, account executive, wila-TV Washington, assumes same post at wfld-TV
Chicago.

Don Parsi, account executive, wsbk-Tv Boston, joins wncn-TV there in same capacity.

John A. Bohas, Oakland county advertising manager, The Observer newspaper, Livonia,

Maria Luisa Levy, public affairs director, kgtv(TV) San Diego, joins sales department
there as account executive.

Jan Baird, account executive, kggf(AM) Des Moines, Iowa, joins who-TV there in same post.

Deborah Dunlevy, account executive, wccl(AM) Hartford, Conn., joins wtic-AM-FM
there in same post. Dennis Prueher, special ac-
counts representative with The Hartford Advocate,
weekly newspaper, joins wtc-AM-FM as account executive.

Diane Simmons, general manager, Chevy
Chase Printing, Chevy Chase, Md., joins wqms-
AM-FM Washington as retail sales representative.

Guy Wilkerson, account executive, wzzd(AM)
Philadelphia, joins wcau(AM) there in same capacity.

Programing

John Kuckena, supervisor, network opera-
tions, broadcast operations and engineering,
ABC-TV, New York, appointed program admin-
istrator, ABC Entertainment, East Coast. Ran-
dall Harvey, day-of-air coordinator, ABC
Television Network operations, Hollywood,
named program administrator, ABC Entertain-
ment, West Coast.

Stephen J. Scheffer, director of film acqui-
sion, Time-Life Television, New York, named
VP.
Merrill Grant, president of Don Kirshner Pro-
ductions, New York, appointed VP, media and
programming of Case & McGrath Inc., New
York, marking entry of agency into areas of de-
velopment and production of network and syn-
dicated television programming.

Richard Crew, program and production execu-
tive, whty(TV) Philadelphia, appointed executive program producer, waz-Tv Boston.

Bob Woodruff, executive producer, wcau-TV
Philadelphia, named to same post, wxyz-Tv
Boston.

Carl Stephens, program-promotion manager,
wsb(TV) Columbus, Ohio, appointed co-owned wspa-
TV Montgomery, Ala., in same capacity.

Jason McCarter, announcer, wskf(TV) Hart-
ford-Meriden, Conn., appointed program director,
dcnx(AM) Middletown, Conn. Hank Ten-
ney, wcxt air personality, appointed music
director.

Joan Firstenberg, newscaster-reporter,
wbcm(AM)-wplf(FM) New York, named public
affairs coordinator-reporter, wxfm(TV) there.

Tom Larson, host of community-oriented pro-
gram at wsbk(TV) Boston, named public affairs
director there.

Fritz Lehman, account executive, Intermedia
Inc., Cincinnati, named Midwest sales director.
Ed Yelin Enterprises, commercial creative pro-
duction company. He will continue to be based in
Cincinnati.

Alfred P. Chamil, VP, secretary and general
counsel, Association of Motion Picture and
Television Reporters, retires after 30 years with
association. He will remain as consultant through
June 30.

Claude E. Rorbaugh, creative director-account
executive, Bob Sorrell Advertising, Seattle,
joins sales department, Broadcast Program-
ing International, Bellevue, Wash.

Tom Hall, interviewer for public affairs pro-
gram on knbc(TV) Los Angeles, joins kabc(AM)
there as weekend communicator filling mid-
night—3 a.m. slot Sunday night—Monday
morning.

Broadcast Journalism

Charles Bierbauer, reporter, kivy(TV) Philadel-
phia; Kati Marton, reporter, wcau(TV) there, and
Howard Tuckner, senior correspondent and
anchor, noncommercial wnet(TV) New
York, appointed ABC News correspondents,
based in Moscow, Bonn and Johannesburg,
South Africa, respectively.

John Cochran, NBC News Washington corre-
spondent, reassigned to London bureau.

Cynthia Hecht, anchorwoman, wava-FM
Arlington, Va., and station's general sales
manager, wkgb(AM) Harrisburg, Pa., named edi-
tors, Associated Press Radio network, Washing-
ton.

Ken Keller, executive producer, knxt(TV) Los
Angeles, joins whbf-FM-Tv Rock Island, Ill.,
as news director.

Bill Peterson, news director, kcct-Tv San
Diego, named to same post, wkyt-Tv Cleve-
land.

Hardie Mintzer, confidential assistant-press
secretary to Brooklyn District Attorney Eugene
Gold, joins wnbz-Tv New York as executive
news producer.

John Randt, assignment editor, wway-Tv
Wilmington, N.C., named news director.

Steve Cohen, executive news producer, wxyz-
Tv Detroit, named to same post, wncn-Tv
Boston.

Donald J. Latulippe, newspaper and talk show
host, wrof(FM) Boston, named to head news
and public affairs department there.

Tom Burlis, news editor, wtvn(AM) Colum-
bus, Ohio, appointed general assignment re-
porter. Richard W. Cupp, photographer from
wlctv(TV) Lima, Ohio, joins wtvn(AM) news
department in same post, as does Lynn
Fellows from wtvtv(TV) Syracuse, N.Y.

Don Schaefer, education reporter, wizm-AM-
FM La Crosse, Wis., joins co-owned wmsy(AM)
Springfield, Ill., as state house reporter.

News staff changes, wftt(TV) Orlando, Fla.: Danny
Treanor, weatherman from wala(TV) Mobile, Ala., joins in same capacity; Scott
Reynolds, cameraman-director for Orlando ad-
agency, joins station as ENG photographer;
Bette Bon Fleur, wftv producer, named ex-
ecutive producer, and Greg Storer, associate
producer, named producer.

Kathy Smith, from kiro(TV) Seattle, joins
katu(TV) Portland, Ore., as co-anchor. Dick
Bogle, newsman, named weekend anchor.

Mary Colleen Barrett, production assistant,
studio-Tv Seattle, promoted to producer.

Howard Fox, news director, woki-AM-FM Oak
Ridge, Tenn., appointed to same post, noncom-
mercial kosi-FM Stillwater, Okla.

Equipment & Engineering

Max Ellison, managing
director for Marmar
Ltd., producer of audio-
visual equipment in Ire-
land, joins Con-
vencege Corp., Irvine,
Calif., as VP for eastern
hemisphere operations,
responsible for ac-
tivities in Europe,
Africa, Australia and
Middle and Far East.
Plans are for office to be
opened in London.

John W. Howells, international sales develop-
ment specialist, RCA Broadcast Systems,
Camden, N.J., appointed sales manager, RCA
Ltd., with executive responsibility for market-
ing RCA broadcast equipment in Canada.

Broadcasting Feb 13 1978 112
Ron Degenals, Eastern regional manager, Cinec Broadcast Group, joins newly formed division of Mark V Productions, Eastern Broadcast Supply, Boston, as president. EBS will be representing several equipment manufacturers in Northeast.

Russ Ide, Rocky Mountains sales engineer, Ampex Corp.'s audio-visual systems division, Salt Lake City, named national marketing manager.

Jerry Homer, acting chief engineer, KOMO-TV Honolulu, named chief engineer.

Charles Lewis, chief engineer, WHSL(AM)-WWL(FM) Wilmington, N.C., assumes additional responsibility as chief engineer for co-owned WGIS(AM)-Greensboro, N.C.

Dino Quintanilla, from Collins Radio, Dallas, named chief engineer in Denver, Denver, Colo., and chief engineering representative for Collins stations, appointed manager of production engineering.

Cable

M. Jay Walkingshaw, director of program operations, Home Box Office, New York, elected VP-program operations.

James L. Cooper, central Florida systems manager, American Television and Communications, Orlando, Fla., named South- eastern regional sales manager for Tocom Inc., manufacturer of computerized control and home terminal equipment for two-way cable communications.

Craig F. Magher, assistant treasurer, Cox Cable Communications, Atlanta, elected treasurer.

Phipps Hawkins, news director, KID-AM-FM-TV Idaho Falls, Idaho, joins Guam Cable TV. Agana, Guam, in same capacity.

Allied Fields


Carolyn Posa, broadcast supervisor, Foote Cone & Belding/Honig, Los Angeles, joining Media Statistics there as director of new West Coast sales office.

Robert Cahill, communications attorney with Washington law firm of Cahill, Brown & Bernstein, joins firm of Glazer, Fletcher & Johnson there.


Deaths

George J. Abrams, 59, advertising executive formerly associated with Block Drug Co., Revlon Inc. and various agencies, died Feb. 7 following heart attack at his home in West Caldwell, N.J. He was VP, advertising, at Revlon when it sponsored $64,000 Question TV program implicated in quiz show scandal of 1959. Mr. Abrams also held executive posts with Wm. Estey Co. and Reach, McClintock & Co. in New York, and at time of his death, operated his own consultancy firm. He is survived by his daughter, Adele.

Dr. Bergen B. Evans, 73, teacher, author and former television quiz show moderator, died in Highland Park, III., Feb. 4 after long illness. In 1950's he was host of Down You Go and The Last Word. His last continuing job in network television was writing questions for The $64,000 Question and The $64,000 Challenge. He was not implicated in scandal that ended those shows. He is survived by his wife, Jean, and two sons.

George Amos, 37, account executive for W NBC-TV New York, died of heart attack Feb. 3 while on way to visit client. Surviving are the wife, Susan, and his father.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 27 through Feb. 2.


New Stations


Grasonville, Md.—Broadcast Bureau granted Edward M. and Joanne F. DeMaso 103.1 mhz, 3 kw. HAAT 300 ft. P.O. address: Bay City, Stevensville, Md., 21666. Estimated construction cost $38,000; first-year operating cost $13,000; revenue $72,000. Format: Variety. Principal: Mr. Moso works for NASA public affairs; Mrs. Moso is housewife. No other broadcast interests. Action Jan. 23.

* Minneapolis—Broadcast Bureau granted Center for Communications and Development 89.7 mhz, 10 kw. HAAT 152 ft. P.O. address: 810 Fifth Ave., North Minneapolis 55405. Estimated construction cost $20,000; first-year operating cost $18,775. Format: Educational. Principal: Applicant is an organization devoted to minority and low-income group programming. Group already operates low-power station there. Action Jan. 23.


