

NCTA Chicago: Favorable winds for cable
MIP-TV Cannes: One world of television programming

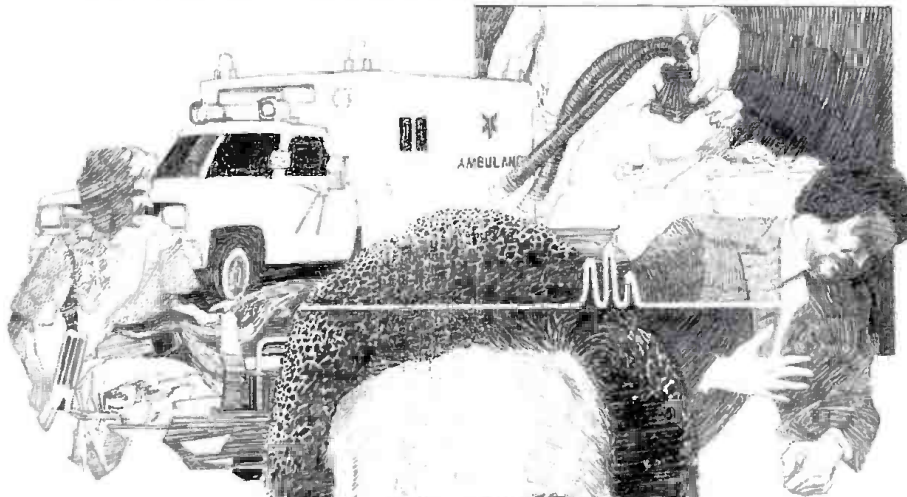
Broadcasting Apr 18

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

NAPOLEON JOHNSON NEARLY HAD A HEART ATTACK OVER HIS LATEST AWARD.



We called an ambulance. Fortunately, though, the heart attack was not real.

It was Johnson's way of dramatizing his award-winning, five-part series on heart attacks for KPRC TV News.

The series opened with Johnson simulating a heart attack behind the wheel of his car, riding the ambulance to the hospital, and receiving emergency room medical treatment.

Concluding segments covered

steps to prevent heart attacks, as well as long-term care for heart attack victims.

For his efforts, the Texas Medical Association awarded Johnson the Anson Jones Award for excellence in television medical coverage.

That was good medicine for a man who put a lot of heart in his work.

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2
KPRC TV HOUSTON

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THE ANDROS TARGETS New action-adventure series about investigative reporters/one hour/color—CBS-TV



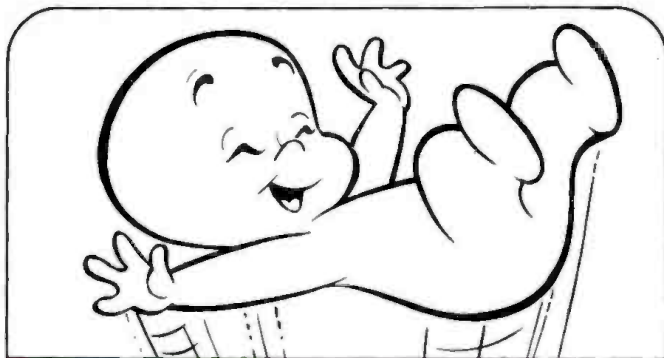
LITTLE HOUSE ON THE PRAIRIE Starring Michael Landon—NBC-TV



AFI-LIFE ACHIEVEMENT AWARD Orson Welles, James Cagney, William Wyler, Bette Davis/Four 90-minute specials/color—CBS-TV



SPENCER'S PILOTS New high-flying action-adventure series/one hour/color—CBS-TV

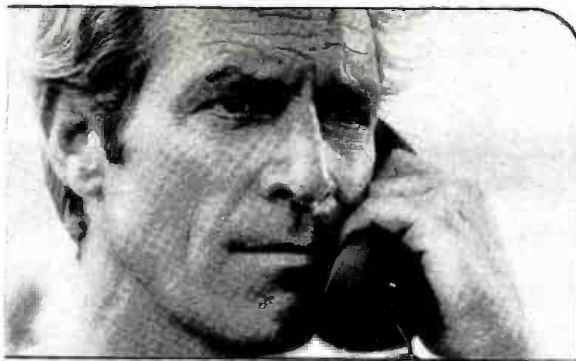


CASPER CARTOONS 244 color cartoons featuring Casper the Friendly Ghost and friends



PARAGON FEATURES Feature films starring George C. Scott, Hal Linden, Lee Grant, Lee Majors, Fred MacMurray, David Janssen, Sally Struthers, Ben Vereen, Valerie Harper—and many other top stars

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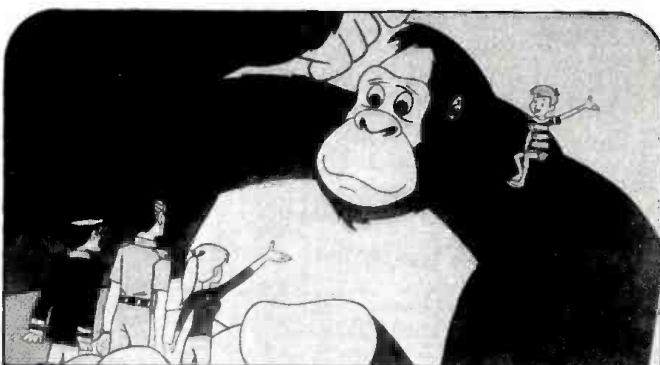
TER New suspense-drama series/one hour/color —
V



EIGHT IS ENOUGH New family light-drama series/one
hour/color—ABC-TV



McLEAN STEVENSON SHOW New comedy series/
hour/color—NBC-TV



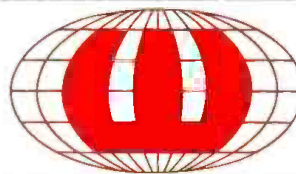
KING KONG 26 half hour/ cartoons/ color



PICTURES Including Cabaret, They Shoot Horses Don't
Win, Charly, Straw Dogs, Take the Money and Run, For
Love of Ivy, The Killing of Sister George—and many more



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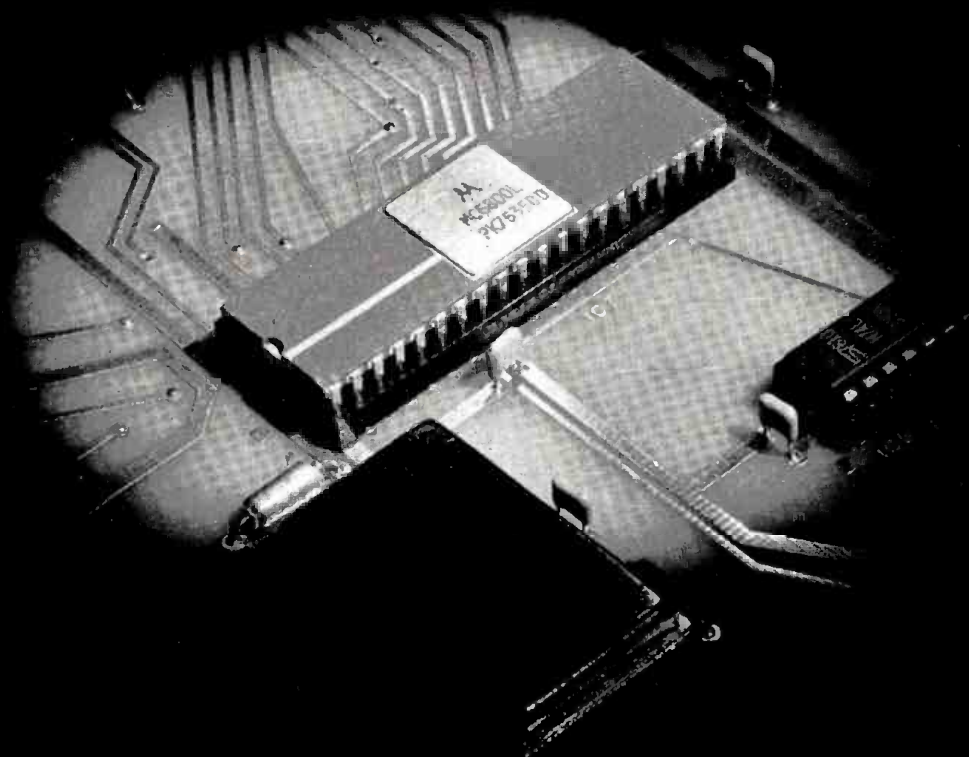
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The Week in Brief

LOCKEYING FOR POSITIONS □ The networks are getting down to final decisions on their line-ups for fall, while top agencies brace themselves for price hikes. **PAGE 29.**

CC RETURN SALVOS □ The commission is accepting the movie portion of the pay-cable reversal, but plans to appeal the ex-parte and sports-events elements. It also maps strategy to recover from the court's Pacifica indecency" setback. **PAGE 31.**

HAPPY BOB SCHMIDT □ As the NCTA marches in Chicago, its president is pleased with cable's progress in the past year. In a special interview, he reviews these accomplishments and looks at some future goals. **PAGE 31.**

CC WINS THIS TIME □ Appeals court upholds commission renewals of WRC-TV and WABC-TV over NOW protests, saying government agency had correctly defined EEOC responsibilities. **PAGE 34.**

NTV PROTESTS □ Association tells Representative Van der Lin that the Bell bill would be a rock around the necks of independents and would stifle chances for network alternatives. **PAGE 34.**

VXPN REPRIMANDED □ FCC Law Judge Miller fines Pennsylvania University station for "obscene" and "indecent" language and says it should lose its license or letting students use FM outlet as toy. **PAGE 38.**

ROGER, ROGERS □ A Florida circuit court goes against a receiver's recommendation that Turner Communications be permitted to buy WSBW-TV Orlando, Fla. Instead, the go-ahead is given to Omega Communications, headed by Bud Rogers. **PAGE 45.**

PROGRAM SALES ABROAD □ On the eve of the MIP-TV in Cannes, France, leading syndicators report on the upsurge in demand for American television products. They also describe some of the intricacies of international sales. **PAGE 48.**

IN THE CANS FOR CANNES □ U.S. and Canadian syndicators will be among the many companies displaying their programs in France this week. Here's a list of who will be on hand and what they will show. **PAGE 54.**

TOUCHING HANDS □ ABC schedules a June 7

symposium that will seek an exchange between its management and members of the Hollywood creative community. **PAGE 58.**

PVT CHOICES □ In fourth annual program cooperative, mostly the old standbys are chosen by stations. There's also a bit of a cold shoulder to public affairs. **PAGE 59.**

CABLE COPYRIGHT □ Cable representatives and copyright holders meet in a hearing to air their opinions on how to set up semi-annual reports. **PAGE 61.**

NIXON REVISITED □ While David Frost is winding up his interviews with the former President, Syndicast Services signs more than 120 stations for the four 90-minute programs. **PAGE 63.**

ON YOUR OWN AGAIN □ Efforts to organize an all-news radio association fail because of differences over the rates and types of programs. **PAGE 64.**

ENG ON THE SCENE □ An RTNDA survey finds that about 400 commercial stations are using electronic news-gathering equipment. **PAGE 64.**

CAUTION ON COVERAGE □ CBS News issues guidelines that call for caution and restraint in covering terrorist and hostage stories. **PAGE 65.**

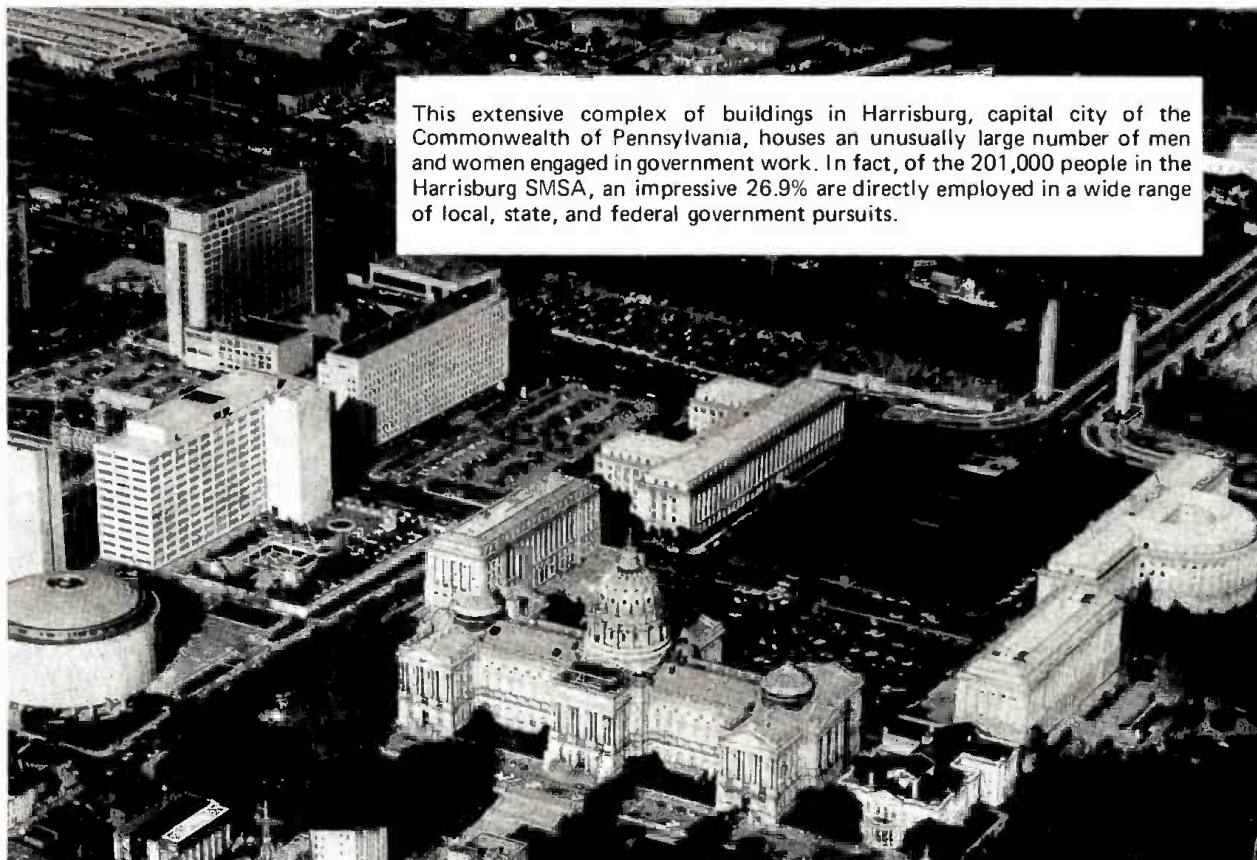
IMPORTED COMPETITION □ Zenith Radio Corp. wins a U.S. Customs Court decision to impose duties on Japanese consumer electronics imports. **PAGE 66.**

A SHOW STOPPER □ TVB is planning a presentation in 27 markets to about 3,000 advertising executives to encourage them to try TV in various time slots and in new ways. **PAGE 67.**

EXECUTIVE SWEETS □ Salaries for top executives have been released from Metromedia, the Washington Post, Scripps-Howard and Storer. **PAGE 68.**

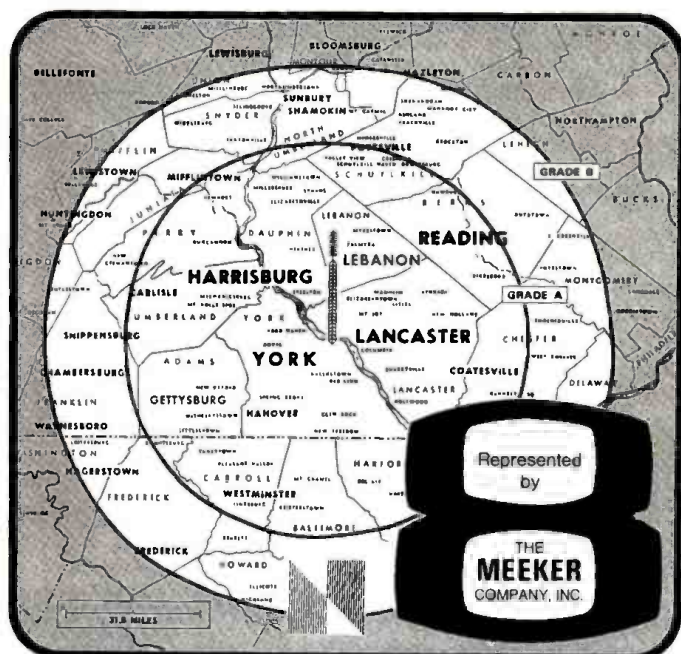
WINNING IN WASHINGTON □ The NCTA's presence on Capitol Hill in the past year has been felt as it never had before. Observers note that the ascendancy of the association's fortunes took a sharper upturn when Tom Wheeler came on the scene in June 1976 as NCTA executive vice president-director of government relations. **PAGE 89.**

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This extensive complex of buildings in Harrisburg, capital city of the Commonwealth of Pennsylvania, houses an unusually large number of men and women engaged in government work. In fact, of the 201,000 people in the Harrisburg SMSA, an impressive 26.9% are directly employed in a wide range of local, state, and federal government pursuits.

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*1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.
WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Bash

ABC-TV will take wraps off its 1977-78 prime-time schedule on Monday, April 25, at lavish shindig at New York Hilton hotel for major advertisers and ad agencies. Last year, during similar bash at Waldorf Astoria, ABC's unofficial theme was "humble arrogance." Considering ABC's unaway first-place position now, one suggestion for next week's theme is "arrogant chutzpah."

Social note: ABC, which has not been hesitant to hire people away from other networks on its rise to prime-time dominance, has retained NBC's former resident expert on planning and staging large-scale social events, Mike Laurence, to cater party at which it'll announce new fall schedule. Mr. Laurence and Ed Casey, formerly with RCA, recently formed Laurence & Casey, New York (BROADCASTING, April 11), to run corporate shindigs. ABC sources say it's no snub for Milton Carney, ABC director of conference planning, who normally handles such things. He's said to be busy with other planning—including next month's ABC-TV affiliates convention.

Showdown on 315

FCC members will have chance soon to be counted on where they stand on repeal of Section 315. Scheduled for discussion at special meeting on April 27 is recommendation commission will make to Congress regarding political broadcasting legislation. Chairman Richard E. Wiley has come out publicly for repeal (BROADCASTING, April 4), and general counsel's office is recommending that commission take that position. Commissioners, however, appear to be divided on issue; indeed, some early nose-counters see majority against complete repeal. However, general counsel's alternative recommendation—that commission propose repeal for presidential and vice presidential races only—might pick up some votes.

However FCC comes out on 315 amendment, it will reaffirm fairness doctrine as commission policy—even if fairness part of 315 is repealed with equal-time part.

Nobody else's baby?

House Communications Subcommittee Counsel Harry M. (Chip) Shooshan III takes full credit for contents of broadcast section of options paper on Communications Act rewrite that will be placed in hands of subcommittee members Thursday (April 21). Broadcast representatives in Washington, however, fear other influences may be felt, including

Henry Geller, former FCC general counsel, who has advised subcommittee staff. No one had invisible role in work, Mr. Shooshan says; although many of ideas are not new, they were compiled by him.

Unlike staff study on cable television released by Communications Subcommittee in January 1976, Communications Act rewrite options memos take no stands on issues discussed. Some options are said to be 180 degrees opposite. Subcommittee staff members feel broadcast chapter is fair, but expect criticism.

Daytime Burnett

Carol Burnett and producer-husband, Joe Hamilton, have solicited number of key syndication firms with interesting proposal: half-hour edited version of star's variety hours already carried on CBS-TV to be slotted in daytime while *Carol Burnett Show* runs in prime. Reruns would be slotted across-board, with 130 half-hours to be ready by fall or winter of 1978. Potential stumbling block: high talent residuals of variety shows.

Touchy subject

One issue before National Association of Broadcasters' executive committee, meeting in Washington next Thursday (April 21), is whether to take stand on "Bell bill." NAB has so far been silent where others, notably National Cable Television Association and Association of Independent Television Stations, have mounted campaigns against bill (see page 34). Some Bell bill opponents say they think NAB is holding back because its opposition to bill might harm its member networks in negotiating future long-distance contracts with AT&T. "That's pure, unadulterated horse manure," one NAB official said.

At NCTA's initiative, NCTA President Robert Schmidt and Executive Vice President Tom Wheeler had lunch with NAB President Vincent Wasilewski and Senior Vice President Donald Zeifang to try to persuade NAB to get involved. NAB's executives will make no commitment without marching orders from executive committee, however.

Kid hit

Hottest children's-show prospect for barter syndication next fall may be *Marlo and the Magic Movie Machine*, lavishly produced 60-minute weekly series aimed at 6-to-12-year-olds. It kicked off Sunday morning (April 3) on all five CBS-owned television stations and in first two weeks

doubled previous ratings for its time periods in New York, Los Angeles and Chicago (where overnights are available). Informed sources say two major sponsors, bowled over by ratings, are ready to take on national minutes for full U.S. distribution of series, which is co-produced by CBS and Corporation for Entertainment and Learning.

Skeptics

Although Joe L. Allbritton's reputation as sharp businessman has been enhanced by agreement to trade WMAL-TV Washington to Combined Communications Corp. for KOCO-TV Oklahoma City and \$65 million in nonvoting CCC stock (BROADCASTING, April 11, 4), not everyone is joining "gee whiz" chorus. Representatives of three citizen groups in Washington who feel they had commitment from Mr. Allbritton to make affirmative effort to sell WMAL-TV to minority-group members or women are withholding their congratulations until they determine whether that effort was made. Commitment was one of several in October 1975 agreement that ended groups' opposition to Mr. Allbritton's acquisition of Washington Star Communications Inc.

Representatives of groups—local chapter of National Organization for Women, Adams-Morgan Organization and Media Task Force—hope to meet with Mr. Allbritton this week to discuss matter. And if they conclude that he has not delivered on promise, petition to deny CCC deal is likely to be filed at FCC.

Disputed claim

Who got cable TV industry to accept copyright liability in bill that finally became law last year? Charles Lipson, lobbyist for National Cable Television Association in regime prior to current one, says it was he alone. "I had persuaded the cable TV industry to accept a proposal to pay a small percentage of their revenues to the copyright holders of programs they aired," he wrote in article in April issue of *Washingtonian* magazine adapted from his book, "Vested Interest."

Assertion was news to former colleagues. David Foster, former NCTA president, now executive vice president for Natural Gas Supply Committee, said it wasn't Mr. Lipson, but several key people in cable industry that decided—"after good deal of agony and soul searching"—that cable had to bite bullet. Copyright, "a real bogey" for NCTA, had to be "put behind" cable industry if it was ever going to advance in Washington. "I'm willing to give Chuck a little poetic license," Mr. Foster said, "but that's ridiculous."

**Don't expect to steal
a young adult audience
from these stations!**



**WPIX-TV New York
KCOP Los Angeles
WPHL-TV Philadelphia
KTVU San Francisco
WIIC-TV Pittsburgh
WCCO-TV Minneapolis
WSB-TV Atlanta
KBMA-TV Kansas City
WKRC-TV Cincinnati**

**XETV San Diego
KCRA-TV Sacramento
KPHO-TV Phoenix
WTLV Jacksonville
WDEF-TV Chattanooga
WCSC-TV Charleston, S.C.
WJRT-TV Flint-S-Bay City
KVOS-TV Bellingham**

They have “The Rookies”!

This Spelling/Goldberg action-adventure sensation captured the highest average number of young women and men viewers (both 18-34 and 18-49!) in its time period over 4 prime-time seasons.

During its network run, two-thirds of all “The Rookies” viewers were adults!

Two-thirds of all women were 18-49!

And two-thirds of all men were 18-49!

How’s that for strength in young adult audience protection?

Call now for the half-hour or one-hour version. Either is available for September.

