Upstream performance of broadcast stocks
Griffiths backs Silverman commitment to quality

Broadcasting Aug 21
The newsweekly of broadcasting and allied arts

People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!

GAYLORD Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT
Dallas/Fort Worth

WTVT
Tampa/St. Petersburg

KHTV
Houston

KSTW-TV
Seattle/Tacoma

WUAB-TV
Cleveland/Lorain

WVUE-TV
New Orleans

WVTB
Milwaukee

WKY
Oklahoma City

KYTE-AM/FM
Portland

KRKE-AM/FM
Albuquerque
Be sure you're turned on in Seattle/Tacoma, be on the Gaylord station

KSTW-TV

Channel 11

It takes an unusual station to help capture an unusual market. Unusually so! KSTW-TV was the first commercial station to operate a earth receiving station.

Broadcast Management magazine voted KSTW-TV the "TV Nation" for 1976 for its excellence.

This innovative leadership has paid off in audience. In four short years, AD sign-on to sign-off increase weekly circulation in women demographics. You get penetration of 443,500 CATV homes over 150,000 homes in three

be seen by nearly 2.5

USUAL MARKET? Production is the 18th market. The KSTW-TV signal source area reaching from the eastern Washington...from Metropolitan Vancouver

Gateway to the Orient and super reach of the new and programming of KSTW-TV.

ajestic Mt. Rainier

600 foot Seattle Space Needle Famous Tacoma Narrows Bridge

*Arbitron TV, Feb., 1978.
*1974 and 1977 Television Cable Factbook.
*United States Census Bureau.

Arbitron TV, Feb., 1978 and 1977 Television Cable Factbook.

Quoted data are estimates only and are subject to limitations available on request.
HATS
OFF!

to:
Eric Sevareid
Alan Landsburg
Tony Potter

Thank you for making *Between the Wars* such a success.

Our thanks, also, to the National Academy of Television Arts and Sciences for the Emmy nomination of *Between the Wars* as “Outstanding Informational Series.”

This 16-week Mobil Showcase presentation, hosted by Eric Sevareid, presented a fresh perspective on American diplomatic history from Versailles to Pearl Harbor.

We believe that *Between the Wars* was important television. So did the critics, the public and the Academy.
**BULLS ARE RUNNING** □ The broadcast market is performing “brilliantly” as one Wall Streeter described it. Stock prices are up generally, way up in some instances, and some companies, notably ABC last week, are increasing their shares outstanding to take advantage. PAGE 25.

**SOLID ON SILVERMAN** □ RCA President Edgar Griffiths, in an interview with Broadcasting editors, emphasizes his commitment to the new NBC president and the latter’s commitment to quality in programming as the means for lifting the TV network out of third place in prime time. PAGE 26.

**THE REWRITE ROAD SHOW** □ The House Communications Subcommittee takes H.R. 13105 to Boston for the first in a series of public hearings on the Communications Act overhaul. PAGE 28.

**EX PARTE FEELINGS** □ Commenting on the FCC’s proposed rules, NAB says the FCC should have declined to go too far. Media Access Project says they don’t go far enough. PAGE 30.

**SHADES OF MAYOR LA GUARDIA** □ As New York’s newspaper strike stretches on, TV and radio step in to fill the gap in news, advertising and, of course, the funnies. PAGE 30.

**FINALLY OVER** □ After eight years of hearings, the FCC decides to renew the license of KUPY(AM) Puyallup, Wash., but says that the licensee must sell it in six months. PAGE 34.

**STILL TOO MUCH** □ SRA claims the networks carried 638 more minutes of commercial than their standards allow in the second quarter. CBS’s Rosenfield calls the report “malicious misinterpretation.” PAGE 41.

**LEAD TIME LAMENT** □ The Caucus for Producers, Writers and Directors takes out a full page ad in Hollywood trades protesting the TV networks’ (especially NBC) move toward earlier fall season. PAGE 43.

**OPT’S LATEST** □ Coming off its latest success with Evening in Byzantium, Operation Prime Time has set a more ambitious goal for itself—a campaign for station commitment so it can develop five miniseries over the next two years. PAGE 44.

**CABLE QUANDARY** □ Speculation has surfaced that the FCC’s Cable Bureau may be merged into Commercial Carrier. NCTA is not pleased with the idea. PAGE 48.

**STILL SILENT** □ New York Times reporter Myron Farber remains in jail, refusing to compromise the source of news story and to give up the notes for a book he is writing. PAGE 49.

**IN IT TOGETHER** □ Broadcasters go to the side of newspapers in Gannett case at Supreme Court involving a judicial gag order. NAB joins Reporters Committee in amicus filing contending the order is a dangerous precedent. PAGE 50.

**CONTINUED FAITH** □ RCA puts more money where its mouth is on home video cassette recorders, adding more software and hardware to its lines. PAGE 50.

**ROOTS** □ He’s not the stereotypical network program executive: ABC’s Brandon Stoddard watches—and enjoys—the programs he puts on the air. For this TV chieftain, staying in touch and in tune with his audience is all-important. PAGE 73.
Gridiron heroes of all generations will live forever in the unique new College Football Hall of Fame built by Taft Broadcasting Company for the National Football Foundation adjacent to our Kings Island Family Entertainment Center, Cincinnati, Ohio. It will commemorate the Spirit of Competition that typifies America. That same spirit prevails in our business philosophy. Our success and profits grow by competing in the expanding areas of family entertainment. Taft Broadcasting is more than radio and TV stations. We're also Hanna-Barbera Productions and themed amusement parks.

For complete information on our steady growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Informing and entertaining the American family.
Agency, rep cut
Best fix that can currently be made on total TV commissions earned by agencies and station reps suggests that they run more than 7 to 1 in favor of agencies. FCC's 1977 TV financial report (Broadcasting, Aug. 14) showed commissions paid "to agencies, representatives, etc." totaled $1,109,600,000 on total TV sales of $6,998,700,000. Disregarding "etc.," knowledgeable sources estimate close to $976 million went to agencies, about $1.33 million to reps.

Of that formula, agencies gained about 13% from $861 million in 1976 while reps gained about 1.5% from $131 million.

Cutting clutter
CBS-TV is targeting in on program promos as its solution to "clutter" problem. Officials feel that what one called " sloppy" practices in classifying promos are real culprit. Accordingly they plan to propose following be classified as nonprogram material in National Association of Broadcasters TV code: generic movie promos, announcements in one special program and others, and promos for program that will pre-empt regularly scheduled show. In addition, when series is being dropped, promos for replacement would be treated as program material only when scheduled in final episode (rather than last two episodes) of departing series. Among other things, these would eliminate use of string of promos as fill when movies run short.

Paving way
Negotiations for sale of Gannett Co.'s WHEC-TV Rochester, N.Y., are reportedly in final stages, with several buyers in contention. Leading bidder is said to be Broadcast Enterprises Network, Philadelphia, headed by Ragan A. Henry, prominent black broadcaster. BEN owns four AM's and one FM. WHEC-TV, ch. 10 CBS affiliate being spun out of proposed $370-million merger of Combined Communications Corp. into Gannett (Broadcasting, May 15) to comply with FCC multiple ownership limits. Price is reportedly in upper 20 millions.

Nothing sacred?
Broadcasters are beginning to express grave concern about possibility that FCC will be persuaded by Chairman Charles D. Ferris and his chief aide, Frank Lloyd, to make public heretofore confidential financial reports filed annually by all licensees. Financial revelations are long cherished dream of citizen activists, of whom Mr. Lloyd was chief when he headed Citizens Communications Center. Issue first surfaced before FCC early last month when Mr. Lloyd prepared paper in one renewal case that would have opened all station reports to public ("Closed Circuit," July 10). He was rebuffed then, but matter is expected to come up again. As FCC is now composed, there is said to be majority against disclosures.

On and on
Merger agreement, whereby seven remaining applicants for KRLA(AM) Pasadena, Calif., would have joined forces to settle 14-year-old contest, collapsed last week. One contender—Voice in Pasadena, headed by Robert E. Lovett, Los Angeles advertising executive; Carl Haverlin, former Broadcast Music Inc. president, and Cal T. Smith, retired broadcaster—rejected proposal that would have made it 25% participant after others reportedly had agreed. Under proposition, Western Broadcasting Co., headed by Bob Hope and Art Linkleiter, would have become 40% stockholder with potential of acquiring full ownership in three years for total outlay of some $15 million.

Merger plan contemplated interests of 15% each for Goodson-Todman, program producers, and Pasadena Broadcasting Co. of Tacoma, Wash., and 5% for Charles W. Jobbins. Provision was made to pay "allowable expenses" of other applicants who would drop out. Over-all, 19 applications had been filed for 1110 kHz facility covering Los Angeles area since station lost its license in 1962 on grounds of fraudulent contests and altering of program logs. KRLA has been operated by Oak Knoll, nonprofit interim licensee. Former management personnel have been charged with mishandling funds. There's hope merger will be revived.

Higher sights
Special House committee overseeing development of television system in chamber is upgrading plans, with aim of achieving network-quality sound and pictures. Original plan called for three color cameras remotely controlled by one technician. Committee, under Chairman Charles Rose (D-N.C.), has opted for six cameras, control room, direct and, perhaps, choice for reaction shots.

Changes will increase costs of installation from $500,000 originally appropriated to about $2 million. Committee will seek use of contingency funds rather than new appropriation, which would have to go to House vote, with chance for revival of opposition to whole plan. Contingency fund release needs approval of Speaker Thomas P. O'Neill Jr. Representative Rose has asked commercial and public networks to provide advisers, but so far isn't getting much help. Broadcasters are still feeling rejection of their offer to create and operate House system (Broadcasting, June 19).

New times always
Frank Stanton, five years in retirement (he left CBS vice chairmanship in March 1973), continues making mark on communications. Name surfaced most recently in connection with sale of monthly Book Digest to Dow Jones & Co. for slightly more than $10 million cash. Dr. Stanton was original investor, held some 10% when it was sold two weeks ago. (Warner Communications was major stockholder in selling group.) Dr. Stanton will remain on Book Digest board.

In addition to being chairman of American National Red Cross, he is now chairman of advisory board of American edition of Geo, new prestige monthly backed by German publishing group (Gruner + Jahr, which also publishes weekly Stern). He's also member of board of The Observer (London). And on June 8 he was elected to board of overseers of Harvard.

Champion
Filing of friend-of-court brief supporting Gannett in case to open pretrial proceedings to news media (page 50) betokens new aggressiveness of National Association of Broadcasters in defense of First Amendment rights. Campaign, which began with filing in dirty words case before Supreme Court this year, will continue. Future prospects for NAB involvement currently being scouted by association's legal staff include filing of New York Times reporter Myron A. Farber for refusal to turn over notes and files to court (page 49). When case gets to New Jersey court of appeals, association will join in.

Calling uncle?
Representatives of All-Industry Television Stations Music License Committee were in Washington last week, conferring with attorneys for Justice Department. Participants wouldn't divulge details. However, American Society of Composers, Authors and Publishers, with which committee has been negotiating for new TV-station music license, has long operated under consent decree to which Justice is party, and committee chairman Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., is on record that committee will go to court if necessary to get music costs reduced (Broadcasting, April 17).
COMMUNITY PROBLEMS HAVE BEEN OUR PROBLEMS FOR 51 YEARS.

It didn't take Storer long after entering the broadcasting field in 1927 to discover that the most important ingredient in a station's success was building a responsive audience.

And instilling in that audience faith in the integrity of the broadcaster.

Storer learned something else, too. That the best way to achieve these goals was through a deep involvement with the problems, hopes and undertakings of the communities we serve.

Since those early days we've been doing just that. Responding to community needs. Bringing to light problems that impair the quality of life for their citizens.

Sure Prohibition is gone, but today teenage alcoholism is rampant. Sure the mob killings are now fewer, but organized crime is more virulent. Sure breadlines have disappeared, but the poverty of many of our senior citizens is equally horrifying.

The most satisfying part is that when you're a good neighbor, everybody benefits. Experience has shown that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland
WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WLAK Chicago/KTNQ and KGBS Los Angeles
WGGS and WLYF Miami/WHN New York/WSPD Toledo
**Business Briefly**


**Valvoline** □ Division of Ashland Oil launches four-month TV campaign beginning late this month. Fahlgren & Ferriss, Cincinnati, will buy spots in 53 markets during news, prime and sports time. Target: men, 18 and over.

**Neil's Famous Footwear** □ Chain of retail shoe outlets arranges three-month TV push beginning in early September. Stephan & Brady, Madison, Wis., will seek spots in 13 markets during day, fringe and prime time. Target: women, 25-49.

**Soda Stream** □ Manufacturer of home soft-drink systems slates fourth-quarter TV buy beginning in October. Scott Lancaster Mills Atla, Los Angeles, will arrange spots in Los Angeles and San Diego during all day parts. Target: adults, 25-49.

**Stokely-Van Camp** □ Frozen foods division plans 12-week TV promotion starting in late September. Montgomery & Associates, Bala Cynwyd, Pa., will seek spots in 15 markets during day and fringe time. Target: total women.

**Lloyd's** □ Banking firm begins 11-week TV drive in early September. Delia Femina, Travisono & Partners, Los Angeles, will seek spots in six markets during fringe, prime and news time. Target: adults, 25-49.

**Dow Chemical** □ Chemical group plans 10-week TV promotion beginning in early September. Keenan & McLaughlin, New York, will arrange spots in 18 markets during news and sports time. Target: total men.

**San Giorgio** □ Company features its macaroni in nine-week TV flight beginning in early September. Creamer, New York, will select spots in 12 markets during fringe and daytime. Target: women, 25-54.

**Murphy Oil Soap** □ Soap manufacturer begins eight-week TV drive in early September. John Goulet Advertising, Cleveland, will buy spots in 11 markets during daytime. Target: total women.

**Comet Rice Mills** □ Company feature its Comet Rice Mixers in two-month TV buy starting in late September. SFM Media, New York, will handle spots in three markets during fringe time. Target: total children and women, 25-49.


**Maaco** □ Auto painting group launches two-month TV campaign beginning in September. Pintz Advertising, Philadelphia, will select spots in about 75 markets during fringe and news time. Target: total men.

**Bonanza** □ Restaurant chain begins six-week TV drive beginning late this month. Saunders, Lubinski & Powell, Dallas, will place spots in three markets during fringe and prime time. Target: adults, 18-34.

**Cudahy** □ Food products group schedules six-week TV flight starting late this month. Fairman Advertising, Milwaukee, will seek spots in about 10 markets during early fringe and day time. Target: women, 18-49.

**Jacquin's** □ Manufacturer and importer of liquor and wines places four-to-eight-
Introducing the easiest programming decision you’ll ever have to make.
There is no other series you can buy that even comes close.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>HOUSEHOLDS (000)</th>
<th>ADULTS 18-49 (000)</th>
<th>ADULTS 18-34 (000)</th>
<th>TEENS/CHILDREN (000)</th>
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<tr>
<td>LAVERNE &amp; SHIRLEY</td>
<td>28.5</td>
<td>20,380</td>
<td>19,730</td>
<td>13,240</td>
<td>18,390</td>
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<td>ALL IN THE FAMILY</td>
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<td>6,940</td>
<td>6,980</td>
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<tr>
<td>M<em>A</em>S*H</td>
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<td>14,130</td>
<td>8,890</td>
<td>8,260</td>
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<td>WELCOME BACK KOTTER</td>
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<td>9,700</td>
<td>5,590</td>
<td>5,920</td>
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<td>BARNEY MILLER</td>
<td>19.0</td>
<td>13,480</td>
<td>12,460</td>
<td>7,760</td>
<td>7,800</td>
</tr>
</tbody>
</table>


NOW AVAILABLE FOR AIRING FALL 1981

 Paramount Television Domestic Syndication
week TV flight beginning in October. Spiro & Associates, Philadelphia, will buy spots in about 10 markets, including Los Angeles and Milwaukee, during news time. Target: adults, 18 and over.

MFA □ Insurance group schedules four-week TV flight beginning in mid-September. D'Arcy-MacManus & Masius, St. Louis, will arrange spots in 49 markets during day, fringe and prime time. Target: total men.

Pennsylvania Lottery □ State lottery prepares four-week TV push for its daily number tickets starting in mid-September. Lewis & Gilman, Philadelphia, will seek spots in six markets during all day parts. Target: adults, 18 and over.

Great Western Savings & Loan Association □ Savings and loan group prepares one-month TV flight beginning in late September. Dailey & Associates, Los Angeles, will place spots in four markets during fringe, prime and news time. Target: adults, 35 and over.

Taco Bell □ Restaurant chain arranges one-month TV push beginning in early September. Grey Los Angeles, will schedule spots in 25 markets during prime and fringe time. Target: adults, 18-34.

Pillsbury □ Food service division kicks off four-week TV campaign for its Totino's pizza in early October. Paragon

BAR reports television-network sales as of Aug. 6

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 6</th>
<th>Total dollars week ended Aug. 6</th>
<th>1978 total dollars per hour</th>
<th>1977 total dollars per hour</th>
<th>% change from 1977</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>131</td>
<td>$852,900</td>
<td>4,500</td>
<td>$32,290,600</td>
<td>$28,183,300</td>
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<td>Monday-Friday</td>
<td>10 a.m.-8 p.m.</td>
<td>1,022</td>
<td>14,961,900</td>
<td>31,804</td>
<td>502,027,400</td>
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<td>Saturday-Sunday</td>
<td>6 a.m.-7:30 p.m.</td>
<td>275</td>
<td>4,909,200</td>
<td>9,879</td>
<td>238,425,700</td>
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<td>Monday-Saturday</td>
<td>6 a.m.-7:30 p.m.</td>
<td>107</td>
<td>3,590,500</td>
<td>3,172</td>
<td>120,876,500</td>
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<tr>
<td>Sunday</td>
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<td>28</td>
<td>1,150,700</td>
<td>654</td>
<td>38,690,300</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>409</td>
<td>30,320,300</td>
<td>12,904</td>
<td>1,166,821,600</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>287</td>
<td>4,428,800</td>
<td>6,846</td>
<td>148,008,500</td>
</tr>
<tr>
<td>Total</td>
<td>2,197</td>
<td>$60,215,300</td>
<td>69,359</td>
<td>$2,254,140,800</td>
<td>$2,014,057,100</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Companies, Minneapolis, will select spots in 19 markets during fringe and prime time. Target: women, 25-49.

Andrew Jergens □ Division of American Brands focuses on its Gentle Touch soap in four-week TV campaign beginning late this month. Cunningham & Walsh, New York, will buy spots in 22-25 markets during day, fringe and prime time. Target: total women.

Gillette □ Mynoxon plant care product gets four-week TV promotion beginning in mid-September. Hill, Holliday, Connors, Cosmopolis, Boston, will place spots in 16 markets during day, prime and late fringe time. Target: women, 25-49.

Armour □ Food products group starts one-month TV drive for its smoked sausage late this month. Foote, Cone & Belding, Chicago, will select spots in seven markets during day, fringe and prime time. Target: women, 25-54.

Saxon's □ Paint company launches four-week TV push in late September. Bernstein/Rein & Boasberg, Kansas City, Mo., will arrange spots during day, fringe and prime time. Target: men and women, 25-54.

IHOP □ International House of Pancakes restaurant chain slates three-to-four-week TV push starting in mid-September. Cecil West & Associates, Atlanta, will place spots in six markets during day and late fringe time. Target: adults, 18-49.


Rustler Steak House □ Division of Gino's schedules one-week TV drive this week. Lewis & Gilman, Philadelphia, will seek spots in five markets—Boston, Detroit, Minneapolis, Providence, R.I., and Richmond, Va.—during fringe and prime time. Target: adults, 18-49.

Radio only

Delta Airlines □ Airline schedules 20-week radio campaign beginning in October. Burke Dowling Adams, Atlanta, will place spots in about 12 markets. Target: adults, 35 and over.


Chiquita □ Division of United Brands launches seven-week radio promotion for its fruit in early September. W. B. Done, Southfield, Mich., will buy spots in 76 markets including Cleveland, Las Vegas and St. Louis. Target: women, 25-49.

Pro Hardware □ Hardware distributor starts four-week radio push in early September. Ross Roy/Compton, New York, will pick spots in 18 markets including Syracuse, N.Y. Target: men, 25-54.

Ground Round □ Restaurant chain slates three-week radio push beginning in September. Cabot Advertising, Boston, will schedule spots in 20 markets including Minneapolis and Cleveland. Target: adults, 18-49.
For thousands of Americans with kidney disease, these are the threads of life.

Hollow fibers that are part of an artificial kidney made with a chemical developed by Phillips Petroleum.

Most doctors agree, the best treatment for a patient with severe and permanent kidney failure is the surgical transplant of a healthy kidney from a donor.

But some patients are just not suited for a transplant. Others may need time to recover from the trauma of their kidney failure before they are ready for surgery. Or they must be maintained until a suitable donor is found.

So for thousands of people whose kidneys have failed, an artificial kidney machine is the only hope for survival.

At the heart of these remarkable machines is a unique, disposable "kidney", that's made with a chemical developed by Phillips Petroleum. It consists of thousands of fine, hollow fibers, specially designed to remove excess fluid and impurities from the blood stream.

These fibers are so effective, a patient's entire blood supply can be purified by spending just a few hours on an artificial kidney machine, two or three times a week.

So thousands of hospital-based outpatients who are waiting for a healthy kidney from a donor can now lead full and productive lives.

Developing lifesaving chemicals while we make fine products for your car. That's performance. From Phillips Petroleum.

The Performance Company
TV does an update: not just another Pretty Feet

Repositioning existing products and revamping and revitalizing the marketing effort for them are often more productive than introducing a new product.

To put it another way, marketable new products are scarcer than turkey’s teeth. The trade receives all sorts of ideas for new products, but again, like turkeys, most of them just don’t fly. Besides, it’s generally much easier to revitalize an old product than to launch a new one—even one that has lots of possibilities—because the existing product already has distribution and some degree of consumer support.

That’s why our marketing division, on a continuing basis, reviews a number of products that have been underpromoted in past years to see if they can be made more viable in today’s market. One of the discoveries we made was that some products introduced in the past were positioned on too narrow a base—their range of application was not broad enough to create volume sales over a long period. In other cases, we identified new factors operating in the consumer market that tended to make the product more useful now than at the time of its debut.

One such product is Pretty Feet & Hands. Introduced about 20 years ago as Pretty Feet, it took off to a promising start. As a preparation for rubbing away rough skin and callouses on the feet, it was unexcelled. But one trouble with Pretty Feet was that many women bought it once and used it with good results—but never bought another bottle. They were able to keep their feet in great shape for years with one bottle of Pretty Feet.

But women’s vocations and hobbies tend to be more physical today than they were two decades ago when Pretty Feet was introduced. With tennis, volleyball, home repairs and other strenuous activities, Pretty Feet has broader applications nowadays and can be used to remove rough skin, callouses and stains from the hands, elbows and other exposed parts of the body, as well as the feet.

Furthermore, feet are now being featured by the style-setters. The fashion world has decreed that this is “the year of the feet,” with the introduction of open-toed shoes, see-through footwear and new cosmetics for the feet, designed to make them as attractive as possible. We’re pleased and encouraged at these developments. Fashion no longer looks on feet as “the ugliest part of the body.”

Pretty Feet’s potential was neglected during all the years that changes were taking place in life styles because it changed hands several times. Originally owned by Chemway, it then went to Cooper Laboratories and then to Norcliff Laboratories, when Norcliff was part of another company. The Revlon Health Care Group did not acquire it until mid-1975. We researched its past performance and its sales possibilities for the future, surveyed distributors and retailers and developed a budget—all of which took us into 1977.

When we took the problem of repositioning Pretty Feet to our advertising agency, Cadwell Davis Savage, among the first recommendations made was that we change the name to Pretty Feet & Hands. Furthermore, the agency made the name change an integral part of the TV commercials.

Cadwell Davis Savage created a two-stage television campaign in which the renaming of the product was done “out front,” right on the TV screen. The first commercial, aired last winter, opens with a dancer on stage. Later, in her dressing room, she says, “I dance through a pair of shoes a week. If it weren’t for Pretty Feet, I’d have ugly feet. Pretty Feet rolls away the rough, dry skin I don’t want… leaves the skin I do want.” Then I discovered it does the same for my hands… rolls away chapped, dry skin.

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John Muhlfeld, brand manager for Norcliff-Thayer’s Revlon Health Care Group, based in Tuckahoe, N.Y., works closely with Cadwell Davis Savage, the company’s advertising agency, in mapping advertising and marketing plans. Mr. Muhlfeld previously had been a product manager at Union Carbide, Block Drug Co. and Norcliff Laboratories, as well as an account executive at William Douglas McAdams, a New York agency specializing in pharmaceutical products.

Maybe they should call it Pretty Feet & Hands.

"Maybe," observes the announcer, voice over, "We should call it Pretty Feet & Hands."

This spot, the first new commercial in the 20 years since the product was introduced, boosted sales of Pretty Feet by a substantial percentage. Naturally, from then on we called it Pretty Feet & Hands.

Cadwell Davis Savage followed through by creating a second commercial that began running in June of this year. The new commercial opens with a couple dancing. “I dance through a pair of shoes a week—think of my feet,” says the young woman. “Thank goodness for Pretty Feet & Hands. It rolls the rough stuff off my feet and peels the dry skin off my hands.”

Besides widening the product’s applicability, the new campaign has had another important benefit. The dual positioning relays Pretty Feet & Hands a year-round item, taking it out of the foot-care section, which is largely seasonal and which peaks in the summer months. Now placed in the hand cream and moisturizer sections of retail outlets, its movement off the shelves has been accelerated, and it no longer is out of stock a large part of the year.

To support the TV advertising, we designed and distributed an attractive floor stand featuring the product. In addition, a demonstration tester will be displayed by retailers. We find that once women try the product, they buy it.

We decided against print advertising because we needed high impact in the shortest possible time. Although print can be effective for a product like Pretty Feet & Hands, the recognition factor that we were trying to develop is gained more immediately on TV. The best evidence of that is that the renamed brand has been restored to a secure place on retailers’ shelves in a matter of months after the first TV commercial with the solo dancer was shown. The new floor display ties in nicely with the TV commercial and helps escalate and fortify brand recognition.

Naturally, we have implemented the television campaign with visits by sales reps to retailers and we have followed the “consumer” as much as possible, devoting time and effort to various categories of retail establishments in proportion to the share of each in total retail sales of products like Pretty Feet & Hands.

The advertising strategy devised by Cadwell Davis Savage has proved so successful that we decided to run the Pretty Feet & Hands commercials right through to the end of 1978. Our current intention is to increase promotional and advertising budgets next year.

The product is off and running, with the help of TV, on a handsome pair of feet.
Alex Haley's
RO<e2<80>U<e2<80>TS: THE NEXT GENERATIONS
A David L. Wolper Production

THE 14-HOUR CONTINUATION OF THE BIGGEST EVENT IN TELEVISION HISTORY — NOW IN PRODUCTION — HAS BEEN PRE-SOLD TO...

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WLS-TV Chicago       WBAL-TV Baltimore
WPHL-TV Philadelphia KBTV Denver
KGO-TV San Francisco WFSB-TV Hartford
WXYZ-TV Detroit       WJXT Jacksonville
WDVM-TV Washington    WPTA Fort Wayne
WJKW-TV Cleveland

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Warner Bros. Television Distribution  A Warner Communications Company
How to build an upscale radio audience—and boost your sales.