Saegertown, Pa.—Broadcast Bureau dismissed application for WBKZ(AM-FM) 1230 mhz, 1 kw. HAAT 260 ft. P.O. address: 810 Fifth Ave, North Minneapolis 55405. Estimated construction cost $20,000; first-year operating cost $18,775. Format: Educational. Principal: Applicant is an organization devoted to minority and low-income group programming. Group already operates low-power station there. Action Jan. 23.

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The newsweekly of broadcasting and allied arts

Please send

The newsletter of broadcasting

Name

Position

Company

Business Address

Home Address

City

State

Zip

Subscriber Service

□ 3 years $90

□ 2 years $65

□ 1 year $35

(Canadian and other international subscriptions add $5 per year)

□ 1978 Cable Sourcebook $20.00

(If payment with order: $15.00)

□ 1978 Cables $37.50

(If payment with order: $32.50)

□ Payment enclosed

□ Bill me

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

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Summary of broadcasting

FCC tabulations as of Dec. 31, 1977

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<th>Total Radio</th>
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*Special temporary authorization  **Includes off-air licenses

Applications of Crawford Communications, Phoenixville, Pa., for new FM at Sagerton; Action Jan. 24.


Ownership changes

Applications
- KGVO-TV Missoula (ch. 13), KTVM (TV) Butte (ch. 6) and KCFW-TV Katskill (ch. 9) Montana — Seek assignment of license from KMSO-AM TV Inc. to Eagle Communications for $7,000,000. Seller: is wholly-owned subsidiary of Western Broadcasting Co., which also owns KGVO (AM) Missoula, KCAP (AM) Helena, both Montana, and KMTV (TV) Twin Falls, Idaho. Western is principally owned by Dale G. Moore. Buyer: is 80% owned by Precht Communications, New York television programming production and cable systems operation corporation, shares voted by Robert H. Precht, board chairman and secretary. Remaining 20% is owned by Advance Corp., licensee of KFBF-AM Great Falls, Mont. and 54.4% owner KGBM-TV Albuquerque and KSFR (AM) Santa Fe, both New Mexico. Shares voted by Donald Nathanson, president and treasurer. Ann. Jan. 31.
- WATN (AM) Watertown, N.Y. (1240 kHz, 1 kw-D, 250 ft) — Seek assignment of license from Water town Broadcasting Corp. to Inter-County Broadcasting for $190,000. Seller: Harry G. Righer, owner and president, is in failing health and presently hospitalized. He has no other broadcasting interests. Buyer: is 72.7% owned by Grover H. Hubbell, who owns Syracuse, N.Y. advertising agency. Remainer is owned by Mark Clarcq, sales manager WEGZ(AM) North Syracuse. Neither has other broadcasting holdings. Ann. Jan. 27.
- WMQ(G)FM Greensboro, N.C. (97.1 mhz, 20 kw) — Seeks transfer of control of Murray Hill Broadcast ing Co. from Julian Price II and Joyce M. Beidler (65.55% before; now after) to Poag Communications Co. (none before; 65.55% after). Consideration: $334,000. Principals: Julian Price II, 51.94% owner, is son of Ralph C. Price, 34.45% owner, who is not affected by transaction. Lewis Pace Poag and Morgan Rees Poag, brothers, are each 50% owners of Poag Communications, both step-sons of Mr. Ralph C. Price and step-brothers of Julian Price II. The Poag brothers also own WEAL(AM) Greensboro, Lewis Pace Poag is sales manager there and Morgan Rees Poag is manager. Ann. Jan. 27.

Actions
- KONA-AM-FM Kennewick, Wash. (AM: 610 kHz, 5 kw-U; FM: 105.3 mhz, 100 kw) — Broadcast Bureau granted assignment of license from Tri-Cities Communications Inc. to Mark Mitchell Inc. for $420,000. Seller: Subsidiary of Northwest Broadcast Co., which is principally owned by Thomas C. Bostic and Monte A. DeVon (see board). Buyer: is owned by Dean W. Mitchell, 19% owner of seller and general manager of KONA-AM-FM. Action Jan. 16.
- KMWX(AM)-KFFM(AM) Yakima, Wash. (AM: 1460 kHz, 5 kw; FM: 107.3 mhz, 100 kw) — Broadcast Bureau granted assignment of license from Northwest Broadcasting Co. to DeVon Inc. for $330,000. Seller: Thomas C. Bostic, Dean W. Mitchell and, buyer, Monte O. DeVon. Mr. Bostic, retiring, is selling stations and KONA-AM-FM Kennewick, WA, to managers. Mr. Bostic has no other broadcast interests. Mr. DeVon, vice president of seller, has no other broadcast interests. Action Jan. 16.

Facilities changes

AM action

FM actions
- *WHIL Mobile, Ala. — Broadcast Bureau granted CP to change PL, install new trans., install new ant., make changes in ant. system. Change TPO, ERP: 100kw (half) and ant. height 171 ft. (half) (BPED-2203). Action Jan. 23.
- *WVIR Rock Island, Ill. — Broadcast Bureau granted CP to change freq: 88.5 mhz, ch. 23; change TL, install new trans., make changes in ant. system. Change TPO, ERP: 100kw (half) and ant. height 480 ft. (half) (BPED-2465). Action Jan. 23.
- *WBFG-FM Buffalo, N.Y. — Broadcast Bureau...
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bayley</td>
<td>5300 Chelsey Avenue</td>
<td>Alexandria, Virginia 22314</td>
</tr>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>Consulting Engineers</td>
<td>2990 Telestar Ct. Suite 405</td>
<td>Falls Church, Va. 22042</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio-Engineers</td>
<td>8200 Snowville Road</td>
<td>Cleveland, Ohio 44141</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkney Court</td>
<td>Potomac, Maryland 20854</td>
</tr>
<tr>
<td>DAWKINS ESPY</td>
<td>Consulting Radio Engineers, Field Engineering</td>
<td>P.O. Box 3127 — Olympic Station 90212</td>
<td>Beverly Hills, Calif.</td>
</tr>
<tr>
<td>KESSLER ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1511 N.W. Sixth Street</td>
<td>Gainesville, Florida 32601</td>
</tr>
<tr>
<td>D. L. MARKLEY</td>
<td>Consulting Engineers</td>
<td>3101 B W. Harmon Hwy.</td>
<td>Peoria, Illinois 61604</td>
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<tr>
<td>LAUREN A. COLBY</td>
<td>Attorney-at-Law</td>
<td>15 A. Court Street</td>
<td>Frederick, Md. 21701</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>Consulting Engineers</td>
<td>527 Munsey Blvd.</td>
<td>(202) 783-0111</td>
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<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W.</td>
<td>Washington, D.C. 20006</td>
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<tr>
<td>HAMMERT &amp; EDISON, INC.</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television</td>
<td>Box 108, International Airport</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7101</td>
<td>Kansas City, Missouri 64114</td>
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<tr>
<td>JULES COHEN</td>
<td>&amp; ASSOCIATES</td>
<td>Suite 400</td>
<td>1730 M St. N.W., 659-3707</td>
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<tr>
<td>VIR JAMES</td>
<td>Consulting Radio Engineers</td>
<td>Applications and Field Engineering</td>
<td>Broadcast and Communications Services, Inc.</td>
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<tr>
<td>MATFIELD &amp; DAWSON</td>
<td>Consulting Engineers</td>
<td>3525 N. Stone Way</td>
<td>Seattle, Washington 98103</td>
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<td>MATTHEW J. VLISIDES, P.E.</td>
<td>Structural Consultant</td>
<td>TOWERS, ANTENNAS, STRUCTURES</td>
<td>Studies, Analysis, Design Modifications, Inspections, Supervision of Erection</td>
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<td>C. P. CROSSNO &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
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<td>Dallas, Texas 75218</td>
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<td>LAUREN A. COLBY</td>
<td>Attorney-at-Law</td>
<td>J.S. C. Court Street</td>
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<td>JOHN F. BROWNE</td>
<td>Consulting Engineers</td>
<td>9001 Pennsylvania Ave.</td>
<td>N.W. Washington, D.C. 20006</td>
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<td>CLIFFORD J. BOND, III</td>
<td>Attorney</td>
<td>Atlanta, Georgia 30308</td>
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<tr>
<td>Contact</td>
<td>Broadcasting Magazine</td>
<td>1735 DeSales St. N.W.</td>
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<td>ROSSER TELEVISION SYSTEMS</td>
<td>Consulting &amp; Engineering</td>
<td>250 West 5th Street</td>
<td>New York, New York 10019</td>
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<td>MIDWEST ENGINEERING ASSOCIATES</td>
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<td>6934 A N. University</td>
<td>Petoria, Illinois 61614</td>
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<td>KESSLER ASSOCIATES</td>
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<td>RADIO ENGINEERING CO.</td>
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<td>JOHN F. BROWNE &amp; ASSOCIATES, INC.</td>
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Petitions to deny

- KQED-TV, KQEC-TV, and KQED-FM San Francisco—all California Public Broadcasting Forum, Bay Area BELeague. NAAACP, CCMMC, PMC, and Save KQED, amendment to petition to deny. Received Jan. 25, ann. Jan. 27.

Procedural rulings

- Jeffersontown, Ky., J-Town Radio and Publicist Communications FM proceeding: (Docs. 21347-51)—ALJ Walter C. Miller continued without date hearing scheduled for Feb. 6, granted motion by Publicist for summary decision and resolved the TL issue in its favor and granted joint petition by applicants approving agreement, dismissing J-Town's application with prejudice, granted Publicist's application and terminated the proceeding. Action Jan. 30.

Complaints

- Total 3,802 complaints about broadcasting was received by commission during December, decrease of 251 from November. Other comments and inquiries for month totaled 3,299, increase of 1,107 over November. Commission sent 972 letters in response. Ann. Jan. 31.