**“The Rookies”
from Viacom**

Source: NTL/NAC, 1972-75 (Sept.I,Wk.II-Mar.II) and 1975-76 (Sept.I,Wk.II-Feb.I).
Audience estimates are subject to qualifications available on request.



Business Briefly

General Electric □ Company is arranging four-week spot-TV campaign for various products beginning in early May. Fromm Inc., Kansas City, Mo., will schedule spots in 30 markets during fringe, day and prime periods to reach men and women.

General Mills □ Food manufacturer is scheduling three-week spot-TV promotion for its Potato Buds beginning in early May. Campbell-Mithun, Minneapolis, will buy spots in fringe, daytime and prime periods in seven markets. Women, 25-54, are target audience.

Kal Kan □ Cat and dog food company has seven-week spot-TV campaign for its MPS dog food chunks set for late April. Honig-Cooper & Harrington, Los Angeles, will place spots in fringe, daytime and prime periods in four markets, including Los Angeles and Phoenix, to reach women, 25-54.

Eastman Kodak □ Company takes

seven-week spot-TV flight for its cameras, beginning late this month. J. Walter Thompson, New York, will buy spots in 40 markets during fringe viewing periods to reach adults, 18-49, and teen-agers.

Jergens □ Personal care products company will feature its Nature Scents soap in 10-day spot-TV promotion starting in early May. Cunningham & Walsh, New York, will select spots in about 21 markets in fringe and prime periods. Demographic target is women, 18-49.

Bristol-Myers □ Excedrin will get six-week spot-radio campaign starting this month. Foote, Cone & Belding, New York, will place spots in major markets, to reach women, 18-34.

Six Flags over America □ Entertainment centers have nine-week spot-TV promotion set for late May. Batz-Hodgson-Neuwoehner, St. Louis, will schedule spots in 21 markets, using all

day parts, seeking adults, 25-49.

Revlon □ Cosmetic company has three one-to-four week flights scheduled for its products beginning in early May, mid-May and early June. Grey Advertising, New York, will set spots in 30 top markets in fringe periods, seeking women, 18-49.

Bank of America □ Banking company has three-week spot-radio drive slated in Western markets for this month. Grey Advertising, Los Angeles, is gearing spots to reach adults, 18-49.

Trans World Airlines □ Eight-week spot-radio drive is planned for late April. Wells, Rich, Greene, New York, is placing spots in at least 20 markets to reach men, 25-34.

Ralston-Purina □ Consumer products company will feature its frozen fried chicken in four-week radio drive, beginning in late April. Checkerboard Advertising, St. Louis, will seek spots in three markets, gearing to women, 25-49.

Borden □ Food manufacturer has two-week spot-radio flight set in early May for its Cremora coffee creamer. Campbell-Ewald, Detroit, will buy spots in approximately 35 markets, zeroing in on women, 25-64.

Air France □ Air line has four-week spot-radio campaign scheduled for this month. Kenyon & Eckhardt, New York, is buying in four markets, aiming at adults, 25-49.

Kemper □ Insurance company is mapping six-week spot-TV drive starting in early May. J. Walter Thompson, Chicago, will buy spots in West, Midwest, South and Southeast markets during news and special time viewing periods, reaching for women, 25-54, and men, 25 and over.

Saluto Foods □ Company will feature its pizza in four-week spot-TV campaign starting in early May. D'Arcy-MacManus & Masius, Chicago, will place spots in 17 markets in daytime and late fringe periods, zeroing in on women, 18-49.

Rand McNally □ Book company will place four-week spot-radio promotion for its guide books beginning in early May. Kelly, Scott & Madison, Chicago, will schedule spots in five markets to reach men, 25-49.

Chanel □ Perfume company will conduct three-week spot-TV campaign for its

The Honeymooners

Thirty-nine half hours of classic comedy that established Gleason as the Great One and Carney as his perfect foil.

Audrey Meadows and Joyce Randolph co-star as their spouses.

This is the original! Often imitated but never equalled.

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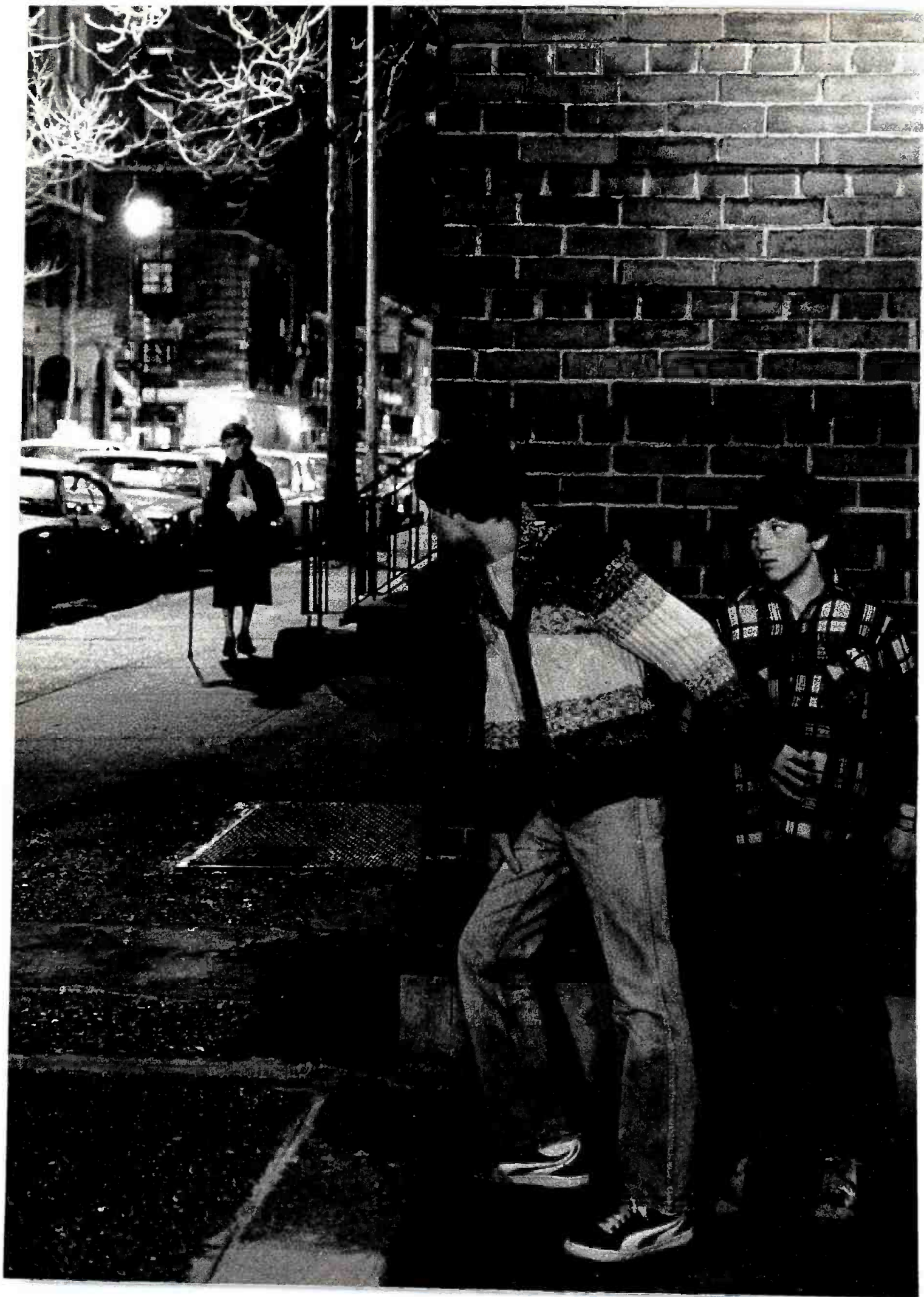
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TODAY KIDS ARE GETTING AWAY WITH MURDER.

Storer Stations are concerned and are doing something about it.

11,256,600 serious crimes were reported in America during 1975.

43% of those arrested for the crimes were under 18 years of age!

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

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

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

Storer Stations are deeply concerned about the violence and vandalism ravaging their communities. So, in their programming and editorials, they continually de-

vote key segments to juvenile crime.

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

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

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

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

between gang leaders and the city council.

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

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

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

**Fifty years of
broadcasting that serves.**

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

Chanel No. 5 and No. 19 perfume beginning this month. Norman, Craig & Kummel, New York, will schedule spots in 25 markets for Chanel No. 5 and seven markets for Chanel No. 19 during fringe and prime periods to reach for women, 18-49.

Ciba Geigy □ Company is arranging five-to-six week spot-TV promotion for its house and garden Spectracide starting later this month. Ketchum, MacLeod & Grove, New York, will place spots in 14 markets in fringe periods, seeking men, 25-49.

Carling □ Brewery has eight-week spot-radio buy set for its Carling Black Label beer in seven markets beginning this month. W.B. Doner, Baltimore, is agency. Men, 18-49, are target audience.

Schweppes □ Company will launch intensive spring/summer spot and network TV and radio campaign in May. Ted Bates, New York, will handle network exposure on *ABC Evening News*, plus network radio commercials during evening drive time on ABC, CBS and NBC news programs and TV spots in news in about 50 markets. Demographic target is adults.

U.S. Floor Systems □ Steamex carpet cleaning equipment and products firm is scheduling four-week TV flight to start later this month. W. B. Doner, Baltimore, will place spots in at least five markets, using fringe time to reach adults, 25-49.

Rosarita □ Mexican food company is arranging three-week spot-radio drive beginning in mid-May. Daily & Associates, Los Angeles, will schedule in 13 markets to reach women, 18-49.

Rep appointments

- WDCA-TV Washington: MMT Sales, New York.
- KVI-FM Seattle: ABC Radio Spot Sales, New York.
- WWOL-AM-FM Buffalo, N.Y., and WTLN(FM) Indianapolis: H-R Stone, New York.
- KMST(TV) Monterey-Salinas and KCOY-TV Santa Barbara, both California: Adam Young, New York.
- KORO(TV) Corpus Christi, Tex.: Spanish International Network, New York.
- KAZM(AM) Sedona, Ariz.: Bill Dahlsten and Associates, Los Angeles.

Missouri Tourism □ Four-week spot-TV campaign is set for late April. D'Arcy-MacManus & Masius, St. Louis, will buy spots in fringe and prime periods in 19 markets to reach adults, 18-49.

Royce □ Electronics manufacturer is arranging two-week spot-radio drive later this month for its CB radios. Gardner Advertising, St. Louis, will select spots in three markets, targeted to men, 25-49.

Georgia Pacific □ Paper products company is launching one-week spot-radio promotion beginning this month. Target Media, Chicago, is buying in 33 markets, aiming at women, 25-54.

Brady Farms □ Frozen fruit will get two-week radio flight starting in mid-May. Norman, Navan, Moore & Baird, Grand Rapids, Mich., will place spots in New York, Philadelphia and St. Louis to reach

women, 18 and over.

Hood □ Company is featuring its Frogurt frozen yogurt in four- to 23-week spot-radio campaign starting in mid-May. Hill, Holiday, Conners, Cosmopolos, Boston, will place spots in six markets, including New York and Chicago, seeking teenagers and adults.

American Dairy Association □ Nine-week spot-radio flight is scheduled for mid-May. D'Arcy-MacManus & Masius, Chicago, will buy spots in 150 markets. Demographic target is adults.

Biltz Weinhard □ Brewery has four-week spot-radio and TV flights set for its beer beginning in early May. Ogilvy & Mather, San Francisco, will seek spots in fringe and prime-time periods, and radio spots in five markets, aiming to reach men, 18-49.

Diamonair □ Division of Litton Industries is mapping one-week spot-TV drive for its gold jewelry starting in early May. Marschalk, New York, will place spots in at least 12 markets, during fringe and daytime periods, seeking women, 18-49.

Mem □ Company is preparing four-week spot-radio buy for its English Leather toiletries beginning in late May. Cunningham & Walsh, New York, will schedule spots in at least eight markets to reach adults, 18-34.

North Central Airlines □ Six-week spot-radio campaign is set to start later this month. Hoffman, York & Baker, Milwaukee, will place spots in about 20 markets to reach men, 25-49.

Grebel □ Moving company plans six-week spot-radio push for later this month. Biddle Advertising, Appleton, Wis., will handle spots in seven markets, including Atlanta, with emphasis on adults, 25-49.

Olin □ Corporation sets seven-week spot-TV campaign for its swimming pool products starting in early May. Vitt Media, New York, will float spots in fringe periods, reaching for adults, 25 and over.

Riceland □ Food company maps four-to-seven-week spot-TV promotion for its rice, beginning late this month. Noble-Dury & Associates, Nashville, will pick spots in 12 markets in fringe, day and prime time, to reach women, 25-64.

Orowheat □ Bread and baked-goods company maps four-week radio promotion for early next month. Isidore Lefkowitz Elgort Inc., New York, will place spots in Los Angeles, zeroing in on women, 25-49.

Mercantile Trust □ Bank firm is readying nine-week spot-radio buy for later this month. D'Arcy-MacManus & Masius, St. Louis, will deposit spots in 23 markets, aiming for men, 18-34.

BAR reports television-network sales as of March 27

ABC \$282,291,400 (34.0%) □ CBS \$273,901,300 (33.0%) □ NBC \$273,579,400 (33.0%)

Day parts	Total minutes week ended March 27	Total dollars week ended March 27	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	147	\$ 913,800	1,745	\$ 10,287,000	\$ 8,924,700	+15.3
Monday-Friday 10 a.m.-6 p.m.	972	15,052,900	11,902	178,069,800	149,624,800	19.0
Saturday-Sunday Sign-on-6 p.m.	322	8,440,100	4,267	108,592,400	86,561,900	+25.5
Monday-Saturday 6 p.m.-7:30 p.m.	103	4,000,800	1,237	46,924,900	37,367,100	+25.6
Sunday 6 p.m.-7:30 p.m.	18	919,000	278	15,005,800	12,615,700	+18.9
Monday-Sunday 7:30 p.m.-11 p.m.	425	35,956,300	5,130	421,264,700	337,962,300	+24.6
Monday-Sunday 11 p.m.-Sign-off	210	3,959,500	2,456	49,627,500	44,926,300	+10.5
Total	2,197	\$69,242,400	27,015	\$829,772,100	\$677,983,200	+22.4

Source: Broadcast Advertisers Reports

"Merv's great, but somehow
it's hard getting used to a talk show before bedtime."



The choice is yours

The networks think they know what's good for you.

They know that from 8 to 9 p.m. you're supposed to like situation comedies. And that from 9 to 11 p.m. you should want to see detective shows. And that everyone expects to see the news at 11 p.m.

But WNEW-TV knows differently. People are not sheep. Not everyone wants exactly the same thing at exactly the same time.

So we put *The Merv Griffin Show* on at 8:30. And you liked that. We fol-

lowed with *The 10 O'Clock News*, an hour earlier than the network stations. And you liked that, too.

Then we had the imagination to try a sophisticated soap opera at 11 p.m. — *Mary Hartman, Mary Hartman*. And just as we imagined, you liked it.

You like us so much, in fact, that more homes tune to WNEW-TV than two out of the three network stations.

Because we give you a choice. And it's all yours.

Source: Nielsen, 1976. All Reports, Station Total Net Weekly Circulation. Audience data are estimates, subject to qualifications on request.

**The
Choice**
5
WNEW-TV
Metromedia
New York

WNEW-TV is represented by Metro TV Sales.

Monday Memo[®]

A broadcast advertising commentary from Jack Scheckowitz, vice president, marketing services, GAF Corp., New York

Henry Fonda's job well done for GAF

If an ad campaign succeeds—if it meets the needs it was created to address—it can succeed itself right out of existence. That's precisely what happened last year when it became apparent to GAF and its advertising agency, Daniel & Charles, New York, that their famous Henry Fonda campaign had served its purpose.

When the campaign was conceived back in 1969, GAF had an identity problem. A major manufacturer of building materials, chemicals, and photographic, reprographic and pictorial products, the company marketed its lines under several different brand names.

Of course, it made good economic sense to draw all company products under a single corporate name—GAF—so that in advertising a particular line, other products, and the reputation of the company as a whole, would be positively reinforced. Adding to the difficulty, however, was the fact that the company name had only been adopted officially as GAF a year earlier. Before that it was called General Aniline & Film Corp., a name that dated back to the 1930's.

Clearly, a single vehicle was needed to tie all this together.

Jesse Werner, GAF's chairman and president, agreed we had to find a spokesman for all our products: "Someone who would be instantly recognized; someone who would be perceived as dignified without being stuffy; someone honest and plausible." The spokesman had to be GAF's exclusively and not plug any other products as long as the relationship with GAF continued.

Daniel & Charles set to work doing consumer surveys in search of a personality with this unique combination of qualities. Once a spokesman was chosen, exclusivity could be negotiated.

One name was mentioned again and again in the studies—Henry Fonda. He had managed to avoid the negative image that attaches itself to many Hollywood stars. No matter what role he played in films or on the stage, he came across to the audience as being sincere, intelligent yet folksy, trustworthy and—a rare quality that made him perfect for the role of GAF's broadcast spokesman—someone you'd be glad to welcome into your home. What's more, he had not done any other television commercials and was identified with no other company or its products.

The paramount question then became whether Mr. Fonda would be willing to accept the part. His agents thought not. He had not done commercials before, they said, because he didn't want to, and they



Jack Scheckowitz has been responsible for GAF's worldwide advertising since 1969, when he helped the company launch its radio and television advertising campaign with Henry Fonda. Mr. Scheckowitz joined GAF in 1967 as advertising and sales promotion manager for the company's consumer products. Prior to joining GAF, he was director of advertising and sales promotion manager for the Elgin Watch Co., and earlier was manager in the SCI division of McCann-Erickson. Currently he is GAF's vice president for marketing services.

didn't think he would change his mind. In fact, it was not until GAF offered him script approval that he agreed. Mr. Fonda was used to getting approval rights on his lines in feature films, and he saw no reason to change his position when it came to making commercials. Unusual as this was in advertising, GAF willingly consented.

The rest, as they say, is advertising history. Mr. Fonda's unique delivery and speech helped "Ghee-Yay-Eff" gain the broad identity base it was seeking. Soon mimics like Rich Little were passing up the actor's more classic roles to imitate his GAF commercials. The result was more broadcast mentions than the company could ever have planned.

After seven years and more than 100 commercials, Mr. Fonda and GAF have parted company still in the flush of success. But it was time for a change. Mr. Fonda wanted to concentrate exclusively on serious acting. The umbrella identity of GAF had been so well accepted by the public that the company could concentrate on supporting specific product lines more directly.

We knew Henry Fonda would be a hard act to follow. The decision was to create an entirely new advertising program.

It took months of planning and careful defining of goals before the new approach was decided on. Several possible campaigns were considered before the decision was made. It was felt that the new commercials should support specific products more directly, yet a subtle "GAF umbrella" should be maintained to remind consumers that all the products were GAF's.

To satisfy all these requirements, GAF came up with a narrative story-line approach. Each of the new commercials is a vignette, carrying the product message in a light, mildly humorous vein. These little stories project an image of GAF that's just as exciting as the Fonda commercials, with as much warmth and just the right touch of light humor.

A pair of interrelated techniques is used to forge a reinforcing link between commercials; a distinctive title for each "playlet," and a common musical theme to serve as a "sound logo." The music would have to offer clear GAF identity on radio as well as television.

More than 30 titles for the musical logo were considered, and GAF finally selected "Windy." It offers the upbeat, frolicsome note that gives the commercials a lift, yet endures through repetitive airings. In the top 40 a decade ago, this song by the We Five was on many successful albums and became almost a standard. GAF will use an instrumental version to back up its programs.

"Windy" has two ideal features: It's a catchy melody, the kind you find yourself whistling a minute after you hear it. And it's been off the air long enough to seem novel to a generation of new listeners.

The first miniprogram, "GAF and the Honorable Guests," is airing now on national TV. It shows an American couple at home, greeting a Japanese couple who come to call.

Mr. and Mrs. Kano bow in greeting as they enter the brightly decorated living room of the American hosts, Carol and Roger. Bowing even lower, the Kanos begin mumbling in Japanese.

"They're talking about the floor. They love it," Roger translates. . . "She says you have excellent taste. . . She wants to know what kind of floor it is."

"Tell her it's GAF Gafstar flooring that never needs waxing."

Roger is perplexed: "How do you say GAF in Japanese?" Mr. Kano supplies the answer. "GAF floor." Mrs. Kano adds, "Comes in many beautiful patterns."

Both couples break into laughter, and the tension dissolves, leaving two couples with a GAF product that bridges two cultures, a product that speaks for itself in any language.

See our new products at the NCTA show and you may win a color TV.

Sylvania is expanding its product base to meet your needs. At Booth 604, NCTA show, we have four new products that prove it:

New! Midband-to-UHF converter, an economical way to add more channels and pay programs.

New! Flexible line extender, with up to three programmable outputs.

New! Programmable converter, putting up to 40 channels at your command.

New! Standby power supply, for up to nineteen hours of operation during power outages.

At Sylvania, we've got what's new. Come in and see for yourself. Fill out the coupon and bring it with you, and you may win a GT-Matic Color TV set! GTE Sylvania, CATV Operations, 114 Oregon St., El Paso, Texas 79901.

GTE SYLVANIA

Take me to Booth 604.

Your chance to win a GT-Matic Color TV! Fill it out and bring it to Booth 604.

Name _____

Title _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

Datebook

■ indicates new or revised listing

This week

April 17-19—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton hotel, Chicago.

April 18-19—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

April 18-20—Spring meeting of *National Association of Broadcasters television code review board*. NAB headquarters, Washington.

April 18-21—Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pieasure Island, Ala.

April 19—Sales seminar of *National Association of State Radio Networks*. Marriott on the Lake, Kansas City International Airport, Kansas City, Mo.

April 19-21—Electro/77 electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

April 20-21—Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

April 20-21—*Television Bureau of Advertising* retail workshop on "How Television Builds Fashion Leadership." Speakers will include executives from Macy's, Target Stores, Arrow, Saks Fifth Avenue, Cannon Mills,

Allied Stores, Lazarus, Celanese, J. H. Hudson, and Colby's Home Furnishings. Biltmore hotel, New York.

April 20-22—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

■ **April 21**—*Canadian Television Commercial Festival*, sponsored by the *Broadcast Executives Society and Television Bureau of Canada*. Sheraton Centre hotel, Toronto.

April 21-23—*Louisiana Association of Broadcasters* spring convention. Sheraton hotel, Baton Rouge.

April 22—FCC's deadline for comments on proposed rulemaking prohibiting acquisition of more than 10% of licensee of any station or publisher of any newspaper which could not be controlled with currently owned or concurrently acquired stations. Replies are due May 3 (Docket 20548). FCC, Washington.

April 22-23—Region one conference of *Society of Professional Journalists, Sigma Delta Chi*, for New York, central and eastern Pennsylvania, New Jersey, Delaware and New England states. Sheraton Boston hotel, Boston.

April 22-23—Region eight conference of *Society of Professional Journalists, Sigma Delta Chi*, for Oklahoma and Texas. Park Cities Inn, Dallas.

April 22-23—Region four workshop of *Radio Television News Directors Association*. Southwest Texas State, San Marcos.

April 22-23—Region 10 conference of *Society of Professional Journalists, Sigma Delta Chi*, for Washington, Oregon, Idaho, Montana and Alaska. Otter Crest, Ore.

April 22-23—*Iowa AP Broadcasters* annual meeting. Sheraton Inn, Des Moines.

April 22-24—*National Association of Farm Broad-*

casters South Central regional meeting. Hilton Jr. Amarillo, Tex.

April 22-27—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, suite 4535, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

Also in April

April 23—*Georgia Associated Press Broadcast Association* annual meeting and awards banquet. Midnight Sun Restaurant, Peachtree Center, Atlanta.