Join the more than 100 radio stations who are already broadcasting The Wall Street Journal Business Report on an exclusive basis. For a free information kit, write Donald Sutphen. Or call him collect at (609) 452-2000.

Imagine getting eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal. They would be wired directly to your station—without cost—via The Journal’s own communications circuits. And you’d be the only station in your market to broadcast them!

Exclusive business news coverage that builds your audience. The Business Report ranges over a broad spectrum of business and business-related topics, and includes stock market highlights. It gives listeners a real incentive to tune in to your station—and to stay tuned.

Eight opportunities a day to boost your business. Advertisers are eager to reach the upscale audience attracted to the Business Report. And you’ll be able to sell those prospective clients with morning and afternoon drive-time newscasts, and with six newscasts (on an hourly basis) in between.

It won’t cost you a cent in cash. In exchange for exclusive rights to the Business Report, we’re looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Don’t miss out on this reliable, time-tested business booster. We’ve been transmitting the Business Report on a regular basis for over two years. More than 100 stations—including the most prestigious in the country—are already benefiting from these unique broadcasts. And we’re rapidly expanding our base to include virtually all major markets in the country.

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- WHLO Akron
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- WAPI Birmingham
- KYME Boise
- WSCI Boston
- WWOY Burlington
- WRCB Cape Cod
- WTIP Charleston, WV
- WSOO Charlotte
- WDEF Chattanooga
- WLQO Cincinnati
- WJW Cleveland
- WVCQ Coral Gables
- WICB Cape Cod
- WITP Charleston, WV
- WSOO Charlotte
- WDEF Chattanooga
- WLQO Cincinnati
- WJW Cleveland
- WVCQ Coral Gables
- KRLD Dallas
- KDEN Denver
- WHO Des Moines
- WWJ Detroit
- KXXO Eureka/Atoka
- WNCN Fayetteville
- KMJ Fresno
- WMAX Grand Rapids
- WBBG Greensboro
- WBFC Greenville
- KRAB Spartanburg
- KLVH Honolulu
- KEYH Houston
- WHEZ Huntington, WV
- WWLW Indianapolis
- KCMX Indio
- WPBS Jackson, FL
- WBRC Jackson, MS
- WEXI Janesville, WI
- WQLR-Kalamazoo
- KMBR Kansas City
- WKPZ Kingston
- WEEZ Knowlton
- WIOU Kokomo
- KMNU Las Vegas
- KOMS Lebanon, OR
- WLSR Lima
- KEDO Longview
- WMOA Marietta/
- WVEE Memphis
- KMND Minneapolis
- WWTC Mobile
- WJTV Daytona Beach
- WPTC Detroit
- WTSK Duquesne
- WIOU Kokomo
- WMCO Lexington
- WRBO Lake Charles
- KRAM Las Vegas
- WMAY Lebanon, OR
- WLSR Lima
- WCOO Longview
- WJMK Marietta/
- WQDJ Memphis
- KMND Minneapolis
- WSCI Charleston, WV

Also in August

Aug. 27-29—Illinois Broadcasters Association meeting; Continental Regency hotel, Peoria, Ill.


Aug. 29—Deadline for comments on FCC proposed changes to FM radio station annual report (Docket 21474). Replies are due Sept. 13.

September


Sept. 5—New deadline for comments in FCC inquiry into fairness, competition, and public interest, standards (BC Docket 78-60). Replies are due Oct. 6.

Sept. 8-9—National Association of Broadcasters seminar on labor relations, Wisconsin Center, University of Wisconsin, Madison.

Sept. 8-10—National conference of Information Film Producers of America; Manor Valley Lodge, Valley, Colo.

Sept. 7—Legal workshop on political advertising and commercial practices by National Association of Broadcasters; Benson hotel, Portland, Ore.

Sept. 9-9—South Dakota Broadcasters Association; 12th annual Broadcasters Day South Dakota State University campus and Staurtole Inn. Brookings, S.D.


Sept. 10-12—Louisiana Association of Broadcasters; New Orleans.


Sept. 10-12—Nebraska Broadcasters Association annual convention; Holiday Inn, Kearney, Neb.

Sept. 12-14—Wisconsin/78 electronics show and convention; Convention Center, Madison.


Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by LINDA-USA, Catholic association for broadcasters and allied communications. Material may be in prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 620, Cleveland 44114 (216) 579-1633.

Sept. 15—Deadline for comments on question of whether FCC should reimburse expenses of outside participants to enable a broader range of viewpoints to be presented at FCC rulemaking proceedings (Docket 78-205). Replies are due Oct. 15.

Sept. 15-16—Annual meeting of Public Radio in Mid America, WHAAM, Madison, Wis., will be host station, Wisconsin campus, Madison.

Sept. 17-20—Broadcast Management Association's 18th annual conference, Dunes hotel and country club, Las Vegas.


Sept. 18-19—Annual Association of Broadcasters seminar on directional antennas, Airport Holiday Inn, Cleveland.

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of Copying Glass Works, Esther Peterson, special assistant to the president for consumer affairs, will be keynote speaker; Corning, N.Y.

Sept. 20—Season's first newsmaker luncheon of International Radio and Television Society, with address by FCC Chairman Charles Ferris, Waldorf Astoria hotel, New York.


Sept. 20-22—Fall meeting of Minnesota Broadcasters Association, John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dow, Lohnes & Albertson will speak. Holiday Inn, Bemidji, Minn.

Sept. 21-22—Constitution on "Communications and the Church," sponsored by the Communications Commission, National Council of Churches. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-NY) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention, The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University New York City.


Sept. 22-24—Southwest area regional meeting, American Women in Radio and Television, Fairmont hotel, New Orleans.

WHEN "SPIDER" COUNTS DOWN, YOUR RATINGS GO UP.

The host of a three hour nightly show on WLAC, Nashville, "Spider" Harrison has established himself as a dynamic, distinctive radio personality with a very special flair for capturing the tempo and style of today's Soul sound. Now, "Spider" can be part of your station line-up: as host of BILLBOARD SOUL COUNTDOWN, U.S.A., a three hour weekly program from Music in the Air's Syndicated Programming division.

Each week, your listeners will follow "Spider" Harrison as he counts down the 40 top hits from Billboard Magazine's Hot Soul Singles chart. Interleaved between disks there's commentary and lively, revealing interviews with major Soul artists. Also, special reports from a pair of top journalists on the Soul scene: Billboard's "Soul Sauce" editor Jean Williams from Los Angeles and Radcliffe Joe from New York.

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with "Spider" Harrison
national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.


Sept. 24-26 — Southern Show of Southern Cable Television Association, Marriott motor hotel, Atlanta.


Sept. 26 — American Council for Better Broadcasts public conference, "TV is a Member of Your Family" United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilton Street, Madison, Wis. 53703.


Sept. 28-30 — Fall meeting, Pennsylvania Cable Television Association, Host Inn, Harrisburg.


Sept. 29 — Radio Television News Directors Association annual meeting, Western Kentucky State University, Bowling Green, Ky.

Sept. 29-Oct. 1 — West Central area regional meeting, American Women in Radio and Television, Hilton Plaza Inn, Kansas City Mo.


Oct. — Deadline for entries in Atomic Industry and Commerce Pratial Information, entry forms: L068 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.


Oct. 2 — Deadline for comments on FCC inquiry into funding for educational broadcasting stations (Docket 21136). Replies are due Nov. 1.


Oct. 4-5 — Ohio Association of Broadcasters license renewal workshop and fall convention. Mariott East, Columbus.


Oct. 4-8 — Nevada Broadcasters Association annual convention. Hyatt-Tahoe, Lake Tahoe.

Oct. 5 — Forum on the development and application of a marketing information system, sponsored by Advertising Research Foundation, Business Advertising Research Council, and Communications Inc.


Oct. 6-7 — Florida Association of Broadcasters fall conference and management seminar. Tallahassee Hilton.

Oct. 6-8 — Southern area regional meeting, American Women in Radio and Television, Royal Plaza, Lake Buena Vista, Fla.


Oct. 11-13 — Indiana Association of Broadcasters fall meeting. Brown Country Inn, Nashville, Ind.


Oct. 15-16 — North Carolina Association of Broadcasters annual meeting Radisson Hotel, Charlotte.


Oct. 17-20 — Texas Association of Broadcasters Engineering (11-17) and management (11-19) conference, Gallesria Plaza Inn, Galveston.

Oct. 17 — Broadcast Town Meeting for public, sponsored by National Association of Broadcasters, Charlotte, N.C.


Oct. 23-24 — South Central regional technical conference of the Society of Cable Television Recorders. Some of the conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Red Roof Inn, Fort Worth, Tex.

Oct. 24 — Second annual "State of the Art" convention of the Kentucky chapter of the Society of Broadcast Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers, Montreal.

Oct. 23-25 — Fourth International Conference on...
Digital Satellite Communications, sponsored by Inmarsat, Teliglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers, Montreal.


Oct. 27-29—Convention of San Francisco chapter of Society of Broadcast Engineers. LeBaron hotel, San Jose, Calif.


November

Nov. 1—Broadcast Town Meeting for public, sponsored by National Association of Broadcasters and TV boards. Duluth, Minn.

Nov. 2-3—Oregon Association of Broadcasters fall conference. Jantzen Beach Red Lion, Portland, Ore.

Nov. 2-5—American Advertising Federation Western region conference. Waikiki Sheraton hotel, Honolulu.

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension, Wisconsin Center, Madison.

Nov. 3-5—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by Loyola's radio stations and communications arts department. New Mariott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

Nov. 6—Federal Trade Commission hearing on children's advertising. San Francisco.

Nov. 8—National Association of Broadcasters radio code board meeting. New Orleans.

Nov. 8—10—Satellite Communications Symposium sponsored by Scientific-Atlanta. Emphasis will be given to earth stations and video programming. Atlanta.

Nov. 9-10—National Association of Broadcasters fall conference. Fairmont hotel, New Orleans.

Nov. 9-12—National Association of Farm Broadcasters fall meeting. Kansas City, Mo.


Nov. 15—Deadline for comments, on FCC's proposed extension of ownership rules to public broadcasting stations. Reply comments are due Dec. 15.


Nov. 16—Presentation of awards, U.S. Television Commercial Festivals. Deadline for entries was Oct. 1, Chicago.

Nov. 16-18—Arizona Broadcasters Association fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

Nov. 17-18—Board of directors meeting, American Women in Radio and Television, Atlanta Hilton.

Nov. 19-20—Meeting of board of trustees, Educational Foundation of American Women in Radio and Television, Atlanta Hilton.


Nov. 29-30—Western conference of Advertising Research Foundation, Hyatt Regency, Los Angeles.

Nov. 30—Presentation of annual Gabriel Awards of NDA-USA, Bahia Mar Resort. South Padre Island, Tex.

December

Dec. 4-5—National Cable Television Association board meeting. Anahiem, Calif.

Dec. 6-8—Western Cable Television Show. Disneyland hotel, Anahiem, Calif.

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REPRESENTED BY BLAIR RADIO
ABC stock split latest signal of bull market in broadcasting

It goes three for two Sept. 19; CapCities, Multimedia and Taft have already split, Metromedia and CBS could be next; prices across the board have advanced markedly.

The ABC Inc. board of directors last week declared a three-for-two stock split, focusing new attention on the generally bullish market in broadcast stocks since the first of the year.

Looking at the business in Wall Street terms for the past 12 months, there have been such dramatic price advances as Metromedia's 145.5% (from 25 1/4 to 62), LIN's 127.6% (from 18 1/8 to 41 1/4) and Multimedia's 125.4% (from 12 1/4 adjusted for a stock split) to 28 1/4. (See chart this page.)

The ABC split will become effective on Sept. 19 to holders of record on that date. ABC now has about 18.2 million shares outstanding, held by about 16,000 shareholders. Since the company has authorization for 50 million shares, it has more than enough to effect the stock distribution.

Directors also declared a 35 cents per share quarterly dividend payable Sept. 15 to holders of record on Aug. 25. Beginning with the fourth quarter, the company intends to declare quarterly dividends at the rate of 30 cents per share on the post-split shares. ABC said this is equivalent to an annual rate of $1.80 per share on shares now outstanding, compared to the present annual rate of $1.40.

The September split will be ABC's third. It split three for two in November 1969 and two for one in February 1973.

RCA Corp. has had only one stock split in its history, in 1963—a three-for-one division. CBS has had two splits, one in 1955 (three for one) and again in 1963 (two for one).

Since the first of the year, ABC common shares have risen from $40 to the $60 range and broadcast stock analysts view the split as a move that made business sense. They noted that ABC's upsurge parallels that of a number of other broadcast companies whose stocks have risen since January and particularly since last April.

They cited such companies as Capital Cities, which went from 60 in January to 75 before splitting (two for one in July (it's now around 45, or equivalent to 90 in January); CBS, up to 62 5/8 from 50; Metromedia, up to 62 from 34; Storer, up to 34 from 20 and Taft, which split two for one last Wednesday, trading at 24 from 29 in January.

Tony Hoffman of Bache Halsey Stuart Shields Inc., New York, felt the ABC split was a sound move, making the stock more easily available to individual traders because of the pricing. In fact, Mr. Hoffman indicated that the split would have been even more popular if it had been on a two-for-one basis.

"With the types of earnings ABC is expected to report this year," he continued, "I'm sure there's going to be a lot of movement in the stock."

David Londoner of Wertheimer & Co., New York, said: "The split is a reasonable move at this time," and it "made sense for ABC to announce the split and the increase in dividends at the same time." He noted that broadcast stocks, including ABC's, have been performing "brilliantly" this year and have outperformed the market generally.

The ABC stock split and the cresting broadcast market were viewed by Mark Hassenberg of Oppenheimer & Co., as signposts of the increasing confidence that the investment community has in the television and radio fields.

"Even six months ago broadcast stock prices were undervalued, in my opinion," he observed. "Late last year there were concerns that television networks were spending too much money; television prices had become excessive and it looked like government regulatory agencies would be moving against the TV industry. There were reports that advertisers would shift into other media."

These apprehensions dissipated," Mr. Hassenberg continued, as prices rose more moderately and television demonstrated to advertisers that "it was the best medium" for generating sales.

"The investing public reacted positively to advertisers' continued support of TV," he said. "Advertising really isn't a matter of how much prices are going up; it's a question of how effective is the advertising in helping to produce sales."

Dennis Leibowitz of Donaldson, Lufkin, Jenrette Inc., New York, said the atmosphere seems appropriate for stock splits this year. He characterized 1978 as...
feels that they have misjudged Mr. Silverman or that Mr. Silverman has been misrepresented.

"He is much different from what we had anticipated, based on what we had read about him," he declared. "He is sincere about wanting quality programing. The better type programing represents his true personality."

Mr. Griffiths said—as he has steadfastly since before Mr. Silverman took office on June 9—that he has set no time table or target for an NBC-TV turnaround in the ratings. Mr. Silverman, he said again, will have all the time—and all the RCA resources—he needs to make the turn-around. Mr. Griffiths said he was going out of his way "to take the pressures off him."

This was not to say that Mr. Griffiths had modified his own repeated insistence that a turn-around is necessary and that, sooner or later, NBC must catch up with ABC and CBS in the profits column. He declined to say how large that gap is now, but in 1977, according to their annual reports, ABC’s pretax profits from broadcast operations totaled $273,578,000; CBS’s came to $217,900,000 and RCA’s—that is, NBC’s—were $152,600,000.

Mr. Griffiths offered some clues to why the intensity of network competition is so strong. A single prime-time network rating point in a season’s average, he estimated, represents about $35 million in revenues—and, as others have pointed out, most of that comes down to the bottom line.

All three TV networks are making money, of course, "but it would be foolish to be happy as the number-three network," he said, adding: "Fred Silverman would never be happy as number three."

"Somebody has to be number three," Mr. Griffiths said, "but it doesn’t have to be you year after year."

"The irony," he asserted, "is that you have to spend more money to be number three than to be number one." The number-three network, he explained, has to replace more programs, spend more money on program development, put forth a harder selling effort—and gets lower rates for what it sells.

(Although Mr. Griffiths didn’t mention it, Wall Street observers suggest that NBC’s being number three has also had a slowing effect on the prices of RCA stock. The shares have been hitting new price highs for the year lately, but Wall Street sources say the advances might have been more pronounced and steadier in the past year or so except for an apparent belief, among analysts, that profit increases might be slowed by extraordinary program expenditures made and anticipated in NBC-TV’s drive to improve its ratings.)

As evidence of the kind of costs involved, Mr. Griffiths said RCA had close to $1 billion in outstanding program commitments on behalf of NBC-TV.

A fraction of that is the $85-million commitment made for TV rights to the 1980 Olympics in Russia. Others have wondered whether some blowup in U.S.-USSR detente might sabotage coverage plans—and NBC has, in fact taken out insurance with Lloyds of London to cover a substantial portion of the rights figure (BROADCASTING, Aug. 7). But that, Mr. Griffiths said, was a "prudent business" decision, and he has every confidence that the Russians will continue to be cooperative.

They want the Olympics and the TV coverage to succeed, he said. Besides, with events scheduled not only in Moscow but also in several other Russian cities, getting ready for the games "is costing them enormously."

Nor is he fearful that the integrity of NBC News will be compromised in any way. The news in Russia will be covered by NBC News, he said, and the Olympics by NBC Sports, and all pictures will clear though an NBC monitoring point. "No one need be concerned about our integrity," he declared.

Mr. Griffiths also shed some light on RCA’s first approach to Mr. Silverman. After quietly surveying the field of possibilities, RCA management settled on his name last winter—for his programming expertise, as Mr. Griffiths has repeatedly made clear. Then the question became
how to approach him, and the person best qualified, Mr. Griffiths said, was Jane Cahill Pfeiffer, a consultant retained by RCA some three months earlier.

Ms. Pfeiffer, a former vice president of International Business Machines Corp., who is said to have been influential in introducing IBM to television advertising, was chosen because she was better acquainted with Mr. Silverman than anyone else at an appropriate level at RCA. She had known him since his pre-ABC days at CBS-TV, and she made the contact that brought him and Mr. Griffiths together for their first discussions. Negotiations followed, leading to the announcement of his selection last Jan. 20 (although he couldn’t go to work until June 9, the day after his ABC contract expired).

The importance of NBC profitability was stressed in another way: Until the last couple of years, NBC was usually the largest profit producer among RCA profits. The first half of this year, however, Herz said, NBC’s results exceeded RCA’s profitability.

Yet even though NBC profits have slipped, RCA has continued to post record profits in quarter after quarter, thanks to growth in other divisions. For the second quarter of this year the company’s profits were higher than in any other quarter in RCA’s 59-year history.

“We have a great deal of diversification,” Mr. Griffiths said with obvious pride. The company might be interested in further diversification along compatible lines, he indicated, but said no negotiations or discussions are under way now.

As for new technological developments, he felt that several in time would compete to some extent with free television and with each other but that they should be advanced and used, not resisted. Thus, he said, pay cable will in time compete to a degree with NBC but RCA’s American satellite system nevertheless is the largest carrier of pay cable programs.

RCA also has the largest share of the home video market, he said, and is the only manufacturer advertising and promoting it heavily. It is also deeply involved in development of a video disk system but has not yet decided to market it (RCA “has an excellent product,” he said, but wants to get the price below $400 and to be sure programming will be available at prices consumers can and will pay).

Assuming the disk gets off the ground, he said, all these media will eventually compete, “though for somewhat different audiences.”

As for fiber optics, much touted as an eventual successor to cable, he thought its real future is "quite a way off," which he defined as perhaps 10 years. "If all developments have a role to play," he asserted, "and will diminish free TV to some extent, but it will remain a viable business." Or, as he said at another point, "I don’t think there will ever be a time when anything really competes with free television... It’s popular to knock television, but free television is the biggest bargain anyone has ever seen.

Going public with the rewrite

First field hearing on proposed bill in Boston hears Beranek say his station there would be willing to pay up to $800,000 in license fee; Fogarty comes out against elimination of fairness and equal time

An annual assessment of $750,000-$800,000 is a fair license fee to pay for his station’s use of the airwaves, Leo L. Beranek of WCVB-TV Boston told the first field hearing on the proposed new Communications Act last week in Boston.

Dr. Beranek last Friday told House Communications Subcommittee Chief Counsel Harry M. (Chip) Shooshan that he favored the proposed deregulation, which he described as 5% of a station’s annual revenue and that up to three-fifths should be deducted for the costs of producing local news and public affairs programs. The proposed fee should be shared by all stations.

He called "confiscatory" a $3.5 million annual fee proposed Boston’s three VHF stations would pay under the proposed fee schedule worked out by the subcommittee staff. That is half what WCVB-TV spends each year on news and public affairs programming, he said.

Under Dr. Beranek’s proposal, his station would pay $280,000 a year, according to Mr. Shooshan’s instant figuring, and the latter questioned whether that wasn’t too low. Mr. Beranek replied that he had $750,000-$800,000 in mind as an equitable figure.

Arnold Levin of WLLH (AM)-WSSH (FM) Lowell, Mass., a member of the National Association of Broadcasters radio board, pressed the NAB line on license fees, which is that it is more a tax than a fee. He objected to having the money go to public broadcasting, which he characterized as a direct competitor of commercial broadcasting.

Two other commercial broadcasters offered their misgivings about the bill. W. (Buzz) Sawyer, of Springfield Television Corp., said in a written statement that the proposed deregulation of cable television would lead to more distant signal importation, which he said would fractionalize small-market television audiences. "There is no way for a small market (50 to 210) to survive this onslaught of programs from outside its area," he said.

Robert J. Connelly WWRS (AM) Rochester, N.H., president of the New Hampshire Association of Broadcasters, favored the proposed deregulation of radio in the rewrite. He said the greatest regulator is the marketplace.

FCC Commissioner Joseph Fogarty also appeared, telling the standing-room-only crowd he does not share the drafters’ conviction that the public interest is best served by eliminating the current fairness doctrine and equal time provisions. He said he wants longer periods between license renewals, but greater FCC scrutiny of how well stations are serving the public interest.

Besides subcommittee member Edward Markey (D-Mass.), who presided at the session, there were two other congressmen present. One, Representative Peter Kostmayer (D-Pa.), criticized the bill as being "a long series of trade-offs between the public and the private sector. We may have reached a stand-off where nobody is satisfied."

He added, "I'm not too optimistic about passage, and perhaps that's a good thing."

The other congressman, John Cavanaugh (D-Nebr.), objected to what he called unspecific charges that the proposed bill offers no public broadcasting philosophy. The remark was directed at David Ives of noncommercial WQED-TV Boston, "I think we have a bill that won't hamper public broadcasting’s growth. Mr. Cavanaugh replied that the time for philosophy is after hearings and further revision.

The congressmen said they were sensitive to concerns expressed by some witnesses about the level of minority participation in broadcasting. "Clearly, minorities are not served now," Mr. Cavanaugh said.

Mr. Fogarty was one of those critical of broadcasting’s minority record. To make station ownership something other than the "white man’s paradise," he said. Congress must allocate substantial loan capital to help minority groups come up with the $50 million to $100 million needed to buy a major-market station.

Among citizen group witnesses at the hearing was Jacob A. Bernstein, chairman of the Boston-based Committee for Community Access, which has sparked several license challenges in the Boston area, who criticized the proposed rewrite’s "assumption that marketplace forces will insure adequate diversity and responsibility."

To make broadcasting a true free-market activity, he said, Congress should increase spectrum space for radio and judge competitors for licenses on the basis of their contribution to over-all diversity.

The head of the Massachusetts Teachers Association’s television committee, Gail Slater, criticized the bill’s proposed elimination of ascertainment proceedings and its formula ultimately for perpetual licenses. Under these conditions, she asked, "What incentive will there be for broadcasters to innovate quality for children?"

More than 30 witnesses testified at the first of six field hearings on the rewrite. Hearings move on to Chicago Aug. 22 and Los Angeles Sept. 1.

Wirth and Wheeler debate cable’s promises versus performance

Representative Timothy Wirth (D-Colo.), during hearings on the Communications Act rewrite last week, said he has a hard time understanding how cable television
will progress beyond the "I Love Lucy syndrome," and told cable industry representatives that they have to demonstrate how they will improve program diversity on television.

In a follow-up hearing to cable testimony two weeks ago (BROADCASTING, Aug. 14), National Cable Television Association executive vice president Thomas Wheeler repeated cable television's argument that allowing the telephone companies to get involved in cable would throttle, not encourage, competition in the marketplace, and would stifle advances in cable technology and programming.

Cable's advances in the areas of two-way television, narrow-audience programming and proposed satellite distribution of the full proceedings of the House of Representatives are examples of developments that have given cable "a record it can stand on and be proud of," Mr. Wheeler said. But Mr. Withy contends that cable has brought little original material to the television screen, contenting itself with carrying reruns of old television shows like I Love Lucy.

He said he is "concerned that [cable is] just into this for who can make the most money" and is skeptical about cable's promises of increasing diversity in television. If cable wants protection from the telephone companies, he said, its case would be strengthened if it could show how diversity will come about.

How big the blanking interval?

Broadcasters undertake own study, as does FCC, to see if standards as old as medium need updating

An ad hoc group of broadcasters has been formed to deal with a technical problem that—considering the widespread proliferation of ENG-type television equipment—is of more than normal consequence. It involves official FCC requirements for horizontal and vertical blanking intervals, which, the agency says, are being exceeded in many ENG applications. The result can be deterioration of picture quality at the receiving set, and the FCC wants it stopped.

The problem, surfaced last spring when the FCC was asked whether a commercial, shot on location with ENG gear, could be aired even though it was slightly above the 21-line vertical blanking limit. After answering in the negative and subsequently monitoring several stations, the commission discovered the problem extended beyond commercials to program material from syndicators as well as networks.

By June the matter had become so confused that the FCC issued a public notice. It said that the problems could come from a number of sources, including:

- Video signals distorted or modified in network distribution circuits.
- Program signals modified in postproduction processes and editing (especially prevalent when duplicate tapes are made from a master).
- Equipment designed for portable use that is difficult to keep within tolerance.

In recognition of the confusion, the FCC said "we are persuaded that strict enforcement of our blanking interval standards tends to work a severe hardship on station licensees and, to some extent, deprives the public of some otherwise valuable programming." So it said that—for a period of one year—it would allow a two-line tolerance (up to 23) for vertical and a .66 microsecond tolerance (up to 12 microseconds) for horizontal to give the industry time to rectify the problem.

Representatives from the three commercial networks, the U.S. Broadcasting Service, Cablevision, Communications Group W, Meredith and the National Association of Broadcasters last week formed the Broadcasters Ad Hoc Committee on TV Blanking Widths, headed by Tom Keller, director of engineering for wcbi-TV Boston. According to the committee, it will examine "operating practices throughout the industry, working with manufacturers and industry organizations to identify problem areas and recommend corrective action."
Big spenders in local TV spend bigger in the first half

Top 20 up investments by 27%, paced by 62% boost by real estate-builder category

The top 20 advertiser categories in local television put $728.3 million into TV in the first six months of 1978, or 27% more than in the same period a year ago, the Television Bureau of Advertising said last week.