Allocations

- Chatham, Ala.—Broadcast Bureau assigned ch. 276A as community’s first FM in response to proposal by Washington County Broadcasters. Action Jan. 25, becomes effective March 16.
- Warsaw, Mo.—Broadcast Bureau assigned ch. 249A as community’s first FM in response to petition by Valley Broadcasting. Action Jan. 25, becomes effective March 16.
- Falls City, Neb.—Broadcast Bureau assigned ch. 237A as community’s first FM in response to petition by Southeast Broadcasting Co. Action Jan. 30, becomes effective March 17.

Rulemaking

- Petitions
  - Seven Valleys, Pa.—James J. Walsh III requests amendment of Part 97 to permit novice and technician amateur operators to use A1, A2, and F3 emissions between 28.9 mh and 29.4 mh. Ann. Jan. 27.

Action

- Chief, Broadcast Bureau in response to request by Consumer Electronics Group of Electronic Industries Associations extended from Jan. 30 to March 31 time for filing reply comments in matter of FM quadraphonic broadcasting (Doc. 21310). Action Jan. 25.

Certification actions

- CATV Bureau granting operators of cable TV systems certificates of compliance:
  - Norcal Cablevision, for Gridley, Calif. (CAC-07972); Cable Haven TV, for Bremerton, Ocean, Lacey, all New Jersey (CAC-08221-3); Cross Wicks Ind., for Brick Town, Point Pleasant, Point Pleasant Beach, Matawan, all New Jersey (CAC-08564-6); Hurton Cable TV for Bad Axe, Colfax, Sand Beach, Harbor Beach, all Michigan (CAC-08605-8); Kansas City Cable, for Kansas City, Kan. (CAC-08812); UA Columbia Cablevision, for Clifton, N.J. (CAC-08309); National Telemeter, for Jefferson, Mo. (CAC-08831); Northeast Minnesota Cable TV, for Captain Harbor area, Mich. (CAC-08849); TV for South Lake Tahoe, Calif., Stateline, Nev. (CAC-08880-1); H. Anderson Co., for Saintes Taylor, Calif. (CAC-08888); Andersen Cable TV Services, for Aberdeen, S.D. (CAC-08901); Crossette Communications, for Crossette, Ariz. (CAC-09006); Daveline Cablevision, for Daveline, Level Plains, Fort Rucker, Newton, all Alabama (CAC-09007-10); Ohio Video Services, for Fredericktown, Bellville, Butler, Mount Gilead, Edison, all Ohio (CAC-09101-3, 17, 18); Eastern Arkansas Video, for Mountain View, Tex. (CAC-09308); Blue Ball, Bareville, all Pennsylvania (CAC-09056-63); Cable Associates, for Lancaster, Manheim, Manor, East Hempfield, West Lampeter, East Lampeter, all Pennsylvania (CAC-09308-14); Wytheville Corp., for Wytheville, Va. (CAC-09442); Warner Cable of Hood River, for Hood River, Ore., White Salmon, Bingen, both Washington (CAC-09530-2); Tel-a-cable, for Cape Coral, Fla. (CAC-09534); Hill Country Cablevision, for Kerrville, Tex. (CAC-09894); Southwestern Texas Cable Co., for Little Rock, Ark. (CAC-10036); Midwest Video Electronics, for Rhinelander, Wis., (CAC-10059); Suburban TV Cable, for Cummings, Shillington, Manheim, Kemhorst, Sinking Springs, West Lawn, Wyomissing Hills, West Reading, Spring, all Pennsylvania (CAC-09069-77); United Assistance Service of Boone, for Boone, Watauga, all North Carolina (CAC-09909-100); Saratoga Cable TV, for Oalston Spa, N. Y. (CAC-10001); Cox Cablevision, for Ocalia, Marion, both Florida (CAC-10187-8);

Cheaha Cablevision, for Talladega, Ala. (CAC-10259); Suffolk Cable, for South Shore, N.Y. (CAC-10271); TV Fix, for South Lake Tahoe, Calif. (CAC-10280); International Telemeter, for Jefferson, Mo. (CAC-10347); Cotton Hill Cablevision, for Malden, Mo. (CAC-10349); See-Mor Cable TV of Sikeston, for Moundou, Mo. (CAC-10469); Fairfield Cable TV, for Selbyville, Ill. (CAC-10544); Alert Cable TV of Goldsboro, for Wayne, Seymour Johnson AFB, both N.C. (CAC-10586-7); New Pelts, for New Pelts, N.Y. (CAC-10889); Suburban Communications for Royston, Pa. (CAC-10887); SeaCity Video, for SeaCity, Ark. (CAC-10889); Goodland Cable TV, for Goodland, Kan. (CAC-10976); For Green, Logan, Mitchell Heights, Logan, Man, all West Virginia (CAC-10825-9); Alpena Cablevision, for Alpena, Mich. (CAC-10922, 104); Bossier City Cable Television, for Bossier City, La. (CAC-11215); Cablevision of Duncan, for Duncan, Okla. (CAC-11213); Bay City TV Cable, for Bay City, Tex. (CAC-11214).
HELP WANTED SALES

Sales Manager for Northern California AM-FM. Will be responsible for training new sales staff. All sales tools you'll need. Salary plus override. Send resume to Mel Peterson, KUBA, PO Box 309, Yuba City, CA 95991.

WANTED: Beginner or experienced sales person. Continuous sales training program. Send resume to Dale Low, KLSX and KSMN, Mason City, IA.

Salesperson/Announcer, in one of the state's fastest growing cities. Send tape and resume in first letter to: WTSB, Box 393, Lumberton, NC 28358.

Southwest Modern Country station needs aggressive RAB oriented personalities. Medium Market. Base plus commission. Send resume to: Dave Peterson, KVBR, Brainerd, MN 56401.

Now! Looking for opportunity in broadcast sales and like a university town of 25,000 in the scenic hills of Southeastern Ohio? Resume with letter. Two year commitment mandatory. WATH, Box C, Athens, OH 45701.

Our Northeast station has 80% of morning 18-49 audience in last five ARB surveys. Our sales people earn more than most managers. Write for fact sheet to Box B-207.

Sales Manager Far West: Great opportunity for advancement in new young company. See our classified display ad. William A. Exline, Inc.

Aggressive Experienced Radio Salesperson wanted: Good on the Street and looking for excellent future opportunity with large broadcast company. Good active account list available. Salary plus commission. Send resume to WMPS, 112 Union Avenue, Memphis, TN 38103 or call Stan Ferguson, General Sales Manager, 901-525-6868, an equal opportunity employer.

Broadcast Automotive Sales: Strong LA suburban station needs retail automotive sales pro w/minimum 3 yrs experience. Have picnic with 164 new car dealers in San Gabriel Valley. We're looking for a pro. K-WOW, 213-331-0794 E.O.E.
We just lost a great News Director to Management. Watch a motivator lead a highly-activated news team to reach and report local news. Be part of a three person morning team. Send resume and aircheck to: Rick Roberts, WCE/CWFMA, PO. Box 4005, Rocky Mt., CO 80161. EOE.

News Director for small Northern New England AM/FM station. Opportunity to run your own 24 Hour department with three Pt. staffers. Good living in summer resort area. Salary $7,500 plus to start. EOE. Send resume, references and salary requirement to Box No. 631, San Leandro, CA 94073.

Sports Director—Salesperson needed immediately for WLAG-WCGC-Lagrange, Georgia. Must be good on play by play and sell spots in a market with three high school teams and a local college. Experience or agressive interest required. Fax resume to Paul E. Reid, PO Box 100, Fitzgerald, GA 31759 or call 423-589-0747.

Experienced, aggressive broadcast Journalist wanted. Expanding News Dept. to 7 full timers. Send resume to Fred Fishkin, News Director, WOBM, PO. Box 927, Tom's River, NJ 08752.

Wanted Engineer for community-involved Contempory FM and C-W AM in beautiful small market near metro area. 10-12k. WMST, Mt. Sterling, KY.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Need Aggressive Program Director for Contemporary Top 40 Southern Market Station. Must have PD experience, like to work with your staff, be a good ad salesman, have some production and shift and be a competitor for ratings. Send resume, references and salary requirement to Box B-64.

Operation Manager for Midwest day timer. Must have thorough understanding of what makes a smooth, easy to listen to Contemporary Classic format. Must be able to handle a complete staff including Chief Engineer. Health insurance plus profit plan. Send complete resume. Box B-116.

Production oriented person for growing Central Florida Station. Strong on creativity with ability to write, produce and air. Excellent verbal and production tape and copy samples to Paul Hershey, WSIR, PO Box 633, Winter Haven, FL 33880.

Program Director. Must have good voice, be a production pro. able to handle a staff of five. Midwest medium market. Should start at about $10,000. An Equal Opportunity Employer. Write c/o Broadcasting. Box B-169.

Program Director for unique operation in NYC. Responsibilities: supervise 15 instructors, 200 announcers, 150 newsmen. Weekly broadcasts. $13,000 start salary. Box B-190.

Immediate Opening for radio production person for California Coastal advertising agency. This is a job for a creative person with a love of commercials and an appreciation for good equipment. Good on-air delivery a must. 805-544-9220.

SITUATIONS WANTED

MANAGEMENT

Strong sales oriented General Manager. Solid ideas, will motivate and organize staff. Heavy Community involvement. Key Management background includes daily operations of Radio, TV, Cable Television. Prefer Sunbelt. Interested in buy in or stock options. Soldi background. Box B-12.

$4,000-$5,000 monthly billing within 12 months. Major Market GSM desires GM position in Northern Western States. Will consider others. Box B-59.

General Manager selling minority interest in stations. Seeking new challenge and opportunity. Excellent record during many years of management experience in competitive markets. Box B-62.

Black Station Manager looking for new challenge, top 100 markets—heavy sales and programming. Box B-125.

General Manager currently employed major Ohio market. Write going SVP for Operating Manager; seeks General Manager’s position in medium market. Over 20 years experience on air programming. Excellent leader with Impeccable References. I want to grow with a leader. Box B-135.