■ **April 23-24**—*Ohio Associated Press Broadcast Association* meeting. Commodore Perry hotel, Toledo.

April 24-29—*San Francisco State University's* 27th annual Broadcast Industry Conference. Ron Nesse press secretary to former President Gerald Ford, will be keynote speaker. San Francisco State University, San Francisco.

April 25—FCC's new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

April 25—*NBC Radio network regional affiliate* meeting. Sheraton O'Hare, Chicago.

April 25-26—FCC's minority ownership conference to explore possible methods of improving the extent of minority participation in the ownership of broadcast stations. FCC, Washington.

April 26—*NBC Radio network regional affiliate* meeting. Omni International, Atlanta.

■ **April 26-27**—*Center for Continuing Education at Emerson College* will have Chet Collier, senior vice president, Westinghouse Broadcasting Co., speak on "Television Sales." Emerson College, Boston.

the "EXPERIENCED BROKERS"

We're selective. Our listings are realistically priced. We know how to present your property. And, most important, we close four out of five. That's not bad.

George
MOORE
AND ASSOCIATES

MEDIA BROKERS AND APPRAISERS

6116 N. CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214 361-8970

Major meetings

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

April 22-27—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France.

April 27-May 1—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 8-12—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 15-18—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 24-25—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

June 2-4—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

June 3-10—*International Television Symposium and Technical Exhibit*. Montreaux, Switzerland. Information: Directorate, 10th annual Television Symposium, P.O. Box 97, CH-1820 Montreaux.

June 11-15—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

June 13-15—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

June 27-30—Meeting of the *National Association of Broadcasters* joint, radio and TV boards. Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

Sept. 15-17—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago.

Oct. 9-12—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

Oct. 23-26—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

Nov. 14-16—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

Nov. 16-20—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles.

■ **April 9-14, 1978**—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: in 1979, Dallas, March 25-30; in 1980, New Orleans, March 30-April 4; in 1981, Las Vegas, March 12-17; in 1982, Dallas, in April; in 1983, Las Vegas in April; in 1984, Atlanta, tentatively in April.



TORBET-LASKER

Welcomes

WAOK, Atlanta
WGIV, Charlotte
WQAL, Cleveland
WDRQ, Detroit
KIKK,* Houston
WIVY, Jacksonville
KCEE,* Tucson
KWEN, Tulsa
WJMD, Washington

Stan Raymond, Pres., Gen. Mgr.
Bill Green, Sales Mgr.

Ken Goldblatt, VP, Gen. Mgr.
Hal Harrill, Sales Mgr.

Goff Lebhar, Gen. Mgr.
Frank Byrne, Gen. Sales Mgr.

Tom Mosher, VP, Gen. Mgr.
Margaret Heyburn, Sales Mgr.

Al Greenfield, VP, Gen. Mgr.
Deane Hardy, Gen. Sales Mgr.

Bill Berkey, Gen. Mgr.
Lee Nixon, Sales Mgr.

Robert A. Strauss, Pres., Gen. Mgr.
Phyllis Ehlinger, Assist. Mgr.

Ron Curtis, President
Sally Speiser, Sales Mgr.

Goff Lebhar, Gen. Mgr.
John Laton, Sales Mgr.

These leading stations have now chosen Torbet-Lasker, to be represented nationally with such other fine T-L stations in the Top-50 Markets as: WRFM, New York; WCLR, Chicago; KBIG*, Los Angeles; KABL*, San Francisco; WEZE, Boston; KQS, Boston-Ring; KKDA*, Dallas; KEZK, St. Louis; WJOL, Pittsburgh;

WAYL, Minneapolis; KOZN, San Diego; WHYI, Ft. Lauderdale-Miami; KOSI*, Denver; WEMP-WNUW, Milwaukee; KAYO, Seattle; WLW, Cincinnati; WBNY, Buffalo; KBON, San Bernardino; KNIX*, Phoenix; KXRK-KEZR, San Jose; WFMS, Indianapolis;

KUPL*, Portland; KBUC*, San Antonio; KGMS-KSFM, Sacramento; WVEZ, Louisville; WLKW*, Providence; WLOK, Memphis; WPTR-WFLY, Albany; KEBC, Oklahoma City; WATV, Birmingham; KSL*, Salt Lake City; WBIG, Greensboro; WTOB, Winston-Salem; WKDA*, Nashville; and KUMU*, Honolulu.

*(AM-FM)



**TORBET-
LASKER,
Inc.**

Representing Distinguished Radio Stations in Key Markets

New York Chicago Detroit Atlanta Memphis
Dallas Denver Los Angeles San Francisco

■ **April 27**—*National Broadcasters Club* of Washington reception honoring Chairman Ernest F. Hollings (D-S.C.), chairman of Senate Communications Subcommittee, 6:30-8:30 p.m.

April 27-May 1—*American Women in Radio and Television* 26th annual convention. Speakers will include FCC Commissioner Margita White, ABC Inc. President Elton Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.

April 28-29—*Minnesota Broadcasters Association* spring meeting. Registry hotel, Bloomington.

April 28-30—*International Broadcasters Idea Bank*. Host is WNDE(AM) Indianapolis. Marriott Inn, Indianapolis.

April 29—Bedside Network's 29th anniversary ball. ABC-TV President Frederick S. Pierce will be guest of honor. *Bedside Network of Veterans Hospital Radio and Television Guild* utilizes volunteers to help patients produce and tape own radio-TV shows for circulation throughout hospitals' closed-circuit systems. Waldorf-Astoria, New York.

April 29-30—Sigma Delta Chi Distinguished Service in Journalism Awards ceremonies. To be held in conjunction with region 11 conference of *Society of Professional Journalists, SDJ*, for California, Nevada, Arizona and Hawaii. Catamaran hotel, San Diego.

April 29-30—*Women in Communications Inc.* region five meeting. Press Club, San Francisco.

April 29-30—Region four workshop of *Radio Television News Directors Association* seminar. Texas A&M University, College Station.

April 30—*Pennsylvania Associated Press Broadcasters Association* annual meeting and awards presentation. Host Town Inn, Lancaster.

April 30—*White House Correspondents Association* 63rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

April 30—Region five workshop of *Radio Television News Directors Association*. Stevens Point, Wis.

May

May 1—Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

May 1-3—*Chamber of Commerce of the U.S.* 65th national annual meeting. Washington Hilton, Capital Hilton, National Chamber building, Constitution Hall and Shoreham Americana, Washington.

May 2—FCC's deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1. FCC, Washington.

■ **May 2-4**—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

May 3-7—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Hyatt Regency hotel, New Orleans.

May 4-6—*Washington State Association of Broadcasters* spring meeting. Rosario Resort hotel, Orcas Island.

May 5-9—*Pennsylvania Association of Broadcasters* annual convention. Castle Harbor, Bermuda.

May 7—*Iowa Broadcast News Association* 1977 seminar. Adventureland Inn, near Des Moines.

May 7—Region 10 workshop of *Radio Television News Directors Association*. Western Kentucky State University, Bowling Green.

May 7-8—*Illinois News Broadcasters Association* spring convention. Forum 30 hotel, Springfield.

May 7-8—*Kansas Associated Press Broadcasters Association of News Broadcasters of Kansas and UPI* joint meeting. Royal Inn, Hutchinson, Kan.

May 8-12—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

■ **May 9-10**—*New York State Cable Television Association* spring meeting. Speaker will be FC Chairman Richard E. Wiley. Empire State Plaza Albany.

May 9-11—*Senate Communications Subcommittee* hearings on broadcasting. Washington.

May 12-15—Annual meeting of *Western States Advertising Agencies Association*. Canyon hotel, Palm Springs, Calif.

May 14—Region 10 workshop of *Radio Television News Directors Association*. Middle Tennessee State University, Murfreesboro.

■ **May 15**—Emmy awards presentation of *National Academy of Television Arts and Sciences*. Santa Monica Civic Auditorium, Hollywood.

May 15-17—*California Community Television Association* spring meeting. Red Lion Motor Inn Sacramento.

May 15-18—*National Retail Merchants Association* annual sales promotion conference. Hilton hotel Atlanta.

May 15-18—Annual meeting, *NBC-TV affiliate*. Century Plaza hotel, Los Angeles.

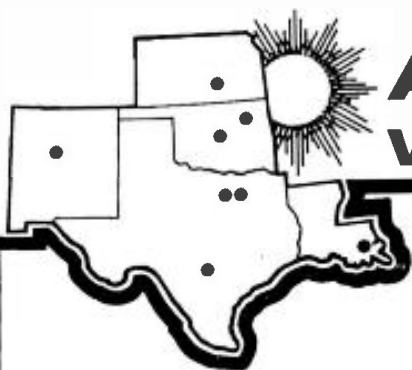
■ **May 16**—FCC's deadline for comments on inquiry on fund-raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

■ **May 17**—World Communications Day, fostered by the *International Telecommunications Union* specialized telecommunications agency of the United Nations. Commemorative stamps will be issued there by 17 member countries.

■ **May 17**—*Radio Advertising Bureau* Idearama for radio salespeople. Quality Inn, Madison, Wis.

■ **May 17-18**—*Center for Continuing Education at Emerson College* will have Chet Collier, senior vice president, Westinghouse Broadcasting Co., speak on "Television Sales." Emerson College, Boston.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.



Across the Sunbelt, we make Contact!

We do it with a variety of successful formats. In New Orleans we're WBYU, beautiful music in stereo. In younger Wichita: KLEO, with youthful vigor, contemporary music, and zany surprises. We're "the voice of young Albuquerque, KGEO".

In Oklahoma City: beautiful-music KKNG. In Tulsa: KRMG's combination of air personalities, news, information and community service. And we cover Texas like barbecue sauce. In Fort Worth/Dallas: KFJZ and its FM counterpart Z-97. In San Antonio: KKYX's country music and award-winning news. And Texas-wide, in 17 ADIs, three radio networks totalling 207 stations: Texas State Network (3.5 million listeners each week) ... agri-minded Continental News Service ... Spanish-speaking Servicio Informativo en Español.

Swanson Broadcasting, Inc. — formerly Swanco Broadcasting — is your chance to make contact with the Sunbelt millions!



SWANSON BROADCASTING

■ **May 19**—Radio Advertising Bureau Idearama for radio salespeople. Marriott hotel, Minneapolis.

■ **May 19-21**—Kansas Association of Broadcasters annual convention. Ramada Inn, Topeka.

■ **May 20**—FCC's deadline for comments on VHF drop-in proposal for Charleston, W.Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City (Docket 20418). Replies are due June 20. FCC, Washington.

■ **May 20-22**—Northeast regional meeting of *National Association of Farm Broadcasters*. Site to be announced, Cincinnati. Contact: Davonna Oskarson, WLW(AM) Cincinnati.

■ **May 23**—Common Carrier Association for Telecommunications annual meeting and multipoint distribution service seminar. Mayflower hotel, Washington.

■ **May 23-24**—Virginia State Cable Television Association convention. Harrisonburg Sheraton, Harrisonburg. Contact: Staunton Video Corp. Staunton, Va.; (703) 667-2224.

■ **May 23-25**—Central Educational Network instructional television utilization/awareness workshop. Faucett Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Chicago 60625; (312) 463-3040.

■ **May 23-25**—National Association of Broadcasters annual meeting for state association presidents and executive directors. Hyatt Regency Washington, Washington.

■ **May 23-26**—Canadian Cable Television Association annual convention and trade show. Four Seasons hotel, Calgary, Alberta.

■ **May 24**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn (Latham), Albany, N.Y.

■ **May 24**—Radio Advertising Bureau Idearama for radio salespeople. Hilton, Albuquerque.

■ **May 24**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn Airport, Moline, Ill.

■ **May 24**—Radio Advertising Bureau Idearama for

radio salespeople. Holiday Inn Pensacola North, Pensacola, Fla.

■ **May 24**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn of Spokane Airport, Spokane, Wash.

■ **May 24-25**—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

■ **May 25-27**—Ohio Association of Broadcasters spring workshops. Kings Island Inn, Ohio.

■ **May 26**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt House, Birmingham, Ala.

■ **May 26**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn of Buffalo No. 4, Buffalo, N.Y.

■ **May 26**—Radio Advertising Bureau Idearama for radio salespeople. Marriott Camelback Inn, Phoenix.

■ **May 26**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Downtown, Portland, Me.

■ **May 26**—Radio Advertising Bureau Idearama for radio salespeople. Hilton, Salt Lake City.

■ **May 26**—Radio Advertising Bureau Idearama for radio salespeople. Hilton, Stan Musial & Biggle's, St. Louis.

■ **May 30**—Revised starting date for *Canadian Radio-Television and Telecommunication Commission* hearing on pay television. Ottawa.

■ **May 31**—FCC's new deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due June 30.

■ **May 31-June 2**—"Telecommunications: Trends and Directions" seminar of *Electronic Industries Association*, intended to provide an overview of the market to members of the financial community, selected government officials and industry representatives. Dunfey's Hyannis Resort Center, Hyannis, Mass.

June

■ **June 2**—Radio Advertising Bureau Idearama for radio salespeople. Captain Cook hotel, Anchorage.

■ **June 2**—Radio Advertising Bureau Idearama for radio salespeople. Marriott Inn, Indianapolis.

■ **June 2**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Little Rock, Ark.

■ **June 2**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Motor Inn, Macon, Ga.

■ **June 2**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Worcester, Mass.

■ **June 2-4**—Associated Press Broadcasters annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. FCC Chairman Richard E. Wiley will be featured speaker. Chase-Park Plaza, St. Louis.

■ **June 2-5**—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock lake.

■ **June 2-5**—Mississippi Broadcasters Association annual convention. Sheraton Biloxi, Biloxi.

■ **June 3-5**—Spring meeting of *Missouri Public Radio Association*. Bentree Lodge, Table Rock lake.

■ **June 3-10**—International Television Symposium and Technical Exhibit. Montreaux, Switzerland. Information: Directorate, 10th annual Television Symposium, P.O. Box 97, CH-1820 Montreaux.

■ **June 7**—Radio Advertising Bureau Idearama for radio salespeople. Quality Woodlake Inn, Sacramento, Calif.

■ **June 7**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn Downtown, Topeka, Kan.

■ **June 7-11**—Texas Association of Broadcasters summer convention. Hilton Paladio del Rio, San Antonio.

■ **June 8-9**—Advertising Research Foundation midyear conference. Featured luncheon speaker June 9 will be Gerald Rafshoon, Rafshoon Advertising Inc.,

The producer's dream

Complete with the latest technology in high-quality broadcast equipment, Video Innovations' versatile mobile unit is truly a producer's dream.

Specially designed from the producer's point of view, our 27 foot video van provides you with remarkable comfort and flexibility in your remote productions. With this impressive unit and our talented mobile crew, Video Innovations offers you complete video production capabilities — at a price you can afford.

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■ **June 9**—Radio Advertising Bureau Idearama for radio salespeople. Hilton Inn South, Orlando, Fla.

■ **June 9**—Radio Advertising Bureau Idearama for radio salespeople. Marriott, Los Angeles.

■ **June 9-11**—Alabama Broadcasters Association spring convention. Olympia Spa and Sheraton Inn Dothan.

■ **June 10-11**—Third national convention of Radio Television News Directors Association of Canada Quebec City Hilton, Quebec.

■ **June 11-15**—American Advertising Federation annual convention and public affairs conference. Hyatt Regency hotel, Washington.

■ **June 13-15**—Broadcast Promotion Association 22nd annual seminar. Beverly Hilton hotel, Los Angeles.

■ **June 13-15**—Satellite earth station symposium to review status and plans for satellite communications sponsored by Scientific-Atlanta. Special emphasis will be given to new FCC ruling allowing use of smaller 4.5-meter diameter antennas. Attendance is by invitation and is limited to technical and management personnel in cable and broadcasting. Information: Pat Rooney, Scientific-Atlanta, 3845 Pleasantdale Road Atlanta 30340; (404) 449-2000.

■ **June 13-15**—Hearings on cable television before Senate Communications Subcommittee. Room 235 Russell Senate Office Building, Washington.

■ **June 14**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn East, Billings, Mont.

■ **June 14**—Radio Advertising Bureau Idearama for radio salespeople. Marriott Inn, Cincinnati.

■ **June 14**—Radio Advertising Bureau Idearama for radio salespeople. Day's Inn, Jackson, Tenn.

■ **June 14-16**—Iowa Broadcasters Association convention. The New Inn, Lake Okoboji.

■ **June 15-17**—Kaman Science's Corp./BCS user's conference for BCS customer stations. Antlers Plaza hotel, Colorado Springs.

■ **June 15-18**—Virginia Association of Broadcasters annual meeting. Mariner Resort Inn, Virginia Beach.

■ **June 16**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, University Center, Knoxville, Tenn.

■ **June 16**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Inn (LaGuardia), New York.

■ **June 16**—Radio Advertising Bureau Idearama for radio salespeople. Holiday, Youngstown, Ohio.

■ **June 16-18**—South Dakota Broadcasters Association annual convention. Ramada Inn, Sioux Falls.

■ **June 17-18**—North Dakota Broadcasters Association summer meeting. Kirkwood motor inn, Bismarck.

■ **June 17-18**—Western regional meeting of National Association of Farm Broadcasters. Howard Johnson motor lodge, Salt Lake City.

■ **June 17-19**—Region 14 workshop of Radio Television News Directors Association and spring convention of RTNDA of the Carolinas. Kiawah Island, S.C.

■ **June 17-19**—Alabama Associated Press Broadcasters Association annual meeting and awards banquet. Rodeway Inn, Birmingham.

■ **June 19-21**—National Association of Broadcasters communications seminar for broadcast managers. Airlie House, Airlie, Va.

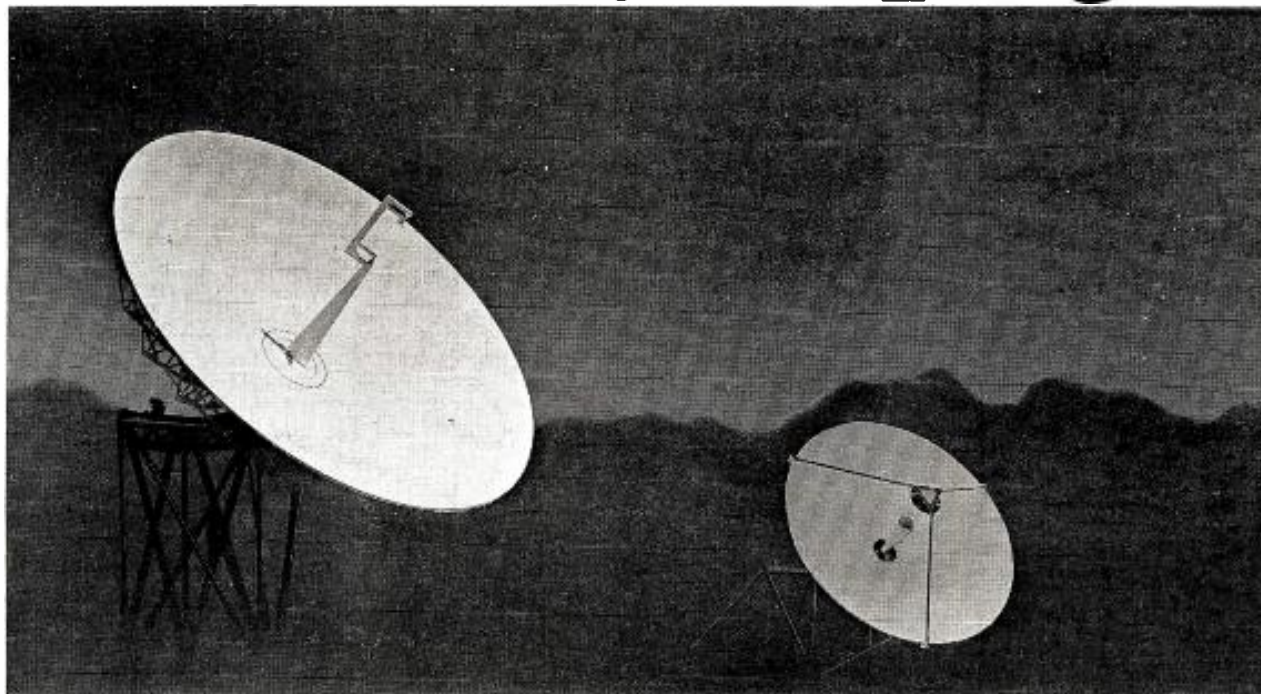
■ **June 21**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Baton Rouge.

■ **June 21**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn-Northwest, Columbia, S.C.

■ **June 21**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

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Europe: 1-7 Sunbury Cross Centre, Staines Road West, Sunbury on Thames, Middlesex TW16 7BB, England,
Telephone Sunbury on Thames 89751, Telex 896015

and Electronics Association 31st annual convention. Sheraton Park hotel, Washington.

June 22-24—Florida Association of Broadcasters annual convention. FCC Commissioner James H. Quello and Representative Lou Frey, (D-Fla.) will be luncheon speakers. Ponte Vedra Club.

June 22-24—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Fountainebleau Inn and Spa. Ocean City, Md.

■ **June 23**—Radio Advertising Bureau Idearama for radio salespeople. Marriott, Denver.

■ **June 23**—Radio Advertising Bureau Idearama for radio salespeople. Hilton Inn, Greensboro, N.C.

■ **June 23**—Radio Advertising Bureau Idearama for radio salespeople. Marriott, Philadelphia.

■ **June 26-28**—Florida Cable Television Association annual convention. The Breakers hotel, Palm Beach.

June 27-30—Meeting of the National Association of Broadcasters joint, radio and TV boards. Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

■ **June 28**—Radio Advertising Bureau Idearama for radio salespeople. Arlington Park Hilton, Chicago.

■ **June 28**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt House, Des Moines, Iowa.

■ **June 28**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Watergate, Toledo, Ohio.

■ **June 28**—Radio Advertising Bureau Idearama for radio salespeople. Oak Hills Motor Inn, San Antonio, Tex.

■ **June 29**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Portland, Portland, Ore.

■ **June 30**—Radio Advertising Bureau Idearama for radio salespeople. Inn of the Six Flags, Dallas.

■ **June 30**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn of Fargo, Fargo, N.D.

■ **June 30**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt, Richmond, Va.

■ **June 30**—Radio Advertising Bureau Idearama for radio salespeople. Hyatt, Seattle.

■ **June 30**—Radio Advertising Bureau Idearama for radio salespeople. Hospitality Motor Inn, Grand Rapids, Mich.

July

July 10-13—National Association of Farm Broadcasters summer meeting. L'Enfant Plaza hotel, Washington.

July 10-13—New York State Broadcasters Association executive conference. Gideon Putnam, Saratoga Springs.

July 13-16—Colorado Broadcasters Association summer convention. Steamboat Springs.

July 17-19—California Broadcasters Association general membership meeting. Speakers will include FCC Commissioner Margita White and ABC Inc. President Elton Rule. Del Monte Hyatt House, Monterey.

July 21-22—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Fairmont hotel, Dallas.

July 23—Region two and three workshop of Radio Television News Directors Association. Snow Bird Resort, Salt Lake City.

■ **July 29-30**—Annual MPL seminar of Motion Picture Laboratories, produced in conjunction with the Nashville section of Society of Motion Pictures and Television Engineers and Memphis State University. Memphis.

August

Aug. 4-7—Rocky Mountain Broadcasters Association convention. Sun Valley, Idaho.

Aug. 18-19—Arkansas Broadcasters Association summer convention. Indian Rock Resort, Fairfield Ba

Aug. 26-Sept. 4—International Radio and TV Exhibition 1977 Berlin. Berlin Exhibition Grounds, Berlin. Contact: Bodo H. Kettelhack, P.O. Box 19 17 40 D-1000, Berlin 19.

■ **Aug. 25-28**—Second annual Chicano Film Festival, with Centro Video of Oblate College as host. San Antonio, Tex.