Figures compiled for TVB by Broadcast Advertisers Reports showed TV spending by each of the 20 categories was up, by percentages ranging from 6% (radio stations) to 62% (builders and real estate). Except for the radio station category, all the percentage gains were in double digits.

Newspapers, in 20th place, boosted their TV outlays by 58% to almost $9.7 million. The radio station group, by comparison, ranked 11th with $22.9 million.

Restaurants and drive-ins remained in first place with outlays totaling $126.8 million, up 25% from the first half of 1977. Banks, savings and loans held on to second place with a 29% boost to $78.7 million. Food stores and supermarkets kept their hold on third place with $73.4 million, up 24.9%, but department stores ousted auto dealers from fourth place by hiking their TV spending 33% while department stores dropped to fifth place on a 21% increase. The auto-dealer figures did not include TV spending by dealer associations.

Big percentage gainers in addition to the builders/real estate and newspaper groups included appliance stores, up 55%; clothing stores, up 37%, and auto repair/service stations, up 34%.

The TVB/BAR comparisons for the first six months follow:

<table>
<thead>
<tr>
<th>Category</th>
<th>Jan.-June '77</th>
<th>Jan.-June '78</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants and drive-ins</td>
<td>$101,854,600</td>
<td>$126,824,700</td>
<td>+25</td>
</tr>
<tr>
<td>Banks, savings and loans</td>
<td>60,960,100</td>
<td>78,728,100</td>
<td>+29</td>
</tr>
<tr>
<td>Food stores and supermarkets</td>
<td>59,263,700</td>
<td>73,384,300</td>
<td>+24</td>
</tr>
<tr>
<td>Auto dealers*</td>
<td>53,430,300</td>
<td>71,204,500</td>
<td>+33</td>
</tr>
<tr>
<td>Department stores</td>
<td>53,618,500</td>
<td>65,128,500</td>
<td>+21</td>
</tr>
<tr>
<td>Furniture stores</td>
<td>34,896,800</td>
<td>45,608,800</td>
<td>+31</td>
</tr>
<tr>
<td>Movies</td>
<td>35,089,500</td>
<td>44,051,400</td>
<td>+26</td>
</tr>
<tr>
<td>Amusements and entertainment</td>
<td>24,644,100</td>
<td>29,504,500</td>
<td>+20</td>
</tr>
<tr>
<td>Discount department stores</td>
<td>22,541,000</td>
<td>27,912,600</td>
<td>+24</td>
</tr>
<tr>
<td>Builders and real estate</td>
<td>15,916,800</td>
<td>25,748,200</td>
<td>+62</td>
</tr>
<tr>
<td>Radio stations</td>
<td>21,591,200</td>
<td>29,520,000</td>
<td>+6</td>
</tr>
<tr>
<td>Appliance stores</td>
<td>11,507,200</td>
<td>17,864,000</td>
<td>+55</td>
</tr>
<tr>
<td>Leisure time activities and services</td>
<td>15,672,700</td>
<td>17,801,600</td>
<td>+14</td>
</tr>
<tr>
<td>Clothing stores</td>
<td>11,820,300</td>
<td>16,141,500</td>
<td>+37</td>
</tr>
<tr>
<td>Home improvement contractors</td>
<td>11,373,200</td>
<td>13,347,400</td>
<td>+17</td>
</tr>
<tr>
<td>Carpet and floor covering stores</td>
<td>9,152,700</td>
<td>11,155,500</td>
<td>+22</td>
</tr>
<tr>
<td>Auto repair and service stations</td>
<td>8,003,100</td>
<td>10,693,000</td>
<td>+34</td>
</tr>
<tr>
<td>Health clubs and reducing salons</td>
<td>8,190,200</td>
<td>10,542,600</td>
<td>+29</td>
</tr>
<tr>
<td>Drug stores</td>
<td>7,731,900</td>
<td>10,092,300</td>
<td>+31</td>
</tr>
<tr>
<td>Newspapers</td>
<td>6,097,300</td>
<td>9,863,800</td>
<td>+58</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$573,329,200</strong></td>
<td><strong>$728,314,700</strong></td>
<td><strong>+27</strong></td>
</tr>
</tbody>
</table>

*Dealer associations not included

Admiral William Houser, Corporation for Public Broadcasting satellite consultant; Portia Isaacson, president, The Microstore, and fellow, Electronic Data Services; Lionel Van Deerlin, chairman, House Communications Subcommittee; John Eger, former director of Office of Telecommunications Policy, and Irving Kahn, president, Broadcast Communications. Seminar is designed to explore technological advances in communications field and opportunities they present to broadcasters.

National Cable Television Association has asked FCC to take "immediate" action on "mountainous" backlog of 1,581 certificate of compliance applications pending in Cable Bureau. FCC says actual backlog (over four months old) is only 990, that it was reduced last month despite reduced staff (from 18 to five in anticipation of commission action ending certification program; Broadcasting, July 3).

Board of National Cable Television Association, meeting in Sun Valley, Idaho, last week, voted to support United Cable Television Corp.'s court appeal of FCC's denial of distant signal waiver for United's Tulsa system to carry wctv in Atlanta. In meeting dominated by Communications Act rewrite and distant signal discussions, board also urged immediate FCC action on rulemaking on satellite carriage of independent TV stations kvttv Oakland, Calif., and won-tv Chicago. It also voted to support Connecticut Cable Television Association in fight against Connecticut Public Service Commission proposal to limit cable systems to 16% return on investment.

Television package Ralph Andrews (Liars Club, Celebrity Sweepstakes) granted $7.4 million judgment by California superior court judge in suit against Meredith Corp., MC Productions Inc., Meredith Productions Inc., Thomas Naud, Tom Naud Productions Inc. and Jatlil Productions Inc. Suit charged Mr. Andrews had been fraudulently misled in selling company to them.

CBS has "sweetened pie" for Louis Dorfman, senior VP of advertising and design for CBS/Broadcast Group, and Mr. Dorfman has turned down offer of former colleague Fred Silverman to take over all advertising and design at NBC ("Closed Circuit," Aug. 14.). Mr. Dorfman's new position sounds similar to that offer: he'll head newly formed "marketing communications and design department," with title of senior VP creative director, CBS/Broadcast Group.

Two Washington-area residents asked FCC to deny or renew for one year licenses of woda-tv, wula-tv, wrc-tv, wtof-tv and wgitv because they felt stations haven't dealt with needs of area's unmarried persons, Christopher W. Walker and James H. Burch—both have worked with dating services—said stations haven't provided enough opportunities for local self-expression and development and use of local talent. Mr. Walker, attorney, said they have tried unsuccessfully to get talk and interview show produced locally to provide for off-air viewer interaction with guests. "If you see someone on the show you like," Mr. Walker said, "you can do something about it." He said they were trying to "help the family formation process."

New seven-year contract with ABC Radio Network, renewing 27-year association, was signed last week by Paul Harvey (2d from right) in New York ceremony attended by (I to r): Hal Neal, president of ABC Radio; Leonard H. Goldenson, board chairman of ABC Inc., and Edward F. McLaughlin, president of radio network. Harvey commentaries are on 770 stations on all four ABC networks.

Broadcasting Aug 21 1978
FCC's proposals for ex parte termed too strict

NAB, among others, says plan will inhibit information process

One of the few things that seems to be clear about comments on the FCC’s proposed ex parte regulations is that the commission will have a time sorting out all the possibilities. Another is that none of the 15 or so companies or groups filing comments liked the proposed regulations as they were.

Essentially, they require that various contacts between commissioners, staff and other personnel and “outsiders” during rulemakings be arranged, summarized and recorded in the appropriate docket. They require that chance encounters be similarly documented.

The National Association of Broadcasters thinks the commission is “encumbering the informal rulemaking process with strict guidelines and procedures to eliminate the possibility of truly ex parte communications.” Generally, “all meaningful communications between interested parties and commissioners and the commission’s professional staff must be reduced to writing and placed in the record of the proceeding.”

Such restrictions, NAB contended, are unwise and burdensome. A flat ban, it said, on ex parte communications in all informal rulemaking proceedings is unnecessary because, among other reasons, “no history of abuse of informal rulemaking procedures cries out for the imposition of strict . . . guidelines to restore any alleged lack of order or fairness to the procedure.” The proposals will lead, NAB said, to less-informed decision-making because they would discourage presentation of views to the commission. Large groups, it said, may be able to absorb costs of preparing memoranda, but individual licensees who visit Washington or encounter commissioners and staff at meetings across the country will have insufficient resources to prepare required documentation.

Also, NAB said, the cut-off procedure — a cut-off date will be imposed with no advance notice — will place some parties at an unfair advantage. “If, for example, a significant ex parte communication appeared in the record the day before the cut-off was imposed, parties would have no way of responding,” NAB said in its comments. Finally, it said, if the commission goes on with its “burdensome” policy, it should not require written memoranda be prepared when the information is already in the record.

The Media Access Project came as close as any to supporting fully the commission’s proposed rules, although it seems to think the commission has not gone far enough. MAP said rules prohibiting ex parte communication will improve acceptance of commission actions, enhance quality of decision-making by insuring an adversary system is applied to presentations by interested parties.

“Many interested parties,” MAP said, “such as small businesses, CB, mobile or marine band operators and local listener groups do not have Washington counsel or retainers and are unable to travel to Washington to attempt to participate in secret influencing of the commission.”

Furthermore, MAP said, prohibiting ex parte contact will give staffers an effective way to do their jobs, will rationalize a process where “intensive lobbying begins in earnest” after the record is closed and will improve the commission’s chances of successfully defending action in subsequent judicial review.

MAP asked that oral communications be discouraged in favor of written ones, that any writing to commissioners or staff be part of the hearing docket. MAP noted, attorneys, attorneys, commissioners or staff members who know of an ex parte contact not documented be required to come forward.

Forest Industries Telecommunications expressed fear that “highly specialized telecommunications matters” either might not be adequately explained on paper, or might take up so much paper that commissioners would not have time to read it. It said, however, that the highly technical material can usually be explained well orally.

AT&T said the proposals need clarification and “minor modification.” Communication, it said, “with respect to status of informal rulemaking proceedings or necessary informal discussions of other matters, even if incidentally related to the proceeding, which do not go to the merits or outcome of the restricted proceeding should be exempt from the written summary procedures . . .” Also, AT&T said, rules should permit discretionary action by commissioners where the proposed ex parte procedure might not be required in the public interest.

GTE Service Corp. believes no new rules for informal rulemaking should be adopted and the interim policy established in the notice of inquiry should be abolished. One point GTE made is that the commission should “keep in mind the need of its staff to contact parties and interested persons to obtain clarification of information.” This should not require preparing written memoranda that will often be greater in volume than the information obtained, GTE said.

The Institute for Public Interest Representation at Georgetown University Law Center says the commission is obligated in a 1977 Supreme Court case, Home Box Office vs. FCC, to ban ex parte contacts altogether. Despite disagreement with legal grounds, IPIR said it would comment anyway, pointing out, among other things, that the time period to record ex parte contacts should be expanded. The proposal says ex parte goes into effect after the notice of rulemaking is published. IPIR says significant contact could be made before that, and not covered by the rules.

Radio-television step in as pressmen walk out in New York City

News commitments are up and retailers flock to broadcast as newspaper strike continues

New Yorkers haven’t had the daily newspapers delivered on the subways or buses since a pressmen’s strike began on Aug. 9, but they’ve been treated to a heavier-than-usual diet of news on television and radio.

There was no immediate indication that the strike at the Times, News and Post would be short-lived. In fact the signs were that the walk-out would extend to other unions, complicating the settlement process. This has led a growing number of retail and amusement advertisers to turn to radio and television with heavier schedules than they ordinarily would have ordered.

A newspaperless New York does not mean that viewers will tune in to added newscasts wherever they are scheduled, however. WCBS-Am, for example, during the first four days of the strike added 8:00 a.m. and 1:15 p.m. p.m. newsmen and saw a sharp increase in ratings. "Many lost their newspapers, and my theory was that a lot of people would tune in their radios," said John Breslin, director of news and features for WCBS-Am.

WABC-Fm, with a weeklong changeover to all-news programming, has added 30 minutes to its 7:30 p.m. newsmen and -- as a result of WABC-Television's expanded coverage -- is drawing a number of advertisers, said Breslin. "None of them would have loaned money to a radio station, but they are treating us like a news station," he said.

WABC-Am strengthened its news coverage with four news inserts spread throughout the day. On radio, because of the presence of all-news stations WINS(AM) and WCBS(AM), most outlets did not expand their coverage appreciably. But three stations -- WCBS-Am-Fm and WMCA(AM) -- embarked on special treatment of the news during the strike period.

The WCBS stations, owned by the New York Times Co., started a principal news period on Aug. 11 at 6-7 p.m. featuring Times editors and columnists including A.M. Rosenthal, executive editor; Seymour Peck, culture editor; Terry Robards, assistant editor of the Sunday business/financial news section, and Joe Durso, sports reporter.

WMCA(AM) last Tuesday (Aug. 15) began a special news project in association with the New York Daily News. Each evening 7-8 p.m. the station carried a program called Bulldog Edition, spotlighting metropolitan editor Dick Oliver; sports editor Mic Kayling; color editor Liz Smith; Pete Hamill, Jimmy Breslin and Bess Myerson, and bureau staffers. The one-
once again Music in the Air is producing a 5 hour spectacular for radio’s New Year’s Eve.

Los Angeles, San Francisco, Tampa, Sacramento, Raleigh, Birmingham, Indianapolis, Nashville have already joined our celebration. Billboard’s Yearbook ’78 in 3 Formats.

Each self-contained hour has:
- 7 local 1-minute spots
- The Year’s top chart hits
- Major news summary and actualities
- Film sound clips and entertainment news from Billboard’s editors
- Music and conversation with stars like:

Hot 100
Andy Gibb
Donna Summer
Rod Stewart

Easy Listening
Barry Manilow
Barbra Streisand
Mac Davis

Country
Loretta Lynn
Johnny Cash
Dolly Parton

Order Your Exclusive Now
Last year our annual review aired on 1,127 stations worldwide. Already many top ranked Arbitron stations have decided that Billboard’s Yearbook ’78 is the key to bright sales and sustained ratings at this year’s end.

More than 100 advance orders include KFI, Los Angeles; KCBS, San Francisco; WFLA, Tampa; KCRA, Sacramento; WFMS, Indianapolis; WLAC, Nashville; WKIX, Raleigh; WVOK, Birmingham. Available on a barter/fee basis.

Order your demo by mall, or call Barbara Stones: (212) 764-7310.

Billboard’s Yearbook ’78 will be available in late December for your choice of airdate. Mail this coupon to Barbara Stones, Music in the Air, Billboard Publications, Inc., 1515 Broadway, New York 10036.

Our format, based on the following Billboard charts, is:
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- Easy Listening
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Station AM FM
Address
City State
Zip Telephone

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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 cue 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.

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hour program is repeated the next day with segments interspersed within the 6-10 a.m. period.

Television and radio stations reported an influx of orders from amusement companies and retail firms, many of them old clients beefing up their schedules. Radio stations seemed to be benefiting more from the strike than TV outlets, because radio commercials are easier to prepare. But there was a strong feeling that if the strike extended for several more weeks, there would be an upsurge in TV advertising coincident with Labor Day.

Among advertisers with reinforced schedules on TV and radio were Alexander’s, Lord & Taylor, B. Altman, Sachs Furniture, Saks Fifth Avenue, Macy’s, Korvette’s, Barney’s and various automobile dealers promoting their 1978 models in advance of 1979 car year.

**TV board schedules a solo session**

In addition to joint meetings with radio, NAB group has set September date to discuss rewrite and trade commission’s ad actions

The National Association of Broadcasters television board, which usually holds meetings jointly with the radio board in January and June every year, plans an extra meeting in Washington Sept. 12.

The session, for which the board members will not be reimbursed, was called by the TV board chairman, Thomas Boiger of WMTV TV Madison, Wis., to give the board members a chance to be briefed on affairs in Washington—chiefly the Federal Trade Commission’s proposed children’s advertising trade rule and the House Communications Subcommittee’s rewrite of the Communications Act. NAB representatives are scheduled to testify before the subcommittee the day before.

The extra meeting was first suggested by TV board member Leonard Swanson of WJIC TV Pittsburgh, who said last week that he does not think “two times a year are really enough to discuss the major issues of the industry.” He volunteered that a meeting of the TV board separate from the NAB radio board is not an indication of divisiveness between the two over the rewrite. From meetings he has attended and discussions he has had, he said, he is convinced there is unanimity among both radio and TV members to support the NAB joint board’s rewrite position (BROADCASTING, July 3).

Also that week, the NAB executive committee will hold its monthly meeting (Wednesday in Washington), and the association is sponsoring its second annual forum on telecommunications technology and the future of broadcasting for broadcast executives, Wednesday through Friday in the Washington suburb of Reston, Va.

**KUPY case ends with a whimper**

Eight-year FCC battle is over as widow of owner gets renewal but has to sell station, as she already has done

The draw-out renewal hearing involving KUPY (formerly KAVE) Puyallup, Wash., is finally over. Eight years after it designated the station’s renewal application for hearing on a variety of issues, including the station’s fairness doctrine and personal attack policies, the FCC has now renewed the license, but conditioned on sale of the station within six months. The licensee, Happy Valley Radio Inc., has already tendered an application for assigning the license to Shortsleeve Broadcasting Co. (BROADCASTING, Aug. 14).

The commission acted on a petition for special relief filed by Hayden Blair, the widow of one of the two men who owned the station when the application was designated for hearing. She asked the commission to terminate the proceeding so she could sell the station to obtain funds for herself and her 2-year-old son.

The station is to be sold for $235,000 plus $85,000 for a 10-year agreement not to compete. Mrs. Blair says the sale would not benefit any wrongdoer, since the sale price would be used to reduce the station’s $421,213 in outstanding debts, and there would be no return on capital. She said her only benefit would be the $85,000 to be paid under the no-competition agreement.

Mr. Blair had owned the station with James H. Nicholls. Last year, the commission staff, acting under delegated authority, allowed Mr. Blair to purchase Mr. Nicholls’ interest. After Mr. Blair’s death of a heart attack on March 31, the commission approved the transfer of the corporation to Mrs. Blair.

The commission, in approving the renewal application, said Mr. Blair’s death ruled out any sanction it might impose as a result of the hearing. Thus, it said it would be meaningless to attempt to resolve the hearing issues. The public interest would be served by renewing the license, subject to the condition that the station be sold within six months, the commission said.

The proposed buyer, Shortsleeve Broadcasting, is equally owned by Ray Courtemanche and his wife, Cheri. Mr. Courtemanche owns a Seattle advertising agency and his wife owns a charter boat business in that city. Neither has other broadcast interests.

KUPY operates on 1450 khz with 1 kw daytime and 250 w at night.

The hearing that is now ended was stormy. The original administrative law judge in the case, Ernest Nash, and the station’s attorney, Benedict Cottone, engaged in frequent and bitter arguments that led the commission last year to censure Mr. Cottone. He was given a symbolic one-day suspension from practice (BROADCASTING, March 21, 1977).
Proposed

WRBL-TV Columbus, Ga.: Sold by Columbus Broadcasting Co. to Avant Development Corp. for $7 million. Seller is owned by estate of James W. Woodruff Jr. and recently sold, subject to FCC approval, WRBL-FM Columbus (BROADCASTING, Jan. 19). Buyer is owned by Malcolm I. Glazer, of Pittsford, N.Y., who owns WTWO-TV Terre Haute, Ind., and operates mobile home parks in Rochester, N.Y. WRBL-TV is CBS affiliate on channel 3 with 100 kw visual, 12 kw aural and antenna 1,500 feet above average terrain.

KQXE(FM) Mesa, Ariz.: Sold by Southwestern Media Corp. to Ray Johnson, Clayton L. Norman, Ralph Kelly and Doylan Fornay for $1,850,000. Seller is principally owned by Lowell Hoppe, president, who has no other broadcast interests. Mr. Johnson owns McDonald's fast food franchise in Phoenix. Other buyers own McDonald's outlets in Detroit, and all are members of Black McDonald's Operators Association. None has other broadcast interests. KQXE is on 1350 kHz with 5 kw daytime and 500 kw night. KQXE is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain. Broker: Richter-Kalil & Co.

KMKF(FM) Lake Oswego (Portland), Ore.: Sold by Communique Northwest Corp. to Harte-Hanks Communications Inc. for $1.3 million. Seller is subsidiary of Communique Inc. which is principally owned by Frederic W. Constant and has sold, subject to FCC approval, KPO(IAM-KHSS(FM) Honolulu (BROADCASTING, July 3). Buyer, which also bought WLCY-WLMD(FM) Bradenton, Fla. (see "Approved" below), is publicly traded group owner of three TV's and, as result of recent merger with Southern Broadcasting Co. (BROADCASTING, June 26), four AM's and four FM's. Harte-Hanks publishes 26 daily newspapers, 61 nondailies and operates commercial printing and distribution services. Robert G. Petersen is president. KMKJ is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain. Broker: Richard A. Shaheen Inc.

谈判

KZAK(FM) Tyler, Tex.: Sold by Oil Center Broadcasting Co. to Bryant Beverages Inc. (98%) and Dale E. Palmer (2%) for $415,000 plus assumption of liabilities. Seller is owned by Aubrey E. Irby, part owner of KICHTV Longview, Tex., (not yet on air) and Milton Fair, who has no other broadcast interests. Bryant Beverages is subsidiary of Burke Beverage Co., bottling and real estate firm with no other broadcast interests. Alfred T. Burke is president. Mr. Palmer was general sales manager of KROZ(AM)-KXK(AM) Tyler, un-

Approved

WLCY(AM) St. Petersburg, Fla.: Sold by WLCY Inc. to Florida Radio Inc. for $4.5 million. Seller is subsidiary of Rahall Communications Corp., group owner of WLCY-TV Largo, Fla., WROI(AM)-WMHP(FM) Indianapolis, WKN(AM) Allentown, Pa., and WWNR(AM) Beckley, W. Va., and has sold WYNF(AM) Tampa, Fla. (see below). Rahall is owned by N. Joe Rahall and family members. Buyer is subsidiary of Harte-Hanks Communications Inc., publicly traded group owner which is also buying KMKF(FM) Lake Oswego, Ore. (see above). WLCY is on 1390 kHz with 5 kw full time.

WYNF(AM) Tampa, Fla.: Sold by WLCY Inc. to Taft Broadcasting for $2 million. Seller is also selling WLCY(AM) (see above). Buyer is publicly traded group owner of five AM's, five FM's, six TV's and has bought, subject to FCC approval, WDCA-TV Washington (BROADCASTING, May 1). Taft also has major interests in amusement parks and TV and film distribution. Charles S. Mechem is president.

卡尔 C FM, FULLTIME AM

Medium Market

价格—$1,250,000, including real estate. Terms available to qualified buyer.

A Confidential Service to Owners & Qualified Buyers.

Cecil L. Richards, inc.
media brokers
Suite 408, 7700 Leesburg Pike Falls Church, Va. 22043

Broadcasting Aug 21 1978

35
WyNF is on 94.9 mhz with 100 kw and antenna 390 feet above average terrain.

- KVEL-AM-FM Vernal, Utah: Sold by Uniah Broadcasting and Television Co. to KVEL Inc. for $500,000. Seller is owned by James C. Wallentine and Howard D. Johnson and his wife, Lucille, who have applied for new FM at Vernal. Buyer is owned by Communications Investment Corp., Salt Lake City-based company which owns KGEM-AM-KLOT(FM) Boise, Idaho; KBLI(AM)-KBSM(FM)-Billings, Mont.; KALL-AM-FM-KSV(TV) Salt Lake City; is principal owner of Intermountain Network and has interest in cable and microwave systems in Idaho, National Telefilm Associates, Los Angeles film distribution firm, and printing firm in Salt Lake City. Buyer is owned by George C. Hatch and his wife, Wilda Gene. KVEL is 5 kw daytimer on 970 khz. KVEL-FM is on 92.7 mhz with 1.35 kw and antenna 430 feet above average terrain.

- KAMX(AM)-KFMB(FM) Albuquerque, N.M.: Sold by Alvin L. Korngold to KFMB Inc. for $370,000 for AM, $30,000 for FM (construction permit) plus $15,000 for agreement not to compete. Seller owns KEVY(AM)-KWFM(FM) Tucson, Ariz. 60% of KLAV(AM) Las Vegas and has application for new FM at Henderson, Nev. Buyer is primarily owned by S.L. Agnew, who owns KFMB(FM) Lincoln. KAMX is 1 kw daytimer on 1520 khz. KFMB (not yet on air) will operate on 107.9 mhz with 5 kw and antenna 495 feet above average terrain.

- WARV(AM) Warwick-Greenwich, R.I.: Sold by Warwick Radio Station Inc. to Blount Communications for $320,000. Seller is owned by James B. Bocock Jr. (33.3%), his son, James B. III (22.2%), his son's wife, Ann J. Bocock (22.2%), and Vincent L. Yannuzzi (22.2%). None has other broadcast interests. Buyer is owned by William A. Blount (100%), announcer at warv and former cameraman for WFBCT-TV Greenville, S.C. WARV is 1 kw daytimer on 1590 khz.

- KVNN(FM) Pueblo, Colo.: Sold by Recreation Broadcasting of Pueblo to Horwin Communications Corp. for $175,000 plus $50,000 covenant not to compete. Seller is owned by Joyce Hatton, president; her former husband, Julian; her brother, Gary Verplank and his wife, Victoria; Allen I. Hunting, and his wife, Helen L. William Seidman (head of Grand Rapids, Mich., accounting firm and one-time special adviser to President Gerald Ford) and his wife, Sarah, and Stephen Heater. Same group owns KSPN(FM) Aspen, Colo. Buyer is jointly owned by Lawrence J. Horwin and his wife, Janet. Mr. Horwin is sales manager of WWWL(FM) Miami Beach. Neither he nor his wife has other broadcast interests. KVNN is on 98.9 mhz with 44 kw and antenna 61 feet above average terrain.

**Catch-up.** Among the perquisites that go with being a member of the White House senior staff is the knowledge that one need not panic if one misses the evening news.

The next day, at 9:30 a.m. and 12:30 p.m., the good stuff on all three networks—those stories in which the White House has a vested interest—will be shown in one composite piece of about 20 or 25 minutes. Greg Schneider, deputy assistant to the President for communications, is pictured here in catching-up posture. The service is provided by the White House Communications Agency, which maintains antennas atop the executive office building next door to the White House, to pick up the signals. The signals are then sent down to a video tape unit, where they are recorded and edited, and the finished product is dispatched by cable to offices in the White House and EOB. The press office advises the communications agency on the material to be included in the final tape. Besides the evening news programs, the agency receives and records the network morning shows and various specials and documentaries. But those are edited and transmitted only on request. The service is not new; the communications agency has been providing it for several years. But fewer aids can use it. When the Carter administration took over, it found some 300 television sets scattered through the White House and EOB. That number was promptly knocked down to about 40. It has now eased back up to about 60.