HELP WANTED TCHECNICAL CONTINUED

Small University Town, Weatherford, Oklahoma. Looking for dependable family chief Engineer some announcing with experience in directionol AM and Class C FM stereo, new equipment, building succesful college opportunities. Salary over 12,000 with benefits, more if announce. Contact manager Dick Johnson 405-712-5939 or write box 567, Weatherford, OK 73096.

Great Opportunity for experienced engineer who knows Audio Processing, Maintenance, and FCC R&Rs Best equipment and sound in a seven station Rocky C FM stereo. Send tape and resume to Jack Hansen Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

Immediate opening for News Director. Strong on human interest and actualities, MOR. Midwest. 5,000 wages. Good pay for performer. E.O.E. Resume to Box B-121.

Sportswriter: Director Aggressive, creative & knowledgeable for sports oriented major University market. Com-plete, edit and deliver for 6 & 11PM Newscasts. Tape and resume to Van Hackett, News Director, WBBR-TV, Knoxville, TN. E.O.E. $8,000. Send by Priority Opportunity Employer.


News director needed with good sense and objectivity Someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. E.O.E. Box B-188.

Repoter/News Announcer for solid three-person news department. MidWest location. BA and/or experience. Send tape, resume, and returns. News copy to Curt Miller, WTRC, Box 899 Elkhart, IN 46515. EOE.

Radio newswomen wanted for morning and afternoon show work in booming Sun Belt market. Send tape and resume, state desired salary. All replies tre-at confidentially Equal opportunity employer. Steve McGulpin, Ops. Mgr., WKRG-AM, Box 2367, Mobile, AL 36601.

Help Wanted—Aggressive Radio News Reporter to join 7 person news team in Central Virginia broadcasting market. Experience preferred. WRITE: News Director, WJLA, PO. Box 1230, Charlottesville, VA. EOE—employers.

HELP WANTED TECHNICAL

Small University Town, Weatherford, Oklahoma. Looking for dependable family chief Engineer some announcing with experience in directional AM and Class C FM stereo, new equipment, building successfully college opportunities. Salary over 12,000 with benefits, more if announce. Contact manager Dick Johnson 405-712-5939 or write box 567, Weatherford, OK 73096.

Great Opportunity for experienced engineer who knows Audio Processing, Maintenance, and FCC R&Rs Best equipment and sound in a seven station Rocky C FM stereo. Send tape and resume to Jack Hansen Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

Immediate opening for News Director. Strong on human interest and actualities, MOR. Midwest. 5,000 wages. Good pay for performer. E.O.E. Resume to Box B-121.

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Help Wanted—Aggressive Radio News Reporter to join 7 person news team in Central Virginia broadcasting market. Experience preferred. WRITE: News Director, WJLA, PO. Box 1230, Charlottesville, VA. EOE—employers.
SITUATIONS WANTED ANouncers CONTINUED

Experience in several facets of Broadcasting. Now it's time to move on and possibly to your station. 3 years college experience and 1-1/2 years professional work behind me. Box B-197.

Experienced Announcer, MOR, Top 40, Progressive. Last five years Major Market FM. Broad musical knowledge, conversational on-air delivery. Bob Young. 301-951-0249.

Young, experienced announcer, currently in modern country format as M.D. with pleasing personally looking for change, likes responsibility. If interested, phone 812-295-4223, Mon-Fri, between 8am-5pm.

Florida Top-40 Jock 1 experience, employed seeks change - 3rd Endorsed. 305-721-0582.

Number one night entertainer for 4 years looking for move upward. Top 40 markets. If you need a numbers getter, call 1-413-739-5254 before noon.

Top basketball, football, baseball play-by-play sportscaster available. 215-297-5609 or Box 54. Lumberville, PA 18333.

Mornings?: Top 100 only. Call 800-824-5136 (California 800-959-6375). Extension "Jacobs M216." Leave message for return call.

Professionally trained, young, black broadcaster seeks small-market station to learn and grow. Good personality with the ability to take direction. Lee Durant - 516-796-Broadway Street, Philadelphia, PA 19143 212-765-5409.

Temporary Help. Experienced first phone (currently teaching) seeking Easter vacation work. Bernie Bacon 716-3-342-8604.

Here I am. First Ticket Announcer; Have done music and news. 617-587-3701 evenings.

Florida Station: Seven years experience various formats, positions: Automation; MA Broadcasting: 3rd Endorsed; married; dependable; intelligent; hard-working. Chuck: 404-787-0892.

Wanting to step up. 5 yrs. experience. 1 yr. college young and dedicated. Looking for a pro station in MOR-Contemp-TAD that will develop my full potential. 219-292-8104 B-2.

Top 40, MOR Experienced D.J. with third endorsed. Tape and resume available. Will relocate immediately, dependable. Ron Jenkins, 201-926-5770, 278 Schley Street, Newark, NJ 07112.

Disc Jockey looking for a job anywhere. Good on intros, ready now. 3rd Endorsed, honest, Thomas Mattriciano. 1323 Kenilworth, Berwyn, IL 60402. Call between 9AM and 10PM, Phone 312-186-5089.

SITUATIONS WANTED TECHNICAL

Here I am. First Ticket Announcer; Have done music and news. 617-587-3701 evenings.


SITUATIONS WANTED NEWS

Editor-Reporter in Top 50 all news station seeks position. 801-532-2950 nights.

The market I'm in is small, in more ways than one. Ready to move up to better situation where news counts more than the daily birth report. Midwest medium markets, let's talk. Box B-136.

Experience and Brains are ready to work for you. I am a small market newscaster and talk show host. Ready to move up. Box B-171.

Looking for station that wants strong news department. Medium market ND can build it. Heavy on actuals and community image. Go anywhere for right opportunity. Box B-177.

Top News Director small station looking for move up with top news dept. 5 years experience including daily interview talks show, sports, newspaper... Box B-194.

Sports Director-PPB Broadcast. Young, 26, educated, Mid-west, convictions, experienced. 5 years PBP looking for a step up. Currently SD Radio, University PBP Box B-199.

Reporter looking for break. Want field reporting position. 2 years professional experience including street reporting & all news. B.S., references. Andy Myers, 24 Braemore Rd., Brookline, MA 02135.

Eastern PA or Mid-Atlantic region—Experience newsmen seeking medium market position. Also experienced in play-by-play public affairs, announcing, and sales. Available immediately. Write or call Cliff Eschbach, 405 South Market St., Apt. 1L, Elizabeth, PA 17022. 717-367-0249.

Aggressive Young Pro seeks ppb and/or sportscasting position. Four sport ppb experience. Inventive reporting and writing. 816-775-8265.

Experienced female TV reporter seeks reporter position in Los Angeles area. Prefer nights, weekends or parttime. Phone Lesley Nickel—213-476-7853 or write 457 Kenner Ave., L.A., CA 90049.

Creative, hardworking News Director with 3 yrs. experience, seeks reporter/anchor position in medium or larger market. B.S. Award winning. Available immediately. 301-881-1327 before noon.

News Director, 19 years experience, light writer station building professional, perfect pronunciation, proven administrator, impeccable references. What can you offer? John Knight, RO, Box 1821, Tucson, AZ 85731.

Sportscaster—Radio & TV—Recent college grad with all the hustle and flash you would want is looking for first break. I've written & produced daily sports programs PBP Sports. Good voice over with the cred I carry. Will relocate. Don't pass me by Call Ed 618-654-8543 after 5.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Soul Program Director and Personality looking 919-483-6530.

Your Public Affairs programs do not have to be dull! Creative and news on air experience. Good writer and production. Working first phone, female. Box B-179.

16 Years Experience—Announcing-Programming-Management. M.O.P. Station in Maine, now looking for present location. Desire a move to new England or Western States. Box B-193.

Production-Newsmen-Announcing Office experience. 1st phone 27 mos. background. 207-882-7395.

Top 5 Market Pro considering move to your attract- ing SW Programming/Announcing challenge. Send details. No. 36, 4701 Anderson, Houston, 77053.

Go Getter—Industrious, hard working male, 3rd endorsed with degree and heavy production seeks entry level position. Will relocate, available immediately Karl Scootie 186-04 61st Ave., Jamaica, NY 11432 212-380-0812.

Major market talent available for programming. Eight year experience includes; programming, music, research, promotion, production. Let's talk... 216-243-5370.

TELEVISION

HELP WANTED MANAGEMENT

TV Promotion Manager Strong creative, on-air promotion experience required. Challenging responsibilities in market that is changing strength. May be a plus. Excellent opportunity at leading network affiliate in Mid-west. Resume to Box B-117.

Systems Manager (BIAS). Traffic, Continuity, Billing, order entry and collections. Top 50 market. Manages nine (9) people. Send resume to: John Stoddard, Personnel Manager, WDTN, PO. Box 7471, Dayton, OH 45401. An Equal Opportunity Employer M/F.

HELP WANTED SALES

Experienced Salesperson wanted for new mid West-VHF station. Send resume to Box B-170.

Sales representative for booming Sunbelt NBC VHF Pro only please. EOE. KIVA-TV, 505-327-9881. Farmington, New Mexico.

HELP WANTED TECHNICAL

Maintenance Engineer highly qualified in repair of state-of-the-art TV equipment, such as Ampex V.R.-3, ARC-125, C.D.L. 480 and Digital P.P-1. Computes modern automated TV station in beautiful Top 10 market. Excellent fringe benefits; salary 523,000+; Send resume and references to Box B-132.

Broadcast Engineer, Northwest Station. Experienced in the installation and repair of microwave, v.t.r., telecine, studio cameras and terminal equipment. Excellent working conditions with opportunity for advancement. Equal opportunity employer. Box B-135.

Maintenance technician experienced with color studio production equipment and hi-tech V.T.R.'s. Studio and eng. cameras, editing systems. Many benefits including 3 weeks paid vacation plus 10 holidays, free hospitalization to: Ivar Hunt, Director of Engineering, WESH-TV, 14853. Equal Opportunity/Affirmative Action Employer.

Chief Engineer for top 30 UHF station in Northeast. Managerial experience required to supervise small staff of engineers. Opportunity to grow with Company. Equal Opportunity Employers. Send resume and salary requirements to Broadcasting Box B-175.