September

■ **Sept. 10**—Region 13 workshop of Radio Television News Directors Association. Washington.

Sept. 11-13—Illinois Broadcasters Association fall convention. Marriott Lincolnshire Resort, Chicago.

Sept. 14-15—Ohio Association of Broadcasters fall convention. Columbus Sheraton, Columbus.

Sept. 15-17—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco.

Sept. 18-20—Nebraska Broadcasters Association convention. Scottsbluff.

■ **Sept. 18-20**—Annual convention of National Religious Broadcasters Western chapter. Marriott hotel, Los Angeles.

Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency Chicago.

■ **Sept. 25-27**—Nevada Broadcasters Association annual convention. Hyatt Lake Tahoe, Incline Village.

Sept. 26-Oct. 1—"Teleconica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

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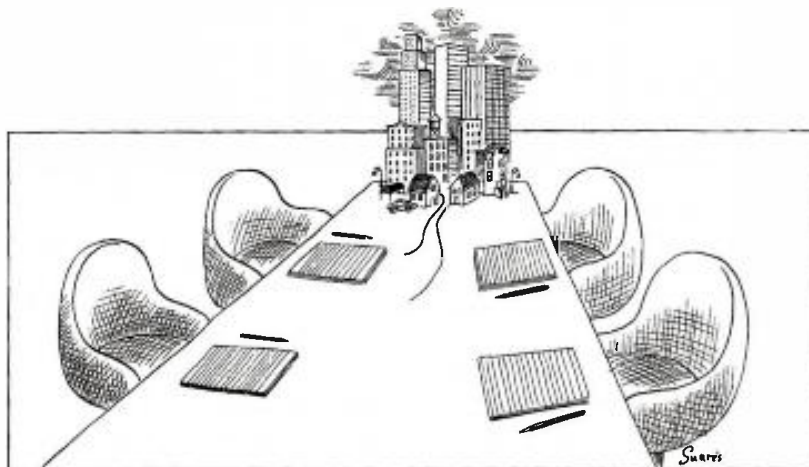
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NTA's say

EDITOR: The National Translator Association filed a statement and testified at the hearing on rural telecommunications before the Senate Communications Subcommittee (BROADCASTING, April 11), and rebutted a number of charges made by the National Cable Television Association.

Regarding the NCTA's contention that "translators can import an unlimited number of distant signals anywhere in the country; cable television signal carriage is severely restricted," the NTA responds:

Translators cannot import an unlimited number of distant signals for a very good reason—the high microwave cost involved. Moreover, translators attempt to serve the local stations and not the distant-city stations, such as is the desire of the cable industry. The National Translator Association would welcome a leapfrogging rule.

The NCTA said that cable operators "will pay for their product under the new copyright act; translators are virtually exempt." To that, the NTA responds: Cable operators should pay for the product. Cable operates for profit. Conversely, most translator stations are not for profit. In addition, translators must get rebroadcast consent from the television station being rebroadcast. Cable systems can pirate any signal they wish.

The NCTA also said that "translators engage in commercial substitution; cable systems may not delete commercials from programs." The NTA responded that translators carry signals with the consent of the stations. If they deleted commercials, the stations would delete their consent.

Although the National Translator Association is a small trade association, it does provide a substantial service, particularly to rural areas.—*Leon T. Knauer, Wilkinson, Cragun & Barker, Washington.*

RAB rave

EDITOR: Speaking as one person, I would like to publicly commend Bob Alter and Joe Vincent of the Radio Advertising Bureau for conducting the best sales seminar that's probably ever been done by the RAB [Feb. 10, in Boston].

To those of you who didn't attend when they were in your area, for whatever reason, I urge you to go on your next opportunity.

Remember, if you can't outsell TV and newspaper intelligently you don't only hurt yourself—but the entire radio industry.—*Walt Gilbride WBZ(AM) Boston.*

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Top of the Week

Agencies raise early warnings on fall prices while networks plot schedules

CBS and NBC are expected to do drastic surgery to line-ups; ABC will stick with its success and, some are thinking, jump its prices by as much as a fifth

ABC-TV is in such a commanding position in prime time that it may be ready to jump its average rate-card prices by as much as 20% when its fall schedule hits the street later this month.

Some ad-agency media executives, such as Bucky Buchanan, senior vice president in charge of media for J. Walter Thompson, said they fully expect that the average price will reach \$125,000 for one minute on ABC's 1977-78 prime-time schedule. ABC sales executives deny that the price will be that high, and another ad-agency faction, including Michael Lepiner, vice president and director of broadcast programs for Benton & Bowles, said that \$125,000 is probably an exaggeration.

But whatever the figure, most agency men are convinced that, as Mr. Buchanan put it, "there will be a quantum leap in prices" on all three networks. Mr. Buchanan has already issued the warning that he and his staff have drawn up alternate media plans for their clients, encompassing everything from barter syndication to consumer magazines.

Just about every media executive with multi-million-dollar budgets to spend is going on the assumption that ABC will continue to dominate prime time throughout the 1977-78 season. Industry insiders say ABC will set prices stratospherically high for 1977-78 to prevent a repetition of last spring, when ABC and CBS, frontrunners at the time, sold out so early to major up-front buyers that when summer came other major advertisers were forced to buy weak-third NBC on NBC's terms because by that time it was the only prime-time game in town. By setting an average price of \$125,000 a minute (and ABC sources acknowledged

that their highest-rated program, *Happy Days*, will be worth about \$160,000 per minute, an all-time series high, with *Laverne and Shirley* and *Charlie's Angels* not too far behind), the insiders said, ABC would presumably not sell out as fast as last year and thus would still have some availabilities when the scatter market moves into high gear in the summer for advertisers interested in shorter flights.

Despite their also-ran status in the ratings, CBS and NBC sales executives are not crying poormouth. "ABC will dictate the marketplace because it's far and away the leading network," said one NBC higher-up, "but the other two networks will do very well on the rebound." CBS will have the edge here, according to insiders, because it still has at least five 35-share-or-better series: *M*A*S*H*, *One Day at a Time*, *All in the Family*, *The Waltons* and *60 Minutes*. The only NBC series in the 35-share category is *Sanford and Son*, which will return next fall but without Sanford (Redd Foxx, who has signed with ABC) and without Son (Demond Wilson, who quit in a salary dispute).

NBC's weaknesses will cause it to engineer the most thorough overhaul of its prime-time schedule (adding anywhere from six to nine hours of new programming) and put more pilots into production than ABC or CBS. This assessment is gleaned from the network program-development reports put together by Leo Burnett, Dancer-Fitzgerald-Sample

and SSC&B for their clients, and from other advertising-agency sources. SSC&B says NBC has 44 pilots in development for next fall, DFS pegs the total at 43 and Burnett says 42, but they are all agreed that it's NBC's largest-scale pilot commitment ever.

CBS will need from six to eight hours of new materials and, according to Burnett, has 39 pilots in the wings (37 according to DFS, 34 according to SSC&B). ABC will need only from two and a half to five hours and the network just last week issued a pilot schedule containing a total of 26 hopefuls.

Various agency sources said the following ABC pilots appear at the moment to be hotter than others: at *The Redd Foxx Show*, a 60-minute variety series ABC is committed to (and will probably slot Thursday at 10 in place of the almost-certain-to-be-canceled *Streets of San Francisco*); *Delta County*, a 60-minute *Peyton Place*-type serialized story from Len Goldberg Productions set in the contemporary South; *Lucan*, a 60-minute drama from MGM TV that focuses on a young man who was raised by animals as a boy and must face the civilized world in 1977 with his heightened natural instincts; *Operation Petticoat*, a 60-minute comedy-drama from Universal based on the theatrical movie about a submarine crew in the South Pacific; *Shack*, a 60-minute spy thriller from Universal that might be described as America's answer to the Har-

Carter people want to turn down TV volume

The nation's television agenda seems to be made up largely of President Carter these days. And while the White House is persuaded of the appropriateness of the television time to be devoted to the President's speeches on the energy issue this week—indeed, it applied some pressure to make sure all three commercial networks would carry the speech from the Oval Office tonight—some presidential advisers would be happier if the commercial networks would rotate coverage of the President's daytime news conferences among themselves. The reason: concern over soap-opera fans.

Barry Jagoda, the President's assistant on media and public affairs, said the amount of time ABC, CBS, NBC and PBS are devoting to the speeches this week—20-25 minutes tonight, 30-35 minutes Wednesday night, when the President presents his energy program to Congress—is "modest, given the seriousness of the problem." The White House asked for time from the networks tonight out of concern that one or more of them would not cover the speech otherwise. CBS had planned to cover the talk only on its regular newscasts, but reversed that decision after the White House requested live coverage as "urgent and important," said a network spokesman. Mr. Jagoda said, "We don't like to ask for time." The White House would prefer the networks to act on the basis of journalistic judgment, he said. But he also said they should make a "corporate judgment as a public trustee."

President Carter's appearances tonight and Wednesday follow a week in which the President was on television twice—NBC's prime-time documentary, *A Day with President Carter*, on Thursday, and the news conference on Friday, covered by the three commercial networks. And that kind of coverage seems to be creating something of a problem as the President holds to his commitment to hold semimonthly news conferences. "I wish the networks would cooperate on one network to carry the conference," Mr. Jagoda said. "There is no need for all of them to cover it... Some people prefer to watch soap operas."

ry Palmer/"Ipcress File" movies; and *Tom Swift*, a 60-minute soft-action show from Levy/Laven/Gardner Productions, which takes the hero of the boys-adventure stories and sets him 50 years into the future.

CBS is committed to *The Ed Asner Show*, a 60-minute comedy-drama from MTM Productions that follows the career of the Lou Grant character from *The Mary Tyler Moore Show* as he moves to Los Angeles and becomes an investigative reporter. CBS will look especially keenly, it's said, at *The Betty White Show*, a half-hour sitcom from MTM Productions about a fading actress-divorcee who stars in a policewoman TV series produced by her ex-husband; *Hangin' Out*, a 30-minute comedy about urban teen-agers from Ralph Bakshi Productions using the device of cartoon characters against live, nonanimated big-city backgrounds; *Sheila Levine*, a sitcom from Paramount based on the novel and movie about a single woman trying to make it in the big city; *Husbands and Wives*, a 60-minute comedy from 20th Century-Fox that delves into the mores and manners of five suburban couples;

Szyszyk, a sitcom from Rich Eustis and Al Rogers about an ex-Marine sergeant who becomes gym instructor in a Washington, D.C., public school; *The Cabot Connection*, a tongue-in-cheek spy-adventure show with posh settings, from Columbia Pictures Television, and *The Mask of Alexander*, another contemporary spy thriller, this one from MGM TV.

NBC's attention will be directed toward *The Man from Atlantis*, a 60-minute fantasy-adventure series from Herb Solow and Taft Broadcasting, the two-hour pilot of which was telecast last month to a strapping 46 share; *Danger in Paradise*, a 60-minute contemporary drama from Filmways focusing on a family dynasty in Hawaii; *Hearts of the West*, an MGM TV sitcom based on the theatrical movie about the heroes of silent-movie westerns; *The Bay City Amusement Company*, a sitcom from Universal about a gang of young people who put on a weekly comedy show for a San Francisco TV station; *The Richard Pryor Show*, a variety series starring the well-known actor-comedian, and two science-fiction sitcoms from Columbia: *Quark* and *Fort Leo*.



Capcities to the nation. A total of 156 stations carried Capital Cities Communications' one-hour TV special on energy, *We Will Freeze in the Dark* (BROADCASTING, March 21), live in prime time last Tuesday night. The program, latest in a continuing series of specials on diverse subjects that Capcities produces for its own stations and makes available to others, was fed at 8, 9 and 10 p.m. NYT to give stations latitude in scheduling. Produced by Av Westin, former ABC News executive, and anchored by former NBC and CBS correspondent Nancy Dickerson (above, on location during filming), the special examined origins of the nation's energy crisis, explored ways of gaining time to find a long-term solution and included an interview with James Schlesinger, President Carter's energy chief. Pointing up the nation's complacent use of energy, the program noted in one example that Meadowlands racetrack in New Jersey (above) uses 37,500 kw per night, attracts 16,000 fans whose cars consume the equivalent of two and a half times that much energy—and that if all 16,000 stayed home and watched TV on 8,000 sets they would still consume 4,000 kw without going anywhere. Capcities made the program available to stations at no charge, selling three commercial minutes itself—to Bristol-Myers, General Foods and E.F. Hutton & Co.—and giving the rest of the availabilities to stations. Carried by 148 network affiliates (in about equal numbers from ABC, CBS, and NBC) and eight independents, the program was seen in all of the top-50 markets, 90 of the top 100. National ratings were not yet available but Capcities officials seemed pleased with shares of 10, 7 and 9 on independents in New York, Los Angeles and Chicago, respectively. In Washington, a more specialized audience was reported: three screenings the next day at the White House, then in the final stages of developing its national energy policy. One unconfirmed report said screeners included President Carter, Vice President Mondale, Energy Chief Schlesinger. The program has also been picked up by the Armed Forces Radio and Television Network and the United States Information Agency for distribution.

Not without a fight on pay, indecency

FCC, at least two networks and NAB will appeal part or all of cable decision; commission will contest WBAI

The FCC has given up on its effort to limit the amount of movies that pay-cable entrepreneurs may present. It has decided to appeal those portions of a lower-court opinion (BROADCASTING, April 4) that deals with ex parte contacts and that overturned a rule limiting the use of sports events on pay cable. And commission lawyers today (April 18) were scheduled to ask the U.S. Court of Appeals in Washington to stay all portions of its decision except that dealing with the film rule pending a Supreme Court decision on whether to review the case. (The request for stay would include the rules prohibiting pay systems from devoting more than 90% of their time to sports and movies, and barring them from presenting commercials. Apparently they also would be involved in the commission's appeal.)

The networks and the National Association of Broadcasters, however, have not yet struck their flags on any portion of the pay-cable verdict. ABC has decided to seek Supreme Court review of all aspects of the lower-court opinion, and the NAB is expected to follow suit. CBS says it will appeal, but the scope of its appeal is undecided.

But while the commission's principal concern was with the pay-cable rules, pay-television operators would benefit as well. For the sake of equal treatment, officials say, the commission will ask the appeals court to remand the pay-television aspect of the case so that the commission may delete the movie rule as it applies to pay television, even though it was tentatively affirmed by the appeals court.

The commission mapped its strategy on the pay-cable issue at a special closed meeting on Wednesday, at which it also decided on a two-pronged effort to recover from the appeals court's decision overturning the so-called "indecency" decision involving Pacifica Foundation's WBAI(FM) New York (BROADCASTING, March 21). The commission will request the full nine-judge D.C. circuit to rehear the WBAI case en banc.

The scope of the commission's appeal in the pay-cable matter does not come as a surprise. The commissioners were clearly upset over that part of the decision barring ex parte contacts in all rulemaking proceedings.

The commissioners feel there is support in the country, particularly in Congress, for a rule designed to guard against pay cable's siphoning of sports events from conventional broadcasting. The commission's rule denies pay cable and pay television major sports events, such as the

Super Bowl, and limits the number of scheduled events that may be presented for pay. But there was less enthusiasm among the commissioners for a rule that generally limits pay cable to films that are less than three or more than 10 years old. Officials say that the present rule has not in any event prevented pay-cable operators from using most films they want.

The commission's decision to give up on the movie rule complicates considerably the effort of the broadcasters to save it. But the effort will be made. ABC has decided to seek Supreme Court review of all aspects of the lower court's opinion, and NAB is expected to reach the same decision at a meeting of its executive committee this week. They will also ask the appeals court today to stay its opinion as it applies to the movie rule as well as the sports rule. CBS has said it will appeal the decision, but the scope of its appeal has not yet been disclosed. NBC, with another two weeks in which to seek review, has not yet focused on the issue.

Crossownership challenge forms

The structure of the opposition to the appeals-court decision in the broadcast-newspaper crossownership case is beginning to take shape. And one new element in the structure is Erwin Griswold, a former solicitor general, who will represent at least one of the affected companies.

The FCC is scheduled to file its petition for review with the Supreme Court by April 22. That is the deadline set by the appeals court in agreeing to stay its mandate to give the commission time to seek review. The National Association of Broadcasters and the American Newspaper Publishers Association will also urge the Supreme Court to review the case. They are being represented, respectively, by Lee Loevinger, a former chief of the Justice Department's Antitrust Division and a former FCC commissioner now with Hogan & Hartson, and by Aloysius B. McCabe, of Kirkland, Ellis & Rowe.

Beyond these institutional forces are

what are being called "third and fourth forces." Both consist of companies whose broadcast-newspaper crossownerships were grandfathered under the commission's rules but now, under the court's decision, face divestiture.

One element is understood to contain six or seven companies, including the Washington Post Co. (WTOP-TV Washington), the Houston Post Co. (KPRC-TV Houston) and the Evening News Association (WWJ-TV Detroit). They will be represented by Ernest Jennes of Covington & Burling.

Mr. Griswold is remembered by communications lawyers primarily as the solicitor general who in 1969 successfully represented the government in the Red Lion case, which affirmed the constitutionality of the fairness doctrine. He has been retained by the Dispatch Printing Co. (WBNS-TV Columbus, Ohio). Mr. Griswold is a member of the firm of Jones, Day, Reavis & Pogue, which represents the Dispatch Co. on corporate matters.

The momentum: Schmidt says that cable's got it now

Last year the big push came from the copyright bill and now the pay-cable decision; next year the association will push for more rule changes while the industry grows

The National Cable Television troops that march into Chicago for their convention this week are not a conquering army, but their high command thinks they're well on their way to winning their war. As seen through the eyes of NCTA President Robert Schmidt in a pre-convention interview, the world of cable is in good shape, ready for any battles ahead.

The appeals court decision last month overturning the FCC's pay-cable rules added impetus to a year that was already running in cable's favor. Mr. Schmidt made these prophecies about that decision:

(1) On appeal to the Supreme Court, it will be upheld.

(2) Partly as a result, pay cable is going to double its penetration in 1977, reaching two million subscribers, and cable in general is going to grow as investors become more confident of its future.

(3) The television networks will fight to keep the first two predictions from coming true.

The pay-cable decision could not have been a better present for the cablecasters to take with them to convention in Chicago this week. Mr. Schmidt says his telephone has "been ringing off the wall" with calls from operators rejoicing over the court's decision.

The decision, if upheld, will have the practical effect of making more movies and sporting events available to pay cable. Mr. Schmidt says. Under the FCC's so-called 3-10 rule, which barred pay cable from using movies from three to 10 years old, the universe of new movies available to pay cable is about 300 ("half of which we can't compete for"), according to Mr.

Schmidt, and if the rules are deleted "all of a sudden that number jumps to 4,000 or 5,000 [including foreign films]."

Also, according to Mr. Schmidt, only about a third of professional football, basketball and hockey games are broadcast now on TV. Pay cable wants a piece of the remainder and will get it, says Mr. Schmidt.

He traces the future farther. As pay cable finds more programs to schedule, it will pick up more subscribers, giving it capital to make entertainment programs of its own (the "magic number" of subscribers to do that is two million, he says). That should lead to still more subscribers. There is a limit to the growth, but Mr. Schmidt is reluctant to quantify it. "How high the penetration goes" he says, "relates to (1) the availability of product and whether we can get access to it, and (2) whether with the relaxation of the rules we can increase that product moviewise, sportswise, culturalwise—any way we can put a product out."



Schmidt

Even if his projections do not come true, Mr. Schmidt says, "it should be because there's a marketplace factor taking place, not because we're having to go around or deal with a bunch of Mickey-Mouse rules that are not really designed for the viewers' benefit. They are designed really to protect the interests of the networks." But even if the government relaxes its rules, Mr. Schmidt says he expects the TV networks to try to reimpose pay-cable restrictions through economic means. "I think they could get very clever and start writing exclusive clauses in contracts. And I think that will be exposed for what it really is—as a very anticompetitive measure."

Ironically, it is not the overturning of the pay-cable rules that first upset the networks, Mr. Schmidt says. It was the passage of the copyright bill, which some of NCTA's own members rigorously opposed. In fighting relaxation of cable rules, the networks used to argue that cable doesn't pay for any of the programming it charges its subscribers to watch. "Now we're paying," Mr. Schmidt says. "That's an argument I think they wish they still had around."

Mr. Schmidt professes to be irritated that broadcasters are still fighting cable in Congress. The National Association of Broadcasters lists as one of its legislative priorities this year passage of a bill authorizing the FCC to fine cable systems for rule violations. "Am I shopping around for issues to put sticks in broadcasters' eyes?" Mr. Schmidt asks.

To put it concisely, "I don't see our relations improving with the networks," Mr. Schmidt says. He adds, however, "I think that the broadcasters who are not part of the network financial picture should not have to fear the development of cable. I don't see us ever removing broadcasting as it is today."

Conversely, Mr. Schmidt doesn't see

any other medium replacing cable. Fiber optics, for example, have been talked about as the transmission vehicle of the future. But the only difference between fiber and cable, Mr. Schmidt says, is the material. "If it's fiber optics, we'll be in fiber optics. . . . We can build as well as anybody can, using fiber instead of coaxial cable in the plant."

Regarding other potentially competitive innovations—small-dish satellite receivers and videodisks, for examples—"this industry will face up to them when they become a reality."

The darkest cloud NCTA sees on the horizon is AT&T, primary author of legislation in Congress to restrict the entry of future competitors into the telecommunications field. Mr. Schmidt says the potential harm of that bill on the cable industry cannot be overstated: "If we had Christmas, New Year's, your birthday, my birthday and Easter at the commission tomorrow—if they took all the wraps off and let us get in the marketplace, where we say we ought to be—and the Bell bill became law, we'd be out of business."

Ultimately, he says, Bell would probably become the custodian of a single wire carrying all electronic communications services into the home. Cable operators would be no more than lessees on Bell's wire, at prices Bell would set. "Based on our experience, we don't want to be in that position with the phone company," Mr. Schmidt says.

Some contend that there is no chance in this Congress for the Bell bill, but Mr. Schmidt says that is no reason to drop the fight: "Tim Wirth [D-Colo., member of the House Communications Subcommittee and staunch opponent of the bill] said the other day that the bill is dead. But that doesn't mean that the philosophy and the approach to it are dead."

In all, the year since the last NCTA convention was good for the association, Mr. Schmidt says. The copyright bill was finished. Prospects look good to Mr. Schmidt for passage of a bill to regulate telephone pole attachments for cable operators. A pole proposal, compromising disparate views of NCTA and the National Association of Regulatory Utility Commissioners (BROADCASTING, March 21), is circulating now among members of the House Communications Subcommittee.

Also important, Mr. Schmidt says, is that "we've got a staff in place. Average age is 31. They're young, they're hungry. . . . Instead of being a reactionary force, we're being a force of initiative."

Mr. Schmidt himself signed a two-and-a-half year contract as president effective Jan. 1 at \$82,500 a year. Compensation includes a \$100,000 term life insurance policy.

His list of unfinished business for the association is extensive, beginning with work for the pole-attachment bill. Another item high on the list is the House Communications Subcommittee's Com-

munications Act rewrite project, which NCTA feels can only result in an improvement of cable's regulatory stance. In the short range, that project is not of paramount importance, however, Mr. Schmidt says, because he thinks it will last three to five years, and because the chairman of the Communications Subcommittee in the Senate, Ernest F. Hollings (D-S.C.) professes to have little interest in it.

At the FCC, Mr. Schmidt sees NCTA continuing to lobby against regulation, involving it in proceedings on syndicated exclusivity and signal carriage, translators (it wants regulation against allegedly "unfair" competition from translators); franchise renewals, cable redefinition and movie warehousing.

Right now, Mr. Schmidt sees the cable industry really beginning to roll. It began in Washington with the passage of the copyright bill, which, Mr. Schmidt thinks, established the cable industry as a stable dues payer. "Until copyright was passed, there was very definite skepticism on [the] investor's part that we were going to get out from under this chicken-coop identification," he says.