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**Week's worth of earnings reports from stocks on Broadcasting's index**

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Kel Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Year earlier</th>
<th>Net Income</th>
<th>Per Share</th>
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<tbody>
<tr>
<td>ABC</td>
<td>6 mo. 71</td>
<td>910,163,000</td>
<td>+19.8</td>
<td>564,691,000</td>
<td>+22.7</td>
<td>$3,534,000</td>
<td>$570,042,000</td>
<td>552,799,000</td>
<td>$2,91</td>
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<tr>
<td>Bunn &amp; Sons</td>
<td>Year 4/30</td>
<td>89,365,009</td>
<td>+46.4</td>
<td>31,733,259</td>
<td>-25.5</td>
<td>(4,442,000)</td>
<td>61,033,319</td>
<td>1,462,519</td>
<td>(18)</td>
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<td>Cowles Commun.</td>
<td>6 mo. 6/30</td>
<td>6,875,000</td>
<td>+8.9</td>
<td>2,240,000</td>
<td>+30.5</td>
<td>$58,000</td>
<td>5,548,000</td>
<td>7,177,000</td>
<td>(43)</td>
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<tr>
<td>Doyle Dansenbch</td>
<td>6 mo. 6/30</td>
<td>41,434,000</td>
<td>+17.1</td>
<td>3,705,000</td>
<td>+18.0</td>
<td>2,100,000</td>
<td>35,375,000</td>
<td>31,641,000</td>
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<td>General Instrument</td>
<td>13 wk. 5/28</td>
<td>25,245,000</td>
<td>+15.2</td>
<td>6,871,000</td>
<td>+32.9</td>
<td>85,000</td>
<td>124,127,000</td>
<td>3,137,000</td>
<td>63</td>
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<tr>
<td>Gray Advertising</td>
<td>6 mo. 6/30</td>
<td>24,014,000</td>
<td>+12.3</td>
<td>2,221,000</td>
<td>+37.3</td>
<td>36,500</td>
<td>201,251,000</td>
<td>2,981,000</td>
<td>2,95</td>
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<td>Jefferson-Pilot</td>
<td>6 mo. 6/30</td>
<td>333,648,000</td>
<td>+11.8</td>
<td>34,348,000</td>
<td>+10.8</td>
<td>1,87,000</td>
<td>298,500,000</td>
<td>39,133,000</td>
<td>1,63</td>
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<td>Lee Enterprises</td>
<td>9 mo. 6/30</td>
<td>78,021,000</td>
<td>+28.9</td>
<td>12,207,000</td>
<td>+51.4</td>
<td>2,49,000</td>
<td>60,548,000</td>
<td>8,062,000</td>
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<td>MCA</td>
<td>6 mo. 6/30</td>
<td>461,414,000</td>
<td>+20.5</td>
<td>48,972,000</td>
<td>+39.2</td>
<td>2,63,000</td>
<td>382,792,000</td>
<td>35,187,000</td>
<td>1,90</td>
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<tr>
<td>MCI Communications</td>
<td>Year 3/31</td>
<td>74,049,000</td>
<td>+18.0</td>
<td>5,190,000</td>
<td>+140.3</td>
<td>23,000</td>
<td>62,758,000</td>
<td>345,000</td>
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<tr>
<td>Meredith</td>
<td>Year 6/30</td>
<td>286,820,000</td>
<td>+21.7</td>
<td>14,684,000</td>
<td>+17.6</td>
<td>4,77,000</td>
<td>235,620,000</td>
<td>12,473,000</td>
<td>1,59</td>
</tr>
<tr>
<td>Missouri-Goldvish</td>
<td>6 mo. 6/30</td>
<td>274,047,000</td>
<td>+23.7</td>
<td>30,896,000</td>
<td>+60.6</td>
<td>2,12,000</td>
<td>221,534,000</td>
<td>21,195,000</td>
<td>1,42</td>
</tr>
<tr>
<td>Ogily &amp; Mather</td>
<td>6 mo. 6/30</td>
<td>83,572,000</td>
<td>+21.6</td>
<td>5,053,000</td>
<td>+16.7</td>
<td>2,58,000</td>
<td>68,724,000</td>
<td>4,330,000</td>
<td>2,28</td>
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<tr>
<td>Technical Operations</td>
<td>9 mo. 7/11</td>
<td>61,477,000</td>
<td>-11.2</td>
<td>5,546,000</td>
<td>+57.9</td>
<td>41,000</td>
<td>69,217,000</td>
<td>28,000</td>
<td>210</td>
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<tr>
<td>Teleprompter</td>
<td>6 mo. 6/30</td>
<td>66,824,000</td>
<td>+18.4</td>
<td>4,955,000</td>
<td>+71.7</td>
<td>2,99,000</td>
<td>56,247,000</td>
<td>2,892,000</td>
<td>17</td>
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<tr>
<td>Times Mirror</td>
<td>26 wk. 7/16</td>
<td>71,963,000</td>
<td>+29.4</td>
<td>6,328,000</td>
<td>+41.3</td>
<td>1,82,000</td>
<td>550,997,000</td>
<td>44,774,000</td>
<td>1,29</td>
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<tr>
<td>Turner Communications</td>
<td>6 mo. 6/30</td>
<td>15,906,000</td>
<td>+19.7</td>
<td>3,956,000</td>
<td>+258.1</td>
<td>1,00,000</td>
<td>190,005,000</td>
<td>8,454,000</td>
<td>1,10</td>
</tr>
<tr>
<td>Twentieth Century-Fox</td>
<td>6 mo. 7/11</td>
<td>308,125,000</td>
<td>+62.0</td>
<td>32,965,000</td>
<td>+289.9</td>
<td>4,16,000</td>
<td>467,900,000</td>
<td>13,500,000</td>
<td>72</td>
</tr>
</tbody>
</table>
American International Television

PRESENTS

Juke-Box

FEATURING

Twiggy

26 HALF HOURS, FULL OF COLOR, MUSIC, MOVEMENT, MOOD, MAGNETISM!

Twiggy hosts an exciting in-concert program featuring the most popular musical groups and single artists.

Her unique personality is just the start of all the excitement!

Large production numbers, extraordinary studio effects, surprises for audience and performers, alike, make each half-hour a spontaneous electronic event.

For further information contact:
Phil Leopold, Sandy Aronowitz
at American International Television, Inc.,
221 West 57th Street, N.Y., N.Y. 10019 • (212) 246-0107
How “a sure flop”

When we announced “Evening Magazine,” some predicted a flop.

It was an audacious idea. A locally-produced program in the prime-time access period. Five nights a week. Competing with game shows and other high-rated syndicated programs.

Our concept: a blend of people, personalities, happenings. Where to go, what to do, how to live better. All produced on location. All new, five nights a week.

On August 9, 1976, “Evening” premiered on KPIX, Group W’s station in San Francisco.

Within 72 hours, a tv columnist caught the mood of a receptive market: “Evening—the bold new experiment in local television...”

And audience response showed the “sure flop” had become a sure thing.

That success—critical and commercial—was repeated in 1977 as Group W’s other stations produced their own local versions of “Evening.” In Boston (WBZ-TV), Philadelphia (KYW-TV),

*ABB, Avg. 1/4 Hr. Audience, Total Survey Areas Homes, Mon.-Fri. 7:30-8 PM, except Phila. Mon.-Fri. 7-7:30 PM. May ’78 & May ’77 Baltimore, Boston, Philadelphia & Pittsburgh. May ’78 & May ’76 San Francisco. The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service noted.
became a sure thing.

Baltimore (WJZ-TV) and Pittsburgh (KDKA-TV), “Evening” won applause—and audience.

In each of these communities, “Evening” attracts more families than the popular shows it replaced.*

Now the program concept is being made available to other stations. During the coming television season, ten non-Group W stations will air their own versions five nights weekly in the prime-time access period**

Called “PM Magazine,” the programs will combine locally-produced segments with features from Group W’s PM Magazine Program Service.

“Evening Magazine” and “PM Magazine.” Both based on a single creative idea.

An idea whose prime time has come.

**WGTA-TV, Atlanta; WJKW-TV, Cleveland; WCMH-TV, Columbus; WFAA-TV, Dallas; WJBK-TV, Detroit; WFTV-16, Greensboro; WFSB-TV, Hartford; KHOU-TV, Houston; KTVN, Reno; KXTV, Sacramento.
Anti's paid by FTC for studies of children's ads

ACT, among others, is recipient of total $150,000 in funds; those opposed to proceeding could also be partaking, however

Action for Children's Television and several groups of similar philosophical bent are getting some $150,000 in public participation funds from the Federal Trade Commission in the children's advertising proceeding. The manager of the FTC's reimbursement program said funds were available to groups more amenable to business, too, but "they simply haven't applied.

Bonnie Naradzay, special assistant for public participation in the FTC's Bureau of Consumer Affairs, said the children's advertising proceeding was the 17th rulemaking since the 1975 Magnuson-Moss Act gave the FTC authority to compensate any party having a material interest in a proceeding and which lacks the resources to participate effectively. Several times in the other 16, she said, industry sources and pro-industry groups have participated in the reimbursements. In fact, she said, the statute provides that up to 25% of the money—the program gets about $500,000 a year—can go to those that may be regulated and would otherwise not be able to participate.

In this case, $61,122 of the $150,000 went to Action for Children's Television and the Center for Science and the Public Interest for three studies and administrative costs, including attorneys' fees and travel expenses. One study would try to determine, among other things, what percentage of children watch various programs; another would research effects of television commercials on pre-school children's snack preferences, and the third will analyze by product type the use of various techniques in children's ads. Also, Media Access Project will receive about $36,700 and Safe Food Institute $12,265. Robert Choate of the Council on Children, Media and Merchandising will receive $35,000 for one study and Consumer's Union and the Committee on Children's Television will get $19,700 for three studies and $32,000 for "preparation costs." The Center for Public Representation gets about $19,000 to conduct four studies.

Each of the FTC's rulemaking proceedings, Mrs. Naradzay said, is different, and in some, the various industries and groups are more able to qualify for participation expenses than in others. The Chamber of Commerce, she said, has tended to lambaste the program. But, she says, 80% of its members are small businessmen and "I have tried to encourage members, especially small members with less funds, to apply for reimbursement in proceedings to which they are a party."

Applicants must come in with a complete application explaining their proposals and why they didn't have the funds to do what they want to do. A committee of people not involved in the rulemaking and various experts study the proposals and make recommendations to the director of the Bureau of Consumer Protection, who makes the final decision.

This proceeding on children's advertising, Mrs. Naradzay said, has proceeded no differently than any other—"it is a matter of airing matters in public, a matter of balancing the public record."

Adults, 18+, top latest spot radio demographics

Shifts in the demographics requested by advertising agencies for spot radio campaigns were described last week in a report issued by Katz Radio covering the second quarter of 1978.

The most sought-after category was adults, 18 and over (10%), followed by adults, 18 to 49, and adults, 18 to 34 (each 9%). Katz noted that adults, 18 to 49, dropped to fifth from third (7%) from the number-one position in January through March 1978 (11%).

Katz also pointed out that in line with the past several reports, requests for the new 25 to 54 and 25 to 64 demographics are on the upswing.

Other highlights of the report: Arbitron dominates the rating services with no challenger in sight; Monday through Friday, 6 a.m. to 7 p.m., was the daypart combination most requested; favored commercial length was 60 seconds, followed by 30 seconds; average length of campaigns was eight weeks; requests for metro area information led those for total survey area by 52% to 35%.

RAB's sales subcommittees

The Radio Advertising Bureau's Local Marketing Task Force has formed four subcommittees as part of its new sales development thrust.

The subcommittees will specialize in...
one of four development target categories: large advertising agencies, medium advertising agencies, large retailers and small retailers. Task force members who are chairman of the subcommittees are Richard Carr, Meredith Broadcasting (large agencies); Lee Allen Smith, Wky(AM) Oklahoma City (medium agencies); Michael Lareau, wod(AM) Grand Rapids, Mich. (large retailers), and Gary H. Simpson, wtrn(AM) Tyrone, Pa. (small retailers). The subcommittees will determine specific station needs for RAB sales tools.

The Local Marketing Task Force was formed last spring and its chairman is Richard W. Chapin, chairman of Stuart Enterprises. All task force members also are members of the RAB board. Other members of the task force are Roger G. Berk, Group One Broadcasting; Elmo Ellis, Cox Broadcasting; Bob Jones, Southern Broadcasting, and David Morris, knuz(AM) Houston.

Networks still grabbing time, says SRA study

Rep monitoring finds that in second quarter, they exceeded 'standards' by even greater margin than in first and added nearly $40 million in ad revenues; CBS's Rosenfeld charges 'malicious misinterpretation' The Station Representatives Association issued its second quarterly report on the TV networks' "excess" commercials last week—and drew the fire of James Rosenfeld, CBS-TV president, who branded the analysis "outrageous" and based on "malicious misinterpretation." The SRA reports, prepared by Broadcast Advertisers Reports, compare actual network commercial time with what SRA calls the "standard" the networks have set for themselves in the past. Thus in its latest report, SRA says that in the second quarter the networks carried 638 minutes and 6 seconds more commercial time than their past "standards" called for—and that these 638 minutes had a value of $39,835,500.

The definition of the "standard" is the sticking point between SRA and Mr. Rosenfeld—and other network officials. SRA says it "essentially is three commercial minutes per prime-time half-hour and twice that number in nonprime time." Mr. Rosenfeld says that's just the standard for regular series—that in long-form programming the prime-time standard is and has been seven minutes per hour or three and a half minutes per half-hour, and that the increase in total commercial time results from increases in the amount of long-form programming in recent years, not from any deviation from the standard formula.

Although the National Association of Broadcasters' commercial code can accommodate more, Mr. Rosenfeld said, no network exceeds the self-imposed prime-time "standard" of three minutes of commercials per half-hour in regular series, three and a half minutes per half-hour in long-form programs. By contrast, he said, when 7:30-8 p.m. NYT was converted to access time, most affiliates increased their commercial content from three minutes under networks to five minutes when programmed

Since you're already aware of RCA quality, it makes sense to find out what's inside this custom audio console.

What's inside is what you want inside. After all, the RCA BC-50 is a custom console. But at an off-the-shelf price, because of our unique interconnecting Unimodules.

Each Unimodule has 5 inputs, not 2 or 3. Unimodules can function as input mixers, submaster mixers or echo send/return level controls. Input facilities are almost unlimited. And BC-90 provides a wide range of outputs—mono, stereo, even quad or multi-channel—all with easy expansion. In a configuration you design.

We'll build your BC-50 for surprisingly little. Or you can assemble it for even less.

To design one, just ask your RCA Representative for our 20-page workbook. It has complete BC-50 specs and work sheets. If you prefer, send the coupon.

RCA Broadcast Systems
Radio Station Equipment Product Management
Building 25, Camden, N.J. 08102

Dear RCA: Okay, I'm ready to put everything I want into an audio console except lots of money. Send my BC-50 workbook immediately.

<table>
<thead>
<tr>
<th>Have your representative call.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: ____________________</td>
</tr>
<tr>
<td>Title: ____________________</td>
</tr>
<tr>
<td>Station: _________________</td>
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<tr>
<td>Address: __________________</td>
</tr>
<tr>
<td>City: ____________________</td>
</tr>
<tr>
<td>State: ____________</td>
</tr>
<tr>
<td>Zip: ___________</td>
</tr>
</tbody>
</table>

I'm interested in:

☐ RCA assembled console  ☐ Assemble it myself console
Commercial costs him a lot of liquid assets

Actor Patrick O'Neal, a recovered alcoholic, will have to pay $61,000 to cover the costs of a beer television commercial in which he starred.

Mr. O'Neal's travail began in 1976 when Kenyon & Eckhardt, New York, engaged the actor to star in a TV commercial for Andeker beer, made by Pabst Brewing, Milwaukee. He claims he told K&E he no longer drank and would not appear as a consumer of beer, but would be willing to portray a restaurant host, inasmuch as he owns seven dining spots in New York and California.

In June 1976, according to Mr. O'Neal, Pabst decided to scrap the commercial when a newspaper in Milwaukee identified the actor as a recovered alcoholic. Pabst also instructed K&E not to pay Mr. O'Neal's fee and to sue for the cost of the commercial production. The matter was brought to the American Arbitration Association, in New York, which upheld K&E's claim for $61,000, saying the actor had not made it clear when he was hired that he was a recovered alcoholic.

SRA says it's been shorted this much

<table>
<thead>
<tr>
<th></th>
<th>First quarter value</th>
<th>Second quarter value</th>
<th>12/26/77 to 6/25/78</th>
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<tr>
<td>ABC prime</td>
<td>$10,409,400</td>
<td>$12,477,200</td>
<td>$22,886,600</td>
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<td>ABC nonprime</td>
<td>1,010,200</td>
<td>227,800</td>
<td>1,238,000</td>
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<td>ABC total</td>
<td>11,419,600</td>
<td>12,705,000</td>
<td>24,158,000</td>
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<tr>
<td>CBS prime</td>
<td>9,597,400</td>
<td>10,525,700</td>
<td>20,125,100</td>
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<td>CBS nonprime</td>
<td>1,261,000</td>
<td>938,800</td>
<td>2,199,800</td>
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<tr>
<td>CBS total</td>
<td>10,858,400</td>
<td>11,643,800</td>
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<tr>
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<td>595,000</td>
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<td>2,866,200</td>
<td>2,446,000</td>
<td>5,312,200</td>
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<td>Three networks total</td>
<td>$35,839,300</td>
<td>$39,835,500</td>
<td>$75,674,800</td>
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</tbody>
</table>

Advertising Briefs

Cola questions. Eleven challenges to national advertising, including two on television, were resolved during July by National Advertising Division of Council of Better Business Bureaus. Pepsi-Cola Co. modified one TV commercial and discontinued another after Coca-Cola Co. complained spots were misleading. Reviewed and substantiated were claims made in television commercial for Miller Brewing Co.'s Lowenbrau beer.

Pick of the spots. Videotape Production Association, New York, has designated six production firms as first-prize winners in first annual VPA awards competition covering TV commercials. Winners are: over-all advertisement, Teletronics International, New York, for Fresca ("Wow!"); fashion and cosmetics, Unitel Productions, New York, for ITT ("Pavolova"); demonstration, Lee Rosebud Productions, New York, for NE Telephones ("Full of Phones"); special effects, Teletronics, for Hanes Hosiery ("Invisible Man"); difficult/unusual situation, E.J. Stewart Productions, Philadelphia, for Ringling Brothers Circus ("Wedding"); comedy, Centrex Productions, New York, for Mennen Skin Bracer ("Uh, Oh, the Boss").

MPC plans barter. Metromedia Producers Corp. is expanding into barter television distribution and has named George Hankoff, former vice president, program sales, SFM Media Service Corp., as newly created post of director of client services. Mr. Hankoff mentioned daytime strip as strong possibility for starter.
Networks blasted by Hollywood

Caucus for Producers, Writers and Directors rails against move to earlier TV seasons, less lead time, NBC's previews

A new and unusually direct salvo has been fired at the three commercial television networks by the producers who supply most of their prime-time programs. Whether it represents only another round in a long history of skirmishes or the start of something more revolutionary remains to be seen.

Doing the shooting is the Caucus for Producers, Writers and Directors, an organization whose members often fill two or more of those jobs—hyphenates, as they are called—and which includes almost every successful independent television producer in Los Angeles. The organization's purpose, to quote from its statement of aims and objectives, is "to assume a more direct responsibility to the American viewing public in network programming... and to protect our standards and our integrity as creative artists."

On Aug. 11, the caucus took out full-page advertisements in the Hollywood trade press, vehemently protesting NBC-TV's announcement that it would preface the official start of its 1978-79 season with a week of "sneak previews" and another week of "warm-ups," corresponding to the weeks (Sept. 5-10 and Sept. 11-17) in which ABC-TV plans to rerun "Roots" and introduce its own fall schedule (Broadcasting, Aug. 7).

"It is disheartening," the ad read, "to see that the desirous competition between the networks will, doubtless, again take its toll on the quality of programming, the health of the creators and the costs of production.

"This season, when the schedules were announced later than ever before, it would seem appropriate—even necessary—to delay the debut week rather than advance it. Obviously, regard for the viewing public and the welfare of the creative community were not factors in NBC's decision."

The statement was followed by 107 names such as Garry Marshall, Norman Lear, Bud Yorkin, Grant Tinker, Aaron Spelling and Lee Rich, to name a few—all the dues-paying members of the caucus, according to a member of its steering committee. The major studio chiefs are not members of the Caucus and by and large say they favor individual and voluntary settlement of problems with the networks. But most of them, including Gary Nardin of Paramount, Donald Sipes of Universal, Alan Shayne of Warner Brothers and Lawrence White of Columbia, have voiced their support of the issue raised in the ad.

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The system shown here, for example, is our BA-145AGC amplifier and the BA-146/147 Limiter. All tops in AM, FM and TV Audio Control. Both have our unique Program Modulated Release (PMR) with automatic reset—for the latest approach to fast attack, with inaudible AGC or limiting action. And with RCA, fast limiting without a "thump" is certain—our non-temperature sensitive insulated-gate field-effect transistor (IG/FET) controlling element simply designs the thump out.

Of course, there's plenty more to see in an RCA audio processing system. And you're backed by RCA technical service, and RCA parts distribution, all the way. Send the coupon, today.

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RCA Broadcast Systems
OPT backers up ante want commitments for five miniseries

Latest success with 'Byzantium' prompts effort to pre-sell package deal for next two years

Operation Prime Time, enjoying strong early ratings for its latest project, *Evening in Byzantium*, has seized the occasion to launch a campaign for station commitments to five more OPT miniseries over the next two years.

The only confirmed projects in the all-or-nothing offer are both continuations of John Jakes's seven-book "Americana" series, from which the earlier OPT success, *The Bastard*, sprang. *The Rebels and The Seekers* are scheduled for May and November airings next year. Both will be produced by MCA TV/Universal, which handled OPT's three previous efforts (*Destiny of Two Men* was the first).

The three remaining selections in the five-part package have not been chosen, but all would air in 1980, an OPT spokesman said. MCA has a commitment for one of them, but OPT plans to consider properties owned by other companies to fill out the deal. An OPT spokesman said the organization is budgeting $750,000 per hour for the projects.

A TWX message to OPT stations explained that commitments to all five projects are being sought to allow more time to find and produce better properties, to give the organization better bargaining power and to help avoid an inflationary spiral of rights fees. "At least a year's time is necessary to mount each successful TV novel serialization effectively," the announcement said (MCA is said to be already in the scripting stage for next May's project).

Al Masini, president of Telerep and a member of the OPT steering committee, said the committee is looking to meet or less equal the 90 station clearances attained for *Byzantium*. Of those stations, the hope is to again clear most of the top 75 markets, with the rest "sprinkled in" from smaller markets to total an 80% coverage of the U.S., he said.

Mr. Masini said he expects to have the necessary commitments lined up by the end of this month. Among the projects being considered for the package are two Harold Robbins novels, "The Dream Merchants" and "The Inheritors," both owned by Brut Productions, "Dynasty" by Robert Elegant, also owned by Brut, Arthur Hailey's "Overload," owned by EMI, Evelyn Konrad's "Indiscretions," also owned by EMI, and Jacqueline Briskin's "Palo Verde," owned by Lorimar.

A.C. Nielsen's overnight ratings for Aug. 14 showed *Byzantium* pulling network-beating averages in Los Angeles and Chicago but losing to CBS-TV in New

Broadcasting Aug 21 1978 44
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York, where a newspaper strike "prevented proper promotion," OPT said. KCPW(TV) Los Angeles pulled a 21 rating and a 34 share, first in its time period; independent WGN-TV Chicago had a 19/34, beating all three networks, and WPIX(TV) New York had a 11.7/23, two rating points behind CBS (all three stations are independents).

 Arbitron coincidentals for Sunday and Monday airings of Byzantium on NBC-TV affiliate WABC-TV Pittsburgh showed it pulling 21/43 and 29/54 ratings/shares respectively. For independent KTVU(TV) Oakland, the miniseries' first outing out-pulled with networks with an 18/35, and for independent KPTV(TV) Portland, Ore., it pulled an 18/37.

Readjustments at ABC-TV and CBS-TV
Schedule changes for fall continue; both switch some program slots
As expected, ABC-TV and CBS-TV have tinkered with their fall prime-time program schedules, although both networks' changes were minor.

ABC switched the time periods of Welcome Back, Kotter and the new series Mork and Mindy. Kotter moves to Monday at 8-8:30 p.m. NYT, while Mork goes to the same time period on Thursday. Both shows are to have one-hour special premiere episodes. Kotter on Sept. 11 and Mork on Sept. 14.

CBS has exchanged the positions of its two new shows in the Monday lead-off hour, putting WKRP in Cincinnati in the 8:30-9 p.m. time period and People at 8:30-9 p.m. On Wednesday, the new The New in the Beginning has been moved into the 8:30-9 p.m. time period, changing places with Good Times, which now airs at the same time period on Saturday.

CBS also announced that it would present "special previews" of three of its series during the two weeks preceding its official premiere week of Sept. 18-24. Paper Chase will air on Sept. 9 (8-9 p.m.), Kaz on Sept. 10 (tentatively at 10-11 p.m.) and Good Times, in a special one-hour episode, on Sept. 16 (8-9 p.m.). A spokesman for the network said there would "absolutely" be no other early premiers.

Program Briefs
New team. New independent production company with exclusive commitment to ABC-TV has been formed by producer Leonard Goldberg (Starsky and Hutch, Fantasy Island, Charlie's Angels), in partnership with Aaron Spelling and talent manager Jerry Weintraub (John Denver, Bob Dylan, The Carpenters, Neil Diamond). Including theatrical movie deal with Universal, company claims to have total of $47 million in backing and plans "quality entertainment" series and miniseries.

Coast canceled. NBC-TV has canceled its commitment to TOY Productions for Coast to Coast, airline stewardess comedy originally set for network's 1978-79 prime-time schedule, then "postponed," for more work when Fred Silverman took over as NBC president. TOY said it was unhappy with handling of decision.

Metamorphoses. WSAI(AM) Cincinnati changes format from top 40 to contemporary country, effective today (Aug. 20). And WATT(AM) Chicago has returned to beautiful music Aug. 14, after initiating an all-talk format last fall.

Minis for minors. CBS-TV will produce what it says is first miniseries designed especially for children. Joey and Red: An adventure series, will air beginning Monday Nov. 27 on consecutive weekday afternoons, with specific half-hour time periods to be announced. Daniel Wilson Productions will produce.

Jam spreads. DIR Broadcasting New York, says it has more than 250 subscribing stations to new Super Jam radio series, in which rock stars gather in studios to play songs and improvise together. Debut is set for Aug. 30.

Rooted. ABC-TV announced its rerun of Roots will air at 9-11 p.m. NYT on Sept. 5 and 6; 8-11 p.m., on Sept. 7; 9-11 p.m., on Sept. 8 and 8-11 p.m., Sept. 10.
Introducing a major new research tool to improve your Radio station’s programming performance...

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Cablecasting*

Cable may lose status again at the FCC

Commission's Cable Bureau could be merged with Common Carrier; NCTA fears rerun of days when CATV was in the Broadcast Bureau

There is considerable speculation that the FCC is moving toward doing away with its Cable Television Bureau and merging its staff with the Common Carrier Bureau, a prospect that does not please the cable industry.

The current Cable Bureau chief, Philip Verveer, said last week that although a decision has not been made, the idea of a merger of the two bureaus is one that has been suggested by FCC Chairman Charles Ferris and is, in Mr. Verveer's mind, perhaps the logical outcome for a continuing cable TV deregulatory trend at the commission. Mr. Verveer said he supports the trend. "Maybe I'm working myself out of a job," he said. "[But] I really think that we need less regulation than we have."