Maintenance Engineer—Chicago VHF station has an immediate opening for an experienced maintenance engineer to work at our studio location. We are seeking a person with a minimum of two years of technical training, four years experience and a 1st Class FCC License. Send resume in confidence to: Larry W. Ocker, Director of Engineering, WTTW-TVChannel 11, 5400 North St. Louis Avenue, Chicago, IL 60625. An affirmative action/equal opportunity employer.


Operating and Engineering Manager with First Class FCC License. Immediate openings, ideal community located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer. Northern Television, Inc. Box 2200 Anchorage, AK 99510. An EOE.


WESH-TV is now accepting applications for positions on the engineering staff. Applicants should be familiar with all types of television broadcast equipment, holidays, free time on Ampex, Quasar, Lexicon ENG equipment. A good knowledge of digital as well as an analog circuity would be most helpful. Send resume and work experience to: John Knight, Director of Engineering, WESH-TV, PO. Box. 7697, Orlando, FL 32804.
HELP WANTED TECHNICAL CONTINUED

Television Technician. Immediate opening at public TV station at West Virginia University located in Morgantown, WV. Must have 1st FCC and color broadcast TV experience in operation and maintenance. Send resume along with salary requirements to: Jack Pochobrza, Personnel Of-
cices, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

HELP WANTED "NEW"

TV Weatherperson Wanted. If you are young, vital, energetic, know your weather and want to move up to the EJX market, call Claude Evans, WALA-TV, Mobile, Alabama. 205-433-3754. One year TV weathercasting experience necessary. EOE. We are ready to hire the right person.

Wanted: News Director. VHF station in Major Mar-
ket. Must be bilingual, English and Spanish. An Equal Opportunity Employer. Send resumes and references to Box B-112.

News Reporter Anchor Upper Midwest network affiliate expanding news operation for qualified jour-
nalists. Send resume to Box B-113.

Medium Market VHF network affiliated station seek-
ing experienced sport anchor. Heavily into ENG with some play-by-play and color announcing. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box B-119.

E.O.E. In Southeast this market1.5 in 18-49. Will produce and report enter-
tise series during the week. Must have this specialized experience plus strong reporting back-
ches to shoot and edit film and ENG. Salary up to $20,000.00. Box B-129.

Fiftyish sunbelt market wants aggressive tireless sports anchor/reporter to rebuild faltering sports effort. Able to be one person band in covering local amateur and pro sports and continuously, Alc commented. Must have experience and tape that proves your worth. If you're a clock watcher, forget it. We are E.O.E. Box B-130.

News Anchor Group owned small Midwestern mar-
ket network affiliate. Mature, believable communica-
sor. Salary open. E.O.E. Send resume to Box B-153.

Life Style reporter specialist, production oriented, for S.E. FL station. Send video cassette, detailed resume, salary requirement first letter to News Direc-
tor, PO Box 381118, Miami, FL 33138. Equal Opportu-

ity Employer.

TV News Producer, minimum two years experience with 6 p.m. news. Must have production knowledge. For S.E. FL station. Send detailed resume; salary require-
ment letter to News Director, PO Box 381118, Miami, FL 33138, Equal Opportunity Employer.

Expanding News Operation—Midwest VHF market

needs talented, experienced producer for early and late news. General assignment reporter and photo-
grapher-editor with ENG experience. Resumes and salary requirements to Box B-178.

Editor: 16 mm film and 3/4-inch videotape. Opening now in major group-owned, 10-market station in Northeast. Must have two years prior experience in editing for TV news. Equal Opportunity Employer. Box B-183.

We're looking for a No. 2 person in a big market who's ready to become No. 1 in a smaller market. We have big market standards and goals, and seek some-
one to shape the news product, build a staff of young reporters and photographers, and improve on our number one rating. We're in the Southeast, in an active news area and are ENG equipped. Send a letter let-
ing us all your qualifications, your ideas, your news philosophy and your management style. Include resume. Salary open for the right person. We're an Equal Opportunity Employer: Box B-188.

Mature Co-Anchor/Reporter—Experienced, able to communicate with viewers. Good listener, posi-
tive attitude, desire to grow. Fully ENG. Northeast mar-

Reporter/Photographer—bureau chief for solo

assignment in important city in our viewing area. Looking for creative self-starter with demonstrated ability to write, develop story ideas, or with writing background. Knowledge of ENG equipment necessary. Salary may be competitive. May be on salary or freelance. Ideal candidate has experience and interest in covering local amateur events. Salary commensurate with experience. Send resume to Box B-204.

TV Weather Person, Pennsylvania ABC Affiliate Group Owner, Medium Market. Meteorologist or equivalent required. Good working knowledge of ENG equipment for field work. Must be able to travel. Salary open. Send resume to Box B-205.

Photographer Wanted by one of the Midwest's most respected news operations. WMWD-TV seeks experi-
experienced photographer for ENG and 16 mm photo department. Tapes and resume to Bill Marshall, WMWD-TV, 3131 N. University Pkwy, IL. E.O.E.

WMBD Peoria seeks two experienced Radio-Televi-
sion news reporters for growing Midwest news opera-
tion. Solid journalist with 16 mm and/or ENG experi-
ence. Forward tapes and resume to Duane Wallace, WMWD-TV, 3131 N. University Pkwy, IL. E.O.E.

Photololist Wanted. KAKE-TV has an immedi-
lute opening for a reporter-photographer. Minimum 2 years professional experience. Degree preferred, Ex-
cellent working conditions and professional environ-
ment. Call Larry Hatteberg or Ron Lowtren, 316—943-2220, E.O.E.

General Assignment Reporter—Heavy emphasis on early morning and midday news shows. Must be a self-starter with writing ability, experience, able to package— preferably ENG. Good development spot for right radio personality. Negotiable. Equal Opportunity Employer: M/F, Tape, resume to Frank Danze, News Director, WSBT, 300 W Jefferson Blvd. South Bend, IN 46601.

Managing Editor—number two person in progres-
sive TV station. Requires 6-8 PM show, supervisory staff of 23. Require person with minimum two years commercial television street re-
porting experience. Leading station in beautiful golf coast market. Position open. WBBH, Fort Myers, 813-936-0195, E.O.E.

Sports Director with emphasis on local coverage, features and commentary Must have TV anchor expe-
rience. Send video tape and resume to: News Director, WTYY-TV, PO Box 7, Evansville, IN 47721. An Equal Opportunity Employer.

Sports Director—Aggressive, creative & know-
ledgeable for sports oriented major University market. Compile, edit, and deliver for 6 & 11 PM newscasts. Tapes to Van Hackett, News Director, WBIR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

Splitting the news audience isn't good enough! We need a news director who's a Broadcast Journalist: tough, organized; interested in people, production, promotion, public affairs, public relations and the community. He will direct and motivate capable, qualified staff in small Rocky Mountain market. This TV station offers much to the right person. All applications acknowledged. Complete confidentiality maintained. Send resume and reference to: Brian F. Murphy, News Director, KTSM, El Paso, TX 79902.

Producer for Southeast Market TV station. Must have at least two (2) years experience in all phases of TV Production. Send resume to: Business Manager, PO Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

Broadcast Journalist—To teach broadcast news and public address courses in Communications. Direct

ive experience desirable. Bachelor's degree required. Must have some knowledge of ENG. Salary negotiations based on qualifications. Letter of applica-
tion, resume and references to Dr. Jack Wilson, Chair-
manship, Fullbright School of Communication, Morehead State University, Morehead, KY 40351. Morehead State Uni-

versity is an Equal Opportunity/Affirmative Action Employer.

ASSISTANT PROFESSOR—Television News. Univer-
sity of Nevada Reno seeks full-time teacher with at least 10 years experience. This is a tenured faculty position. Salary commensurate with experience. Application deadline March 15, 1978. Send letter of application, resume and three references to: Chairperson, Department of Communications, University of Nevada Reno 89557. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager Group owned small Mid-

western market, network affiliate. Minimum 4 years previous experience in departmental leadership and administrative ability Salary commensurate with experience. Send resume to Box B-155.

Production Photographer for top 20 group owned station. Applicants must have strong background in all areas of photography. Position requires knowledge of ENG equipment, 16mm film and still pho-
tography. Candidates must have the ability to super-
vises and operates ENG camera. An Equal Oppor-
tunity Employer. Send resume and references to Box B-168.

No. 1 Station in Market now accepting applications for Executive Producer/Director position. Experience with ENG, location production and editing a must. Qualified persons must also have minimum 3 years directing and shooting. Job includes supervision of two program producers, program planning and business development. EOE. Box B-172.

Assistant or Associate Professor of Journalism, Position starting September 1978 teaching graduate and undergraduate courses in law, theory and history, as well as international broadcast at graduate level. Teaching load is 9 credits. Salary is competitive. Supervision of Master's degree theses. Candi-

dates should have background in communications, particularly in the area of media, and at least two years experience. Degree preferred but a person with an MA degree plus demonstratable teaching experience and extensive professional experience will be considered. Salary commensu-
rate with education and professional experience. University of Georgia, an equal opportunity employer invites applications from qualified women candi-

dates. Applications should be sent by March 15 to: Chairman, Faculty Search Committee, Radio-Televi-
sion Film, School of Journalism and Mass Com-

munication, University of Georgia, Athens, GA 30602.

Experienced Film Director. Prepare all Film pro-

grams, handle shipping. KOLO TV, PO Box 10,000, Reno, NV 89510. 702-786-8880. Affirmative Action Equal Opportunity Employer.

Graduate Faculty Positions—Ph.D. and commer-

cial experience or 10 years of professional broadcast experience, including EPP/ENG, Associ-


cate or Assistant positions to teach a combination of mass communication theory, broadcasting history, regulations, programming, audience research, produc-

tion, one position will concentrate on production. Sal-

ary at Assistant 14 to 18.4M, at Associate 17 to 23M. The M.A. degree will be offered by the School of Com-

munications of CBN University starting in fall of 1978. CBN University is affiliated with the Christian Broadcasting Network and shares a distinctly evan-

gelical educational philosophy. Applications should be sent by March 15 to Dean of Communications, CBN University, Pembroke Five, Virginia Beach, VA 23453.