He is excited now to see studies such as the one just out by Arthur D. Little Inc. projecting 14%-17% increases in cable penetration yearly for the next decade.

Now he sees a new positivism in the industry. "A lot of it is more an attitude that develops once you get momentum. And I think we have momentum."

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In Brief

ABC-TV continues to woo affiliates from other networks. Latest coup (in wake of San Diego and Baton Rouge switches): **WPRI-TV Providence, R.I.**, CBS-TV affiliate since it went on air 22 years ago, is switching to ABC-TV, effective in fall. Edwin W. Pfeiffer, WPRI-TV VP-general manager, is long-time CBS-TV affiliate leader and was chairman of affiliates board 1972-74. Carl Ward, CBS-TV affiliate relations VP, said that since WPRI-TV and ABC's current Providence affiliate, **WREV-TV** New Bedford, Mass., delivered same number of prime-time homes in latest Arbitron report, "I can only speculate that ABC was willing to pay an extraordinary price" to get WPRI-TV to switch. Despite "very close relationship with WPRI-TV," he said, "it would have been imprudent for us to grant an increase in station payments beyond business realities." ABC sources and Mr. Pfeiffer said programming and coverage were involved in addition to compensation but declined to discuss compensation. **WREV** is expected to become new CBS outlet. It's on channel 6, WPRI-TV on channel 12.

Group owner **Richard Eaton** has filed **\$50 million malpractice suit** against **Smith & Pepper**, Washington communications counsel, in connection with FCC's denial of renewal of **WFB(AM)** Miami. Suit alleges that Smith & Pepper, Mr. Eaton's counsel, failed to file court appeal within 30-day statutory period, with result that commission decision became final without challenge. Commission said Eaton-owned licensee company was guilty of fraudulent billing (**BROADCASTING**, Oct. 6, 1975). Suit, which names five partners as well as firm itself, claims \$40 million as result of damage to **WFB** licensee and to other Eaton broadcast properties, and \$10 million as result of damages to Mr. Eaton personally. Mr. Eaton is being represented by Marvin Ellin and Jonathan Schochor, of Baltimore firm of Ellin & Baker.

FCC has rejected Westinghouse Broadcasting proposal that it spin off "previewing opportunity" portion of over-all network inquiry and act on it immediately (**BROADCASTING**, Feb. 28). Commission disagreed with Westinghouse's claims of urgency, said networks are de-emphasizing violence this year and appear to be previewing more now than petition indicated. FCC said rejection didn't mean prejudgment (vote was 7-0, Commissioners Hooks and Washburn concurring). Westinghouse's **Donald H. McGannon** called decision "flabbergasting... if control of crime and violence and adult content on television is to be achieved, it must wait at least a year—until another season has gone by."

ABC Inc. Chairman **Leonard H. Goldenson** received **\$747,077** in salary and incentive pay for 1976 and President **Elton H. Rule** received **\$649,423**, according to proxy statement issued Friday. **Frederick S. Pierce**, president of ABC Television, was third-highest paid officer: He received total of \$401,923 and has contract running to June 30, 1981, starting at annual salary of \$160,000 and increasing \$10,000 per year to \$190,000 in each of its last two years. Proxy also reported Mr. Goldenson, 71, has contract to full-time employment until June 30, 1981, at \$250,000 annual salary, and Mr. Rule, 59, has one to June 30, 1982, at \$200,000 per year and \$50,000 deferred compensation for each contract year worked. None of these contracts affects eligibility for incentive pay, which for 1976 represented \$514,000 of Mr. Goldenson's total, \$455,000 of Mr. Rule's, \$250,000 of Mr. Pierce's. **Everett H. Erick**, senior VP and general counsel, received total of \$262,731, **Michael P. Mallard**, VP and chief financial officer, \$208,269, and **J. Martin Pompadur**, VP and assistant to president, \$139,731 plus \$231,000 in termination pay following his resignation last fall.

Despite moves to **extend National Association of Broadcasters convention from four days to six** ("Closed Circuit," April 11), association staff is reported ready to **recommend against it**—mainly because stretch would force exhibitors to strike booths before convention is finished or to stay and pay more rent. It would also boost cost to association. NAB study committee will take it up at Washington meeting May 13-14.

Thomas W. Sarnoff, NBC staff executive VP, who has headed

NBC's West Coast operations since 1962, **leaves June 30 to form own company**, Sarnoff International Enterprises Inc. Firm will deal primarily in presentation of live arena and stage shows but will also get into TV and theatrical productions. His departure, NBC source said, leaves company **without fulltime Sarnoff for first time in history**: Brother Robert was ousted as chairman of parent RCA in 1975 but signed as consultant at \$75,000 per year for 10 years; their father, Brigadier General David Sarnoff, dominant in building both RCA and NBC, died in 1971. General Sarnoff's other son, Edward, heads Fleet Services, New York.

Joe Allbritton, Chairman of Washington Star Communications Inc., has completed FCC-ordered divestiture of broadcast holdings with agreement to **sell WLVA(AM) Lynchburg, Va.**, to Shenandoah Broadcasting Inc. for "in excess of \$600,000." FCC had ordered Mr. Allbritton to sell either **WLVA** or **WLVA-TV Lynchburg** when it granted his acquisition of **WSCI** in 1975. Earlier divestiture was of **WMAL-AM-FM-TV** Washington. Shenandoah is headed by **Brice A. Miller**, who also owns **WKDW(AM)** **WSGM(FM)** Staunton, Va. Brokers: **Millon Q. Ford & Associates**, H.R. Gardner & Associates.

Citing three recent court decisions against FCC—family viewing, obscenity and pay cable—Representative **Henry Waxman** (D-Calif.), member of House Communications Subcommittee, is urging President Carter to appoint people to commission who "will be **sensitive to the deficiencies in judgment** pointed out by these separate courts." Mr. Waxman, in letter to President today (April 18), says commission's record reflects both **too much government interference and too little independence** from business.

Total of **96% of U.S. TV homes can receive four or more stations**, 65% can receive seven or more and 27% can receive 10 or more, according to A.C. Nielsen Co.'s new **Nielsen Television 1977** booklet. Figures, as of last November, represented gains from 94%, 61% and 20% respectively in 1972. Among other items: 77% of homes had color and watched TV 49 hours 41 minutes per week, or almost 8.5 hours more than homes with only black-and-white; among major income groups, only those under \$10,000 per household watched less than **national average of 47 hours 43 minutes per week**.

David Brinkley, co-anchor with John Chancellor of NBC-TV's **Nightly News**, will move from New York back to Washington in June. He will remain as co-anchor. Mr. Chancellor's contract is now being renegotiated; he is said to be asking for about \$500,000 annually to put him more in line with other network counterparts.

Bob Newhart has reconsidered his decision to quit CBS-TV's weekly comedy series **The Bob Newhart Show** and will return for fifth year. He admitted last week (as guest host on NBC's **The Tonight Show**) that likelihood of \$6 million lawsuit helped to bring him around.

Attorney **Roy M. Cohn** and hotel executive **G. David Schine** have sued NBC and Universal Studios for \$40 million, claiming they were portrayed in TV film about Senator Joseph R. McCarthy, **Tail Gunner Joe**, in manner that was "false, deceptive and maliciously libelous."



Macy's may not tell Gimbels, but **ABC watches NBC**. David Hartman, host of ABC-TV's **Good Morning America**, sat with Lillian Carter, the President's mother, in White House last Thursday (April 14) as she watched **A Day with President Carter** on NBC-TV. Taped segment of her response was broadcast on **GMA** Friday morning.

Court draws line between FCC and EEOC responsibilities

In upholding WABC-TV and WRC-TV renewals over NOW protests, judges say commission properly determined liability of station's equal-employment practices

For weeks, the U.S. Court of Appeals in Washington has been spewing out decisions overturning the FCC in areas of basic policy (BROADCASTING, April 11). Last week, a three-judge panel of the court put out a different kind of decision: It affirmed the commission's renewal of the licenses of ABC's WABC-TV New York and NBC's WRC-TV Washington in the face of petitions to deny filed by local chapters of the National Organization for Women and other women's rights organizations.

In the process, the panel unanimously upheld the FCC in two important and related aspects of the policy the commission follows in implementing its equal-employment opportunity rules:

It said that a finding by the U.S. Equal Employment Opportunity Commission "of probable cause" of discrimination in employment does not necessarily require the FCC to hold a hearing on a renewal application. The FCC and EEOC, the court said, have different missions.

And the court said the FCC may consider post-license-term employment data in determining whether a broadcaster has complied with the commission's EEOC standards. The commission is not wrong in measuring the adequacy of EEOC plans in part by their results, the court said.

The litigation has been going on for years and has raised a number of issues regarding broadcasting's relationship to women. NOW filed against WABC-TV's renewal in March 1972 and against WRC-TV's in July 1974. NOW alleged that WABC-TV ascertainment efforts were inadequate because the station had failed to identify women as a "significant group" in the community. NOW also charged that ABC programming had not been responsive to the needs of women, that both stations had violated the fairness doctrine in their presentation of conflicting views on the role of women in society and that they had violated the commission's rules barring discrimination in employment.

The court in an opinion written by Judge Malcolm R. Wilkey, concluded that NOW had raised a serious question concerning the adequacy of WABC-TV's ascertainment procedures that, "under ordinary circumstances," would probably require a remand of the case to the commission. However, it noted that "ascertainment" is "prospective in orientation,"

that it is directed at proposals for future programming—and that the commission has a new primer on ascertainment that requires the licensee to consult with leaders of women's organizations. "This express requirement...should go a long way towards preventing a repetition of the original mistake in this ascertainment," Judge Wilkey wrote.

NOW's charge that WABC-TV's programming was not responsive to the needs of women was based on monitoring study conducted for two weeks in 1971 and "randomly" for two months in 1972. But the court rejected the charge largely on First Amendment grounds. To the extent NOW is really disagreeing with the licensee's news judgment, the court said, the commission was "quite properly reluctant to intrude into this sensitive area. The exercise of such editorial discretion, especially in connection with news reporting, sharply implicates the First Amendment."

NOW's fairness complaints involved the charge that the portrayal of women in entertainment programs and commercials as stereotypes constituted one side of the controversial issue as to women's proper role. NOW presented results of monitoring studies it said showed that on both WABC-TV and WRC-TV women appeared consistently in roles that reinforced the "stereotype of women as incompetent, dependent, over-emotional and irresponsible."

Judge Wilkey said it was not necessary for the court to rule on whether the licensee's portrayal of women amounted to a "discussion" of their role in society. Even assuming that it did, he said, the stations "appear to have afforded a reasonable opportunity for conflicting viewpoints to be aired." The commission, the court noted, followed its policy in reviewing the station's "over-all programming" in making its judgment on the fairness issue.

But it was the employment-practices issue that commission officials had regarded as the most serious. It involved new questions, particularly as to the effect EEOC findings have on commission decisions in matters of concern to both agencies.

NOW had based its claim of discrimination in part on the ground that the stations had a disproportionately small number of women on the payroll in relation to women in the workforces in the New York and Washington areas. NOW's position appeared to receive support when the EEOC, in January 1973, found "reasonable cause to believe" that WRC-TV was guilty of discriminating against women. The finding was based on statistics similar to those cited in the WABC-TV case.

The commission, however, found that both stations had EEO plans that were adequate and that were resulting in increases in the number of women they employed. The commission did not draw any inferences from the EEOC finding regarding WRC-TV. But it did ask the station to supply more detailed employment information, which, the commission found, showed that WRC-TV was complying with EEO

rules and had taken "significant steps" to correct the defects of past discrimination against women.

AS for the EEOC finding and the question of whether it automatically required a hearing, the commission said it did not, that that question would rest with the EEOC. The court agreed: The commission's review of employment practices is based on its mandate to regulate broadcasting "in the public interest," the court said, not to enforce Title VII of the Civil Rights Act, which bars discrimination in employment.

Judge Wilkey, quoting the Supreme Court, said the commission considers its licensee's employment practices to the extent that they affect the stations' obligation to provide programming that "fairly reflects the tastes and the viewpoints of minority groups," and to the extent those practices raise questions about licensee character qualifications. Congress, he added, assigned enforcement of Title VII to the EEOC.

However, Judge Wilkey also said that the commission can not ignore an EEOC finding; rather, the commission must evaluate it in light of "its own established standards." And the commission did that, he indicated, considering the bare percentages of women employed and determining that they were "within a 'zone of reasonableness'"—a concept, Judge Wilkey added, that is not static but that "evolves over time."

The court agreed with the commission's decision to look to the future in EEO plans "that seek to erase the causes of past discrimination." NOW and EEOC had argued that post-license-term improvement should be given little if any weight. But Judge Wilkey, to stress what he said was the relevance of over-all employment data to the realistic monitoring of EEO progress, asked, "If WRC's post-term record showed that few women were hired or promoted, suggesting a 'passive' EEO plan, would NOW also wish the commission to exclude that evidence from its determination...?"

Joining Judge Wilkey in the opinion were Judges Harold Leventhal and Spottswood W. Robinson III.

INTV says Bell bill would be rock around neck of independents

In letter to Van Deerlin, association also contends enactment would stifle chances for network alternatives

The Association of Independent Television Stations last week made itself the only broadcast group so far to oppose the "Bell bill."

In a letter to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), INTV President Her-

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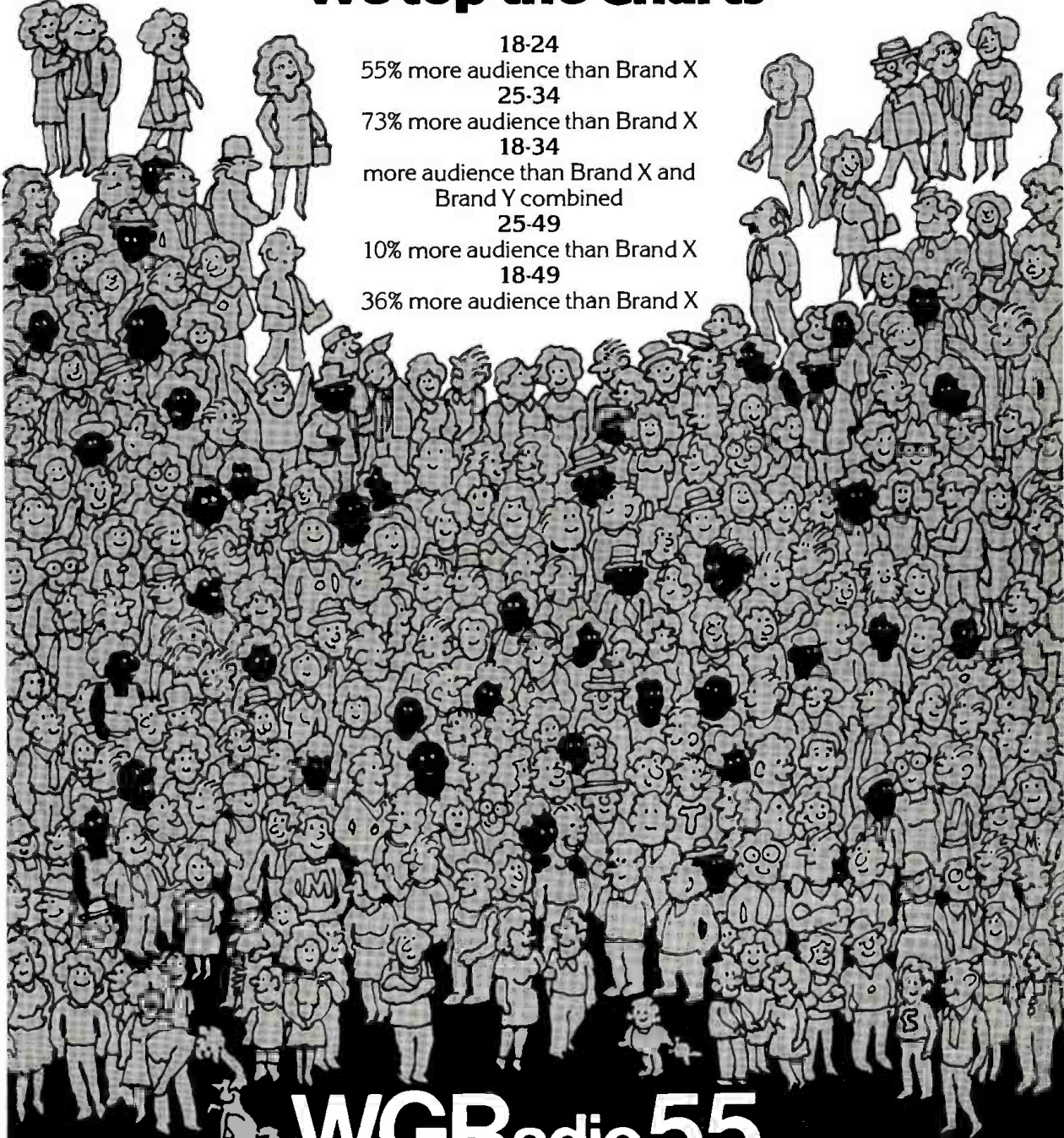
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When ABC aired a similar series, "Almost Anything Goes," without stars in Summer '75, the show jumped to a time-period-winning 35% share in just four weeks.

And in November '76, ABC's two-hour "Battle of the Network Stars" special zonked all prime-time competition with a 24.2 rating and a 40% share while handily winning almost every demographic breakout.

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Dallas-Ft. Worth KXAS-TV

Dayton WDTN

Denver KOA-TV

Detroit WJBK-TV

Flint-Saginaw-Bay City WJRT

Green Bay WLUK-TV

Greensboro-W. Salem-

High Point WFMY-TV

Honolulu KHON-TV

Indianapolis WTHR

Jackson-Lansing WILX-TV

Kansas City KCHO-TV

Lexington WKYT

Los Angeles KNXT

Milwaukee WISN-TV

Minneapolis-St. Paul

KMSP-TV

New York WCBS-TV

Norfolk WAVY-TV

Sacramento-Stockton

KCRA-TV

St. Louis KMOX-TV

Salt Lake City KUTV

San Antonio KMOL-TV

Tampa-St. Petersburg

WFLA-TV

Toledo WSPD-TV

West Palm Beach WPTV

Wilkes-Barre-Scranton

WDAU-TV



man Land said independent TV stations depend on competition to AT&T in the miscellaneous common carrier and satellite fields to hold prices down on their news and entertainment program transmissions. Without competition, Mr. Land said, talk of a fourth commercial network can never amount to more than talk.

The Bell bill, so-named because of its benefits to AT&T, is designed to curtail competition against the telephone companies, chiefly in the business communications area. Further proliferation of competition could cause the phone companies to raise their home phone rates, proponents of the bill argue.

A key provision would require that specialized common carriers seeking FCC authorization would have to prove that their proposed services would not duplicate those that telephone companies provide now or could provide in the future.

AT&T contends the bill would "grandfather" existing miscellaneous and specialized common carriers, but former FCC Chairman Dean Burch, now with the Washington law firm of Pierson Ball & Dowd, counsel to INTV, contends the way the bill is written it would drive existing Bell competitors out of business.

And that would be bad for business at independent TV stations, Mr. Land said. His stated concerns are twofold: First, the Independent TV News Association, successor to Television News Inc. (which went out of business "mainly because of

the expense of transmitting via AT&T," Mr. Land said), relies heavily on satellite feeds via the Western Union Westar satellite to get around what he said is the high price of transmission on AT&T land lines. The same is happening increasingly with sports programming.

Western Union apparently would be grandfathered in the Bell bill, but its competition would not be, Mr. Land said. Looking into the future, INTV wants to see competition in satellites, he added.

Second, most independents rely on microwave systems for their programming feeds many of which offer lower prices than AT&T. Again, if they were driven out of business, independent TV's would have to pay AT&T's higher prices, Mr. Land said.

There is an "enormous disparity" Mr. Land said in an interview last week, between the prices independent TV stations pay as occasional users of AT&T long lines and the lower prices contract users such as the networks pay. "As occasional users we get killed because of the rate increases," he said. "It's going to get worse . . . the only question is how bad it's going to be."

"Whenever there's been an alternative to AT&T, our stations have tried to take advantage of it," Mr. Land added. "The mere existence of competitive service has been to benefit the consumer."

Mr. Land said discussion of the Bell bill's impact is particularly relevant to the talk about alternative networks. "There is much current ferment arising from the possibilities of ad hoc networks and regional station groupings, particularly as pressures build among advertisers to find distribution alternatives to the three networks," he said. "If there is to be a flourishing fourth market, or, just as important, if members of INTV are to continue to share and exchange vital information a combination of satellite carriers and MCC's (miscellaneous common carriers) is essential."

FCC judge doesn't want students using radio station as a toy

Judge Miller says the lack of supervision on the part of the University of Pennsylvania should cost it WXPB license

The University of Pennsylvania's WXPB(FM) Philadelphia was fined \$2,000 by the FCC for broadcasting "obscene" and "indecent" language, and paid, in January 1976, without a fight. Now, an FCC administrative law judge says the station should lose its license—not because of the language, as such, but because of what he said was virtually total failure on the part of the university's trustees to supervise the students who had been permitted to "seize" the station and play with

it as if it were a toy.

Indeed, Judge Walter C. Miller, in the initial decision he issued in the case recited a long list of station failings he attributed to lack of supervision. The lack of supervision itself he blamed on a complex maze of delegations and redelegations of authority.

Among the failings: The station operated at times without a properly licensed engineer or with nonlicensed personnel; maintenance was performed by nonlicensed personnel; at times, operating logs and weekly transmitter readings were not made, and station personnel used hashish, marijuana and alcohol on the station's premises. "Stated another way," Judge Miller said, "if there were times during this period [Nov. 29, 1972-March 5, 1975] when the station was operated in harmony with FCC, university and its own rules and regulations, it was purely fortuitous."

But it was the broadcast of "smut"—the language used in what Judge Miller said was an effort to win for WXPB "the reputation of being the cesspool of the Ivy League"—that appeared to disturb him the most. He called the language—some of it used by students operating the station, some by listeners during call-in shows—"licentious slime and nauseating verbiage . . . sordid utterances of the most vile type."

The station had been fined by the commission as part of its campaign to police the airwaves of allegedly offensive material. Earlier, the commission had been upheld by the U.S. Court of Appeals in a case in which it had fined WGLD(FM) (now WBMX) Oak Park, Ill., for "obscene" broadcasts. Last month, however, a different panel of the same court held that the commission had violated the First Amendment in declaring certain language in a George Carlin record broadcast by WBAI(FM) New York barred from the airwaves as "indecent" (BROADCASTING, March 21).

The University of Pennsylvania, in agreeing to pay the \$2,000 fine, said it did not concede liability or concede the commission's power to impose the fine (BROADCASTING, Jan. 26, 1976). And in defending its right to a renewal, the university argued that an educational institution that delegates operating authority to its students should not be held responsible for the station's operations.

Judge Miller disagreed. "Simply because an educational licensee does not operate for profit does not mean it is discharged from its duty to provide an acceptable program schedule consonant with operating in the public interest," he said, adding, "Nor should it be relieved of its paramount obligation to apply effective measures to forestall violations and prevent recurrences."

Judge Miller traced the lack of supervision to the structure the university had created for operating the station. The trustees had given control to the president of the university, who had redelegated the authority to the dean of students who in turn subdelegated it to the director of stu-



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dent activities who then turned it over to the students themselves.

But the trail to final operating responsibility does not end there, either, Judge Miller found. For within the student body, he said, there are six student organizations that directly and indirectly exercise control over WXPB's operations.

The result, Judge Miller said, was a takeover of the station's operations by the students. And the students, he said, "were not interested in running a responsible broadcast operation. They had no desire to maintain the integrity of the station license They were adolescent individuals playing with a new toy."