While it may agree wholeheartedly with the last statement, the National Cable Television Association would oppose transferring the commission's cable authority to the Common Carrier Bureau. Asked for comment last week, NCTA's executive vice president, Thomas Wheeler, said: "We are not a common carrier. We were stuck away in the Broadcast Bureau before and were nothing but the tail of the dog. Therefore it gives us great concern."

Mr. Verveer and other commission aides said a move to eliminate the Cable Bureau depends in large measure on the outcome of several future cable decisions. The commission is scheduled to have a special meeting Sept. 28 to take up staff recommendations in four key areas, foremost among them the cable television economic study, which may give the commission clues as to how much cable regulation should remain in the future. Staff recommendations will also be received concerning the commission's syndicated exclusivity rules, cable EEO rules and the cable television certification program.

Five members of the 84-member Cable Bureau have already been transferred to the Common Carrier Bureau to handle the pole attachment program, and 12 more are due to transfer in the next few months, Mr. Verveer said.

"It's hard to know if [dismantling the Cable Bureau] is just a fleeting thought," he said. "But we'd be irresponsible if we didn't consider some options."

First REA money going to telco-cable firm

Government funds go for 'broadband' services, but don't include CATV; phone company will get other loan for television operation, seeks waiver of crossownership rules

The first loan for broadband services by the Rural Electrification Administration has gone to a telephone company in Footville, Wis., that is going to offer cable television.

The loan, $1,368,000 (35 years at 5%), is for extending "broadband" services to the rural community, and, because of a federal prohibition, cannot be used for television services. But the Footville Telephone Co.'s new cable will have eight television channels. David Kjelland, assistant manager of the company, said last week that the television facilities will be funded with a separate $319,000 loan from a private bank. The system has applied for a waiver of FCC rules that prevent telephone companies from being involved in cable television.

The Footville telephone system currently has 653 resident subscribers, 74% of whom have indicated a desire for the television service. Footville, located in hilly terrain 35 miles southeast of the state capital, Madison, receives, with varying degrees of clarity, over-the-air television signals from Madison and Rockford, Ill., some 30 miles further south. The telephone company plans to import over-the-air signals for the TV channels from Madison, Milwaukee, Chicago and Rockford. The price for the TV service will be $9.

The system, which may become the first test of JM Co.'s "CF Square" method of combining telephone with coaxial cable, may also carry burglar and fire alarm service in the future, Mr. Kjelland said.

Cable Briefs

Carrying ball. Warner Cable's Qube system in Columbus, Ohio, has set prices for five Ohio State football games it will be offering ("In Brief," July 31). Package of four away games and one home game, bought before Aug. 23 will go for $30; after that for $9 a game, said to be Ohio State stadium price. Games away are at Minnesota (Sept. 23), Purdue (Oct. 14), Wisconsin (Nov. 4) and Indiana (Nov. 18). Qube will be at home with Baylor Sept. 20.

Longer bird pact. Showtime, Viacom's pay-programming subsidiary, has extended its satellite agreement with RCA Americom from six to 10 years; over-all contract is now worth $11.5 million. Showtime also said it plans to extend programming day from nine to 12 hours; timeable wasn't announced.

For cable kids. Sept. 18 debut is planned for Calliope, 26-week children's film anthology for use in basic cable programming mix. With programming by Learning Corp. of America, series of more than 100 films is to be distributed on RCA Satcom satellite by UA-Columbia Cablevision, in cooperation with Madison Square Garden.

Funding source. Communications Funding Corp. has been formed by F. Dayton Chapin to offer cable systems funding for equity, long-term debt financing and managerial assistance. Firm is based at 9 Pine Point Road, Cape Elizabeth, Me. 04107.

Two executives of HBO subsidiary are fired

In a blunt announcement, Gerald M. Levin, chairman of Home Box Office, New York, said that Robert Weisberg, president of Telemation Program Services Inc., New York, and Henry Feinstein, senior vice president of TPS, have been dismissed because of "gross misconduct." Angela P. Schapiro, recently appointed TPS executive vice president, has been named to replace Mr. Weisberg as president. TPS is an HBO subsidiary that provides a program booker/buyer service for stand-alone pay TV operators. HBO is owned by Time Inc.

Until a few months ago Mr. Weisberg headed an HBO project aimed at developing a 24-hour news and information service, with distribution via satellite. The project was abandoned last spring and there was some speculation that the dismissals were tied in with the scuttling of plans for the new service.

Mr. Weisberg and Mr. Feinstein could not be reached for comment, and an HBO spokesman would not elaborate on the dismissals.

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Broadcasting Aug 21 1978 48
Judge finds Farber is writing book, won't allow bail

But when he offers to submit unedited manuscript, another judge rejects it; issue clouds First Amendment status of case

Myron A. Farber, the New York Times reporter jailed for withholding his notes from a murder trial (Broadcasting, Aug. 7, 14), remained in jail last week after his attorney withdrew a request that he be freed on bail.

The bail request was pulled back Aug. 11 after the reporter told a court hearing he had signed a contract with the Doubleday & Co. publishing firm to write a book on the case in addition to the articles he had written for the Times. U.S. District Judge Frederick B. Lacey, presiding at the hearing at Newark, N.J., said he would not free Mr. Farber on bail unless he disclosed the whereabouts of the book manuscript, which Mr. Farber refused to do.

Judge Lacey was sharply critical of the reporter, accusing him of "profiling handsomely" from the murder case and of standing to gain even more if the defendant in the trial—Dr. Mario Jascalevich, accused of having killed three patients in a hospital in Oradell, N.J., in 1965 and 1966 by injecting them with lethal doses of curare, a muscle relaxant—was convicted.

A series of Times articles by Mr. Farber in 1976 had led to the reopening of an investigation into those and other deaths and ultimately to the indictment of Dr. Jascalevich.

The defense attorney contends he needs access to Mr. Farber's notes to prepare the defense. The trial judge in that case has said he would examine the notes in private to see if any part of them is relevant, but Mr. Farber and the Times insist even that much disclosure would violate the reporter's pledge of confidentiality to his sources. The Times was fined $100,000, plus $5,000 a day until the material is turned over. Mr. Farber was fined $2,000 and sentenced to jail until he produced the material, plus six months after that. He went to jail on Aug. 4.

Mr. Farber was quoted last week as saying in a jail-cell interview that the book manuscript cited no sources that he was refusing to disclose to the court. He said he received a $37,500 advance from Doubleday but rejected a proposed movie contract with Warner Bros. when he learned one of the provisions would have required him to make his notes on the case available to the film company.

James C. Goodale, executive vice president of the New York Times Co., said in a statement after Judge Lacey's criticism and ruling on the bail request that "we don't agree with either the factual or legal findings." He said the Times knew Mr. Farber had a book contract, but doesn't consider it "relevant to any of the issues urged on the court—and certainly not to the single issue raised in the petition for habeus corpus, whether Farber is, at long last, to be afforded a full judicial hearing as due his First Amendment rights."

Mr. Farber and the Times have made several trips to Supreme Court justices without success. Now their case goes back to the New Jersey courts, where the first hearing of any kind is scheduled Sept. 18.

Later in the week, Mr. Farber offered to submit an unedited copy of the book manuscript to the court, but the offer was turned down by county judge William J. Arnold, who is presiding over the Jascalevich trial, after the defense objected. Mr. Farber said he was making the offer, reluctantly, in order to dispel "false charges" about the book and his motives in writing it. "The issue," Mr. Farber insisted, "is whether an American journalist who did nothing more than perform his job, in what he perceived to be the public interest, can be forcibly converted by the courts into an investigative arm of the defense or prosecution."

Mr. Farber's position was backed up by Arthur Ochs Sulzberger, head of the New York Times Co. and publisher of the Times. "Our support of Myron Farber has never wavered," he said, adding that the furor over the book manuscript was an "irrelevant issue."

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30-DAY FREE TRIAL OFFER
NAB goes to Gannett's aid in high court

Broadcasters, along with Reporters Committee, file friend of the court brief in New York 'gag' order case

The National Association of Broadcasters, in a case pending at the U.S. Supreme Court, is opposing the right of a trial judge to close pretrial proceedings to the press.

The case was brought before the court by Gannett Co., the newspaper and broadcasting group, which is appealing the decision of a New York state court judge, Daniel A. DePasquale, who closed a post-indictment hearing in a murder case and then refused to give the Times-Union, Gannett's paper in Rochester, N.Y., a transcript of the session. The purpose of the hearing was to determine whether the alleged confessions of two youths accused of killing a police officer should be admitted in the formal trial. The judge ruled that news reports of the proceedings might prejudice the defendants' right to a fair trial.

The ruling was overturned by an appeals court in the state, but reinstated by the New York Court of Appeals, which said in its decision that press coverage of the pretrial proceeding would threaten the selection of an impartial jury. It also said that the public interest in receiving the information was not as great in a murder trial as it would be, for instance, in a trial involving public officials.

NAB, joined by the Reporters Committee for Freedom of the Press and represented by E. Barrett Prettyman Jr. and Sara-Arn Determan of the Washington law firm of Hogan & Hartson, said that nine-tenths of all criminal proceedings are concluded before going to trial, and that permitting pretrial proceedings to be closed would give trial judges broad discretion to hide their activities from public scrutiny.

Mr. Prettyman was one of the attorneys who successfully argued the case of Nebraska Press Association vs. Stuart in 1976, in which the Supreme Court held that a Nebraska judge had violated the First Amendment in issuing a 'gag' order forbidding news reporting of information on murder confessions even when given in open court.

The principles in the Nebraska case should apply here as well, the NAB and Reporters Committee filing argued. All pretrial proceedings should be open to the press, the filing contended, unless (1) "there is convincing evidence that attendance by a public and the press will 'pose a serious and imminent threat of interference with a fair trial'" and (2) "there are no possible alternatives such as a change of venue or closed questioning of jurors.

The brief argued that pretrial proceedings often involve questions that the public has a right to understand.

"Because there is no trial in 90% of the criminal cases," the brief said, "the pretrial proceeding may be the only forum for public information about official conduct. Giving politically appointed or elected trial judges the broad discretionary power to seal these proceedings would in many cases insulate the judiciary, the prosecution and the police from any meaningful public accountability."

RCA shows faith in VCR medium

It beefs up offerings with 'SelectaVision Film Festival,' including movies and All fights, adds new models, color cameras

RCA has acquired video cassette rights to two heavyweight championship fights between Muhammad Ali and Leon Spinks in an effort to promote the company's SelectaVision consumer video recorders. RCA has also expanded its Selecta Vision product line to include a programmable recorder and color cameras.

The Ali-Spinks rights were purchased at an undisclosed price from Top Rank Inc., promoter of both the first meeting between the two boxers, televised by CBS-TV last Feb. 15, and the upcoming rematch, to be televised by ABC-TV Sept. 15. RCA will use CBS's video coverage, but supply its own commentary.

The fights will be part of a "SelectaVision Film Festival" promotion that also features 50 theatrical films purchased from 20th Century-Fox by Magnetic Video Inc. (BROADCASTING, Oct. 24, 1977). The film festival offering gives buyers of the company's four-hour VHS recorders the choice of two films from the catalogue, coupons worth 20% discounts on five other films and a free membership in a video club.

RCA said it will spend $2 million to advertise the "movies at home" concept this
fall, including buys on network TV and in magazines and newspapers.

Also to receive heavy advertising support is the expanded product line, which RCA said represents confidence in "a major expansion of the home video cassette recorder business in the second half of 1978." Surveys show a potential VCR penetration of 7% of all U.S. households, according to RCA.

The new programmable VCR, SelectaVision 400, can be pre-set to record up to four programs on different channels during a seven-day period. There is also an electronic program indexing feature that automatically finds program material recorded at different spots on the cassette. The model has an optional retail price of $1,275, an increase of $75 over the originally intended price due to the appreciation of the Japanese yen against the U.S. dollar, RCA said.

Also introduced was a medium-priced model VCR, for $1,075, which has a preset timer that turns the machine off automatically so that less than the full cassette can be used if desired. RCA's original SelectaVision model is still $1,000.

RCA's entry into the color camera accessory market consists of two models, one with a Canon zoom lens and electronic viewfinder for $1,275, and a base model with a standard lens and optical viewfinder for $850. Also because of the currency exchange rate, the company said it will increase the price of its two black and white cameras by $30, putting the base model at $330 and the zoom lens model at $430.

RCA executives said at a news conference in New York that the company is "working on" both a portable VCR model and stop-action and slow-motion features, but that "no practical answer" for the latter capabilities had yet been found in the four-hour format. JVC recently announced such options for its two-hour Vidstar VCR. (BROADCASTING, June 12).

Technical Briefs

Latest from Crown. New two-channel power amplifier has been introduced by Crown International, Elkhart, Ind. D-75, designed to drive studio monitors, provides 35 watts average power per channel into eight ohm load. Price: $349.

Big buy. RCA Broadcast Systems reports Springfield (Mass.) TV Corp. has ordered broadcast equipment worth more than $3 million for installation in two new TV stations. Equipment is intended for Springfield's KSTTV, Salt Lake City, scheduled to go on air on ch. 20 next fall, and ch. 30 station in Jacksonville, Fla., which is to begin operation early next year.


Handy dandy looker upper

Across the Dial®, a pocket-sized (4 by 8 3/4 inches) guide to U.S. and Canadian AM and FM radio stations, designed as a fast reference to call letters, frequencies and formats. With the companion feature, Around the Channels®, listing all U.S. and Canadian TV stations with channel numbers and showing network or independent status.

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**The Broadcasting**

**Playlist Aug 21**

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**Last This week week**

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<tr>
<th>Title □ Artist</th>
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<td>&quot;Gin House Party&quot; □ Frankie Valli</td>
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<td>&quot;Two Times a Lady&quot; □ Commodores</td>
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<tr>
<td>&quot;Life's Been Good&quot; □ Joe Walsh</td>
<td>Epic</td>
</tr>
<tr>
<td>&quot;Hopelessly Devoted to You&quot; □ Olivia Newton-John</td>
<td>RSO</td>
</tr>
<tr>
<td>&quot;Macho Man&quot; □ Village People</td>
<td>Casablanca</td>
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<tr>
<td>&quot;Kiss You All Over&quot; □ Exile</td>
<td>Warner Bros.</td>
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<tr>
<td>&quot;Pool If You Think It's Over&quot; □ Chris Rea</td>
<td>United Artists</td>
</tr>
<tr>
<td>&quot;Get Off Your Fox&quot;</td>
<td>TK</td>
</tr>
<tr>
<td>&quot;Got to Get You into My Life&quot; □ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
</tr>
<tr>
<td>&quot;Hot Child in the City&quot; □ Nick Gilder</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>&quot;You're the One That I Want&quot; □ Travolta/Newton-John</td>
<td>RSO</td>
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<tr>
<td>&quot;Summer Nights&quot; □ John Travolta/Olivia Newton-John</td>
<td>RSO</td>
</tr>
<tr>
<td>&quot;Two Out of Three Ain't Bad&quot; □ Meatloaf</td>
<td>Epic</td>
</tr>
<tr>
<td>&quot;Don't Look Back&quot; □ Boston</td>
<td>Epic</td>
</tr>
<tr>
<td>&quot;You're Nasty&quot; □ Coolidge</td>
<td>A&amp;M</td>
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<tr>
<td>&quot;Shadow Dancing&quot; □ Andy Gibb</td>
<td>RSO</td>
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<tr>
<td>&quot;Whenever I Call You&quot; □ &quot;Friend&quot; □ Kenny Loggins</td>
<td>Harvest</td>
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<tr>
<td>&quot;You Belong to Me&quot; □ Carly Simon</td>
<td>Elektra</td>
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<tr>
<td>&quot;Use to Be My Girl&quot; □ O'Jays</td>
<td>Phila. Intl.</td>
</tr>
<tr>
<td>&quot;Back in the U.S.A.&quot; □ Linda Ronstadt</td>
<td>Asylum</td>
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<tr>
<td>&quot;Close the Door&quot; □ Teddy Pendergrass</td>
<td>Phila. Intl.</td>
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<tr>
<td>&quot;Hollywood Nights&quot; □ Bob Seger</td>
<td>Capitol</td>
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<tr>
<td>&quot;Stay&quot; □ Jackson Browne</td>
<td>Elektra</td>
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<tr>
<td>&quot;You and I&quot; □ Rick James</td>
<td>Gordy</td>
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<tr>
<td>&quot;Two Tickets to Paradise&quot; □ Eddie Money</td>
<td>Columbia</td>
</tr>
<tr>
<td>&quot;You Needed Me&quot; □ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>&quot;Still the Same&quot; □ Bob Seger</td>
<td>Capitol</td>
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<tr>
<td>&quot;She's Always a Woman&quot; □ Billy Joel</td>
<td>Columbia</td>
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<tr>
<td>&quot;The Groove Line&quot; □ Heatwave</td>
<td>Epic</td>
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<tr>
<td>&quot;Runaway&quot; □ Jefferson Starship</td>
<td>Grunt</td>
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<tr>
<td>&quot;Bluer Than Blue&quot; □ Michael Johnson</td>
<td>EMI America</td>
</tr>
<tr>
<td>&quot;Rock 'n' Roll Fantasy&quot; □ Kinks</td>
<td>Arista</td>
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<tr>
<td>&quot;I'm Not Going to Let It Be&quot; □ A.R.S.</td>
<td>Polydor</td>
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<tr>
<td>&quot;Just What I Needed&quot; □ The Cars</td>
<td>Elektra</td>
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<tr>
<td>&quot;Paradise by the Dashboard Light&quot; □ Meatloaf</td>
<td>Epic</td>
</tr>
<tr>
<td>&quot;Right Down the Line&quot; □ Gerry Rafferty</td>
<td>United Artists</td>
</tr>
<tr>
<td>&quot;Come Together&quot; □ Aerosmith</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

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**Playback**

- **Foxy’s trotting.** Added at such stations as WABC/AM New York and WGGC-AM-FM Washington, Foxy is getting off to a nice start with its new single, Get Off (TK), which comes on the chart at 20 this week. It's also on WAGM Harrisburg, Pa., where Jim Buchanan says “it’s doing real well. It’s basically disco—disco with white crossover.”

- **Seger's second.** Bolting to 35, Bob Seger's Hollywood Nights (Columbia), the second single from the Stranger in Town LP may follow the lead of Still the Same, which peaked "Playlist" at nine in July Barry Hodges of WZQW/AM Frederick, Md., says "when I first heard the album, my initial thought was that the king is not dead, he just moved from Memphis to Detroit. Seger is the king of rock 'n' roll (and Hollywood Nights is rock 'n' roll all the way)." Midas touch. Billy Joel's Stranger LP (Columbia) has produced a string of hits including Just the Way You Are, Movin' Out and Only the Good Die Young. But can the new single, She’s Always a Woman, make it as well? Apparently, it can: it bolts to 41 this week. Jim Smith of WOKY Milwaukee says "he may get away with it, the material is so strong." Similarly, Steely Dan, whose Aja (ABC) album has had numerous hit singles (among them Peg and Deacon Blues), is getting attention with Josie. Bobby Knight of WCEA/Cuyahoga Falls (AKron), Ohio, says "it should have been released first...it's the most commercial thing on the whole album...it might even do better than Peg. "Here's Who." After a long silence, Who is back with a new single, Who Are You (MCA). Mark Elliott of WCKO/Cincinnati says "it's the best: Who record that has ever come out. It's very reminiscent of the old Who— I Can See for Miles and the Tommy era."

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**Country**

<table>
<thead>
<tr>
<th>Last This week week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Talking in Your Sleep&quot; □ Crystal Gayle</td>
<td>United Artists</td>
</tr>
<tr>
<td>2</td>
<td>&quot;When I Stop Leaving&quot; □ Charley Pride</td>
<td>RCA</td>
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<tr>
<td>3</td>
<td>&quot;I'll Find It Where I Can&quot; □ Jerry Lee Lewis</td>
<td>Mercury</td>
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<tr>
<td>4</td>
<td>&quot;Blue Skies&quot; □ Willie Nelson</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Don't Love Me Anymore&quot; □ Eddie Rabbitt</td>
<td>Elektra</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Rose Colored Glasses&quot; □ John Conlee</td>
<td>ABC</td>
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<tr>
<td>7</td>
<td>&quot;Boogie Grass Band&quot; □ Conway Twitty</td>
<td>MCA</td>
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<tr>
<td>8</td>
<td>&quot;Rake and Ramblin'&quot; □ Don Williams</td>
<td>ABC</td>
</tr>
<tr>
<td>9</td>
<td>&quot;We Belong Together&quot; □ Susie Allenson</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Love Me With All of Your Heart&quot; □ J. Rodriguez</td>
<td>Mercury</td>
</tr>
<tr>
<td>11</td>
<td>&quot;I've Always Been Crazy&quot; □ Waylon Jennings</td>
<td>CBS/Mercury</td>
</tr>
<tr>
<td>12</td>
<td>&quot;From Seven Till Ten&quot; □ Loretta Lynn &amp; Conway Twitty</td>
<td>MCA</td>
</tr>
<tr>
<td>13</td>
<td>&quot;Love Or Something Like It&quot; □ Kenny Rogers</td>
<td>UA</td>
</tr>
<tr>
<td>14</td>
<td>&quot;What Can I Say&quot; □ Jerry Reed</td>
<td>RCA</td>
</tr>
<tr>
<td>15</td>
<td>&quot;I'll Just Take It Out in Love&quot; □ George Jones</td>
<td>Epic</td>
</tr>
<tr>
<td>16</td>
<td>&quot;You Needed Me&quot; □ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>17</td>
<td>&quot;Please Help Me&quot; □ Janie Fricke</td>
<td>MCA</td>
</tr>
<tr>
<td>18</td>
<td>&quot;Talk to Me&quot; □ Freddie Fender</td>
<td>ABC</td>
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<tr>
<td>19</td>
<td>&quot;Only One Love in My Life&quot; □ Ronnie Milsap</td>
<td>RCA</td>
</tr>
<tr>
<td>20</td>
<td>&quot;Come See Me and Come Lonely&quot; □ Dottie West</td>
<td>UA</td>
</tr>
<tr>
<td>21</td>
<td>&quot;When Can We Do This Again&quot; □ T.G. Sheppard</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>22</td>
<td>&quot;Hello Mexico&quot; □ Johnny Duncan</td>
<td>Columbia</td>
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<tr>
<td>23</td>
<td>&quot;I Believe in You&quot; □ Mel Tillis</td>
<td>MCA</td>
</tr>
<tr>
<td>24</td>
<td>&quot;Who Am I to Say&quot; □ Statler Bros.</td>
<td>Mercury</td>
</tr>
<tr>
<td>25</td>
<td>&quot;Beautiful Woman&quot; □ Charlie Rich</td>
<td>Epic</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. □ indicates an upward movement of five or more chart positions between this week and last.
Media

Charles J. Rother, president and treasurer of WGN Electronic Systems Co. and director of engineering and development for WGN Continental Broadcasting, Chicago, elected VP and director of WGN Continental Broadcasting.

Miriarn M. Waldstein, investor analyst manager in corporate relations department, ABC, New York, named manager of administration, corporate relations.

Oliver J. Janney, assistant secretary in legal department of RKO General, New York, appointed assistant general attorney.

Henry Becton Jr., producer, noncommercial WGBI-TV Boston, appointed general manager. He succeeds Michael Rice, who becomes director of Aspen Institute's Program on Communications and Society, Washington.

Ivan Bracker, station manager, KZEW(FM) Dallas, named manager of radio division of Belo Broadcasting Corp., which includes KZEW and WFAA(FM) Dallas.

Gary W. Popkins, general sales manager, WJZAM(WJZAM) Toledo, Ohio, appointed general manager, WJHJ(FM) Plisburgh.

Harry Kaplan, VP-general manager, KMNSAM(KMNSAM) Sioux City, Iowa, joins WJRT(AM) Rocky Mount, N.C., in same capacity.

Stanton C. Smart, operations manager, WClZAM(WCLZAM) Grand Rapids, Mich., joins WJRT(AM) there as station manager.

Robert O. Clark, program director, WOSX(AM) San Juan, P.R., appointed station manager.

Richard L. Giolguda, general manager, non-commercial WHHR(AM) West Haven, Conn., elected chairman of board of Intercollegiate Broadcasting System.

Broadcast Advertising

Shelly Schwab, station manager, WAGA-TV Atlanta, named VP and director of sales, MCA TV, New York, succeeding Don Menchel, who recently was appointed president of MCA TV.


Gary Elman, financial manager of domestic subsidiaries and profit centers, Benton & Bowles, New York, elected VP's.

Gerard A. Cosco, account supervisor, Compton Advertising, New York, elected VP. Dennis E. Vlies, president and general manager of Ace-Compton Advertising, Manila, joins partner agency, Compton, New York, as management supervisor.

Douglas Fellman, group controller, Young & Rubicam, New York, joins Grey Advertising there as VP-corporate finance.

Katherine H. Hoskins, account executive, Sanders & Printup, Honolulu, joins J. Walter Thompson, San Francisco, as senior broadcast coordinator.

Terry MacDonald, director of communications information services, Young & Rubicam, New York, and VP of Young & Rubicam USA, named director of communications development. Laurence R. Stoddard Jr., group supervisor in communications planning, and VP of Young & Rubicam USA, succeeds Mrs. MacDonald.

Bob Reuschle, VP-media director, and John Kennedy, VP-finance, elected senior VP's, Henderson Advertising, Greenville, S.C. Larry Richardson, senior VP-creative director, Gardner Advertising, St. Louis, joins Henderson in same capacity.

Thomas E. Arnold, account executive, D'Arcy-MacManus & Masius, St. Louis, named senior account executive. Radine Covi, graduate of Washington University, St. Louis, joins creative department of DM&M there as associate art director. Bruce Duffy, partner in Duffy Goetleer, Columbus, Ohio, joins DM&M as senior writer in creative department.

D. Kyle Felt, from J. Walter Thompson, New York, joins Warwick, Welsh & Miller Advertising there as senior VP in account service.


Canthy Thomson, media supervisor, Barickman Advertising, Kansas City, Mo., joins Fromm Inc., advertising agency there as account executive.

Morris Peck, manager of Boston office of MMT Sales Inc., named VP Jon Gluck, director of research and sales development, WXYZ-TV Detroit, joins MMT, New York, as director of programming and research. Dan O'Kane, controller of Storer Television Sales, New York, named financial administrator for MMT there.

Manne Russo, general sales manager, KVITV TV St. Louis, retires after 12 years in that position. Richard Williams, national sales manager, succeeds Mr. Russo.

Kent E. Little, general manager, WCCBTV Charlotte, N.C., named national sales manager, KDA-TV Denver.

G. Dennis Kelly, manager, West Coast sales, Top Market Television, Los Angeles, named VP-West Coast regional sales manager.

Richard Freeman, manager, Midwest sales, Detroit, named VP-Midwest regional sales manager.

David Loveland, in sales department of KXCO TV Oklahoma City, named local and regional sales manager.

John Mackin Ade, general sales manager.
Changes in sales staff of Lee Enterprises' Quinby, Ill., division, wqtkr(FM)-AM-FM, include: Jack Rose, general sales manager for radio and TV, named national sales manager. Tim Thompson, account executive for radio and TV, named local sales manager for TV, and Ron Fruhe, national sales manager for radio and TV, named local radio sales manager.