Director, Visual Communication Center. Respon-
sibilities in planning, producing, and supervising all visual communication, including photography, film, television, and supervision. Center provides television production, captioning, photographic products, transparencies, and projection. This is a tenure-track position. C.

ubation, and video broadcast television programs as necessary. C. studio, 12 channel CTV. Require 6 or more years all phases television production, 3 or more relevant supervi-

sion experience, bachelor's degree in Communications or relevant field. Gallaudet College is a liberal Arts College for deaf students. EEO. Send resume to: Harry Peck, Dean of Visual Communications, 7th Street & Florida Avenue, N.E., Washington, DC 20002.

SITUATIONS WANTED

Experienced in news and talk, but my good looks and authoritative bearing are wasted in radio. Want to move up to TV. Box B-171.
SITUATIONS WANTED NEWS CONTINUED

Black reporter, 23, degree, ENG, film, editing, on air reporting, five years radio-television experience. I desire to relocate in South or Southwestern market. Box B-182.

Bilingual Mexican American looking for reporting job with medium or large market news organization. Five years experience, 100,000 subscribers. Anticipate 1,000 miles of construction over 24 months. Should have field experience as Chief Technician of large system or same. Unique Engineer; desires opportunity to grow with company. Stock options, fringe benefits, salary commensurate with experience. Please send Resume to: Mr. John Sohn at 315-667-4200, Comcast Corporation. One Belmont Ave, Suite 227, Bala Cynwyd, PA 19004.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Burbage Street, La Jolla, CA 92037. Manfred Florts 512-723-3333.


Paul Schafer Wants to buy clean 1KW AM Transmitters and Schafer 800T Automation Systems. Phone 714-454-1151 or write, Practical, 5801 Soledad Mtn Rd, La Jolla, CA 92037.

SKW Transmitter, two Tower Phasor and Tuning Tubes, Antenna Monitor, and Two 1702:70s. Contact Jimmy Joynt, KYKM AM/FM, Box 2307, Port Arthur TX 77640. 713-127-0771.

I need an SCA Monitor that will work with a 900 C-2 Call. Contact, Higan area 318-281-1383. KVQB, Bastrop LA.

FOR SALE EQUIPMENT


Norelico PC-70 Color Camera, Super FE, Separate Mesh Light Bias Tubes.10 to 1 Servo Zoom Lens with Shot Box. Excellent Condition. Call R. Hippner 313-548-2500.

One-RCA TR4 MI43301A1 Seriat No. 4027. Two headwheel panels MI40760. Contact Garland, Inc. 816-842-6608.


Transmitter Plant (Channel 12), RCA TTS0AHLA Transmitter, RCA TD-12A, Antenna. Iedeco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specific specifications when de-activated 9/17. Contact Dick Payne: 205-281-2900.

28 Foot Custom Mobile Teleproduction Van: 2 color, broadcast, std. cameras, 10x1 lenses; mics, lumma- tite, RFI and car tape, 11" in mixer; wave and v-scopes; SEG/chroma key; 1k-page character generator; 34" deck, editor, CBC; all accessories included. Write Box B-176.


Package of TV equipment used just six months in cable TV operation. Includes 3 Sony recorders (Models V02880 and V01880 and V03804); three cameras—Sony color portables (2) model DXC100 and one model DXC115A-2A; and (1) Sony color video studio camera model DXC1200; NTSC color Genlock sync generator; Signatube TBC and much more. Package offers $250,000. Offer will consider selling individually. For complete list. 1-208-882-2551. Dennis, Larry.


Tapecaster 7000R Record-Play Cart Machine Model 3500; two Tapecaster 7000P Play Cart Machines Model 2755 in excellent condition, supplied by airfreight, ready for sale. In very good working order with no modifications. 513-866-2471 during regular business hours.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orin, 41171-1B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94128.

Free sample of radio's most popular humor service! O.L. Davis, 366-C West Bellau, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funny! Freebie, Contemporary Comedy, 5804-T Twinning, Dallas, TX 75227.

MISCELLANEOUS


Prizes! Prizes! Prizes National brands for promotions, contests, programming. No barter or trade... Better for fantastic deal write or phone: Television & Radio Features, Inc., 186 E. Superior St, Chicago, IL 60611, call: collect 312-944-3700.

Editorial Capsule Opinion research weekly Trial subscription—S3.78 Broadcast Service Assoc., 663 Fifth Ave, New York, 10022.

Custom Station ID packages, jingles, sound logos. Reasonable rates. For information write: Nutmeg Music, 4E Beach St, Sethel, CT 06081.

INSTRUCTIONS

REI teaches electronics for FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. Student rooms at each school.

REI 61 N. Pineapple Ave, Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-941-1441.

1st class FCC, 8 wks. $450 or money back guarantee. VA supplied. Natl. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective FCC technical assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and DJ-Newcaster training. A.T. 152 W. 42nd St, N.Y.C. Phone 212-221-3700. Vets. benefits.


Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week day and eight-week night classes available any year. State approved for Veterans. RU, 216 E. Montague St, Charleston, SC 29406. 803-744-7189.


Bill Elkis and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkis Radio License School, 332 Bratof Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

Bill Elkis proudly announces the opening of Elkis Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd, Suite 100, Oklahoma City, OK 73118. 405-842-2688.

San Francisco, FCC License, 6 weeks. 313/736. Results guaranteed, veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St, 94102 415-392-0194.

Broadcasting Feb 13, 1978

121
RADIO
Help Wanted Management

ENGINEERS DREAM
Brand new Gates Mw5A Transmitter, T.S.T., new broadcast house under construction. WJAR-AM, Providence, Rhode Island, 5KW Full-Time needs working Chief Engineer, must have experience in Directional Transmitter and Studio Operation. Send resume including salary requirements to Donald S. Kane, VP & GM, WJAR-AM, 176 Weybosset Street Providence, RI 02903. An Equal Opportunity Employer.

ACCOUNT EXECUTIVE
Arbitron's New York office has an immediate opening for a salesperson to call on advertisers and advertising agencies. We're looking for an outstanding individual with 3-5 years experience, preferably with a broadcast sales or advertising agency media background. If you are a person who can "get the job done," send your resume and salary history to:

Personnel Director
The Arbitron Company
1350 Avenue of the Americas
New York, NY 10019
An Affirmative Action Employer M/F

Help Wanted Sales
SALES MANAGER
Medium Market AM/FM radio station in New York needs a Sales Manager to handle National and Local sales. We are looking for an experienced individual in sales and management to direct a successful sales staff. Candidate must have strong background in retail, co-op and national sales. Top salary and fringe benefits. Send resume, along with billing history, salary history and requirements to Box B-120. All replies held in strict confidence. An equal opportunity employer.

Help Wanted Announcers
NEED ALL NIGHT TALK/MUSIC HOST
$5.00-$5.75 per week
Beginning 24 hour broadcast tape and resume to: Bill Rogers, WMDB, 3131 N. University, Peoria, IL 61602.

Help Wanted Program, Production, Others
COMPUTER IMAGE CORPORATION
Home of computer animation expanding its operations! Resumes are being accepted for:

* Animators
* Designers
* Artists

Those accepted will animate with the Scanimate Computer and the world's only CAESAR ANIMATION COMPUTER. Reply in confidence to:

Hal Abbott
Computer Image Corporation
2475 W. 2nd Ave., Suite C
Denver, CO 80223
(303) 934-5801

Situations Wanted Management

TELEVISION
Help Wanted Sales
COMPUTER SYSTEM SALES
A leading broadcasting business automation firm is seeking qualified candidates for the positions of regional or national sales representatives. Persons with extensive broadcasting experience (at least at the middle-management level), high sales skills, and a good conceptual understanding of computerized traffic and accounting systems will be considered. Substantial compensation plus all travel expenses paid. Heavy travel required. Various territories are open. Provide a complete resume plus a letter describing your interest in the job and desired compensation levels to Box 8-128, BROADCASTING magazine.
Help Wanted Technical

CAREERS IN TELEVISION ENGINEERING

RKO General, Boston Division has immediate openings for the following positions.

ENGINEERING SUPERVISOR

For the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC FIRST CLASS LICENSE and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus.

TECHNICIAN

Experience in studio broadcasting and an FCC FIRST CLASS LICENSE are required. A background in electronics is also desirable.

RKO General offers a liberal compensation package.

For prompt consideration, forward your resume including salary requirements to:
Personnel Department
RKO General Building, Government Center,
Boston, MA 02114
An Equal Opportunity Employer M/F/W/H/ES/VE/RI/AH/KC

PUBLIC TV Transmitter Engineer II

KYIN, Channel 24, St. Ansgar, Iowa

Beginning Salary: $11,882

Operates Electronic Equipment, makes minor adjustments at Transmitter site.

Merit qualifications: 1st Class Radiotelephone Operator License and 1 year employment maintaining, operating and repairing Transmitter. Location:

Iowa Public Broadcasting Network
Personnel O.Office, P.O. Box 1758
Des Moines, Iowa 50306
(515) 281-4498
An Equal Opportunity Employer

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living.


BROADCAST FIELD ENGINEERS

RCA Service Company has several immediate opportunities for field engineers with at least 3 years experience in the maintenance and repair of VHF and UHF television transmitters, television tape and color studio equipment. Successful candidates should have a 1st Class FCC Radiotelephone license, plus a strong digital electronics background.

Positions offer salaries commensurate with qualifications and experience, plus outstanding benefits including:

- Free medical insurance for you and your family
- Free life insurance
- Paid vacation and holidays
- Liberal retirement program
- Relocation unnecessary if you are now located near good air transportation service.

For immediate consideration, send resume to:
Mr. S.W. Geary
RCA Service Company
Bldg. 201-2 Cherry Hill
Camden, N.J. 08101
Equal opportunity employer M/F.