The university plans to appeal the FCC decision. According to university attorney Stephen Burbank, the FCC failed to give "sufficient attention ... to steps taken in the last two years to ensure adequate control and supervision of the station." Burbank said the university does not "believe future generations of students should be punished for the indiscretions of students involved in the station's affairs between November 1972 and March 1975." The campus station is continuing to broadcast, pending outcome of the appeal.

No again to Multi-State

The FCC has affirmed its decision denying the application Multi-State Communications Inc. had filed for channel 9 New

York, on which RKO General Inc.'s WOR-TV now operates. The commission denied reconsideration of its Nov. 17, 1976, decision concluding that Multi-State was financially unqualified to build and operate its proposed facility. The commission, in its original decision, said Multi-State had failed to demonstrate a reasonable assurance it would obtain a \$4-million loan from Chase Manhattan Bank. In denying reconsideration, it said Multi-State had failed to demonstrate a likelihood that evidence it intends to develop at a reopened hearing would affect the outcome of the proceeding.

WOKR purchase fills out VHF hand of Post Corp.

Buy is for nearly \$16 million; Larson stays with Rochester outlet

The Post Corp., Appleton, Wis.-based broadcast and newspaper owner, has announced an agreement to purchase WOKR(TV) Rochester, N.Y., from Flower City Television Corp. for \$15,825,000.

The publicly held Post Corp. owns two AM's, one FM and four other TV's in the Midwest. Its publishing operations include daily papers in Massachusetts and Wisconsin. V.I. Minahan is president and owns 14.2% of Post.

Flower City, which is owned by 36 stockholders, has been the licensee of WOKR since 1970. John L. Wehle is chairman and 14.2% owner of Flower City. Gerald G. Wilmont is president, and G. Bennet Larson is executive vice president and general manager of the station. They have no other broadcast interests.

Post has announced, too, that Mr. Larson will remain with WOKR in the position he now holds. Mr. Larson has been active in broadcasting for many years. He was formerly vice president and general manager of WPIX(TV) New York, and he is president of Larson/Walker & Co., the Los Angeles and Washington media broker. Mr. Larson is also a member of the board of directors of the New York State Broadcasting Association.

Post's acquisition of WOKR, which is subject to FCC approval, will fill the company's complement of VHF facilities. Its other TV's are WEAU-TV Eau Claire and WLUK-TV Green Bay, both Wisconsin, KTVO(TV) Kirksville, Mo., and WLUK-TV Marquette, Mich. Post's radio stations are WEAU-FM Eau Claire and WAXX(AM) Chippewa Falls, both Wisconsin, and KBIZ(AM) Ottumwa, Iowa. It publishes the Dedham, Mass., *Daily Transcript*; *The Post-Crescent* for Appleton-Neenah-Menasha, *Twin City News-Record* for Neenah-Menasha, and the *West Bend News* for West Bend, all Wisconsin.

WOKR is an ABC affiliate on channel 13 with 316 kw visual, 47.9 kw aural and antenna 500 feet above average terrain.

Howard E. Stark was the broker.

Stalemate in Windsor

Jurisdiction over control boards is key issue in CKLW-NABET tiff

The picketing continued last week in Windsor, Ont., following a March 31 walkout by 33 technical, clerical and news staff members of the National Association of Broadcast Engineers and Technicians at CKLW(AM), which also serves the Detroit market. Seven strikers have since returned to their jobs, while management is filling the remaining gaps.

The primary issue—the one management says has to be resolved before the other 40-odd issues can be discussed—involves "announce/op" jurisdiction. Under the present NABET contract, announcers are not allowed to work the control boards. What CKLW has proposed is guaranteed employment for all current NABET members, a return of board jurisdiction to CKLW, and eventual cutback of no more than six NABET positions.

One NABET official in Toronto reacted: "There's no question that they're out to break the union." The union won't give up its jurisdiction, and believes that a guaranteed employment clause could be undermined during negotiations for subsequent contracts.

In addition, CKLW has offered an 8% increase this year and 6% the next year, along with cost-of-living increases. Management's rationale is that this is the maximum that can be offered under Canada's federal anti-inflation rules. NABET has characterized that stance as "debatable" and claims management has not considered other salary/job modifications. Other points of contention, yet untouched, involve working conditions and work schedules. Negotiations began in November before the latest contract expired Dec. 31. A government arbitrator—whose decision cannot be mandatory—was brought in during March. NABET has been affiliated with CKLW for 22 years.

The American Federation of Radio and Television Artists also is represented at CKLW. And while AFTRA announcers are usually allowed to run control boards, they cannot take over the function while a NABET contract is in dispute.

Only the White House surpasses television in leadership poll

'U.S. News & World Report' also ranks Cronkite as ninth most influential American

"According to the amount of influence it has on decisions or actions affecting the nation as a whole," television ranked second in a list of 29 institutions, organizations and social movements included in the fourth annual leadership survey by *U.S. News & World Report*, published to-



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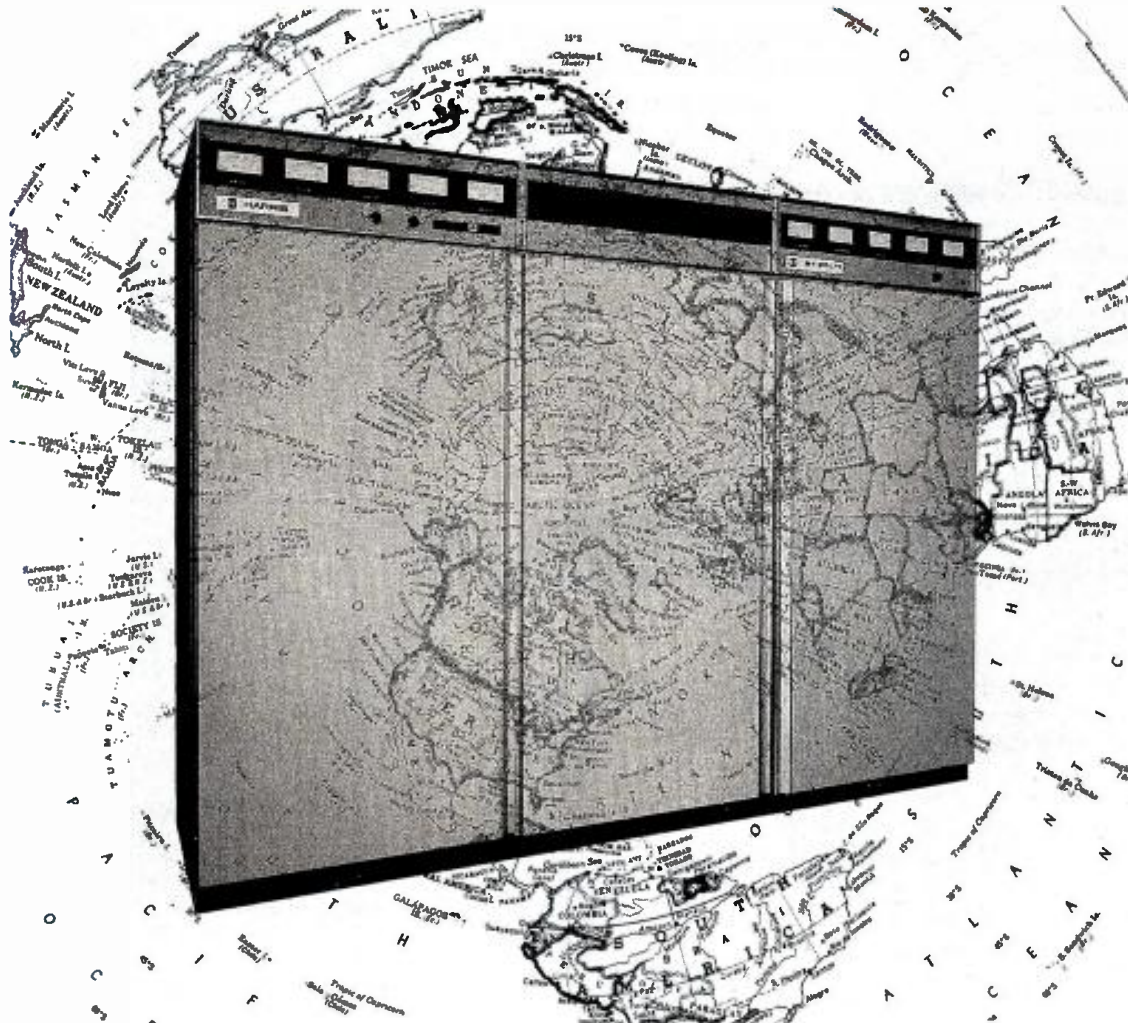
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day (April 18). The White House was number one in the poll.

According to the newsweekly, 1,199 "key decision makers in politics, business and the professions" participated in the survey, which found newspapers as the nation's 10th most powerful institutions, radio the 19th and advertising agencies the 20th. Television replaced last year's number-two powerhouse, the Supreme Court, which was fourth this year, behind labor unions.

Walter Cronkite, CBS News correspondent, ranked ninth among the most influential Americans, his third time on the survey's top 10. (President Carter was a strong first.) John P. Warwick, chairman of Warwick, Welsh & Miller, New York, said that "people believe [Mr. Cronkite] to be unbiased and totally informed, and therefore can have their opinions molded by him." Another survey participant commented that Mr. Cronkite has the "ability to influence by message, tone of voice or raising of an eyebrow while being watched by so many people."

The CBS News correspondent was ranked the most influential person in television by TV industry respondents, with CBS Chairman William S. Paley, CBS News President Richard S. Salant, NBC News Anchorman John Chancellor and ABC Entertainment President Fred Silver-

man, respectively, completing the top five.

Edward N. Ney, president of Young & Rubicam International, was ranked the most influential person in advertising by his peers who participated in the survey and John H. Crichton, president of the American Association of Advertising Agencies, came in second. William Bernbach, chief executive officer of Doyle Dane Bernbach, and David M. Ogilvy, director of Ogilvy & Mather International, tied for third place, and John Elliott Jr., O&M chairman, and Paul Foley, chairman of Interpublic Group of Companies, tied for fifth.

The five most influential publishers, respectively, were: Katharine Graham of *The Washington Post* (who also topped Rosalynn Carter as the most influential woman in America), Arthur Ochs Sulzberger and A.M. Rosenthal of the *New York Times*, Otis Chandler of the *Los Angeles Times*, and Paul Miller of the Gannett Co.

Carter reorganization powers include OTP

President Carter has signed legislation giving him authority to reorganize the federal government. The first target of reorganiza-

tion, he says, will be the executive branch, which includes the Office of Telecommunications Policy.

A reorganization plan covering the executive office is now being drafted under a team at the Office of Management and Budget under the leadership of Harrison Wellford, and it is expected to be released in June (BROADCASTING, March 28).

Under the reorganization legislation, which has a three-year life, reorganization plans are submitted to Congress and become effective unless vetoed by either House within 60 days. The legislation is not all-inclusive; it specifically excludes the regulatory agencies.

Stiff prods on hiring attached to WHK renewal

FCC has renewed WHK(AM) Cleveland for the remainder of its license term—to Oct. 1, 1979—but it conditioned the renewal on the station filing a report on April 1, 1978, on persons hired in the top-four job categories. The commission is interested in the race of individuals hired, as well as in the kind of affirmative action undertaken to increase a pool of minority applicants. The commission also expressed concern over the fact that of 25 employees in the top-four job categories, only six are women and none are minorities. The FCC admonished the station for misclassifying a "security" job held by a black male as being in top-four category. Commissioner Benjamin L. Hooks had criticized the station on those points in an open meeting preceding the commission's adoption of renewal item, in which he and Commissioner Joseph L. Fogarty concurred. The commission action was in response to an informal complaint filed by the Cleveland chapter of the National Organization for Women.

KRE-FM renewal challenged

The FCC's conditional renewal of Horizon Communications Corp.'s license for KRE-FM Berkeley, Calif., is being appealed by Community Coalition for Media Change. CCMC, which filed its appeal with the U.S. Court of Appeals in Washington, had petitioned the commission to deny renewal on grounds that Horizon had failed to meet needs and interests of the Berkeley community, had discriminated in its employment practices and had violated the fairness doctrine. The commission had granted renewal subject to action it might take as a result of the final determination on a complaint regarding KRE-FM now pending before the U.S. Equal Employment Opportunity Commission. EEOC's San Francisco office concluded in 1976 that there was reasonable cause to believe Horizon had been guilty of discrimination in its employment practices. But the commission noted that the parties were in the conciliatory stage of the EEOC's processes, and said its action

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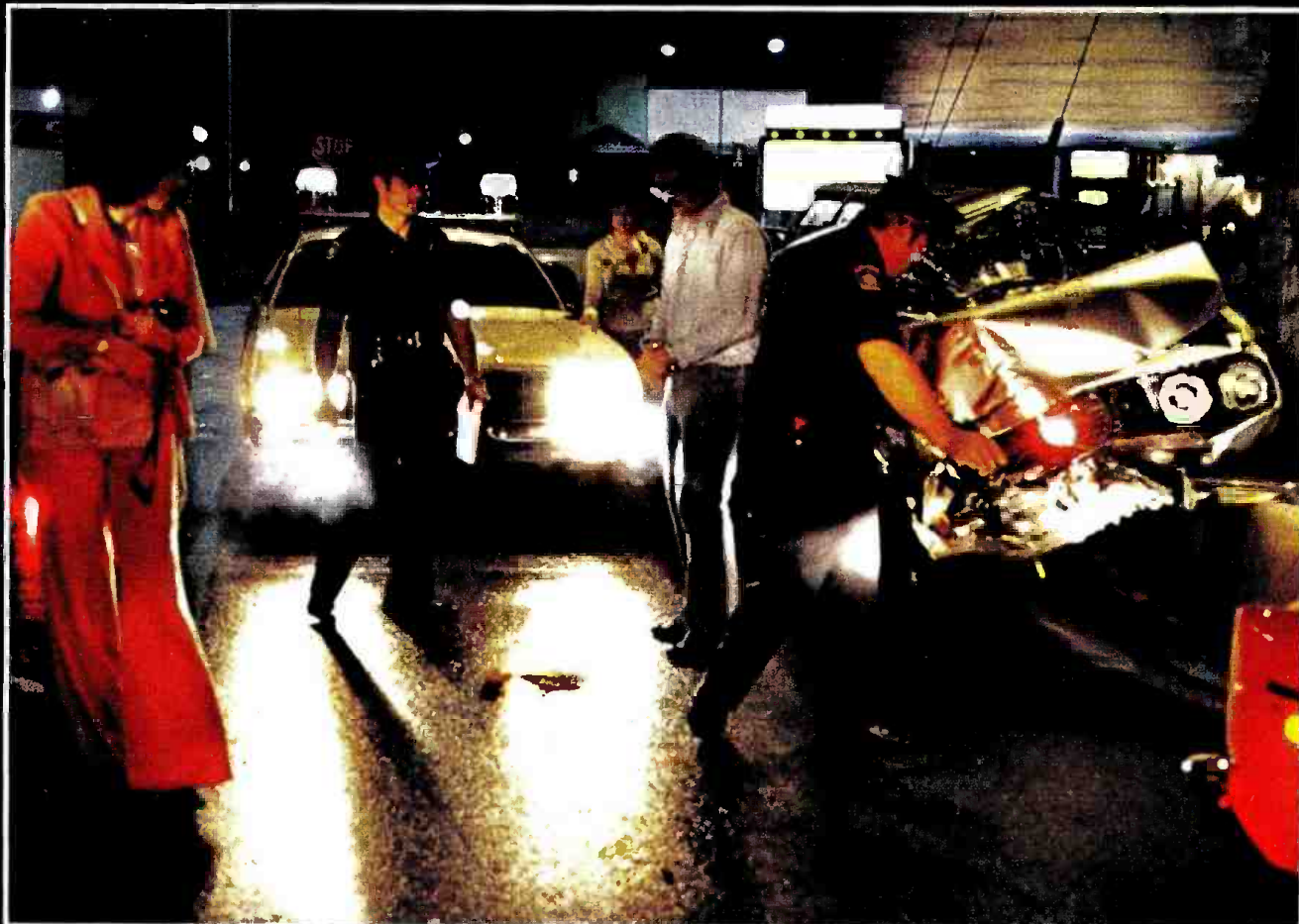
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before final EEOC determination could interfere with and undermine conciliation. The Commission had rejected CCMC's contentions that the station failed to meet community needs or had violated the fairness doctrine.

Media Briefs

Name change. Swanco Broadcasting, Tulsa-based company with eight radio stations in Southwest and three regional networks based in Fort Worth, is changing its name to Swanson Broadcasting.

Without protection proviso. Presidentially endorsed bill to establish agency for consumer protection has been introduced in both houses of Congress. It doesn't contain provision broadcasters want to keep proposed agency out of FCC broadcast renewal proceedings. Hearings on it have been scheduled before Senate Governmental Affairs Committee April 19-20 and before House Government Operations Subcommittee on Legislation and National Security April 20-21.

Done in Honolulu. Lee Enterprises and Heftel Broadcasting-Honolulu Inc. have concluded Lee's \$11.8 million purchase of KGMB-TV Honolulu, approved by FCC in late January (BROADCASTING, Feb. 7). Lloyd D. Loers, Lee vice president, will move to Honolulu. Bob Sevey, who served as president of KGMB-TV under Heftel's

ownership, will remain as news director; Richard A. Weiner will stay general manager.

From the beginning. George Koehler, president of Gateway Communications, will be recipient of Broadcast Pioneer of Year award from Delaware Valley chapter of Broadcast Pioneers at April 29 dinner in Valley Forge, Pa. Tom Swafford, senior vice president of National Association of Broadcasters, will be special speaker.

Communicating. Richard G. Gould, who was vice president of Satellite Systems Engineering and formerly with FCC Common Carrier Bureau, has set up own company, Telecommunications Systems, to provide engineering services in communications and broadcasting satellites. Address is Suite 1009, 1725 K Street, N.W., Washington 20006.

Changing Hands

Announced

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

■ **WOKR(TV)** Rochester, N.Y.: Sold by Flower City Television Corp. to Post Corp. for \$15,825,000 (see story page 40).

■ **KRLY(FM)** Houston: Sold by Zantanon

Communications Corp. to SJR Communications Inc. for \$2,250,000. Seller is principally owned by Robert Anderson, president and general manager, and Charles S. Wallace, Houston businessman with oil equipment interests. Neither has other broadcast interests. Buyer is wholly owned by publicly traded San Juan Racing Association Inc. Vice president of parent and head of broadcast group is Edward Gossman. SJR is New York-based group owner of WKLS(FM) Atlanta; WQAL(FM) Cleveland; WTIM(FM) Miami; WJIT(AM)-WKTU(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington and WJMD(FM) Bethesda, Md. (Washington). KRLY operates on 93.7 mhz with 97 kw and antenna 790 feet above average terrain. Broker: Blackburn & Co.

■ **KMFM(FM)** San Antonio, Tex.: Sold by Rosa Lee Pennington to Classic Media Inc. for \$300,000, plus \$50,000 covenant not to compete. Mrs. Pennington is widow of original licensee, Harry Pennington Jr., and has no other broadcast interests. Buyer is owned equally by Stuart W. Epperson, his wife, Nancy, Edward G. Atsinger III and his wife, Mona. Mr. and Mrs. Epperson own WKBA(AM) Vinton, Va.; WRBX(AM) Chapel Hill, N.C., and 55% of KCFO(AM) Tulsa, Okla. Mr. and Mrs. Atsinger own KDAR(AM) Oxnard, Calif. Messrs. Epperson and Atsinger recently sold KBIS(AM) Bakersfield, Calif. (BROADCASTING, Dec. 6, 1976). KMFM is on 96.1 mhz with 60 kw and antenna 130 feet above average terrain. Broker: Blackburn & Co.

■ **KGEK(AM)-KYOT(FM)** Sterling, Colo.: Sold by Sterling Radio & TV Inc. to KSTC Inc. for \$300,000. Sellers are William C. Whitlock, Donald L. Robson, and Gaylord Illingworth. Messrs. Whitlock and Illingworth have interests in KUVB-AM-FM Holdrege, Neb. (37.33% and 10%, respectively), and Mr. Whitlock owns 10% of KTTT-AM-FM Columbus and 25% of KTAP(AM) Crete, both Nebraska. Mr. Robson owns 70% of KTTT-AM-FM. Buyer is owned by Mr. and Mrs. Ray H. Lockhart (40% and 10%, respectively) and Mr. and Mrs. Mel Adams (40% and 10%, respectively). Mr. Lockhart owns 52% of KOGA(AM) Ogallala, Neb., and with two others, KNAB(AM) Burlington, Colo. Mr. Adams is Nebraska banker and businessman with no other broadcast interests. KGEK operates on 1200 khz with 1 kw day and 250 w night. KYOT is on 96.7 mhz with 940 w and antenna 500 feet above average terrain.

■ **KSIM(AM)** Sikeston, Mo.: Sold by Sikeston Community Broadcasting to Prime Time Broadcasting Corp. for \$265,000. Sellers are Ralph L. Hirsch (42.8%), James H. Bucher (19.2%), Harry C. Young (14.4%), and three others. None of sellers has other broadcast interests. Buyer is owned equally by Robert A. McCord Jr., Charles A. Leemon III and William Stephen McPheeters. Mr. McCord is retailer with real estate interests in Sikeston. Mr. Leemon is part owner of Miami motel and Sikeston cemetery. Mr.



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4/18

McPheeters is announcer with KJAS(AM) Jackson, Mo. None has other broadcast ownership interests. KJAS is 1 kw daytimer on 1400 khz.

■ WKOR(AM) Starkville, Miss.: Sold by Charles Kenneth Irby to Charisma Broadcasting Co. for \$256,000. Mr. Irby is retiring from broadcasting. Buyer is owned by Mr. and Mrs. Charles B. Cooper (69%), Donald Ray DePriest (30%) and George E. Donovan III (1%). Mr. Cooper is general manager of WKOR. Mr. DePriest is Columbus, Miss., manufacturer of textiles and surgical products. Mr. Donovan is Jackson, Miss., consulting engineer. WKOR is 1 kw daytimer on 980 khz.

■ WDCL(AM) Dunedin, Fla.: Sold by W.H. Boyce to Ray M. Webb and R.D. Anderson for \$225,000. Mr. Boyce has no other broadcast interests. Messrs. Webb and Anderson (50% each) also own WDCF(AM) Dade City, Fla. (49% and 51%, respectively) and have bought, subject to FCC approval, KLOT(AM) Barstow, Fla. (see "For the Record," page 73). WDCL is 5 kw daytimer on 1470 khz.

■ WOWL(AM) Florence, Ala.: Sold by Hammell Broadcasting Inc. to Benny Carle Broadcasting Inc. for \$200,000. Seller is owned by Richard Hammell, owner of Hammell Newspapers Inc., publisher of newspapers in Alabama, Indiana, Iowa and Oklahoma. Mr. Hammell has no other broadcast interests. Buyer is owned by Benny Carle, owner of Huntsville, Ala., advertising agency. Mr. Carle formerly had interest in WYUR(TV) Huntsville. He is also applicant for new AM at Albertville, Ala. WOWL is on 1240 khz with 1 kw day and 250 w night. Broker: Reggie Martin.

■ WGON(AM)-WQXO(FM) Munising, Mich.: Sold by Ollie's Idea Inc. to Laidlaw & Associates Inc. for \$180,000. Seller is owned by George A. Freeman, who also owns KGRI-AM-FM Henderson, Tex. Buyer is owned by T.L. Laidlaw, Bert and Lyle Johnson (brothers) and William Heigaard, 25% each. Messrs. Laidlaw and Johnsons own KNDK(AM) Langdon, N.D. Mr. Heigaard is attorney in Langdon. WGON operates on 1400 khz with 1 kw day and 250 w night. WQXO operates on 98.3 mhz with 1.8 kw and antenna 380 feet above average terrain. Broker: Chapman Associates.