Peter S. Stromquist, from wqtkr(WJRT(FM)-AM-FM, Chicago, appointed general sales manager, kirlam(WJRT(FM)-AM-FM, St. Charles, Mo.

Kenneth Rothrum, account executive, wqtkr(WJRT(FM)-AM-FM, Syracuse, N.Y., named local sales manager.

Leslie Johnson, from wqtkr(WJRT(FM)-AM-FM, Moline, Ill., named sales manager, kwtkr(WJRT(FM)-AM-FM, Davenport, Iowa.

Steve Heffler, account executive, wqtkr(WJRT(FM)-AM-FM, Boston, joins kwtkr(WJRT(FM)-AM-FM, there in same capacity.

Noreen Dahlstrom, from kwtkr(WJRT(FM)-AM-FM, San Francisco, appointed sales promotion coordinator, kwtkr(WJRT(FM)-AM-FM, there.

Stanley C. King, salesman, wqtkr(WJRT(FM)-AM-FM, Wallace, N.C., named sales manager.

Peter Schmidt, air personality-account executive, wqtkr(WJRT(FM)-AM-FM, Phoenix, N.Y., joins wqtkr(WJRT(FM)-AM-FM, Binghamton, N.Y., in same capacity.

Programing

Werner Michel, VP-programming, MGM Television, Culver City, Calif., named senior VP-creative affairs.


Francis O'Brien, VP of marketing administration for motion picture division, Paramount Pictures Corp., New York, named VP and executive assistant to company's chief operating officer and president, Michael Einer.

Brett Dicker, advertising assistant, international division of United Artists, New York, named international advertising and publicity manager.

Richard Irving, producer, named VP in charge of economic controls and procedures, Universal Television, Los Angeles.

Jim Weathers, Western division sales manager, Metromedia Producers Corp., Los Angeles, named VP, Western division.

Nancy Calloway, from kwtkr(KMUL(FM)-AM-FM, Kansas City, Mo., joins wqtkr(WJRT(FM)-AM-FM, Chicago as director in programing department.

Frank Jackson, producer of Common Ground, wqtkr(WJRT(FM)-AM-FM, Chicago, named executive producer for public affairs programming. Don Johnson, field producer, succeeds Mr. Jackson, and assumes responsibilities in station-related community service projects.

Sharon Blair, executive producer, wqtkr(WJRT(FM)-AM-FM, Jacksonville, Fla., appointed program manager for Connecticut Public Television, Hartford.

Dave Martin, from kwtkr(WJRT(FM)-AM-FM, Chicago, joins wqtkr(WJRT(FM)-AM-FM, Boston as program manager.

Brian G. Leopold, producer-director, wmbb(FM)-AM-FM, Peoria, Ill., joins kcrf(FM)-AM-FM, Cedar Rapids, Iowa, in same capacity.


Hal O'Neil, from kwtkr(WJRT(FM)-AM-FM, Rocky Mount, Va., joins wqtkr(WJRT(WJRT(FM)-AM-FM, Wallace, N.C., as program director.

Kenneth Edmundson, assistant to producer, NBC Sports, New York, named associate producer.

Mark Stulberger, sports director, wqtkr(WJRT(FM)-AM-FM, Cleveland, named producer of weekend sports programs on ABC's American Information and American Entertainment Radio Networks, New York.

Don Shane, sports reporter, wqtkr(WJRT(FM)-AM-FM, Washington, appointed weekend sports anchor and weekday sports reporter, wqtkr(WJRT(FM)-AM-FM, Detroit.

Joe Walker, sports broadcaster, wqtkr(WJRT(FM)-AM-FM, Atlanta, appointed sports director.

News and Public Affairs


Cathy Cundiff, news director, kglam(WJRT(FM)-AM-FM, Galveston, Tex., named correspondent, kglam(WJRT(FM)-AM-FM, Houston.

Andy Still Jr., from wagt-WATL Atlanta, joins wtvu-WNTV Columbus, Ga., as co-anchor. Jeanne Yeomans, Associated Press state capital reporter in Carson City, Nev., appointed urban affairs reporter, kirlam(WJRT(FM)-AM-FM, San Francisco.

Robert E. Elliott Jr., producer and reporter, wrctv-WNTV Boston, joins wtvu-WNTV Little Rock, Ark., as reporter. Michael A. Gemi, from wagt-WATL Orlando, Fla., joins wtvu-WNTV Wilmington, N.C., as director of public affairs and late news programs.

Steve Shumake, in news department, wqtkr(WJRT(FM)-AM-FM, Raleigh, N.C., appointed senior news director.
R. W. Fensterbush, chief engineer for First Illinois Cable TV, Springfield, Ill., appointed chief engineer for River City Cable TV, Louisville, Ky.

**Equipment and Engineering**

John N. Lamasters, VP-general manager of Satellite Communications Division of Harris Corp., Melbourne, Fla., named corporate VP-group executive with responsibility for three divisions of Harris forming company’s communications group.


Brian Edney, general manager of Rank Optics and director of Rank Precision Industries, Leeds, England, appointed president of Rank Industries America Inc., Des Plaines, Ill.

Leslie S. Wayman, president of Magnasync/ Moviola Corp., Los Angeles, appointed chairman of board. Daniel M. Zinn, group executive for electronics division of Anaconda Co., New York, succeeds Mr. Wayman.

**For the Record**

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 7 through Aug. 11.


**New Stations**

**TV applications**

- Marion, Ill.—David Doellitzsch seeks ch. 27; ERP 152 kw vis., 27.3 kw aur., HAAT 529 ft.; ant. height above ground 489 ft. Address: Rt. 1, Marion 62959. Estimated construction cost undecided; first-year operating cost $50,000; revenue undetermined. Former: Berman, principal.

**AM applications**

- Florala, Ala.—Florala Broadcasting Co. seeks 1230 kHz, 1 kw. Address: P.O. Box 202, Florala 36442. Estimated construction cost $42,377; first-year operating cost $31,680; revenue undetermined. Former: MOR, principal; Larry Grover, president, and 19 others. None has other broadcast interests. Mr. Grover is accountant at Lawrenceville, Ga., bank. Ann. July 28.

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FM application


- Mechanicsville, Va.—Returned as unacceptable for filing application by R&S Broadcasting Inc. for new FM station. Action June 30.

- Summersville, W. Va.—Returned as unacceptable for filing application by R&S Broadcasting Inc. for new FM station. Action June 30.

- De Pere, Wis.—Returned as unacceptable for filing application by De Pere Broadcasting Inc. for new FM station on 95.9 mhz. Action June 23.

Clincho, Va.—Returned as unacceptable for filing application by Dickenson County Broadcasting Corp. for CP for new FM station on ch. 272. Action July 18.

Facilities Changes

AM application

- KFRF Fairbanks, Alaska.—Seeks CP to change frequency to 820 kHz: reduce night power to 1 kw. Ann. Aug. 7.

AM actions


- KQQQ Tuscon, Ariz.—Granted license covering 959 kHz to E. B. Williams (H & V); antenna height 195 ft. (H & V). Action July 25.

- KTRB Modesto, Calif.—Returned as unacceptable for filing application for CP to increase power. Action July 25.

- KPOP Roseville, Calif.—Returned as unacceptable for filing application for CP to increase daytime power. Action July 14.

- KQLH San Bernardino, Calif.—Returned as unacceptable for filing application for CP to change existing facilities. Action June 21.

- KWSO Wash, Calif.—Returned as unacceptable for filing application for CP to increase daytime power. Action July 25.

- WMLB West Hartford, Conn.—Returned as unacceptable for filing application to increase daytime power and add nighttime operation. Action July 25.

- WJPC Lake Wales, Fla.—Returned as unacceptable for filing application to build nighttime operation. Action July 25.

- WHHL Pine Castle-Sky Lake, Fla.—Granted CP to increase power to 1 kw and change type trans. Action July 17.

- WEFV Aurora, Ill.—Returned as unacceptable for filing application for CP to increase power and change frequency. Action July 25.

- WNIB Chicago—Returned as unacceptable for filing application for CP to increase daytime power. Action June 23.


- WPAW Pahou, Ky.—Returned as unnecessary application to establish remote control. Action July 5.


Grants

- WBMV Utica, N. Y. (AM: 1550 kHz, 1 kw.—) Broadcast Bureau granted assignment of license from WBMB Enterprises to Buffalo Broadcasting Co. for $285,500. Seller: owned by George W. Steven (42.9%) and Donald F. Sarago (26.5%); receivers: Paul Stewart (9%) and Benjamine H., his wife (21.6%). It also owns WOUR (FM) Utica, N.Y. Action July 26.

- WARFA TV Warwick-East Greenwich, R. I. (AM: 1590 kHz, 1 kw.—Broadcast Bureau granted assignment of license from Warwick Radio Station Inc. to Blue Fox Broadcasting Co. for $320,000. Seller: owned by James M. Cooc Jr. (33.3%) his son James B. III (22.3%) its wife Ann J. 22.3%) and Vincent L. Muncie (22.3%). No other broadcast interests. Buyer: is owned by Rudolf Bankfild (64.3%) John F., his son (14.8%) and Benjamine H., his wife (21.6%). It also owns WOUR (FM) Utica, N.Y. Action July 26.

Ownership Changes

Applications

- KKEZ(FM) Shafter, Calif., Brandon-Donkey Communications Inc.—Granted license covering new FM station: ERP: 3.0 kw (H & V); antenna height 300 ft. (H & V). Action July 25.

- KMIX(FM) Turlock, Calif., John J. and Mary C. Hall—Granted license covering permit for new station: ERP: 1.6 kw (H & V); antenna height 390 ft. (H & V). Action July 18.

- WRFB Pensacola, Fla., Barbo Broadcasting Co.—Granted license covering new station: ERP: 100 kw (H & V); antenna height 360 ft. (H & V). Action July 17.

- KDSI Wichita, Kan.—Defenders School of the Air Inc.—Granted license covering new station: ERP: 14.5 kw (H & V); antenna height 185 ft. (H & V). Action July 27.

- WFRP Indianapolis, Ind., Franklin Township Community School Corp.—Granted license covering permit for new station.


- KSHI Zuni, N.M.—Zuni Radio Board of Commissioners—Granted license covering permit for new station. Action July 27.

- WHJJ Dix Hills, N.Y., Half Hollow Hills Community Public Library—Granted license covering new station.

- KDEY Lublin, Tex., Darrell E. Yates—Granted license covering new station: ERP: 1.9 kw (H & V); antenna height 360 ft. (H & V). Action July 27.

Other actions

- Monte Vista, Colo.—Dismissed application by Colorado Radio Corp. for new FM station. Action June 23.

- Slamford, Conn.—Returned as unacceptable for filing application by Build-Save Inc. for CP for new FM broadcast station. Action July 18.

- St. Augustine, Fla.—Returned as unacceptable for filing application by Dorothy Branson for new FM station to operate on Channel 28A. Action June 30.

- Sunrise Fla.—Returned as unacceptable for filing application by School Board of Broward County for non-commercial educational (10 watt) FM station on 88.3 mhz. Action July 21.

- Osage, Iowa—Returned as unacceptable for filing application by Broadcasting Co. for new FM station. Action June 23.

The CBS Sound Effects Library is the Best You Can Buy.

Broadcasting Magazine brings you a unique production tool drawn from the world-wide audio archives of CBS: THE CBS SOUND LIBRARY. It provides an outstanding selection of fresh, modern, never-before-released audio materials! Meticulously assembled from hours of raw sound footage, the CBS SOUND LIBRARY is designed to meet the universal demand for 1970's realism in audio production!

Exclusive “Building Block” technique for maximum flexibility!

Every sound recorded live... on the spot!

Longer cuts provide easier more convenient looping!

Complete Sound Library designed exclusively for professionals!

Advanced recording techniques for superior fidelity!

Over 8 full hours of today's most important sound effects...407 cuts in all...in one complete, easy-to-use library!

Here is a brief sampling of the many sounds included in this collection: Actual moonshot launch, from mission control countdown and liftoff to the sounds of radio transmission from outer space...Satellite signals; missile base sounds...Sounds of the North Pole; glacial break-ups; explosions and avalanches, suitable for earthquakes and other natural disasters...Transportation atmospheres; wind effects and various parade ground sounds...Modern airport and aircraft sounds, including helicopters...Various auto racing effects, including car starts...Stadium crowds including a comprehensive baseball stadium sequence...Outdoor crowds, such as street riots, street fighting, rallies, sirens, applause; etc...Fire engines, traffic, construction, car wash and gas station sounds...Sports sequences including scuba diving; boxing; motorboating and children at play...On-location nature and rainforest sequences including weather and beach effects...Various bird sounds; sea lions and horse and wagon effects...On-location sounds from prisons and courts of law; stock exchange interiors; department stores and supermarkets...Factory effects; school interiors and fireworks effects...Orchestra tuning up; party crowds; teargas grenades; street vendors...and more!

LOW COST! The new CBS SOUND LIBRARY...consisting of sixteen 12" pure vinyl LP records plus a complete catalog and exhaustive, easy-to-use index—can be yours right now for just $150. Quite a bargain when you consider the outstanding new dimension and quality you'll be adding to your production capabilities.

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

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

Name

Firm or Call Letters

Address

City ______ State ______ Zip

I agree to purchase this set for $150.

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

Signature
### Summary of Broadcasting

#### FCC tabulations as of June 30, 1978

<table>
<thead>
<tr>
<th>Station</th>
<th>Licensee</th>
<th>On air</th>
<th>CP's on air</th>
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<td>2,408</td>
<td>186</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**Includes off-air licenses

- WJIC Salem, N.J. - Returned as unacceptable for filing application for CP to increase daytime power and add nighttime hours of operation. Action July 18.
- WEBR Buffalo, N.Y. - Dismissed CP to make changes in ant. system and to change type trans. Action Aug. 7.
- WQBS San Juan, P.R. - Granted license covering permit for changes. Action July 18.
- WADK Newport, R.I. - Returned as unacceptable for filing application for CP to increase daytime power and add nighttime hours of operation. Action July 18.
- WBBR Travelers Rest, S.C. - Returned as unacceptable for filing application for CP to increase power. Action June 18.
- WTNM Millington, Tenn. - Returned as unacceptable for filing application for CP to increase power and tower height. Action July 25.
- WDTM Selmer, Tenn. - Returned as unacceptable for filing application for CP to increase in tower height and efficiency for addition of FM antenna. Action July 3.
- WAMB Nashville, Tenn. - Forfeited CP authorizing increase in tower height and efficiency for addition of FM antenna. Action July 3.
- WBQS Blackburg, Va. - Granted CP to increase power to 10 kw. Action July 17.

#### FM applications
- WAOQ Carrollton, Ala. - Seeks CP to install new aux. trans. and aux. at TML to be operated on: 94.1 mhz; ERP: 30.6 kw (H&V); and HAAT: 360 ft. (H&V). Ann. Aug. 1.
- WAXY Fort Lauderdale, Fla. - Seeks CP to install new aux. and ant. at TML to be operated on: 105.9 mhz; ERP: 27.72 kw (H&V) and HAAT: 410 ft. (H&V). Ann. Aug. 1.
- WDEA-FM Ellthorne, Maine - Seeks mod. of CP to change TPO: ERP: 8.3 kw (H&V) and HAAT: 1029 ft. (H&V); make changes in ant. system. Ann. Aug. 9.
- KGLR Reno, Nev. - Seeks CP to change TML; make changes in ant. system (increase height); change ERP: 29.8kw and HAAT: minus 272 ft. Ann. Aug. 9.
- WJBZ Olean, N.Y. - Seeks mod. of CP to change trans.; change ant.; change transmission line and TPO. Ann. Aug. 9.
- KONS Lebanon, Ore. - Seeks CP to install new trans. install new ant.; make changes in ant. system (increase height); change TPO; ERP: 52.6kw (H&V); and HAAT: 380 ft. (H&V). Ann. Aug. 9.

#### FM actions
- KADO-FM Texarkana, Ark. - Granted CP to install new trans. and ant.; change TPO: ERP: 3 kw (H&V); ant. height 160 ft. (H&V); remote control permitted. Action Aug. 1.
- WAGE Inglewood, Calif. - Granted CP to install new trans. and ant.; to be operated on 103.9 mhz Action Aug. 3.
- WLEQ Bonita Springs, Fla. - Granted mod. of permit to make changes in transmission line, TPO and ant. Action Aug. 3.
- KNX-FM Los Angeles - Granted CP to install new aux. at TML to be operated on 91.3 mhz ERP: 12.5 kw with main trans. (H&V); 8.1 kw with aux. trans. (H&V); ant. height: 2,820 ft. Action Aug. 1.
- KCLD Santa Rosa, Calif. - Granted mod. of permit to change trans. and ant.; make changes in ant. system; change TPO: ERP: 0.34 kw (H&V); ant. height: 1090 ft. (H&V); remote control permitted. Action Aug. 1.
- WWVE Waterbury, Conn. - Granted mod. of CP for extension of completion date to November 1 for changes. Action July 17.
- WNIU-FM Dekalb, Ill. - Returned an unacceptable for filing application for CP to increase power and change ant. site. Action June 23.
- WQGK-FM Portand, Me. - Granted license covering changes: ERP: 99 kw (H&V); ant. height: 1,400 ft. (H&V). Action Aug. 7.
- WSME Sanford, Me. - Granted mod. of license covering change of SL and addition of remote control. Action Aug. 7.
- WBIC Bethlehem, Md. - Seeks mod. of CP to change trans., ant.; make changes in ant. system (increase height); change TPO: ERP: 50 kw (H&V) and HAAT: 497 ft. (H&V). Ann. Aug. 1.
- WIFI Ironwood, Mich. - Granted license covering changes; ERP: 10 kw (H&V); ant. height: 500 ft. (H&V). Action Aug. 7.
- KLOH-FM Pipestone, Minn. - Granted license covering changes; ERP: 38 kw (H&V); ant. height: 700 ft. (H&V). Action Aug. 7.
- KRCN Rochester, Minn. - Granted license covering changes; ERP: 710 w (H&V); ant. height: 560 ft. (H&V). Action Aug. 7.
- KCLD-FM St. Cloud, Minn. - Granted license covering changes; ERP: 7 kw (H&V); ant. height: 440 ft. (H&V). Action Aug. 7.
- WBLE-Batesville, Miss. - Granted CP to replace expired permit. Action July 18.

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**Broadcasting Aug 21 1978**

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<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>Jansky &amp; Bailey</td>
<td>ATLANTIC RESEARCH CORP.</td>
<td>5390 Cherry Ave, Alexandria, VA 22314</td>
<td>(703) 356-3300</td>
<td></td>
</tr>
<tr>
<td>E. Lawrence</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ATLANTIC RESEARCH CORP. | 5390 Cherry Ave, Alexandria, VA 22314 | (703) 356-3300 | |
| LOHNES & CULVER | Consulting Engineers | 1156 10th St, N.W., Suite 606, Washington, D.C. 20005 | (202) 296-2722 | Member AFCCE |
| A. D. Ring & Associates | Consulting Radio Engineers | 1771 N St., N.W., 296-2315 | Washington, D.C. 20006 | Member AFCCE |
| CARL T. JONES ASSOCs | Consulting Engineers | 2990 Teleset Ct., Suite 405 | (703) 560-6800 | Fails Church, Va. 22042 | Member AFCCE |
| STEEL, ANDRUS & ASSOCIATES | Consulting Engineers | 2029 K St., N.W., Washington, D.C. 20006 | (202) 837-9475 | (301) 384-5374 | Member AFCCE |
| CARL E. SMITH | Consulting Radio Engineers | 8200 Sawtelle Road | Cleveland, Ohio 44141 | Phone: 216-326-3486 | Member AFCCE |
| JOHN H. MULLANEY | Consulting Radio Engineers, Inc. | 9616 Pinkney Court | Potomac, Maryland 20854 | 301-299-3900 | Member AFCCE |
| C. P. CROSSNO & ASSOCIATES | Consulting Engineers | W.O. BOX 13631 | Dallas, Texas 75218 | Computer-Aided Design & Allocation; Studies Field Engineering, Aeriel Radiation Measurements | (214) 321-9140 | |
| E. Harold Munn, Jr., & Associates, Inc. | Consulting Engineers | Box 220 | Coldwater, Michigan 49036 | Phone: 517-278-7339 | Member AFCCE |
| JOHN B. HECHELINGER | Consulting Engineers | 9208 Wyoming Pl., Hilland 4-7010 | Kansas City, Missouri 64114 | |
| JULES COHEN & ASSOCIATES | Consulting Engineers | Suite 400 | 1730 M St., N.W., 659-3707 | Washington, D.C. 20003 | Member AFCCE |
| HATFIELD & DAWSON | Consulting Engineers | 3525 Stone Way N., Seattle, Washington 98103 | (206) 633-2885 | Member AFCCE |
| MIDWEST ENGINEERING ASSOCIATES | Consulting Engineers | 6934 A.N. University | Peoria, Illinois 61614 | (309) 692-4233 | Member AFCCE |
| KESSLER ASSOCIATES | Consulting Engineers | 1511 N.W. Sixth Street | Gainesville, Florida 32601 | (904) 376-3157 | (904) 373-5225 | |
| DON'T BE A STRANGER | To Broadcasting's 157,000 Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and men agers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services. *Harold P. Munn. 1970 Readership Survey showing 54 readers per copy | |
| E.M.R. Engineering, Inc. | Consulting Engineers | PO BOX 148, Channelview, Tex. 77530 | (713) 452-5678 | |
| RADIOL ENGINEERING CO. | Consulting Engineers | PO BOX 2351 | Paris, Texas 75462 | 309/673-7511 | Member AFCCE |
| JOHN EK. BROWNE & ASSOCIATES, INC. | Consulting Engineers | 1901 Pennsylvania Ave., NW | Washington, D.C. 20006 | 525 Woodward Avenue, Bloomfield Hills, MI 48013 | Tel: (313) 646-5226 | (313) 629-2000 | Member AFCCE |
| DON'T BE A STRANGER | To Broadcasting's 157,000 Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and men agers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services. *Harold P. Munn. 1970 Readership Survey showing 54 readers per copy | |
| WILLIAM N. CARR & ASSOCIATES, INC. | Consulting Engineers | 15745 Terrace Lane Circle | Dallas, Texas 75240 | 214/233-6034 | |
| KESSEL ASSOCIATES | Consulting Engineers | PO Box 1527 | Olympia, Station 90212 | Suite 400 | 1730 M St., N.W., 659-3707 | Washington, D.C. 20003 | Member AFCCE |
| KESSLER ASSOCIATES | Consulting Engineers | 1511 N.W. Sixth Street | Gainesville, Florida 32601 | (904) 376-3157 | (904) 373-5225 | |
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| KESSLER ASSOCIATES | Consulting Engineers | 1511 N.W. Sixth Street | Gainesville, Florida 32601 | (904) 376-3157 | (904) 373-5225 | |
Fines

- KTFV-TV Fairbanks, Alaska—Ordered to forfeit $1,350 for repeated failure to perform timely and complete virtual reflectometer power calibrations. Action Aug. 8.
- KYVN(FM) Napu, Calif.—Notified of apparent liability for $200 for not calibrating transmission line during the period 11-14-76 to 9-15-77, in that the only record of calibration occurred 9-16-77. Action Aug. 8.
- WSEB Schering, Fla.—Ordered to forfeit $250 for repeated failure to perform weekly calibration of the remote antenna base current meter. Action Aug. 8.
- KVJU-TV Sayre, Okla.—Notified of apparent liability for $100 for repeated violation of rules that require daily checks of operations of tower lights. Action Aug. 8.
- WVEM(FM) Springfield, Ill.—Notified of apparent liability for $250 for repeated failure to calibrate transmission line meter at intervals not exceeding six months. Action Aug. 8.

Allocations

- Homer, Alaska— Broadcast Bureau has proposed assigning 103.5 mhz to Homer as community's first FM in response to petition by Alaska Village Missions Inc., which said it would apply if channel was assigned (BC Doc. 78-224); Action July 24.
- Grand Island, Neb.— Broadcast Bureau has assigned 107.7 mhz to Grand Island as its third FM in response to petition by KMMA Inc. (KMMAJAMl). Action Aug. 1.

Cable

Applications

- The following operators of CATV systems have applied for certificates of compliance:
- Clear View Cable, for Narnes and Pennsburg, Va. (CAC-123167); Certificate of Compliance.
- American Cablevision of West Memphis, for West Memphis, Ark. (CAC-13270); Certificate of Compliance.
- Van Buren CATV Systems, for Van Buren, Ark. (CAC-13301); Certificate of Compliance.
- Owego CATV Associates, for Owego, N.Y. (CAC-13302); Certificate of Compliance.
- Suburban Communications, for Spring City, Pa. (CAC-13388); Certificate of Compliance.

Certification actions

- The following operators of CATV systems have been granted certificates of compliance:
- Clear View Cable, for Narnes and Pennsburg, Va. (CAC-123167); Certificate of Compliance.
- American Cablevision of West Memphis, for West Memphis, Ark. (CAC-13270); Certificate of Compliance.
- Van Buren CATV Systems, for Van Buren, Ark. (CAC-13301); Certificate of Compliance.
- Owego CATV Associates, for Owego, N.Y. (CAC-13302); Certificate of Compliance.
- Suburban Communications, for Spring City, Pa. (CAC-13388); Certificate of Compliance.

The following operators of CATV systems have been denied certificates of compliance:
- Clear View Cable, for Narnes and Pennsburg, Va. (CAC-123167); Certificate of Compliance.
RADIO

HELP WANTED MANAGEMENT

Fulltime AM station Central Minnesota 6,000 population seeks Sales and administrative ability necessary. Good income and working conditions. Resume Box K-27.

Managers Needed for expanding Small Market group. Send resume to Lee Buck, 214 Churchill Place, Franklin, TN 37064.

Salesperson ready to move into management. Carry important list and manage local sales force for expanding New England group. Income based on performance—match last year and earn $18,000 plus, EOE. Resume to Box 310, Newburyport, MA 01950.

Opening for general manager in the state of Ohio for a new station. Equal opportunity. Salary commensurate with experience with profit incentives. Send detailed resume to Box K-71.

General Manager—Large non-commercial radio station in New York covering three states. Must be able to administer program, raise funds. Require sensitivity to needs/interests of heterogeneous communities of metropolitan area, creative/visions with broad political/cultural interests. Non-commercial radio experience desirable but not essential. Salary negotiable. Send resume (no calls) Manager Search Committee, WBAI-FM, 505 8th Avenue, New York, NY 10018.

Station Manager for University-owned 30,000 watt FM station. Primary responsibilities include: supervision of daily operations; management of 6 full-time professional staff plus student staff; preparation of annual budget; fulfillment of the teaching role of the station as well as the responsibilities as a Public Radio affiliate and an FCC licensee. Salary range is $13,500-15,000 commensurate with experience. Requirements include: B.A. degree from accredited institution; 3 years experience in broadcasting; 2 years experience in responsible administrative position; Third Class endorsement with FCC license. Send resume, recommendations, etc. to: Dr. Alan Mikles, Department of Communication Arts, University of the Pacific, Stockton CA 95211. An affirmative action employer. Application deadline, September 15, 1978.