Needed Immediately:
Chief Engineer to work long hours to build new UHF station (NBC 8) in rapidly growing New England single station market. Candidates should be presently or recently employed and have UHF for extensive VHF experience. Call, don’t write.
Paul Taft, 713-622-1724, EEO employer.

In-plant Sales Engineer

If you're an experienced salesperson looking for a challenging in-plant position, the Grass Valley Group has an unusual opportunity for you in an excellent location—the semi-tropical, exceptionally abundant lovelands of California's Sierra Nevada Mountains.

This new marketing position has been created because of company expansion and offers an excellent opportunity for professional advancement. The ideal candidate must have a comprehensive technical understanding of the total broadcast system. Previous experience in broadcast equipment sales and broadcasting is essential.

Interested and qualified applicants are invited to send a resume in confidence to Mr. R. Marcus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/W.

A Tektronix Company

The Grass Valley Group

WRC-TV 4

Broadcast Engineers

WRC-TV, NBC's Washington, D.C. owned station, has immediate openings for experienced broadcast engineers on both its regular and temporary staff.

We're seeking professionals with at least three years' practical experience, who hold a minimum FCC 1st Class radiotelephone operator's license. You should have experience with modern broadcast technology.

We offer superior salaries with fully paid benefits. (These are NABET-represented positions). Our work tours are based on a 40-hour, 5-day week, and you must be available for any type of shift work, including weekends.

To apply, you must send a resume or letter detailing your work history, in reasonable confidence to: Personnel, Dept. B13, WRC-TV, 4001 Nebraska Avenue, NW, Washington, D.C. 20016. We are an equal opportunity employer, and invite response from minority and female applicants.

Broadcasting Feb 13 1976
WMBD-TV
Peoria, Illinois
Seeking experienced authoritative co-anchor to 6 and 10 pm news. Producing experience an asset. Applicants should be total journalists. E.O.E. Tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 N. University Blvd.

Situations
Radio experience.
standing background with leading Maryland desires in to: opportunity script co-anchor/reporter. Preferred. Send resume and cassette to News Director, WFRA-TV, P.O. Box 1410, Tampa, FL 33601. E.O.E.

TOP TEN MARKET
is looking for an experienced weekend co-anchor/reporter. Send resume and script samples to Box B-189. Equal opportunity employer.

Help Wanted Programming, Production, Others

TV Personnel Needed
The Christian Broadcasting Network, Inc., a non-profit religious corporation and producers of “The 700 Club,” has a continuing need for experienced personnel in all areas of programming, production, and engineering to help spread the Gospel to the world. Please key resume with a “B” and send to CBN Personnel, Virginia Beach, Va. 23463. Equal Opportunity Employer.

TV SWITCHER DIRECTOR
Experience with Vital switcher preferred. Send pertinent details to: Jack Mahoney, General Manager WTVR-TV 3301 West Broad Street Richmond, Virginia 23230 Equal Opportunity Employer.

Situations Wanted Management

BROADCAST ADMINISTRATION
22 yr old Drake University M.B.A. candidate with B.S. in Finance and Investments from the University of Maryland desires to secure administrative position leading to a career in broadcast management. Outstanding background with 4 years of Major Market Radio experience. Box B-145.

Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management; seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.

Situations Wanted Announcers

TALK SHOW HOST AVAILABLE
Contemporary topics, strong 18-49 demos. Can stimulate lively discussion without aggression.

Major market p.d., looking for same.

Will also consider writing and producing feature/interview/commentary material

Write
c/o Thom
339 N. 9th
Noblesville, Ind. 46060

Or phone 317-773-2676

Business Opportunity

$ Cash for Your Unsold Time $ Money In Your Mailbox Next Week!
Our professional broadcast salespeople sell community service campaigns for your station by WATS line, AM-FM, any size, anywhere. We have a few openings now. Thousands in extra billing immediately!

BROADCAST SALES ASSOCIATES
9470 Umlerton Road
P.O. Drawer 1580
Largo, FL 33540
(813) 586-1517 (24 Hours a day)

Consultants

BROADCAST SALES CONSULTANT
Jack Magan, one of the broadcast industry’s foremost sales authorities, will come into your market and work directly with your local sales force for 30-90 days. Highly professional, innovative approach to solving your station or group’s sales problems. Excellent references. Proven results. 512/699-0079.
EXCLUSIVE RADIO JOB OPENINGS

The "World's Fastest Weekly J ROTHEE!" is
GUARANTEED:
1. TELEPHONE CENTRALIZED (24 hrs)
2. EXCLUSIVELY RADIO
(PH-75 NEW JOBS per WEEK)
3. All issues (3 months) $12
4. 50 issues (full year) $30.

STATIONS! YOUR LISTINGS ARE FREE!
(904)252-3861
Box 678, Daytona Beach, Fl. 32017

Full Time AM
on regional frequency located in New
Jersey Metro Market. Principals only.
Box B-102.

California
Garden Spot
$325,000 Terms
W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

FORECLOSURE SALE
On February 24, 1978, at 10:00 o'clock A.M. at the
offices of Ianni & Manella, 1800 Avenue of the Stars,
Suite 900, Los Angeles, California 90067, there shall
be sold to the highest bidder for cash, pursuant to the
foreclosure of a security interest, the following proper-
ty:

That certain motion picture photograph, television film
or series of television films presently entitled "Song of
Russia," an original screenplay by Jim Shelley and
Charles S. Tobias, directed by Charles S. Tobias, and
having as its principal player Joseph Cotten, together
with all physical property thereof (including all nega-
tives and prints thereof, the copyright therein (includ-
ing all renewals and extensions thereof) and all
revenues, receipts and proceeds to accrue or to be
derived therefrom.

The above-described property is being sold subject to a
prior lien in the amount of $6,000 held by Consolidated
Film Industries for services rendered regarding all
negative pre-print elements manufactures by Con-
solidated Film Industries and other services rendered
with respect thereto.

The undersigned reserves the right to bid at said
sale.

For further information, please call: Richard F.
Brode, (213) 277-1010.
Seymour Weinerbaum

WANTED TO BUY STATIONS

Gulf States FM/AM
Experienced broadcast needs medium or near major market FM/
and or AM. Cash available. Write General Manager, Box B-154.

TExAs RAdio
Managing partner has sold his percentage of KBJK in
Baytown, Texas. Wants to stay in Texas market if
possible. Let's talk about your Texas AM/FM or AAFM
combo. Will consider all size markets. Call Dave
Perkins 713-427-8117.

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

FREE FILM

FREE FILMS? CALL
MODERN TV
The leading distributor. We have the most.
PSK's & newsreels. Send SASE for free catalog.
Or general offices: 2232 New Hyde Park Rd.,

For Sale Equipment

50 KW AM TRANSMITTER
Presently operating RCA BTA-50 G
transmitter with spare parts and tubes.
Price includes tuning on your frequency.

For information on price and condition,
contact Phillip Rogers. Engineering
Manager, WCAR, 19900 James
Covnets Highway, Detroit, Michigan
48235 (313) 345-8600.

For Sale Stations

FULL TIME AM
on regional frequency located in New
Jersey Metro Market. Principals only.
Box B-102.

California
Garden Spot
$325,000 Terms
W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

- AM/FM single station market in Miss.
FM heard in adjacent city. Automated.
Good buy. $15,000 down if financially
responsible.
- Powerful fulltimer, good metro area
of GA, real estate, billed about $300,-
000. $500,000.
- Class A FM, GA city, 50% for $175,-
000.
- AM/FM within 50 miles of NYC, Power-
ful FM. Majority share $710,000.
Terms.
- UHF TV with 20 cable systems in
South. $1,150,000.
- Powerful Fulltimer in Northern
Arizona. $900,000. Terms.
- Daytimer, Sou. Calif. Exclusive pro-
graming. Billing $230,000. Positive
cash flow of $65,000. County pop
350,000. $520,000. Liberal terms.
- Powerful ethnic daytimer with good
billing. Central Georgia metro area.
$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas
area. Good buy for 1.2 million.
- Oregon fulltimer. Profitable. $180,-
000. Terms.
- Class "C" Stereo. Central Texas.
30,000 pop trade area. Good billing.
$260,000.
- Daytimer. Southern Georgia. $285,-
000.
- Cable TV operation in Indiana. A good
buy. $380,000.
- Stereo in Maryland. $285,000.
All stations listed every week until sold. Let us kit
your station, inquires and details confidential.
BUSINESS BROKER ASSOCIATES
515-594-7511 24 HOURS
**For Sale Stations Continued**

**FM For Sale**

I want out of Class A serving small towns and large college town. Convince me that you can turn around loser with good potential and I’ll finance the sale for you. Small town. Starting by writing Box B-196 Broadcasting.

**AM DAYTIMER**

in heart of South Carolina Swamp Fox Country. Positive cash flow last six years; annual gross in mid eighties. Reply Box B-209.

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**BOOKS**

| 403. | **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Eilkin. A comprehensive guide to planning, building, and operating a radio broadcast facility. 4th edition. $12.95 |
| 404. | **THE BUSINESS OF RADIO BROADCASTING** by Ed Ruff. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. $12.95 |
| 417. | **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** by Robert C. Sitter. A practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages. $6.95 |
| 422. | **HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA** by David Darp. A complete handbook on journalism for the student or practicing newspaper in both print and broadcast fields. 192 pages. $6.95 |

**BROADCASTING BOOK DIVISION**

1735 DeSales St., NW
Washington, DC 20036

Please send the booklets numbers, my check in the amount of $______ is enclosed.

**BROADCASTING’S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads using Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., NW, 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. $10.00 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:**

*Situation 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 Notices advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CO, D, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting Feb 13 1978

128
## Broadcasting

### Broadcasting with other major interests

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**TOTAL** 78,702 3,008,460

## Cablecasting

### Cablecasting

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**TOTAL** 36,453 1,524,634

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Broadcasting Feb 13 1978
Rich Frank: broad base for a wide-ranging job

When Rich Frank, representing Operation Prime Time, approached Paramount Pictures Corp. last year, he came away with more than he had bargained for. Mr. Frank was there to talk about fourth-networking and possible Paramount interest in following up what MCA TV/Universal had started with _Testimony of Two Men_—big-ticket, nonnetwork programing.