■ KKOK(AM) Lompoc, Calif.: Sold by Straw Broadcasting Co. to Berry-Iverson Co. for \$127,500. Seller is owned by Lawrence J. and Ellen O. Straw, married, who have applied for new FM at Lompoc. Buyer is owned by A.G. Berry and Ronn L. Iverson, who formerly owned KSDR(AM) Watertown, S.D., and KDDR(AM) Oakes, N.D., but now have no other broadcast interests. KKOK is 500 w daytimer on 1410 khz. Broker: Chapman Associates.

■ Other station sales reported at the FCC included: KLOT(AM) Barstow, Calif.; KWTY(AM) Salinas, Calif., and WTBI(AM) McComb, Miss. (see page 73).

Approved

The following station sales were approved

last week by the FCC.

■ WFIR(AM) Roanoke, Va.: Sold by Beaverkettle Co. to Jim Gibbons Radio for \$750,000 plus \$90,000 agreement not to compete. Seller is owned by Paul Gilmor and families of Thomas V. Boyd and late Joseph K. Vodrey, who also own WHBC-AM-FM Canton, Ohio. Buyer is owned by James L. Gibbons, who also owns WFMD(AM)-WFRE(FM) Frederick, Md., and WPVR(FM) Roanoke. WFIR operates on 960 khz with 5 kw full time.

■ WRMA(AM)-WMGZ(FM) Montgomery, Ala.: Sold by Gemini Communications Inc. to Cleve J. Brien for \$655,000. Seller owned by William O. Jones, William W. Dixon and Martin E. Kilpatrick, also owns WEZL(FM) Charleston, S.C., and sold. WHSL(AM)-WWIL(FM) Wilmington, N.C. (BROADCASTING, Nov. 8, 1976). Messrs. Jones and Dixon also have minority interests in WJEE(AM) Jacksonville, Fla. Buyer also owns KOKY(AM) Little Rock, Ark., and WNVY(AM) Pensacola, Fla. WRMA is 1 kw daytimer on 950 khz. WMGZ is on 103.3 mhz, with 27.5 kw and antenna 290 feet above average terrain.

■ WCIU-TV Chicago: Control of Weigel Broadcasting Co., licensee, sold by J.W. O'Connor to Howard and Jacqueline Shapiro for \$616,949. Mr. O'Connor, who has no other broadcast interests, is selling 36% of Weigel to Shapiros, who already

hold 29% of publicly traded company. Mr. and Mrs. Shapiro have no other broadcast interests. WCIU-TV is on channel 26 with 961 kw visual, 194 kw aural and antenna 650 feet above average terrain.

■ Other stations sales approved last week by the FCC include: WKOP(AM) Binghamton, N.Y., and WRHI(AM) Rock Hill, S.C. (see page 74).

Court picks Omega over Turner to buy Orlando UHF

Action goes against receiver's earlier recommendation

A Florida circuit court has turned down a receiver's recommendation that Turner Communications be awarded the right to purchase the facilities of WSWB-TV Orlando, Fla. Instead, it ordered acceptance of a competing bid from Omega Communications, a group headed by Lawrence (Bud) Rogers, former president of Taft Broadcasting.

Omega's bid included \$1,120,000 for debts, \$1,260,000 for the facilities and over \$300,000 for outstanding film contracts. The assignment of WSWB-TV to Omega is subject to FCC approval.

Edward F. Starr Jr., the receiver, recommended that Turner's bid be accepted

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(BROADCASTING, April 11). But the shareholders of the bankrupt licensee, Sun World Broadcasters, "did not want to accept the Turner offer," according to attorney Eli Suben, who represented the receiver in last Tuesday's (April 12) hearing. Mr. Suben said the court decided that the Sun World shareholders "should have some voice" in the selection of the proposed assignees.

Sun World has filed a petition to deny the renewal of Turner's WGOW(AM) Chattanooga on grounds that Turner had forced them into bankruptcy (BROADCASTING, Nov. 8, 1976). Neither Mr. Suben nor Mr. Rogers knew what, if any, effect Sun World's petition had on the circuit court's decision. The petition is now under staff study at the FCC.

Omega Communications is a recently formed company owned by five individuals: Mr. Rogers; Orin E. Atkins, chairman and chief executive officer of Ashland Oil Co.; Paul W. Chellgren, head of Ashland Chemicals Inc.; James J. Zand, president of Caspian Trading Co. (a Columbus, Ohio-based international trading company), and Victor E. Ferrall Jr., a Washington communications lawyer.

Mr. Rogers said he hopes to submit the assignment application to the FCC by mid-May.

The attorney for Turner was out of the country last week and unavailable for comment on Turner's next possible step.

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Programing

The U.S. as TV programmer to the world

Sales are on the upsurge in nondomestic markets for American television product, particularly action shows; quality makes the difference

The Palais des Festivals in Cannes, France, will be packed at the end of this month with American syndicators and people seeking out American syndicators at MIP-TV, the international marketplace for television programing. The reason: International business is booming outside this country for U.S. programing—\$180 million worth in 1976.

That's a jump of \$5 million over the 1975 total—an increase both in dollars and in the percentage of business chalked up internationally by the TV production industry.

About 24% of the industry's sales are now harvested outside the U.S. and some individual companies such as Worldvision Enterprises Inc., which are distributors exclusively and not producers, drum up as much as 50% of their business in foreign markets.

To Ralph Franklin, the vice president in

charge of international sales for MCA TV, the biggest grossing syndicator in the business, "foreign sales have increased dramatically" in recent years. The reasons? "For one thing, American programs keep getting better," Mr. Franklin said. "Hollywood production standards and techniques continue to be the best in the world, so that it's actually less costly for a broadcaster in another country to buy our programs than to try to produce that kind of quality on his own."

"In addition, we're becoming more sophisticated in our promotional techniques. We can pinpoint our promotion to meet the needs of individual foreign broadcasters."

MCA TV's foreign-syndication revenues reached an all-time high in 1976, according to the company's recently issued annual report. Foreign TV-syndication revenues for MCA hit \$37.2 million in 1976, compared with \$33.8 million the previous year. (MCA rolled up \$63.5 million in domestic-sales revenues in 1976, also a record, and a huge increase over 1975's revenue figure of \$38.3 million.)

MCA is so loaded with product that when Mr. Franklin is asked what shows are racking up the big sales abroad, he starts with MCA's two newest network series, *Kingston: Confidential* (starring Raymond Burr) and *The Hardy Boys/Nancy Drew Mysteries*, and then runs down the list of steady winners: *Columbo*, *McCloud*, *McMillan*, *The Six Million Dollar Man*, *Kojak*, *The Bionic Woman*, *Baretta*, the *Best Sellers* miniseries, *Quincy*, *Emergency* and *Rich Man Poor Man*, plus MCA's library of theatrical films made by Universal Pictures—everything from "Airport" and "Earthquake" to "Thoroughly Modern Millie" and "Spartacus."

The United Kingdom is the most lucrative market for theatrical pictures, and will shell out anywhere from \$25,000 to \$70,000 for a feature film. Japan, where the range is from \$20,000 to \$60,000, is second, although Bruce Gordon, Paramount Television's executive vice president for international distribution, said that he sold "The Godfather—Part I" to Japanese television for what he said was a record \$2 million for one run.

Six other countries will spend five-figure amounts for American feature films: Mexico (where the range is roughly \$10,000 to \$50,000), Canada (\$8,500 to \$40,000, although the French-language half of the CBC is closer to \$4-5,000), Australia (\$15,000 to \$30,000), West Germany (\$24,000 to \$32,000), France (\$14,000 to \$20,000) and Italy (\$11,000 to \$14,000).

Seven of these same countries, according to various sources, are willing to pay \$2,000 or more for the typical half-hour episode of a series—the United Kingdom, Australia, West Germany, France, Canada, Japan and Brazil.

One type of show many countries won't pay much for—if they buy at all—is the sitcom.

The conventional wisdom is that situation comedies don't travel well abroad because, as Klaus Lehmann, Metromedia Producers Corp. president for interna-

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tional sales, put it, "most comedy is based on dialogue and nuance" that do not have exact counterparts in other languages. "And most of the comedies produced in America have unique meaning to American viewers," said Mr. Lehman. "Will foreigners really be receptive to a black American junkman [*Sanford and Son*], a woman working in a Minneapolis newsroom [*The Mary Tyler Moore Show*], and a blue-collar bigot [*All in the Family*]?"

Mr. Lehmann gives one example of a sitcom Metromedia recently distributed internationally without much success, *On the Rocks*. "The line was 'Yeah, I'm a practicing homosexual—I'm practicing until I get it right,'" Mr. Lehmann said, and went on to explain that because that joke depends on the double meaning of the word "practicing"—a double meaning that doesn't exist in any other language—it literally couldn't be translated and emerge intact as a successful one-liner.

Wynn Nathan, Time-Life Television's vice president for worldwide syndication, agreed that most syndicators have tough sledding when they try to sell comedy abroad. Mr. Nathan's favorite example of an untranslatable colloquialism has to do with a cabled request from the Japanese broadcaster to whom he had sold *Monty Python's Flying Circus* who was wondering what specifically the comedians meant when they used the word "knockers" to refer to a part of the female anatomy.

MCA's Ralph Franklin remembered the "limited success" he had trying to peddle the Lee Grant sitcom, *Fay*, to broadcasters in foreign countries.

But Paramount's Bruce Gordon said, "My job is to sell everything Paramount makes." As a measure of his success, he continued, "I've sold every comedy Paramount has ever had to Japan, which is probably the most difficult market in the world for comedies."

That sales record includes such indigenous American comedies as *The Brady Bunch*, *The Odd Couple*, *Happy Days* and *Love American Style*. The only exception to this success story was Paramount's black version of Neil Simon's *Barefoot in the Park*, a sitcom that Mr. Gordon says the Japanese couldn't make head or tail of. He adds that *Happy Days* is the highest-rated series in Mr. Gordon's native Australia.

And Fred Gilson, the vice president for international sales at Viacom, said he has been "pleasantly surprised" by the reception so far accorded to *The Mary Tyler Moore Show*, which he claims has already racked up sales in 50 countries, among them such unlikely places as Brazil (where it's dubbed into Portuguese), West Germany, Mexico and a number of Arab countries.

And an old American sitcom take-off on horror movies, *The Addams Family*, got better-than-average sales abroad a few years ago, according to distributor Colin Campbell, senior vice president for international sales at Worldvision Enterprises. "The show's stock-in-trade is visual humor," with emphasis on the simulation

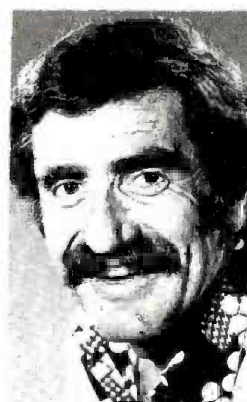
Franklin



Campbell



Horowitz



MCA TV's Franklin: "It's actually less costly for a broadcaster in another country to buy our programs than to try to produce that kind of quality on his own." **Worldvision's Campbell:** "These countries have finally begun to realize that they've got to pay more money to get the programs they require." **Columbia Pictures TV's Horowitz:** "Any filmed drama that we produce will do well in most foreign countries."

of spider-webbed decay in the sets and the comic ghoulishness of the costumes, and those elements, in Mr. Campbell's eyes, accounted for the program's good fortune outside the U.S.

By contrast, Mr. Campbell says, the short-lived Jim Bouton baseball sitcom on CBS, *Ball Four*, which Worldvision has the foreign rights to, "looks like a disaster."

Twentieth Century-Fox's comedy series, *M*A*S*H*, was turned into a hit in the international markets because Fox

"hired comedy writers in countries like Japan and Mexico and France to rewrite some of the jokes that were not translatable and create new slang that would be applicable to their countries," according to Richard Harper, Fox's vice president for international sales. "In other words, when we sat down to dub the shows, instead of getting a linguist to translate the dialogue word for word, we got a writer."

As a result of this careful approach, 51 countries have bought *M*A*S*H*, Mr. Harper said, "and most of the contracts

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are continuing deals. It's not just one season, in-and-out, and then goodbye forever. *M*A*S*H* is number one among all the imported shows in Holland right now, and number three in Mexico."

But most syndicators agree that the successful comedies are still too few to be talked about in any terms other than as exceptions that prove the rule. Whereas "they love action adventure and violence abroad," said, Time-Life's Wynn Nathan.

"Action-adventure, suspense—these themes have universal appeal," added MCA's Ralph Franklin, whose company distributes more than twice as many police shows as its nearest competitor.

Viacom's Fred Gilson says his three biggest international sellers at the moment are Quinn Martin cop shows: *Hawaii Five-O*, *Cannon* and *Most Wanted*. Mr. Gilson said that "more than 80 countries" have picked up the first two and that *Most Wanted*, which is less than a year old, could hit the 80 mark before too long.

"In most Latin American countries," said Metromedia's Klaus Lehmann, "the bloodier your series is, the better chance you have of selling it." Mr. Lehmann said Metromedia has done "crackerjack business" since it took over the foreign-distribution rights to Spelling-Goldberg's hard-action programs in 1973. He said he had placed S-G's *Starsky and Hutch* and *Charlie's Angels* in about 50 countries each, and that *S.W.A.T.* is close behind.

"France loved *S.W.A.T.*," Mr. Lehmann said, "and its broadcasters wanted even

Nathan



Gordon



Harper



Time-Life's Nathan: The problem with "knockers" in Japan. **Paramount's Gordon:** Japan, "probably the most difficult market in the world for comedies." **Fox's Harper:** Had to do a rewrite on *M*A*S*H* for many countries.

stronger episodes than the ones we had." However, he detects a recent "tougher stance" toward violent shows in England, which he attributes to serious scientific concern that constant viewing of televised mayhem could have harmful effects on people, particularly on children. "It's not like the cutback in violent shows on the TV networks in the U.S. That's motivated by the fact that major sponsors are starting to pull their ads from violent shows."

Worldvision's Colin Campbell said he chalks up continuing good international sales on such "hardy perennials" as *Mod Squad*, *The Fugitive* and *The Invaders*, all of which are chock full of hard-action scenes. But Mr. Campbell adds that he's less sanguine about two new CBS action shows to which he has acquired foreign rights: *Hunter* and *The Andros Targets*. Both are second-season shows that are almost certain to be canceled due to low ratings. That means a limit of only 13 episodes apiece, with *Hunter*'s 13 being particularly hard to sell, in Mr. Campbell's view, because that series deals with CIA derring-do and Communist espionage, themes that appear more suited to the 1950's than to the 1970's.

Twentieth Century-Fox's Richard Harper is in a similar situation with the cop show, *Nashville 99*. Only four episodes were ordered by CBS for an on-the-air tryout this month. Mr. Harper said he won't make a big push for it on the international market until CBS renews it. (*Nashville 99* got a promising 32 share during its first air date on April 1.)

Another cop show with only a limited number of episodes, Paramount Television's *Serpico*, which NBC canceled 15 weeks into the 1976-77 season, "has broken every series sales record that I'm aware of," said Paramount's Bruce Gordon. When *Serpico* came down the pike last spring, Mr. Gordon said, it was the only cop show Paramount had in the hopper. Because the series "had a sensational pilot and a terrific leading man in David Birney," Mr. Gordon said, he pulled out all the stops in selling it, with the result that he's chalked up revenues of \$70,000 per episode so far.

Norman Horowitz, the senior vice presi-

dent in charge of worldwide distribution for Columbia Pictures Television, said *Police Woman* sells well abroad because, for the most part, "it's the kind of show that most countries are not equipped to produce on their own," particularly taking into account the gloss and slickness associated with Hollywood production techniques.

But another long-running network cop show from Columbia, *Police Story*, doesn't do quite as well as *Police Woman*, Mr. Horowitz said, because, being an anthology, it lacks a main character for the public to identify with week after week, like *Police Woman*'s Angie Dickinson.

Mr. Horowitz shifted the focus from cop shows and said, "Any filmed drama that we produce will do well in most foreign countries." He mentioned *Gibbsville*, which had a brief run on NBC last winter, as a "salable" item abroad, despite its small-town, Pennsylvania-in-the-1930's newspaper setting. And one of Columbia's all-time top sellers outside the U.S. in recent years, he said, is *Born Free*, which had a brief 13-week run on NBC during the 1974-75 season (it was smothered in the ratings by ABC's *The Rookies* and CBS's *Gunsmoke*) but went on to harvest almost universal audience acclaim, particularly when it was slotted in time periods dominated by children.

MGM Television's vice president for international sales, John Spires, said MGM has already placed the drama series *Executive Suite*, which was canceled two months ago by CBS (and snuffed out at 19 episodes) in 35 countries. He added that another MGM drama, *Medical Center*, has sold consistently well over the last few years, reaching a total of 69 markets overall, despite the fact that "some of the episodes run into controversy from the local medical associations in various countries." As an example, he said that a terminal-illness story, in which the doctor informed his patient she's dying of cancer, ran afoul of the medical establishment in France because "French doctors would never tell you that you had cancer."

Also, *Family*, another 60-minute drama dealing with heightened domestic situations, may be too grounded in the mores



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of suburban America to travel easily onto the airwaves of other cultures, according to the distributor, Metromedia's Klaus Lehmann. "Producers in other countries can do this kind of show themselves," he said. "Japan, for instance, would much rather do a story about a child with a dope problem from the standpoint of the laws and customs of Tokyo instead of importing a similar story from America, where the laws of Pasadena, Calif., probably won't mean very much."

Similarly, Mr. Lehmann said, the 44 episodes of *Movin' On* met wide resistance from foreign broadcasters because "viewers in other countries simply couldn't empathize with a huge truck's being owned by a couple of individuals who were pretty much able to do their own thing. That type of situation doesn't exist in most other parts of the world."

Columbia's Norm Horowitz, however, said the western series, *Quest*, which failed to last beyond the first part of the season on NBC last winter, "sold extremely well abroad," in large part "because it was the first Western to come along in quite a few years." (*Quest* joined Metromedia's *Starsky and Hutch* in the dubious-distinction category of being singled out last month by an official government panel in Great Britain for "excessive violence.") Westerns are quintessentially the genre of programming that other countries rely on the U.S. to provide, according to most of the experts, even though Italy and West Germany have tried to do western imitations and Japan has the tradition of fast-action samurai stories, which have some affinity with the American western.

A western miniseries that's off to a fast start, according to MGM's John Spires, is *How the West Was Won*, which in just a couple of months has been sold to about 30 countries. The BBC has begun telecasting *Roots*, the 12-hour novel-for-television that set mass-audience records on ABC-TV last January, but officials at Warner Bros. Television, the distributor, refused comment when asked how many other countries and purchased *Roots*.

It's still too early to tell whether the American-made miniseries will have the same powerful effect on television scheduling abroad that's its beginning to have in the U.S. Wynn Nathan of Time-Life, which distributes many of the BBC's most popular miniseries in South America, said that he does excellent business with the dubbed version of a lavishly produced multi-part drama like *The Pallisers* in countries such as Brazil, Mexico and Venezuela.

Viacom sold the three-hour *Missiles of October* docudrama almost everywhere in the world except West Germany, according to Fred Gilson. Columbia's Norman Horowitz said a similar situation held true for the six-plus hours of *QB VII*, the made-for-TV movie based on Leon Uris's novel about the trial of a German M.D. who had used concentration-camp inmates for medical experiments during World War II. The West German government stepped in and prohibited any of that country's networks from buying *QB VII*, Mr. Horowitz said. Columbia had to submit *QB VII* to French government censors, he added, but "France, to its credit, went ahead and played it."

In general, however, these "government technocrats who set themselves up as arbiters of taste" constitute the biggest source of agitation for Mr. Horowitz. He cited one example: the Independent Broadcasting Authority of Great Britain, which is roughly equivalent to the FCC, changed the designation of Columbia's cartoon sitcom, *The Flintstones*, from a children's show to an adult sitcom and forced the BBC to pull it out of the children's time period where it was playing.

Most syndicators, however, said that incidents like these are the exception rather than the rule and that networks in areas such as Japan and Australia are relatively free of government interference.

But government quotas on outside product are an obvious handicap to American syndicators. Syndicators say, however, that television abroad is growing so fast that they can still manage to churn up healthy

revenues within the quota limitations which in a few cases are formal and official (England's 12% for the BBC, Canada's 40% and Australia's 40%, for example but in most instances are unofficial although widely circulated. Metromedia's Klaus Lehmann said that although it's not formally posted, "everybody knows" that West Germany's quota is 10%. Viacom's Fred Gilson said that "France's union: would scream bloody murder" if the French networks allowed more than 20% of their schedules to be programed with product produced outside France.

But syndicators can live within these limits. As Worldvision's Colin Campbell summed it up, referring to a map of the world framed above a couch in his office in New York, "During the last 10 years, television has gotten off the ground in Greece, Turkey, Spain, Persia, all of the Arab countries, New Zealand, the Philippines. These countries have finally begun to realize that they've got to pay more money to get the programs they require, that it's still cheaper for them to buy the slickness of American show than to produce it themselves."

And, even within the quota boundaries, Mr. Campbell continued, Americans have sold more programs to France and Italy recently: France, because two years ago the government sliced up ORTF and turned the one network into three networks, all of which compete for the best American product; Italy, because in the last year or so the government made two competing networks out of the existing one.

Australia's one government and three commercial networks only converted to color two years ago, Mr. Lehmann said, and a prosperous country such as South Africa just set up its first television network two years ago. Mr. Lehmann made the point that even though one of the big markets that syndicators rely on, like France, West Germany or the United Kingdom, will shell out from \$2,000 on up for one episode of an American TV series, they will often buy only seven or nine episodes instead of a year's worth (22 or 24), whereas Australia or many of the Latin American countries will buy in bulk. The result of this situation, he continued, is that often a company can bring in more revenues from smaller countries than from the seven or eight biggest.

Canada can get away with buying all the episodes of an American series despite a 40% quota, according to one industry source, because both Canadian networks program up to 20 hours a day—and they end up playing the bulk of the American series in prime time, with most of the 60% total of local production relegated to fringe-time periods.

All of the major companies have established branch offices in Canada, some in Toronto, some in Montreal and still others in both of these cities. Executives of the major studios say they try to keep their TV-syndication offices totally separate from the theatrical-film-distribution branches in the many countries where they overlap so that the Johnny-come-

Gilson

Lehmann

Spires



Viacom's Gilson: "Pleasantly surprised" as *Mary Tyler Moore* sells in, among other places, several Arab countries. **Metromedia's Lehmann:** "In most Latin American countries, the bloodier your series is, the better chance you have of selling it." **MGM TV's Spires:** Problems in France with *Medical Center* because French doctors "would never tell you when you had cancer."

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lately TV arm won't be palmed off as a second-class citizen in the companies' corporate outlook.

MGM and Metromedia Producers Corp. are two of the more prominent syndicators that operate through agents when they sell television product to foreign broadcasters, instead of renting their own offices and hiring salaried employees.

According to Mr. Lehmann, most of his

agents have other clients in addition to Metromedia. The agent thus has to shoulder all of his own expenses, including the wining and dining of potential buyers of Metromedia product, Mr. Lehmann said, but if the agent makes a sale he gets a 15% commission. That setup, Mr. Lehmann added, poses a slight disadvantage in a year like 1976, when Metromedia did a brisk business with

Starsky and Hutch and *Charlie's Angels* and ended up paying more in commissions than it probably would have doled out in rent and salaries and expense accounts.

MGM's John Spire says that all of his foreign TV distribution is handled by a Dutch company called CIC, which absorbed many of MGM's overseas employees when the company got out of full-fledged distribution in 1973.

MIP-TV: balancing the trade in international programming

In France, it's called the *Marché International des Programmes de Télévision*—MIP-TV for short—and it's setting all sorts of records for its 13th straight year at the Palais des Festivals in Cannes.