HELP WANTED SALES

WRWC—FM, located in Rockford, Illinois seeks experienced radio sales people. Prefer RAB background. We are interested in honest people with a long term commitment to broadcasting and financial success. We offer training and a wide spread future for those who qualify. For more information contact Paul G. Fink, Box 345, Rockford, IL 61072, 815-834-2803.


Attention Midwest—Florida calling. All News AM with FM seeks experienced, proven Sales Manager and Salesmen or Women. If you can do it and can prove it... We’ll pay Call McPatten 813—734-9495.

Need Salesperson for professional station in dynamic growth area. Good account list and lots of room to grow. Contact Ray Stephens, KGAK Radio, Gallup, NM 505—863-4444.

Florida Sales Manager. Equity Possible. Key list awaits. Growth market. Expanding company Call 305—785-8850 evenings.

Strong AM/FM In Top Twenty Market seeking aggressive, creative salesperson to handle a major list. Major group. Excellent opportunity for rapid advancement. An E.O.E. Employer. Send resume to Box K-38.

Medium Market Station is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box K-100.

Growing Kentucky Chain has several Announcer/Production openings. Different shifts, formats, duties. Good advancement potential. Also need 2nd sales person. Call Jim Casto, 806—432-8103.

Morning Personality needed immediately for top rated station. Must be personable, witty and talented. For further information, contact Dan Bannard, WRadio. Bismarck, ND 58501. Send resume and rate. EOE. M/F.

WEZI, beautiful music in Memphis is currently auditioning for a warm, personable line-up on one announcer for six to midnight shift. Rush tape and resume to: J.C. Mathieu, Operations Manager, WEZI Radio, 5900 Poplar Avenue, Memphis, TN 38138. No calls please. EOE.

Medium Market Station is looking for a full time announcer. An Equal Opportunity Employer Box K-97.

Super Station. We’re the number one station in New England’s most attractive living area. Modern studio, new equipment, rock format. We need an evening jock who wants to be the best. Experienced pros only. Immediate opening. Box K-93.

Announcer with 1st or 3rd for afternoon drive-time position. This is a large city of license of 70,000 within minutes of NYC. Compensation open. Send tape and writing samples of other abilities in news, copy, promotion or production to Kevin Ruffing, WBGO. PO. Box 1310, Parkesburg, NJ 07074.

Announcer, new contemporary FM. Conversational production ability must work within format goals. 3rd Class. November employment. Tape, resume, salary requirements. Program Manager, WZZX, Box 99213. Louisville, KY 40228 (EOE).

Best of Both Worlds. The Great Southwest and Old Mexico. KVOZ is looking for experienced MOR announcer to sign on for shift. Sports background helpful. $800 plus benefits. Tape, resume, to Mike Rooney PO 1638 Laredo, TX 78041.


Five thousand watt fulltimer in Hobbs, New Mexico needs announcer for day or night easy listening format. Apply with tape to KKEF, Box 777, Hobbs, NM.

Experienced personality to take over air shift immediately. Strong voice and good production a must. Good location in the Northeast. Send tape, resume and cover letter to WQCR, Box 800, Springfield, VT 05159. EOE.

West Texas AM/FM has opening for announcer with good production and interest in news. Small market group, advancement opportunity. Send tape & resume to Jim Young, KPEF. Box 30, Lamess, TX 79331.

Immediate opening... afternoon drive personality. Midwest medium market. Possible PD slot. Send tape, resume, and salary requirements to WITC Box 242, Danville, IL 61832. Equal opportunity employer.

Colorado 5 KWO, need Jock-Production Pro combo. Minimum 3 years commercial experience. No phone calls. Send tape, resume and salary requirements to KFKA-AM, Program Director Larry Havener, Box K, Greeley, CO 80632.

KFFR Radio Needs a Morning Person, experienced. Excellent communicator, good dollars for the right person. Contact Dan Brannan, KFFR Radio, Bismarck, ND 58501. Send tape and resume. EOE. M/F.

News Production Announcer for automated station. Will train bright college grad. WATS-AM/WQ, PO. Box 188, Waverly, NY 14892.
HELP WANTED ANNOUNCERS

News/talk station needs experienced talk show personality. Must be able to handle some studio work, let's talk. Send resume to Box 990, Redsville, NC 27320.

HELP WANTED TECHNICAL

Group Owner Seeking Chief Engineer for Southern California. Strong background in FM operation. Excellent salary and benefits. Send resume to Box 990, Redsville, NC 27320.


Can You Qualify? You might if you are an experienced, dedicated broadcast engineer desiring to move up and into a major market. Join the growing group in the country. These stations are #1 and top-notch engineering is necessary to keep them that way. You should be the best and not afraid of hard work, let's talk. Box K-90.


Transmitter engineer for AM-FM to replace retiring 40 plus year employee. We require a First Phone, transmission to AM, FM directional plus FM prep experience, the ability to maintain and adjust transmission equipment, and the ability to handle some studio maintenance. Resumes and references to Don Lange, Chief Engineer, WEBS/WHIN-FM, 23 North Street, Bufalo, NY 14202. An equal opportunity employer.

Phila, Class B FM looking for Chief Engineers with directional experience. One needed in Las Vegas, other in Arizona resort area. Send complete resume to Memorex, POB 70, Las Vegas, NV 89101 or call 702—385-4241, Extension 258.

Assistant Chief Engineer—Well established New Pennsylvania 5000 watt AM directional and 10000 watt FM stereo. Needs experienced transmitter and audio engineer with FCC 1st class license. Good benefits, salary negotiable. Send resume to WLKK RADIO, 3204 State Street, Erie, PA 16508 or call 811—456—2096. An Equal Opportunity Employer.

FM Technician—61 megawatt FM, flat to 15K. Need a persnickety person who can stay cool and likes working at night. Good folks and nophony games at 713—735-2852.

HELP WANTED NEWS

Immediate Opening for News Director in growing radio group. Start and head news department. Prefer experience. Send tape/resume. Decision will be made very near future. Also needs an experienced audio engineer with experience in all phases of Radio Journalism required. Excellent salary in a company of record stability Southeastern New York Station. Call News Director, WKNY, PO Box 3591, Newport, KY 41071. M.F. EOE.

Anchor reporter. Seek communicator who develops stories for a station that emphasizes news and information. Send tape and resumes to: Wayne Weinberg, News Director, WEPM-WESM, 112 Union Avenue, Memphis, TN 38103.

We're Looking for Morning Anchorman/Journalist. Send resume/ tape to: News Director, WTLL AM-FM, Utica, NY 13503.

Wanted: News Editor/Broadcasters, Small Market station with Major Market approach to news needs qualified candidates who will be able to write and produce news in an intelligent manner. Excellent salary/company benefits. Send resume and tape to Gary Wescott, Box 247 Stevens Point, WI 54481. M.F. EOE.

Fulltime newswoman for highly respected news department. Good writing skills and good on air delivery a must. Send tape, resume and cover letter to Frank Sanson, WCFR, Box 800, Springfield, VT 05156. E.O.E.

New Department expanding, weekend openings for experienced Fill in News Director. Send resume to Fred Houskin, WCAP, Lowell, MA 617—454-0404.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Excellent, eager staff awaits selection of Operations Director for Major Market 50,000 watt AM in the Sunbelt. Must have good pipes, strong production, leadership, MOR/REL/Good Music and automation experience. Excellent new studios; great city, EOE. Letter, resume to Box K-23.

Program Director—Michigan Medium Market. Strong knowledge of MOR and Country Formats a must. Ability to develop and sell your ideas. Send resume to Box K-40.

Production Manager—Southern California Medium Market—AM & FM solicits resumes and tapes from experienced combo people. Must have good voice, write and air news, operate two automation systems, control on air, excellent promotion and marketing skills. Send resume to Box K-40.

Traffic and Promotion Manager for 50 KW University FM in Northwest Kentucky. Requires degree in mass communications and FCC 3rd Class Endorsed. Send resume and Payroll/Personnel to Box K-40.

WDEF AM Chattanooga, Tennessee is looking for a Program Director. Format MOR, Must be experienced and have managerial capabilities. Send resume to Box K-40, Chattanooga, TN 37402, 615—287-3392. EOE.

Technical Director for Earplay Radio Drama Project—Primary duties will be: 1) establish and maintain EARPLAY technical standards, 2) assist in training and development of on air personnel, 3) record and mix EARPLAY productions, 4) work with WHA Radio Engineering and Maintenance Department to see that all equipment is maintained in proper working order, coordinate and maintain the department's library of music or drama; three years' stereo radio drama recording experience; experience with various stereo and monaural recording techniques; knowledge of understanding of acoustics; experience with and knowledge of the operation of professional 16- and 24-track recording equipment required. Must supply a 90 minute stereo radio drama on tape to demonstrate work done. Salary based on an annual rate of $21,000. Application deadline is September 6, 1978. Write for application to Jack W. Mitchell, Station Manager, WHA Radio, University of Wisconsin/Extension, Telecommunications Center, 821 University Avenue, Madison, WI 53705.

SITUATIONS WANTED MANAGEMENT

General Manager Top 50 Mkt, only Records and Sales experience at your request. Former ibid bank memb, R.A.B. background. Box K-22.

Experienced General Manager, Heavy sales and programming, seeks major market opportunity Twenty year pro. Currently employed. Box K-48.

Manager: 20 Years experience all phases heavy on sales. Sober, Reliable. Prefer New York, Penn, Ohio. Phone (216) 846—2130. Box K-12.

General Manager/Expert experience in sales, programming, production and personnel. Increased revenue and audience in six months. Exceptional ability Box K-64.

Florida Station seeks General Manager, Station Manager, Owner. Wants permanent situation, continued development. Box K-98.


Profit, Heavy Air Sound, if that's what you want, I'll give it. want to be Assistant Station Manager in Communications Business 14 years. Young and ready to move up to Assistant Manager in Medium to Major Market. Box K-98.

SITUATIONS WANTED SALES

Experienced radio pro, 1st phone announcer, with heavy sales wants active account list Ohio, Ind K-13.

25 yrs. Experience, 15 yrs GM/GSM—1 work. Small/Medium Market. Active in community and family man. $18,000 plus incentives minimum. Call 801—437-8540 after 6 PM.

SITUATIONS WANTED ANNOUNCERS


Fifteen year pro seeks bigger challenge. Reliable, experienced. Have been doing Morning Drive in 1/2 million market past 9 years. Can also handle PBP and handle music. Box K-44.

1st Phone DJ with strong Major Market sound. Contact by calling Chase Landers 213—234-2939.

WHELP WANTED ANNOUNCERS

WHELP WANTED TECHNICAL

WHELP WANTED NEWS

WHELP WANTED PROGRAMMING, PRODUCTION, OTHERS

WHELP WANTED MANAGEMENT

WHELP WANTED SALES

WHELP WANTED ANNOUNCERS

Broadcasting Aug 1 1978
SITUATIONS WANTED ANNOUNCERS CONTINUED

Newsway proclaimed it, Jazz is Back! If your station is interested in someone who is knowledgeable, know how to present Jazz in an entertaining manner, and has had success. My 10 years experience on air, call me mornings at 716-265-5946.

200 Percent Effort, commitment, and dedication can be yours! Four years experience, including Top 40, adult contemporary, modern country, easy listening. Tight board, good production, knowledgeable in news, sports. A workaholic who loves those hard to fill hours. Paul Hill, 914-352-1948.

Cheerful, experienced Announcer, P-B-P creative production, tight board, hard work. Ready to move up as well. Prefer East. Like the smilin' voice of Walter Fowler: 803-383-5303. PO. Box 1374, Hartsville, SC 29550.


Announcer-technician, first phone, excellent references. Prefer the South. Box K-68.

Humor-Oriented DJ looking to work anywhere, authoritative news delivery, good reader, writing experience, college background, able to do many character voices ranging from Mickey Mouse to Orson Welles. Box K-67.

Black PD, 1st phone ticket. 12 yrs. major market experience production. Tape and resume on request. Box K-78.

The Warmth, The Sparkle, the excitement of having an announcer who knows what’s doing and does it your way too. Production pro and announce with ten years experience now qualified for Major Market. Heavy hitting air shift. Just write the following Boox K-79:


Very consistent and dedicated. Thirteen years experience; announcing, music director, production, talk. Looking for medium major market MOR/easy situation to settle. 414-384-0160.

Communications Degree—15 months commercial experience. 7 months in sales, any market West of Texas, $170 a week—1-812-767-1471 Ext. 5.

Experienced night personality pro, 5 yrs., also PM drive, available top 50 market. Contempo Top 40. 1-410-739-5254.

Lively air personality, experienced, seeks exciting small or medium market challenge. Ego and attitude more like Pete Roses or Reggie Jackson’s. Call Mitchell, 212-531-4717.

Good solid pipes, three years experience. Two commercial. First phone, tight board. Hard worker, with a true love for his craft. Knowing of all types of music. Call 501-968-7843, early AM or after 8 pm.

Help! After 240 tapes, I still don’t have first break. Write: Rick Richards, 821 Lenox Ave, Miami Beach, FL 33139, or call: 305-672-4890.

Bright, Exciting DJ. Good production, tight board, adds magic to any format. Magic Mike, 380 Sunset Ave., North Providence, RI 02904, 1-401-333-9459.

DJ Third Phone looking for first break into broadcast, tight board, good news, commercial, Ready now. Rocky Martz, 24-63, 24 St. Aston, NY 11102.

My fanny was last seen bouncing around the Sierra Nevada because I worked it off here in California Radio. What’s your experience on the air? Let’s talk. Carl Dysert. PO Box 954, Monte Rose, CA 90126. 213-248-8762.

SITUATIONS WANTED TECHNICAL

Radio Engineer seeking first job, First Phone, 1 year, trade school. Some experience in RF, A/E Digital. Western States, Contact Mike Haskins. PO. Box 192 La Mirada, CA 90637.


Experienced chief with announcing ability, too. Prefer South. Excellent references. Box K-84.

Chief of dominate station in a Top 10 market is seeking a position as same or as close to Director of Engineering for a group. Experience includes: management, technical experience, sales, etc. Good references. Send resumes considered regardless of size or location. Box K-86.

Responsible Chief Engineer—articulator still available? It’s gotta be workable, unpolluted, warm. Wait—305-721-1539.


AM-FM Chief desires to locate in Texas, Okla., or Kansas. For more info. cell 713-697-3964.

Chief, well experienced, desires Southeast permanent position. Working conditions more important than market size. I do not do floors or windows, but will give you a dynamite air sound. 704-264-3949.

SITUATIONS WANTED NEWS

Sports Director and “Voice” of Major College’s football and basketball/football teams. Six years college and high school experience. Currently Sports Director/PPB ECAC Division II/Salesman in NE small market. Contact Peter Conney 802-388-6077.

Middle/Market Newsman with strong sports background and more. Looking for challenging position. Group owned. Northeast. Send resume to Box K-88.


A Solid Professional with thirteen years’ broadcast news experience seeks a slot at a Top-Ten Market! Steady highly-qualified performer who’s looking toward an eventual news directorship or editor’s position in a Large Market! Will offer the best credentials, references, and background Please reply to Box K-89.

All News sounds good. Ten years radio news experience, can report, script, write, edit or anchor with skill. Prefer Northeast, am used to good salary with station serious about news. Box K-77.


Help me pull the switch to broadcast news. I’ve got eight years of award-winning reporting and photo experience on two large daily newspapers, plus some on-air work. Strong on courts, sports and offbeat shorts. Box K-94.

Hard worker with B.A. in Broadcast Communications seeking a permanent position. Recent sports position in D.C. metropolitan area. Al Gonzales, 1647 West Pratt, Chicago, IL 60626, or call evenings 312-761-5340.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Sell More Commercial time and make more friends. Better known as listener development rep with this position. 12 years experience in Radio and Television production plus degree can fine tune your station. Strong point is turning stations around and keeping them in the Top 50. Write now as follows: Box Number and I will send you a production tape and resume. Management experience in live and automation stations. Box K-70.

Ten Year Vet DJ, production, copy, news, music experience. Seek major market FM. Experience, F.M. phone, delightful tape, knockout resume. 312-671-8185.

Producer/Director type desires position, PO. Box 202, Tempe, AZ 85281.

TELEVISION

HELP WANTED MANAGEMENT

General Manager Wanted for new startup. UHF Television Station—Channel 15. Must have past management experience in UHF or VHF television operation. Send resume to Box J-97.

Controller to establish and monitor detailed cost-control systems and simultaneously provide innovative top management support. Direct non-technical employee and independent contractors. Excellent opportunity. Reply Box K-43.

Promotion Manager. Top 40 network affiliate in the Sun Belt is looking for a creative individual to manage aggressive advertising and promotion program. The individual should have a knowledge of marketing and its application to television promotion. A strong background in advertising is a plus. An Equal Opportunity Employer. Send resume to: Box K-97.

Acquisitions Person. Privately held broadcasting CATV company growing at 30% plus rate per year now needs person capable of working with president to develop, analyze, negotiate and finance acquisitions. Strong analytical skills paramount, but must have interpersonal skills to deal with top managements and professionals representing sellers of TV stations or CATV’s. Compensation to match ability. Potential opportunity to shift to management of acquisition. Replies held in confidence. Write Box K-102.

Wanted: Program Director at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local programming and community involvement commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume, references to Leo M. MacCourtney, Vice President and General Manager, PO. Box 13, Huntington, WV 25708.


Top Level Contact. President of privately held broadcasting/CATV company whose major responsibility is acquisition desires to develop relationship with prominent industry executive with broad contacts and solid reputation to help in generating leads. Substantial per month retainer plus large bonus for completed transactions plus liberal expense account. Responsible company at network and trade meetings No move to move. Perfect for full time or part time executive. Write Box K-108.

HELP WANTED SALES

National Sales Manager, For North Central Network Affiliate seeking strong in sales management and rapid rate growth plus sales development. Experience and salary history to Box K-74.

HELP WANTED TECHNICAL

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CCTV facility. Minimum requirements include: BS in related field, demonstrated state of the art technical knowledge, leadership ability and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box J-51.
HELP WANTED TECHNICAL CONTINUED

Videotape Maintenance Engineer for quad VTR's and related cable distribution equipment and duplication house. Prefer FCC 151 and at least one year's experience. Collect collect 313-971-3600, or send resume, c/o換spool, NET Television, 2571 Packard, Ann Arbor, MI 48104.

Working Chief for Southern California TVTS Television System and Public Radio station with satellite earth terminal, 2st Ticket. Strong in maintenance as well as planning, coordinating, supervising. Excellent equal opportunity employer. Salary.min. $10,000. Applicants must be 30's and 20's Classiﬁed personal, Long Beach Uniﬁed School District, 701 Locust Ave., Long Beach, CA 90813.

Immediate opening for 1st class engineer. Must be experienced in set-up, operation and maintenance of color telecine, ENG and other equipment in both Radio and TV labs at a major university Will assist in maintenance of two Radio stations on campus. Solid experience in maintenance and repair of VTR's, $12,000 to $15,000, with university beneﬁts. Must relate well with students and faculty. Apply by Sept. 1 to Ed Paulson, Chairman RTVF, Oklahoma State University, Stillwater, OK 74074. Equal opportunity employer.

Chief Engineer—Promotion within broadcast group has created opening for Chief Engineer who will be experienced in administration, maintenance and operations. An Equal Opportunity Employer. Send resume to Ray Chilton, WTVT-TV, 320 Market St, Steubenville, OH 43952.

Maintenance - Operating Engineers wanted for expanding major market ABC affiliate. Minimum 5 years experience in television broadcast engineering. Preferred candidate should be an engineer who is versed in maintenance and automated operations. First phone a must. Send resume, references and salary requirement to Box K-95, Equal Opportunity Employer.

Production Engineering Supervisor, for KETC-TV. The position offers an extensive background in electronic engineering, plus a valid First Class FCC License. Extensive knowledge of broadcast/production engineering systems is essential. Previous supervisory experience in television desired. Duties include the ability to perform and administer all the technical operations and engineering functions of the Production Engineering Department. Send resume to Box #24130, St. Louis, MO 63130, by September 1, 1978. An Equal Opportunity Employer.

Seattle VHF needs three maintenance/operators engineers to ﬁll newly established positions. Must have at least two years experience in maintenance and operation of modern studio equipment. First phone must. Join an expanding studio and mobile operation with excellent beneﬁts and growth opportunities. To receive ofﬁcial application forms contact Cheri Hayes, University of Washington Staff Employment, 5225 E Howe, Seattle, WA 98105. Phone: 206-543-0383. Equal Opportunity Proactive Action Employer.

Chief Engineer—Media Services, Univ. of Alaska, Anchorage. Engineering position with management responsibilities. Operation and maintenance of full color television production center; new facilities design and installation; equipment evaluation and speciﬁcation; engineering for satellite telecommunication systems and cable distribution systems; supervision of system of preventative maintenance and emergency repair; not post management. Must be able to work under pressure and assist in development/instruction of undergraduate broadcast electronic courses; provide liaison with engineering staff of public broadcasting station located in Anchorage, Alaskan Electrical Engineering equivalent. First Class FCC license and broadcast engineering experience required. Demonstrated success in similar positions. Send application, resume, 3 letters of recommendation to: Department Head, Media Services, University of Alaska, Anchorage, 3211 Providence Drive, Anchorage, AK 99508. Applications due by September 15, 1978. Equal opportunity employer.

Maintenance Engineer for Public Broadcasting TV, AM and FM. Requires First Class FCC License, plus 2 years experience in maintenance of color cameras, VTR's, electronic audio and video equipment. Must be able to make vacation and holiday pay. Send resume to Assistant Director for Engineering, KUAT-TV-AMFMF, University of Arizona, 1421 E 4th St., Tucson, AZ 85721, Equal opportunity employer.

KPBS-TV seeks: Maintenance Supervisor, responsible for all studio equipment. Must be familiar with many helical formats, quad, color cameras, TBC's, VTS, CCTV, equipment. Supervisory experience and first broadcast engineering. Salary: $7,088-$9,360. Apply before 9/1/78 to Employment Division, San Diego State University, San Diego CA 92182. Hiring will be contingent upon budgetary release of this position. An Equal Opportunity/Affirmative Action Title IX Employer.

Maintenance Engineer. Top 25 market network affiliate in sun belt seeks person with minimum 3 years of studio maintenance experience. New, aggressive management has already invested 1.5 million in new equipment and is committed to much more. A unique chance to get away from long cold winters and busy schedules. We've got the challenge and opportunities of a group-owned major market operation and competitive salaries. Qualified persons should send complete resume of experience to WLCY-TV, PO. Box 14000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

Videotape Engineers for quad VTR's, Color Editors and Color Cameras. Operation and maintenance experience required. Major Midwest Production Facility Call Lee Short, General Television Network, Detroit, Michigan 313-548-2500 Collect.

First Phone Control Room Operator needed immediately. Call 806-383-3321 Robert Redhead. Channel 4, Amarillo, TX.

HELP WANTED NEWS


Weather conscious, sunbelt dominant VHF wants to upgrade service. Needs weather professionality who can do crack reporting in that and related ﬁelds. If you can't make those dull statistics mean something, don't apply Box K-15.


News Director, Medium Market, Southeast. Good job and good pay. Experience necessary. Send resume to Box K-34.

Anchor needed—Experience necessary. Must be bright and energetic, EOE. Fast growing sunbelt area. Send resume, references to Artangelo, VHF station, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Investigative Reporter. Experienced television reporter with proven investigative skills. Ability to iden- tify and develop fresh, unique stories, as necessary. Must have track record in research, in-depth probing and television presentation with impact. We offer excellent opportunity employer in the top ﬁve markets. Box K-101.

Two Openings. Top 50 market station has two openings for Anchor-Reporter, Equal Opportunity Employer. Send VTR and resume to Bob Brunner, WSAZ TV, Box 2115, Huntington, WV 25721. No phone calls.

Film and Videotape Editor needed immediately. Must have recent experience editing 35mm and Super 8mm film with double system ﬁlm production. Commercial TV news experience strongly preferred. Send resume and vtr of work to Scott Lynch, KDIA-TV, One Gateway Center, Pittsburgh, PA 15222. Equal opportunity employer.

News Reporter who can handle newscasts, immediate opening at WKZO- TV, 590 W. Maple St, Kalamazoo, MI 49008. Experience required. Send resume, aircheck, references to News Director, Fred Dough. No phone calls. Equal opportunity employer.

TV News Producer. Must have excellent writing and editing skills, be able to direct people, and organize fast-paced, highly visual news shows. Experienced news producer with at least 3 years' experience. Send resume and samples to: News Director, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. We're an Equal Opportunity Employer.

TV Meteorologist. Mid 30's market, Southeast, well- paid net affiliate. EOE. Resume to Box K-104.

News Producer and News Photograph: Two Position to join growing state-wide news pro- grams. Must have solid news credentials and ex- perience in producing and formatting, ENG editing and script writing. Minimum 2 years TV experience. Photographer must be able to use both film and ENG cameras. Minimum 2 years experience. Applicants for both positions should send resume, salary require- ment in Box K-42.

We produce a monthly news magazine of statewide affairs and are currently reviewing resumes and tapes of host-producers of this format. Send original infor- mation to Box J-100.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

Producer/Producer: Top 25 Market: excellent opportu- nity for Producer/Producer with min. 3 yrs. ex- perience in this capacity. Must have extensive background in studio light setting, set construction, photo- graphic composition. Must be able to efﬁciently oper- ate at least two years' directing experience in TV, et al. Needs proven ability to work creatively and effectively with clients/staff personnel under pressure. Salary commensurate with ability/experience. An Equal Op- portunity Employer. Resume reply Box K-42.

Announcer and Announcer/Director wanted: Top 50 VHF in Great Lakes region seeks announcer capable of multi-voice work, well read, dynamic, versatile. Director, directing capabilities desirable but not essential. Experience required. Equal Opportunity Employer. Box K-1.

Executive Producer – Top 10 independent Group owned needs take charge individual to be responsible for program development, content and production quality of all locally originated programs. Must have broad experience in broadcasting, talent, public affairs with ability to lead, motivate and administer. An Equal Opportunity Employer. M/F. Send resume to Box K-19.

Creative Services Director: must have the ability to produce creative commercials and commu- nicate directly with clients as to concepts; must have the ability to see a project through completion. At least two years commercial directing experience. Contact: Program Manager, WJAR-TV, Box 10, Providence, RI 02903. An Equal Opportunity Employer.

TV Writer needed by international accounting ﬁrm for full-time writing of videotape scripts on accounting and business subjects used for professional education. Position requires ability to work with instructional designers and subject matter experts. Part of the production staff with broadcast-quality equipment. Writer transforms subject matter into well-organized and visually interesting presentation. Minimum of 3 years (or 20-30 full-length TV or film scripts) experience re- quired. We are an Equal Opportunity Employer. Overdraft writers only should send resume to Box K-81.

Major market UHF network afﬁliated station looking for full-time writer/director to write and produce news programs. Must have minimum of 3 years experience in another commer- cial TV facility Should be experienced in all phases of TV directing, Contact: Phil Mikan, Production Super- vision, WWTV 422 New Britain Ave., Hartford, CT 06110. An Equal Opportunity Employer.