"Instead of me hiring them to do a product," Mr. Frank says, "they hired me." Paramount decided to get into that aspect of the business full time and gave Mr. Frank a vice president's title and responsibility for the new Paramount Television Service.

Within a matter of months, Paramount reorganized and made Mr. Frank president of television distribution, with across-the-board responsibility not only for the new television service but for international distribution, domestic syndication, the Hughes Television Network, sales to cable systems and Paramount research.

At 35, Mr. Frank is now in the position of developing over-all concepts for Paramount's television activities.

One of them is _Disco Fever_, an hour TV special that Paramount syndicated to celebrate the premiere of its theatrical blockbuster-to-be, "Saturday Night Fever." Paramount produced it through Hughes Television, distributed it through its syndication arm and bartered it in exchange for commercial minutes that further promoted the film.

"It lay in everything," says Mr. Frank—not only integrating the various Paramount divisions, but also the agency, representation and station management experience that Mr. Frank brought to the job.

He began gathering that experience at the University of Illinois, where he was a marketing and advertising major. Armed with his degree, he returned to his native New York (he was raised in Brooklyn) to break into the business. After turning down a $10,000-a-year offer to sell computers for IBM, he entered the "bullpen" in the media department of BBDO for a little more than half that salary. His job at the New York advertising agency began by "banging out numbers on a machine"; later he moved from assistant planner to buyer.

The opportunity to "learn the sales end" came within two years when Al Masini, then a sales manager for Petry's TV division, hired Rich Frank as an account executive. And when Chris Craft Industries formed TeleRep, with Mr. Masini as president, Mr. Frank went along as a sales manager, first in the Chicago office and then returning to New York. (TeleRep later was sold to Cox Broadcasting Corp.)

In 1972, a call came from John Reynolds, Golden West Broadcasters executive vice president (and former CBS-TV president), and Mr. Frank took the national sales manager's job at KTLA(TV) Los Angeles. To stay closer to the advertising agencies in New York and Chicago, Mr. Frank remained in New York, commuting one week a month to Los Angeles.

The general sales manager's slot at KTLA and a chance to gain "in-depth station experience" convinced Mr. Frank to switch base to Los Angeles the following year. And working under Mr. Reynolds, he says, enabled him to become involved in "all aspects of station operation."

When he joined KTLA, Mr. Frank recalls, it was the lowest rated station in the market. By the time he left, Mr. Frank says, there was a "substantial turn-around" with "revenues at least doubled or maybe tripled."

In 1974, the KTLA general sales manager turned competitor when Mr. Frank rejoined Chris Craft as president of its broadcast division, which includes KCOP(TV) Los Angeles. It was an opportunity Mr. Frank says he was unable to resist. "I was going to be able to compete with the station we had just built up," he says.

And as he had at KTLA, Mr. Frank helped pull KCOP up. "Within a year we had doubled the audience and within the two years I was there, we went from a multimillion dollar yearly loss to making millions," he says.

It was while Mr. Frank was with Chris Craft that he became involved with Operation Prime Time. His current boss, Michael Eisner, Paramount Pictures Corp. president and chief operating officer, recalls it took only 15 minutes of talking with Mr. Frank to know "I was going to hire him." Mr. Eisner calls Mr. Frank a "tremendous instant asset," citing his aggressiveness, intelligence and station experience.

While the Paramount Television Service Mr. Frank first was hired to develop remains on hold, Mr. Eisner says Mr. Frank "really did the impossible" by bringing it as far as he has. A softening advertising economy and lower than expected cost-per-thousand at the networks, Mr. Frank explains, killed last year's plans for a weekly Saturday prime time block beginning with an hour revival of _Star Trek_ followed by a made-for-TV movie or an occasional special.

By April, Mr. Frank thinks he'll know whether the project is viable. In the meantime, he adds, not one of the 58 stations already on board when the project stalled has canceled; the _Star Trek_ set is nearly completed and some movie scripts are awaiting production.

Throughout his career and now at Paramount, Mr. Frank says he "never saw myself as a maintenance man ... I want to feel responsibility for making something happen." His present job leaves open several options to do just that. If the fourth networking project doesn't come off—"If we can't do it first class, we won't do it," Mr. Eisner says—there's always the possibility of a "Star Trek" movie and project-by-project or package distribution of the other films. Then there are the other responsibilities his job carries, ranging from "the right mix" for a feature film awaiting production to developing marketing strategies to syndicate such shows as _Mannix_ and _Laverne and Shirley_.

This all takes time, literally, for Mr. Frank. His average workday begins in the office at 8 a.m. and continues until 7 p.m. After breaking for a few hours with his wife, and two young sons, he's generally back at it from about 11 p.m. to 1:30 or 2 a.m. reading scripts, viewing features and the like.

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Better way

The U.S. House of Representatives is moving inexorably toward the installation of its own video system to cover proceedings on the floor. Broadcast journalists who have hoped that the coverage could be supplied by their own pool are disappointed. Perhaps, however, it is not too late for the leadership to consider—as it has given no indication so far of having done—how both the reservations of House members and aspirations of the journalists could be accommodated.

Why must the system be either-or, one installed and operated by the House or one installed and operated by the broadcasters? Why not a compromise, with the House running its own full-coverage system for closed-circuit and archival purposes but with broadcast journalists admitted with their tools when the news warranted? That proposal was first advanced by a New York Times editorial a month ago and makes as much sense now as it did then.

Broadcast journalism could tap the House system for the brief pieces of House action that would be usable on news programs on ordinary legislative days. It could move in for its own coverage—probably by pool to minimize its presence—when major issues were in debate.

The broadcast delegation that has argued for a total broadcast pool has apparently lost that cause. It would be to its advantage and the public’s to argue now for the combined arrangement.

Everybody through the hoop?

Jody Powell, the President’s news secretary, and Barry Jogoda, his television expert, have had harsh things to say about the decision of CBS News to present a delayed broadcast of the President’s Feb. 1 fireside chat, which ABC and NBC carried live at 9 p.m. CBS is being unfairly criticized.

In all recent administrations it has become common for White House aides to believe that the networks are obliged to drop everything else and take the President live whenever invited to do so. That attitude treats television as an instrument of presidential propaganda and ignores television’s more valuable function as a journalistic force. CBS News, we are happy to note, acted in the latter capacity on Feb. 1.

That is not to say that ABC and NBC were wrong in their decisions to go live at 9 p.m. There is no reason to disbelieve that theirs were also journalistic judgments. The point is that networks must act with editorial independence, difficult as political problems may be for media with government licenses that expire every three years.

Quite apart from questions of scheduling, Mr. Carter’s advisers may also wish to evaluate the formats in which they put their boss. A young woman of our acquaintance watched intently as the President droned on about the Panama Canal while the fire snapped and crackled in the background. “It looks,” she said, “like a Geritol commercial.”

For that, 9 o’clock was about right.

Money man

If the deal goes through, Time Inc. will pay Joe L. Allbritton $20 million for the Washington Star and assume more than $8 million in obligations (Broadcasting, Feb. 6). That’s about what Mr. Allbritton paid four years ago for the Star and all of its associated broadcast stations which themselves can be evaluated at considerably more than $100 million. Mr. Allbritton hasn’t been in either newspapers or broadcasting long enough to prove himself a publisher or broadcaster, but there isn’t any doubt that he’s a businessman.

It will be interesting to see his next move. If his swap of WILA-TV Washington for Combined Communications Corp.’s KOCO-TV Oklahoma City, plus $55 million in CCC preferred stock, is stayed by the FCC or the appellate court, will he wish to extend the contract beyond its Feb. 28 expiration date? Will he let the deal expire and hope to keep the profitable WILA-TV (which he named with his own initials)? Will he quit as publisher of the Star to settle awkward FCC questions? And where does all this leave Combined Communications, which entered the deal in the best of faith? Tune in Feb. 28.

Growing up together

A lot of the early television shows that were briefly exhumed on ABC-TV’s four-hour celebration of ABC’s silver anniversary the other night reminded us how far television has come—not only ABC-TV but all television—in the last 25 years.

The thought first struck us as we watched a flickering kinescope of Renzo Cesano, The Continental, he of the cigarette lighter, the bedroom accent, the glass of champagne. How many people, we wondered, would watch that act if it were on the 1977-78 prime-time schedule, except perhaps once, to laugh? We do not have its ratings at hand, but it seems reasonable to assume that a fair number did watch it in those 1950 years. They did so, we would think, because it was about as good as, if not better than, anything that was on against it.

Many of the shows that were popular in those days could never make it now. Television has developed a depth and sophistication—and we don’t mean the kind The Continental pretended to—that few programs then even aspired to. Obviously, the reason so many of the old shows would not be accepted now is that audiences have learned to expect better—and they learned it, of course, from television, as television itself has improved.

We enjoyed ABC’s Silver Anniversary Celebration. We also enjoyed seeing Renzo Cesano again. One of the reasons was nostalgia, but not the only one. We think it would be fruitful if everyone who complains about today’s television could take a look, now and then, at how it used to be. Including, we might add, the programing in what has come to be called—always with lamentation at its passing—The Golden Age of Television, which would look tarnished now.
Five years, almost to the day, after ABC began programming services, WFTV signed on for the first time. Whether prompted by fate, luck or deja vu, the fact of our affiliation with the ABC Television Network has been a blessed experience. Our thoughts are not born only of the welcomed numbers of recent years, but of factors far beyond economic measure.

The individuals of whom the network is built are the object of our applause. As we celebrate our 20th anniversary along with ABC’s 25th, we salute the people of ABC for foresight, commitment, dedication, imagination and innovation.

We’re only sorry we weren’t around for the first five years.

WFTV
ORLANDO

Walter M. Windsor
General Manager
If you've ever had to pass up a story for lack of light, we'd like you to know about new Eastman Ektachrome video news film high speed 7250 (tungsten).

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