Graphic Artist: Work with Producer/Director in developing ideas and designs for news programs. Work with Promotion Director in developing promo- tional and fundraising campaigns. Design and pro- duce TV ad copy and TV sets. Work with promotion directors and executive producers. Send resume to 4th chance. Equal Opportunity Employer. Work with Promotion Director in developing promo- tional and fundraising campaigns. Design and pro- duce TV ad copy and TV sets. Work with promotion directors and executive producers. Send resume to

Broadcasting Aug 21 1978 64
SITUATION WANTED MANAGEMENT

Radio Station Manager doubling as Sales Manager. Formerly TV Anchor. Looking for new opportunity. Billing is $33,000 per month higher than same month last year. TV ratings highest ever in market. 160,000 metro. Box K-105.

SITUATIONS WANTED ANNOUNCEMENTS


SITUATIONS WANTED TECHNICAL


Engineer (Radio) desires position in television. Experienced: High power radio transmitters; video, film, graphics, photography. First Class FCC. Reply: Meg Gaydosik, 5000 Hobart St., Pittsburgh, PA 15217.

SITUATIONS WANTED NEWS

 Experienced Female TV Reporter. 28, will relocate. Call Lesley 213—476-7853 or write Box J-86.

Young Black Female Reporter, ready to move to Medium or Major Market. TV Reporting/ENG & Film editing experience. Strong point: creating news stories. Looking for a station with a strong news commitment. I don’t complain about long hours. Box K-4.

Anchor in large market will combine good reporting skills with prime anchor role in top 40 market. Box K-5.


Attractive, Spanish, suarmed young woman seeking entry level position in broadcast journalism. BA, Published writer. Highly articulate, resourceful. Tireless worker. Quick to learn any aspect of broadcast journalism. Relocate anywhere, Virginia Perez, 109 Hungerford Street, Hartford, CT. 1—203—524-0794.

Network Field Producer/Assignment Manager seeking position on documentary-type program. Top ten public or commercial TV market. Prefer Northeast. Box K-63.


Reporter-Producer equally skilled at darkest news and softest features needs new worlds to conquer. Box K-80.

Ivy Veteran seeking new worlds to conquer. Box K-60.

No look further if you need a director who does his own switching and can switch in master control. Also experienced in other phases of production. Am in late 20’s, married, and stable. Box K-69.

Cinemographer/Editor. Experienced in all phases of TV News gathering, ENG and documentary experience. Call or write 165 Ponciana Pkwy. Buffalo NY 14225, 716—884-3882.

ALLIED FIELDS

HELP WANTED SALES

We Need 5 Super, Aggressive, Radio Salespeople who are led up with “peanut” money to train as regional managers. These positions are for immediate extension travel—Big Earnings—40K to 60K annually on commissions basis. Only “street fighters” need reply: Box H-114.

Professional Salesperson. Leading support arm of the Broadcast Industry looking for mature pro, willing to travel extensively, presenting the best products in the industry Call Klein Lee, collect at 501 — 320-4340.

TV production facility needs sharp, aggressive, self-starting salesperson to help with marketing strategy and development. Position oriented on TV background unlimited. Resumes to: Sunbird TeleProductions, 877 Hopkins Road, Williamsville, NY 14221.

HELP WANTED TECHNICAL

Sales Engineer: For TV Broadcast Equipment wanted for expanding broadcast manufacturers’ representa-tive organization. Sales experience calling on TV sta-tions desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel throughout the Northeast New England states. Degree helpful. Excellent salary with a fan-tastic opportunity for the right person. Send resume to Box K-41.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Top ten independent video tape production house recruiting a creative, talented director and Ad. Film background helpful. Must prove you are worth good money. Stability and cooperation a must. Equal Opportu-nity Employer, Box K-8.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Jutbide Street, Haredo, TX 78040, Marisol Rores 512—723-3331.

FOR SALE EQUIPMENT


15 kw PM transmitter, heavy duty 6 bay cp antenna, extras, all good condition. 675—5523.


Clearance on TK4’s, TK 21’s, WP 18’s working condition, 213—531—3357.

1 KW AM, McMartin, 2 years old, like new, cheap. M. Cooper, 215—789-8595.


20 KW FM, CCA, stereo, excellent condition, 7 years old, M. Cooper, 215—789-8596.

16MM Jamieson Color Processor Mark IV with Polyethylene Tanks. Good condition, as is where it is. Offer, contact Charlie Riley, 808—537-3991.

IVC 980 1 Inch Video Tape Recorder w/Analog TBC. DOC, 32500. Mike Lincoln 415—955-5101.

RCA TR40 Video Switcher with Grass Valley Fader - Program Inputs. 10 Aux Impulses, Special Effects ... S3,000, 4 RCA TK43 Cameras, 10-1 Zoom Lens, Tripods, Dolyes, Cables, CUC’s, S3,000 each 2 IVC Inch VTR’s, remote Control, $5,000 for all. Also Boley H16, 16mm EBM Camera with Electronic Zoom Lens & Accessories ... $1500. Call 1—615-858-4439.


Used Six Months—Average and Peak Limiter; Cardioid Recorder/Reproducer, Mono; Reel-to-Reel Recorder/Reproducer, full track mono 7 1/2-15 IPS; tapes cartridges, recorders and micelaus. Call 919—662-6371.

COMEDY

“Free” D.J. Catalog: Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94129.

Free sample of radio’s most popular humor service! Order below. 486-c West Bulliard, Fresno, California 93704.

GUARANTEED FUNNIER Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineling Dallas, TX 75227.

FRUITBOWL: world’s largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO. Box 987, Fresno, CA 93794.

MISCELLANEOUS


WCVF, the Campus Voice of SUNY Fredonia College, invites old sidosters to attend a reunion and meet our new FM station on October 8 during Homecoming Weekend. Contact: Alumni Office, 2121 Fenton Hall, SUNY at Fredonia, NY 14063.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better for fantastic deal, write or phone: television & Radio Features, Inc., 168 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Learn Touch Typewriting in One Hour. Cassette recordings ten year development in public school. Started 63. Write: Lee Miller; 1250 N 11th Street, Reading, PA 19604.


Cash in on the presold worldwide publicity for the “Do-it-yourself Coffin” blueprints. Ipc. Box 4810, Santa Clara, CA 95054.

You are a broadcast reporter, professional or student, looking for guidelines, or you are a broadcaster wanting to organize a news department, you need “A Promy for Broadcast Journalists” 98.50 & 75% postage and handling. Texas residents include 5% sales tax. Order now for a limited first edition. James David, West Distributing Co. Box 10151, Amarillo, TX 79106.
Help Wanted Announcers

**TELEPHONE TALK FOR KSD RADIO ST. LOUIS, MISSOURI**  
3 to 5 years experience required. Journalistic background preferred for 7 PM - 11 PM time period.  
Contact: Elkins, 1st Class License. Plus - Study Ability Test: 1st Class License. 
Free booklet on job assistance. First Class FCC license and D.J.-Newscaster training. ATS. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.  
FBI teaches electronics for the FCC first class license. Over 50% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.  
FBI 61 N. Pineapple Ave., Sarasota, FL, 33577- 813-955-8922.  
FBI 2402 Tidewater Trail, Fredericksburg, VA 22401, 703-373-1441.  
First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, RQ, Box 45765, Dallas, TX 75245, 214-352-3242.  

RADIO Help Wanted Promotion

**TM Productions, Inc.**  
Radio Promotion Career  
We’re looking for a person who loves radio promotions. A person who has collected successful radio promotions. A person who has created and used sales and programming promotions that have gotten results.  
The person we select will research, develop, write and produce sales and programming promotions designed to make money and increase ratings for our clients around the world.  
If you’re the person we’re looking for, you’ll be offered an opportunity to work with the professionals at TM Productions, America’s most successful full-service broadcast support company.  
Is this the exact opportunity you have been looking for? If so, write and tell us about yourself: What you can do; what you have done; and how you can help us serve our customers better. Send your resume and references to:  
Mr. David F. Ashton, Advertising & Promotion Manager,  
The TM Companies  
1349 Regal Row  
Dallas, Texas 75247

**W PEN PHILADELPHIA**  
We’re looking for a bright, mature, Adult Contemporary personality for our 6-10 pm show. If you’re in a medium market here’s your chance to move to market No. 4. Send your aircheck and resume to:  
Peter Mokover  
W PEN Radio  
One Bala Cynwyd Plaza  
Bala Cynwyd, Pa. 19004  
EOE M/F A Greater Media Station

Help Wanted Programing, Production, Others

**COMMUNICATIONS**  
Instructor/Assistant Professor. Public Radio experience, strong academic credentials in communication or a social or behavioral science. To develop curriculum, university community activities in radio. Secondary responsibilities in communications theory. Substantially within dept. workload. Cover letter with brief statement of approach to undergraduate education in communications. Send letter and resume to:  
Prof. Leonard Prince, Personnel Committee, Dept. of Communications, Adelphi University, Garden City, N.Y. 11530. Equal Opportunity/Affirmative Action Employer.

Help Wanted Sales

**SALES**  
Tulsa & Little Rock Radio Stations  
Male & Female  
Top earnings available with radio station KWN, Tulsa and KLZ, Little Rock for highly motivated account executives. Some knowledge of media and the advertising industry helpful, and successful sales experience essential. Unique opportunity for exceptional candidate to join rapidly expanding communications company and advance into management within one year. Send resume, short and long term goals and salary requirements to:  
Ron Curtis,  
KWN, 1502 S. Boulder, Tulsa, OK 74119. All replies answered promptly. No telephone calls please.  
EOE M/F A Greater Media Station

Major Group Talent Search

Susquehanna Broadcasting continues growth with strong communicators.  
Some immediate openings.  
Music personalities, talk personalities and news people, send your tapes and resume to:  
Bob Oakes  
Susquehanna Broadcasting Co.  
Radio Division  
140 East Market Street  
York, PA 17401  
EOE M/F

NEW RADIO TALK FORMAT

Major station in top-ten market is seeking the best talkmaster anchors in the business. Must have record of proven success. Send detailed particulars of experience and tape to:  
POST OFFICE BOX 1011  
Magnolia Park Station  
Burbank, California 91507

**Help Wanted Announcers**

**Help Wanted Sales**

**Help Wanted Programing, Production, Others**
Situations

FULL CHARGE SLS. MGR.
Experienced, aggressive motivator with G.M. potential for New England am/fm combo. RAB training desirable. EOE. Resume Box K-29.

Help Wanted Management

BROADCAST TECHNICIAN
Large and respected metropolitan broadcasting organization seeks completive AUDIO Broadcast Technician with extensive operating and maintenance experience in a broadcast facility PDC 1st class radio-telephone license is required.
Salary is union scale. Company offers an outstanding corporate benefits package. Please send resume or letter outlining education, work and salary history to:
Box SM 2095
810-7th Ave.
New York, N.Y. 10019
Women & Minorities Welcome
An Equal Opply Employer M/F

Help Wanted Technical

BROADCASTER

SITUATIONS

BROADCASTER

Help Wanted Management

MONEY MAKER
20 years experience in Management, Sales, Programming, BS (Management). Proven winner, highly competitive. Desire full-charge General Manager position Box K-99.

Help Wanted Programming, Production, Others

TELEVISION

HELP WANTED TECHNICAL

Broadcasting Executive

Last seven years chief operating officer broadcasting division or major national or broad corporate experience. Has AM-FM CATV. Not just interested in desk job but well travelled sales programming employee benefits union negotiations finance acquisition college BS Administration Box K-98.

ADVERTISING PROMOTION DIRECTOR

Dallas/Fort Worth

TV WRITER

International accounting firm needs full-time experienced writer to prepare instructional videotape scripts on accounting and business subjects. Minimum experience: 3 years or 20-30 full-length TV or film scripts. Qualified writers only. Send resume to Box K-99.

We are an Equal Opportunity Employer.

Help Wanted Technical

BROADCASTER

SITUATIONS

BROADCASTER

Help Wanted Management

MONEY MAKER
20 years experience in Management, Sales, Programming, BS (Management). Proven winner, highly competitive. Desire full-charge General Manager position Box K-99.

Help Wanted Programming, Production, Others

TELEVISION

HELP WANTED TECHNICAL

Broadcasting Executive

Last seven years chief operating officer broadcasting division or major national or broad corporate experience. Has AM-FM CATV. Not just interested in desk job but well travelled sales programming employee benefits union negotiations finance acquisition college BS Administration Box K-98.

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485 AFFILIATE BROADCAST PROMOTION SERVICES MANAGER  

BROADCAST TELEVISION EXPERIENCE REQUIRED.  

HOME BOX OFFICE, America's largest pay TV network is looking for an energetic individual for a challenging position requiring a mix of managerial expertise and promotion writer/producer skills.  

Position requires producing radio and television materials to assist HBO affiliates to market their services. Please submit resume including salary history in confidence to:  

V.H. Sneedor, Personnel Dept.  
TIME INC.  
TIME & LIFE BUILDING  
Rockefeller Center, New York, N.Y. 10020  
An Equal Opportunity Employer

DIRECTOR PROGRAMMING/OPERATIONS

Wisconsin Educational Radio and T.V. Networks have an immediate vacancy for a Director of Programming Operations. Reporting to the Deputy Director of the Educational Communications Board, this position will administer and direct the television network informational programming for the Wisconsin Educational T.V. Network; and will administer instructional radio and T.V. programming, Wisconsin Educational Radio Network programming as well as the operations of the network technical facility.

Qualified applicants will possess 5 years of broadcast experience with at least 2 years of advanced level decision making experience in T.V. program scheduling. Working knowledge of instructional broadcasting, radio network programming and state public network broadcast systems is also desirable. An equivalent combination of training/experience will be considered. Submit resume to: Educational Communications Board, Personnel Dept. 732 N. Midvale Blvd., Madison, WI. 53705, by August 25, 1978.

Equal Opportunity Employer

Help Wanted Programming, Production, Others Continued
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ANCHORMAN

- Long-term top ten market success as prime anchor.
- Broad public and print acclaim.
- Strong reporting, writing, production skills.
- Thorough news operations know-how.

An accomplished pro to head-up your newscasts or news department...a TV journalist with a reputation for savvy, high standards and results.

Box K-107.

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TV General Manager
soon to be available. One of the most enviable track records in the country I specialize in turning losers into winners. Excellent credentials and references. Let's talk, Box K-72.

Consultants

LEE HAGUE’S EXPERIENCE IN:
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- structuring refinancings
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Can be a major advantage to you.

Call (312) 296-2375
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Situations Wanted News

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MINICAM FOR SALE
ENG/EFP Broadcast Quality MINICAM, Ampex BCC-4, 3 tube Color Camera System, total 170 hours use. With 2/3" lenses, Fujinon 10-100 lens, AC/GENLOCK adapter, 3-Battery belts with chargers, cables and carrying case. Excellent condition. $20,000. Contact: Paul Brown, Southern Baptist Radio-TV, Fort Worth, TX 76150, (817) 737-4011

Radio Programming

Dr. Charlie Sheddo Sells...
...IN PRINT.
More than 3 million copies of his marriage books Letters to Karen and Letters to Philip have been sold. 40 million more read Letters to Karen in Readers Digest.

...IN PERSON.
He travels 100,000 miles a year to speak, conduct seminars.

...AND ON THE AIR.
His new radio series of one and two minute Marriage Talks is popular with listeners and sponsors, and profitable for stations. Take advantage of our first-month-free start-up offer. Write or call National Communications Associates, Box 142, Brunswick, Ga. 31520, 912/265-1615.

Lum and Abner
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Broadcasting Aug 21 1978 69
For Sale Stations

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Atlanta, Boston, Chicago, Dallas, Los Angeles

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104
415/873-4474

East Coast:
210 East 53rd Street, Suite 50-New York, N.Y. 10022
212/288-0737

... "broadcasting is the only medium of expression under direct governmental regulation", states Newton Minow in the book's forward. But what precisely is the relation of the FCC to the industry it regulates? What effect has the increased participation of Congress, the White House, the Courts, and citizens' groups had upon its more recent decisions? This second edition of the standard work on the subject further details the efforts of governmental regulation to keep pace with the industry's unprecedented growth and influence. The concise and lucid discussion of the regulatory process, and an expanded section of specific case studies make this book required reading for both the student and the broadcast professional.

THE POLITICS OF BROADCAST REGULATION

Erwin G. Krasnow Lawrence D. Longley

BROADCASTING BOOK DIVISION

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

Please send me THE POLITICS OF BROADCAST REGULATION. My $12.95 payment is enclosed.

Name

Address

City

State Zip

BUSINESS BROKER ASSOCIATES

615-756-7635 24 HOURS

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, Radio, Cable or Allied Fields; 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. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

Replies to ads with Blind Box numbers must be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box Numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $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: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space. Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PO, etc. count as one word. Hypenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting Aug 21 1978
### Stock Index

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<th>Stock symbol</th>
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<th>P/E ratio</th>
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#### Broadcasting with other major interests

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### Programing

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<td>ROCKWELL</td>
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### Electronics/Manufacturing

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<th>Stock</th>
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<th>Cnsing Wee Aug 16</th>
<th>Cnsing Wee Aug 9</th>
<th>Net change in week</th>
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<th>High</th>
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<th>PIE ratio</th>
<th>Total market capitalization (000)</th>
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**Note:**
- The table includes stock market data as of August 21, 1978.
- PIE ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
ABC's Brandon Stoddard: one with the audience

Fun. Not the usual guiding principle for an executive responsible each year for about $25 million worth of made-for-television movies, for perhaps a dozen prime-time dramatic series worth more than $400,000 per episode and for as many as eight miniseries projects (including, at the moment, the Roots sequel), some costing upwards of $10 million each.

But to Brandon Stoddard, ABC Entertainment's vice president in charge of dramatic programs, movies and novels for television, fun is serious business. "Most successful programs, whether in daytime or children's programming or prime time or anywhere, happen because they're fun," he says. "I really believe that. Because eventually it ends up on that screen, with the audience sensing it too."

"If there has been enthusiasm throughout, it carries onto the screen. I don't mean that my tastes are quite what the viewers are—they're not. But it isn't going to work if I hate it. It just isn't."

It seems that, to some degree, Mr. Stoddard himself isn't going to work if he hates it, either. He is not one to look on the television medium with contempt; in fact, he believes "one of TV's biggest problems" is the programmer's tendency to separate himself from the viewer—to think, "Well, I don't like this that much, but it's got all the ingredients."

To the contrary, Mr. Stoddard displays genuine excitement over many of his projects. Discussing the upcoming fantasy series, Battlestar: Galactica, for example, he tells of one episode in which the space ship approaches a planet that is nothing more than a 10-million-pound drop of water, and another that deals with a grizzled old space prospector who talks to his ship as if it were a trusted mule. As he describes these notions, he leans forward in his seat, he giggles and his eyes actually sparkle. "It's wonderful," he says, "I love it."

He didn't feel that way about his first three professions: acting, law and advertising. Active in the Yale drama school in his undergraduate days, he delayed his entrance into Columbia Law School several times to pursue a career on the stage. When he finally did show up to register, he remembers being greeted by a crotchety administrator who peered at him over a pair of bifocals and commented, in a crusty New England accent that Mr. Stoddard still imitates with gusto, "Oh, so you're the thespian."

As he studied, Mr. Stoddard found himself visualizing the cases he read as though they were movie scripts. "I would be able to see where the little boy fell into the vat of sulfuric acid," he said, "which is definitely not the way lawyers are supposed to visualize cases." He dropped out after a year, breaking a professional tradition in his family that went back four generations.

Acting, although it offered the creative outlet he wanted, presented him another problem—lack of control over his own destiny. The realization hit him during an audition at MCA. He was lying on his back during a dramatic death scene, and glanced up to see one producer on the telephone making a date, another cleaning his fingernails and a third reading the paper. "I thought, 'This is it—this is my soul I'm baring, and to have some jerk taking responsibility for that is just too much.' I walked out and never went back to acting again.'"

Instead he joined the BBDO agency, where he cut his television teeth in the daytime program department, working under Martin Starger and Leonard Goldberg, who were later to be principal program executives with ABC and are now in Hollywood production. He acquired some "creative credentials" there and later at Grey Advertising, where among his projects was helping Procter & Gamble develop a short-lived quiz show called The Baby Game, in which parents would try to predict the actions of their toddlers. But still he felt the ability to control the product was missing, and so in 1970, he snapped up an offer to become director of daytime programs for ABC.

Mr. Stoddard says he's stayed as long as he has at ABC in large part because he found there the latitude to call his own shots, at least since Fred Pierce took over as president of ABC Television and even more so since the departure of Fred Silverman. But now that Mr. Stoddard has his control, what's he done with it?

He's been successful, for one thing. ABC's made-for-TV movies averaged a 33.8 share last year, higher than its theatricals, and the lowest-rated miniseries aired under his auspices was last September's Washington Behind Closed Doors, which averaged a 34 share over six nights. Moreover, ABC's dramatic series are among the healthiest on the air, and its two new entries in that area, Galactica and Vega$, are among the few new programs consistently picked as winners by the advertising agencies.

But beyond all that, Mr. Stoddard has some definite ideas about what he wants to do with the programs he puts out, and mostly they come back to that principle of fun.

He says he tries—and his associates say successfully—to foster an atmosphere of enthusiasm in his department. He rejoices in the fact that ABC's series strength gives him the flexibility to take an average of two years developing a miniseries (although at the same time he acknowledges that "the 11-ring circus of a network" leaves enough time to devote special attention to only three or four movie projects a season). And he enjoys doing something different, mentioning with particular pride the ABC Afterschool Specials and the ABC Playbreaks he helped initiate when he was head of children's and daytime programing.

But most important, in the mind of Leonard Hill, Mr. Stoddard's chief lieutenant in the TV movie area, is that Mr. Stoddard seems to care. "Brandon has a very strong feeling that television is of major consequence," Mr. Hill said, "that it affects the public in a direct way and that a responsibility stems from that."

"There is a very hip media attitude that you can sell the concept and not worry about the product. If there's one anathema to the way Brandon operates, it's that attitude.'"
Editorials

Getting ahead in Washington

The makings of a whole new bureaucracy, operating outside the government but supported by government funds, are discernible in the Federal Trade Commission's award of some $150,000 to subsidize Action for Children's Television and other agitators of the agency's inquiry into children's TV advertising. Details appear elsewhere in this issue, but the subsidies may be fairly summarized as governmental underwriting of an intentionally loaded case against television and the advertisers of products that children consume.

The key figures in the FTC inquiry—Michael Pertschuk, chairman, and Tracy Westen, the staff architect of the proceeding, to name but two—have never made any pretense of impartiality. They are out to prove that television advertising is harmful to the young. Obviously they expect no damage to their plan to come from the grants for legal fees and "research" that have been made to ACT, the Center for Science and the Public Interest, Robert Choate's one-man Council on Children, Media and Merchandising, Consumer's Union, the Committee on Children's Advertising, the Center for Public Representation, the Media Access Project and the Safe Food Institute. All recipients have long records of antagonism to commercial television, if not to commerce generally. ACT and the others are beneficiaries of a process that, unless checked at the outset, is bound to create a permanent body of "citizen groups" and "public interest lawyers." The body will grow as it succeeds in stimulating government proceedings that lead to government grants.

No one should be surprised by the FTC's awards or by the FCC's recent notice of an inquiry into the subsidization of outside participation in its affairs (Broadcasting, July 3). Both agencies are now taking cues from influential staff members who were active on the citizen front before the Carter administration found homes for them in government.

Mr. Westen, his boss, Al Kramer, and others now at the FTC have experienced the uncertainties of living on foundation grants. They have counterparts and former colleagues at the FCC, such as Frank Lloyd, aide to the chairman. All are dedicated to the mission of institutionalizing government support for their followers in regulatory agitation.

What they want they may get: a perpetually enlarging bureaucracy of advocates acting for their private benefit but in the name of social causes. It may only be stopped by a Congress that is aware of an incipient taxpayer revolt.

A matter of perspective

ABC's announcement that it is splitting its stock and increasing its stock dividend, reported elsewhere in this issue, obviously means that business is good. It also calls to mind a couple of points that are often overlooked.

ABC has approximately 16,000 stockholders, including, of course, institutions that represent other thousands. It is a publicly held company, as are most major (and some minor) broadcasting entities. Directly or indirectly, millions of individuals have interests in their stocks.

The point is pertinent, we think, because the FCC's 1977 financial report for television, showing pretax profits at a record $1.4 billion (Broadcasting, Aug. 14), will undoubtedly stir up the critics again. There will inevitably be talk of bloated profits split among a few favored holders of priceless franchises from the government. The reality, of course, is otherwise.

Not only are television profits distributed as dividends to a significant percentage of the public that television serves. But that process follows a major extraction by the U.S. government in the form of corporate income tax. Uncle Sam collected about half of the $1.4 billion in 1977 before broadcasters and their stockholders got their hands on the rest.

It is also pertinent to mention that there are individual corporations in this country that make enormously more money than the whole television broadcasting business makes. In just the first six months of 1978, General Motors, for example, reported $574,900,000 more profit after taxes than all of the entities in television broadcasting took in before taxes in all of 1977.

Television is prosperous, to be sure. It has a long way to go, however, before it can be ranked in its totality with the big corporations of this country.

Curio

The American Federation of Musicians, a union that has had little role in modern broadcasting, suddenly sees hope for new life in the rewrite of the Communications Act. As reported here a week ago, the AFM has discovered that the so-called Lea Act, inserted as Section 506 in the existing Communications Act back in 1946, is missing from the legislative draft that emerged from the House Communications Subcommittee. The musicians want to keep things that way.

The AFM's enthusiasm for this turn of events is itself reason for broadcasters to take a new look at a section that has been in disuse since it performed its original function of ridiculing broadcasters of house bands they didn't need. Section 506 prohibits unions—any unions—from coercing broadcasters into hiring more employees than they need or paying for unperformed or unwanted services. It makes featherbedding a criminal act, and the mystery is why it hasn't been invoked against other unions in recent years.

Maybe labor relations have progressed to a higher plane than the AFM of James Caesar Petrillo's day fought on. Maybe later legislation, such as the Taft-Hartley Act, has distracted attention from the Lea Act. But broadcasters would be wise to read Section 506 of the Communications Act against present circumstances, while it is still law. The section ought not to be allowed to disappear by default.
WSOC NewsRadio is in touch with Charlotte, and we keep Charlotte in touch with the world. Our computerized voter projections kept our listeners "in touch" with the recent city, county and state election returns and accurately projected the winners in each contest. When Charlotte was torn in controversy over the location of a proposed belt road, NewsRadio 93 stayed in touch with the area's only live coverage of the public hearings. The determination to keep Charlotte informed, together with the largest staff of radio news professionals in the Carolinas, has won recognition from the News Directors of the Carolinas with the presentation of six first-place awards for excellence in news reporting. WSOC NewsRadio 93 is in touch with Charlotte. And Charlotte is in touch with us.

WSOC News Radio 93

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Seeing is Believing

Lions Club members throughout the country have been working to strengthen their Eye Institute's donor program so more blind men and women might know the miracle of sight. To help make people aware of the Institute's work, KOLN-TV/KGIN-TV invited the recipient of an eye to appear on the air. The young teacher's joyful story had a profound effect. Since the program was shown in June of last year, the number of donors in Nebraska has increased by 3,000. Five videotapes of the KOLN-TV/KGIN-TV show have been distributed to Lions Clubs over the state to help them in their work.

Informing the public about such worthwhile programs is all part of the Fetzer tradition of total community involvement.