At this year's MIP-TV gathering, which begins Friday (April 22) and runs through April 27, 91 countries will be represented (compared to 76 last year), along with 400 TV producers and distributors from all over the world (last year's total was 356) and 210 TV networks and stations (197 in 1976). The expected number of participants this year is 1,750, up from 1,610 last year.

MIP-TV's American representative John Nathan says that next to the Olympic Games, MIP-TV probably constitutes "the international gathering with a larger number of countries represented than any other meeting of its type." (One highlight of this year's conference, he adds, will be the world premiere showing of the official film of last year's Montreal Olympic Games.)

Following is a list of U.S. and Canadian companies attending the MIP-TV festival. Companies that have booths at the Palais are indicated by the number of the booth; others can be contacted in various hotels. New shows are indicated by an asterisk (*).

ABC Sports **Carlton**
1330 Avenue of the Americas, New York 10019.
Product: Wide World of Sports, Sportsman, World Series of Baseball, football games, sports special. *Personnel:* Peter Dimmock.

Alan Enterprises **Majestic**
26170 Pacific Coast Highway, Malibu, Calif. 90265.
Product: Motion picture (30), Felix the Cat (260 cartoons), Mighty Hercules (130). *Personnel:* Alan Gleitsman.

American International Television **B485**
9033 Wilshire Boulevard, Beverly Hills, Calif. 90211.
Product: Feature packages: Winning Hand (33), World of Macabre (8), Ghoul-A-Rama (16), Fantastic Sci-Fi Theater (14), New Science Fiction (13), Amazing Sci-Fi I (17), Amazing Sci-Fi III (27), Young Adult Theater (26), Films of the '70's (26), Star Time (17), Children's Show Time (6), Hollywood Book of Fables (7), Top Secret Adventures (5), New Color Adventure (31), Strong Men of the World (23), Adventure I (9), AIP I (26), Selma Films (42), AIP-Selma Sci-Fi and Horror (31), Sinbad Jr. cartoons (130), Prince Planet (52). *Personnel:* Hal Brown.

ARP Films **Martinez**
342 Madison Avenue, New York 10017
Produce: Spiderman (52), Marvel Super Heroes (65), Strange Paradise (195). *Personnel:* Claude Hill, Robert Marcella, Jeff Hoffman.

Lynne Carter Co. Ltd. **TBA**
Suite 504, 9301 Wilshire Boulevard, Beverly Hills, Calif. 90210.
Personnel: Lynne Carter.

Children's Television Workshop **A139**
One Lincoln Plaza, New York 10023.
Product: Sesame Street (130), Electric Company (130), Open Sesame (65), Best of Families (8). *Personnel:* Peter Orton, Sarah Frank, Bernard Shaw.

Claster TV Productions Eden Rock Hotel,
Cap d'Antibes, France
660 Kenilworth Drive, Towson, Md. 21204.
Product: Romper Room (260). *Personnel:* John Claster, Steven Hassenfeld.

Films Inc. **Moulin de Mougins**
1144 Wilmette Avenue, Wilmette, Ill. 60091.
Personnel: Charles Benton, Leo Dratfield.

Filmтел **Majestic**
71 Vanderbilt Avenue, New York.
Product: 130 half-hours of cartoons including Bullwinkle, Rocky and Friends, Fractured Features, Peabody, Dudley Doornight, Hoppity Hooper, Underdog, Tennessee Tuxedo, King Leonardo, Go-Go Gophers. *Personnel:* Peter Piech.

Filmways International **B367**
1800 Century Park East, Los Angeles 90067.
Product: David Steinberg Show (25), Second City Revue (26), Apollo Presents (2), Mike Douglas Show (129), Peter Marshall Variety Show (19), Coral Jungle (8), Call It Macaroni (24), Celebrity Concert specials (12), Norman Corwin Presents (26), Adventures of Gumby (130), Creedence Clearwater Revival music special (1), Ralph Story Special (1), Flowers from Horseback (1), Six American Families (6), Green Acres (170), Mr. Ed (143), Debbie Reynolds Show (27), Adventure in High Grass (26), Bear Cats. *Personnel:* Edward Cooper, Merrill Heatter, Robert Quigley.

Sy Fischer Co. **Carlton**
One East 57th Street, New York 10022.
Personnel: Sy Fischer.

Four Star International **B463**
400 South Beverly Drive, Beverly Hills, Calif. 90212.
Product: Hour series: Lohman and Barkley* (26), Wonderful World of Magic (38), Big Valley (112), Thrillseekers (52), Can You Top This (195), Monty Nash (14), Secrets of the Deep (8), Toward the Year 2000 (26), Rogues (29), Burke's Law (68), Amos Burke Secret Agent

(17), Saints and Sinners (18), Dick Powell Theater (59), Detectives (30), Target: The Corruptors (35), Half-hour series: Honey West (30), Ensign O'Toole (32), Law and Mr. Jones (45), Richard Diamond (26), McKeever and the Colonel (26), Tom Ewell Show (32), Stagecoach West (38), Wanted: Dead or Alive (94), Zane Grey Theater (145), Detectives (67), Black Saddle (44), Celebrity Game (41), Dante's Inferno (26), David Niven Show (13), Johnny Ringo (38), June Allyson Show (57), Lloyd Bridges Show (34), Mrs. G. Goes to College (26), Peter Loves Mary (32), Plainsman (30), Smother Brothers Show (32), Turn of Fate (28), The Westerner (13). Specials: Nixon: Checkers to Watergate, World Championship of Magic hosted by David Niven, Wild Animal Men/This Final Refuge (2), Fine Family Fair (3), Australia for the Fun of It, New Zealand for the Fun of It, Portrait (12), Seven Seas (7), Musical specials for the Young and the Young-at-Heart (9), Will Rogers' USA*, Blackstone Jr. Magic Magic, Films: Deadly Hunt, Della, Madron. *Personnel:* David Lafollette.

Sandy Frank Film Syndication **Carlton**
635 Madison Avenue, New York 10022.
Product: Name That Tune, Bobby Vinton Show. *Personnel:* Sandy Frank, Irene Frydler.

Freemantle International/Talbot TV **B379**
555 Madison Ave., New York 10022.
Product: Kids World, Romper Room, Adventures of Black Beauty (52), Swiss Family Robinson (26), Family Hour Festival (15), Candid Camera (104), Goodson-Todman game shows, Who's Afraid of Opera with Joan Sutherland (8), Diana (15), Bobby Vinton Show (78), Animal Doctor (39), It's Fun to be Fooled (52), Witness to Yesterday (35), Classics Dark and Dangerous (6), Western Civilization—Majesty and Madness (26). Specials: Really Rosie with Carole King, Free to be You and Me with Marlo Thomas, The Tiny Tree, Learning Corp. of America Productions (100), Take Kerr with Graham Kerr (260). Features: The Poppy Is Also a Flower, Daring Dobermans, Doberman Gang. *Personnel:* Paul Talbot, Tony Gruner.

Sold Key International B393
 955 North Cahuenga Boulevard, Hollywood
 90038.

Product: Pinocchio starring Danny Kaye with Sandy Duncan. Rainbow Outdoor Adventure films (30), Scream Theater films (14), Awards Theater films (75), Abbott and Costello cartoons (39 half-hours), Kindly Keep It Country, Hank Thompson (26 half-hours), In the Attic cop music special. **Personnel:** Jerry Kurtz, Ben Barry, Bill Cook, Mike Haller.

Marvin Goodman Associates Majestic
 40 East 62d Street, New York 10021

Product: Specials: Ringling Brothers Barnum & Bailey Specials (3), Mitzi & 100 Guys, David Soul Special*, Racquel Welch—Live from Lake Tahoe*, Bette Midler Special, Cleo Lane Special, Anne Murray Special, Alice Cooper: Welcome to My Nightmare, Neil Sedaka's New Years Rockin' Eve, Lou Rawls Special, Original Rompin' Stompin' Hot and Heavy Cool and Groovy All-Star Jazz Show; Series—Sammy & Company (39 half-hour international version), In Concert (50), Magic of Mark Wilson (65), Felix the Cat (260 cartoons), Mighty Hercules (130 cartoons). **Personnel:** Marvin Goodman.

Group W B387
 90 Park Avenue, New York 10016.
Personnel: David Salzman.

Heritage Enterprises Majestic
 445 Park Avenue, New York.
Product: Last of the Wild (78), feature films for TV (78). **Personnel:** Skip Steloff.

Images du Monde Beau Segour
 1819 Glendale, Outremont, Quebec.
Product: Cartoons: Le Petite Orphelin (39), Demetan Le Petite Grenousselle (39), Atchum Le Magician (26). Series: Les Societe Secrete (13). **Personnel:** Claude Ted Guy, L. Sioit, E. Ghein, P. Huber.

J.E.D. Productions Carlton
 140 East 56th Street, New York 10022.
Product: Wild Refuge (13), Here Comes the Future (52), Hammy Hamster's Adventures on the River Band (52), feature films (117). **Personnel:** Jackson Dube.

King Features Majestic
 235 East 45th Street, New York 10017.
Product: Popeye (220), Kool McCool (20), Beatie Bailey (50), Krazy Kat (50), Barney Google (50), Snuffy Smith (50), Beatles (39), Flash Gordon (40), TV Time Capsules (2,000). **Personnel:** Sam Gang.

Lexington Broadcast Services Majestic
 800 Third Ave, New York 10022.
Product: Sha-Na-Na (24), Not for Women Only (130), Spirit of Independence (208), Wayne Newton/Christmas Card, Richard Nielsen special. **Personnel:** John Ranck, Roger Lefkon.

MCA-TV Majestic
 445 Park Avenue, New York 10022.
Product: Testimony of Two Men* (6), American Flyer* (1), Bionic Woman* (future release), Best Sellers* (30), Rich Man. Poor Man Book 1 (12), Six Million Dollar Man (future release), Universal Star-Spangled 33 films (33), Emergency (148), Adam-12 (174), Marcus Welby M.D. (172), Ironside (198), Rod Serling's

Night Gallery (97), Bold Ones (98), Name of the Game (76), It Takes a Thief (65), Universal film packages (706), Horror Great films (77), Abbott and Costello films (29), Comedy Festival films I (26), and II (26), Western Round-up films (26), Boris Karloff Presents Thriller (67), Alfred Hitchcock Presents (268), Dragnet (98), The Virginian (225), Run for Your Life (85), Suspense Theatre (53), Munsters (70), Jack Benny Show (104), Leave It to Beaver (234), McHale's Navy (138). **Personnel:** Roger Cord-john, Mme. Claude Perrier, Karl deVogt, Franz Elmendorff, Ifan Hamaoui, Tim Vignoles, Ralph Franklin.

Media Sales Development TBA
 600 Madison Avenue, New York 10022.
Personnel: Barrie Morrison, Larry O'Daly.

Mediavislon B387
 1709 Bloor Street West, Toronto.
Product: Behind the Scenes with Jonathan Winters* (52), Friends of Man narrated by Glenn Ford (45), Fabulous Talking Time Machine (52), Professor Moffett's Science Workshop (26), An Element of the Unknown: The Sea narrated by Leonard Nimoy (one-hour special), Magical Mountain: Java narrated by Noel Harrison (one-hour special), Talk of the Devil (one-hour special), Invisible Influence (one-hour special). **Personnel:** Jo Ellen Frostad, Gary Malloch.

Metromedia Producers 4th floor
 485 Lexington Avenue, New York 10017.
Product: Charlie's Angels* (24), Family* (28), Starsky and Hutch (47), S.W.A.T. (35), Movin' On

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Time	ADI Rating/Share	(000) TV Households	(000) Women	(000) Men	(000) Adults
6-6:30 p.m. Monday-Friday WWTW/WWUP-TV (CBS)	38 58	62	52	45	97
Local News					
Station #2 (NBC)	10 15	15	13	8	21
Local News					
Station #3 (ABC)	5 8	7	4	7	11
"ABC Evening News"					
11-11:30 p.m. Monday-Friday WWTW/WWUP-TV (CBS)	18 48	29	23	20	43
Local News					
Station #2 (NBC)	8 22	12	10	8	18
Local News					
Station #3 (ABC)	3 7	4	3	2	5
"That Girl"					
Source: FEB/MAR '77 Arbitron					
Station Share of County Viewing (%) (23-County ADI - Averaged)					
	Total Daypart	Daytime	Early Fringe	Late Fringe	
WWTW/WWUP-TV (CBS)	42	42	45	43	
Station #2 (NBC)	29	32	26	31	
Station #3 (ABC)	11	8	8	6	

Source: Arbitron County Coverage Report - 1976



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*Source: 1976 ARB County Coverage



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(44), On the Rocks (22), Chopper One (13), Dusty's Trail (26), Firehouse (13), Here We Go Again (13), My Favorite Martian (133), Primus (26), Premium Package features (30), Spelling-Goldberg features (22), Aaron Spelling feature, San Pedro Bums (1), Anthology features (8), Jane Goodall and the World of Animal Behavior (4), Undersea World of Jacques Cousteau (36), National Geographic (25), Untamed World (156), specials. *Personnel:* Lenart Ringquist, Klaus Lehmann.

MGM-TV

A216
10202 West Washington Boulevard, Culver City, Calif. 90230.

Product: 1-hour pilots: Sunshine Boys*, Logan's Run*, Mask of Alexander*, Luckan*, C.H.I.P.S.*. Half-hour pilot: Hearts of the West.*

Others: How the West Was Won (miniseries)*, Hostage Heart (2-hour movie)*. *Personnel:* John Spires, Harris Attelman, and for CIC: Travis Wynne, Graeme Nixon, William Davis, Jean Personnier.

Nielsen-Ferns Inc.

Suisse
145 Wellington St. West, Toronto.

Product: Karenkain Ballerina, From Moscow: Bruno Gerussi, The Stationary Ark (13), An Ark for Our Time, A Third Testament (6), Dostoyevsky. *Personnel:* Jim Hanley.

Ontario Distribution Group

A347
Sponsored by Interior Government, Hearst building, 900 Bay Street, Toronto.

Personnel: Peter Skinner, Ralph Ellis, Bruce

Raymond, Douglas Leiterman, Mitch Woolrich Gordon Jones.

Ontario Ed. Comm. Authority **Majestic**
2180 Young Street, Toronto.

Personnel: Don Kist, Peter Bowers, Stever Patrick.

Paramount Television

Majestic
One Gulf and Western Plaza, New York 10023

Product: Dog and Cat*, Westside Medical* Future Cop*, Brady Bunch Musical Specials* Chopper Squad*, Blansky's Beauties*, Busting Loose*, Trick and Treat (130), Jr. All Stars (50) Serpico (15), Mission Impossible (168), Star Trek (79), Love American Style (102), Mannix (193), Magician (21), Immortal (15), Petrocelli (44), Longstreet (23), Kate McShane (10), Barbary Coast (13), Love Story (12), Coronet Blue (13), Untouchables (118), Desilu Playhouse (47), Young Lawyers (24), Shane (17), Spyforce (42), Archer (6), Defenders (132), Fair Exchange (15), Doctors and Nurses (30), Nurses (68), Happy Days (87), Laverne and Shirley (38), Brady Bunch (117), Odd Couple (114) Paper Moon (13), Lost Islands (26), Kum Kum (26), When Things Were Rotten (13), Lucy Show (160), Me and the Chimp (13), Cop and the Kid (13), Funny Face (13), Sandy Duncan Show (13), Barefoot in the Park (12), Star Trek animation (23), Odd Couple animation (16), Brady Kids (22), I Am Joe's... (4), Harrigan and Son (34), Vacation Playhouse (11), Texan (80), Fair Exchange (13), Glynis (13), Guestward Ho (38). *Personnel:* Bruce Gordon, Patrick Stanbaugh, Jerry Kaufer, Peter Cary, Malcolm Vaughn, George Mooratoff, Ramon Perex, Malcolm Orame.

John Pearson International **A436**

9477 Brighton Way, Beverly Hills, Calif. 90210.

Product: That Girl (136), Captain and Tennille* (19), Johnny Otis Fabulous Oldies Super Show (26), All's Fair* (24), Doris Day Show (128), Here's Lucy (144), Insight (60), Andy William Show (26), Wolfman Jack Show (26), Little House on the Prairie animation* (26), Animation Wonderland (18), Lone Ranger cartoons (26), Mini-musical cartoons (14), Dan Curtis Dramatic Movies (8), feature films (6), Auto Racing (15), Portrait of Surfing (1), Rodeo Cowboy (1), Iron Men—Steel Machines* (1), Roller Super Stars (26), Salute to Baseball (1), Twilight Cheat (1), Wings of the Wind (1), World Championship Kick Boxing (26), Lassie (140), Lone Ranger (39), Fabulous Story Book Lady (13), Steve Allen's Laugh-Back (23), Lucille Ball specials (5), Bachman Turner Overdrive (1), Vegas Vegas Vegas* (1), Soul to Soul* (1), Inside Hollywood* (1), Rock and Roll Revival* (1), Bell Telephone Jubilee (1), Johnny Cash Ridin' the Rails (1), Judy Garland specials (28), Golden Globe Awards, Grammy Awards, Dorothy Hamill, Heifetz, Bob Hope specials (3), Mathis Session, Dean Martin Celebrity Roasts (12), Dean Martin Presents Music Country (20), Music of the Movies, Something Special (22), Going Up of David Lev, Other Roads Other Ways*, Giants of the Deep*, Hands of Cormac Joyce, Macbeth, Shadow by Hans Christian Andersen, Teacher Teacher, I Am the Happiest Man I Ever Met: Arthur Rubinstein, Karate and Kung Fu: Arts of Self-defense, Mount Everest Conquered, Pygmies of the Rain Forest, Restoration of Rembrandt's Nightwatch, Sharks, To America,

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Giants of the Deep, Wooden Giraffe. **Personnel:** John Pearson, Clifford Pallmeter, Arnie Frank.

Productel Inc. **TBA**
2055 Rue Peel, Suite 675, Montreal.
Personnel: Jean-Claude Tremblay, Francoise Bukovich

D.L. Taffner Ltd. **Majestic**
1370 Avenue of the Americas, New York 10019.
Personnel: John Fitzgerald, Don Taffner.

Taft H-B International **Martinez**
Essex House, 160 Central Park West, New York 10022.

Product: Stars on Ice (24), Man from Atlantis* (4), Jabberjaw (16), Dynamutt (16), Adam Ant (26), Birdman Galaxy (20), Scooby-Doo (24), Mumbly (16), Secret Squirrel (26), Fantastic Four (19), Top Cat (30), Clue Club (16), one-hour specials (7). **Personnel:** Sam Johnston, Bud Getzler, Rudy Witschi, Willard Block, Donald Stapleton, Stanley Moldow, Neil Balanaues.

Television Representatives **Carlton**
333 South Beverly Drive, Beverly Hills, Calif. 90212.
Personnel: Alan Silverbach.

Time-Life Television **A123**
Product: Harold Lloyd World of Comedy (11 films, 26 half-hours), Fawltly Towers (6), Inaugural Gala Performance (2), Life Goes to War (1), Ascent of Man (13), Fight Against Slavery (6), BBC Outlook (7), Fall of Eagles (13), Wild, Wild World of Animals (129), Window on the World (6), Rose Kennedy: Best of Times, Worst of Times. (1), Saudi Arabia: Newest Superpower (1), Saboteurs of Telemark; Bronx is Burning; Tomorrow's Saudi Arabia; Khrushchev Remembers; Window on the World II (5), Edward R. Murrow, Goodnight and Good Luck (1), Rise of the Red Navy (1) Raid on St. Nazaire (1), Face of Famine (1), Everest the Hard Way (1), Jane Eyre (5 hours), Onedin Line (42), Money News Inserts (5 times a week), TV specials (29). **Personnel:** Bruce Paisner, William Miller, Wynn Nathan, Harvey Chertok, Frank Miller.

20th Century-Fox Television **Carlton**
10201 West Pico Boulevard, Los Angeles 90035.

Product: Pilots: Enigma People (1 hour), Shadows (90-minute for 1-hour series), Husbands and Wives (1 hour), Instant Family (half-hour), James at 15 (2-hour for 1-hour series), Loves Me, Loves Me Not (6), Nashville 99 (miniseries), T.L.C. (half-hour), Specials: Adolph Hitler: A Portrait of Evil, Assassinations: An American Nightmare, At Long Last Cole, Bachelor of the Year, Charles Manson: A Portrait in Terror, Edith Piaf: I Regret Nothing, Fabulous Fifties, Fonda: An American Legacy, The Hit Parade, In Search of Howard Hughes, It's a Fad Fad Fad World, Life Goes to the Movies, Life Goes to War, Monty Hall Hosted Toasted Roasted, O.J. Simpson, Peyton Place Revisited, Play It Again Bogie, A Portrait of Jacqueline Kennedy Onassis, Richard Rodgers: A Sound of His Music, Spencer Tracy: An Unauthorized Biography, 20th Century-Fox Presents, The Underground: A Portrait of Power. Feature films: Adventure of the Queen, Alien Lover, Along Comes a Spider, Big Rose, The

Borrowers, The Challenge, A Circle of Children, Cloning of Clifford Swimmer, Crunch, Danger Has Two Faces, Daughters of the Mind, David Copperfield, Dead Men Tell No Tales, Demon Demon, Desperate Misson, Distant Early Warning, Fireball Forward, A Girl Named Sooner, Honeymoon With A Stranger, I Deal in Danger. The Impersonation Murder Case, Incident on a Dark Street, Last Bride of Salem, Mark of Zorro, Miracle on 34th Street. Mr. and Mrs. Bo Jo Jones, Mrs. Sundance, Ordeal, Paper Moon, Please Call It Murder, Raid on Entebbe, Red Badge of Courage, Rogue Male, Sherlock Holmes in New York, Spectre, Stowaway to the Moon, Swiss Family Robinson, Tales of Nunundaga, Terror on the Beach, They Call It Murder, Time Traveler, A Tree Grows in Brooklyn, The Trial of Chaplin Jensen, Tribes, Wanted: Sundance Woman, When Michael Calls. Half-hour series: Animals Animals Animals (16), Anna & the King (13), Arnie (58), Audubon Wildlife Theater (78), Batman (120), Blue Light (17), Broken Arrow (72), Circus (42), Dobie Gillis (147), Dr. Doolittle (17), Double Deckers (17), EBEC Presents (25), Fantastic Voyage (17), Farout Space Nuts (15), Felony Squad (73), Flipper (88), Ghost & Mrs. Muir (50), Green Hornet (26), Hardy Boys (17), Journey to the Center of the Earth (17), Legend of Jesse James (31), Julia (86), Liar's Club (weekly strip), The Loner (26), Lost Saucer (16), Man Who Never Was (18), M*A*S*H (118, one 2-hour), Masquerade Party (30), My Friend Flicka (39), Nanny & Professor (54), Orson Welles's Great Mysteries (26), Peyton Place (514), Return to the Planet of the Apes (17), Room 222 (113), Run Joe Run (26), Salty (20), Shari

Show (24), That's Hollywood (26), Valentine's Day (34), Westwind (13). Hour series: Adventures in Paradise (91), Bracken's World (41), Breakaway (6), Bus Stop (25), Cade's County (24), Daniel Boone (165), Dinah (daily, 60 or 90-minutes), Five Fingers (16), Follow the Sun (30), Fortunes of Nigel (5), Hong Kong (26), Jack the Ripper (6), Judd to the Defense (50), Lancer (51), Land of the Giants (51), A Little Princess (3), Long Hot Summer (26), Lost in Space (83), Monroes (36), Olympiad (10), Pathfinder (5), Seven Little Wolcotts (5), Starlost (16), Swiss Family Robinson (20), Time Tunnel (30), Twelve O'Clock High (78), Voyage to the Bottom of the Sea (110). **Personnel:** Richard Harper, William Saunders, Jacques Porteret, Ray Lewis, Elie Wahba, Maurice Aghion.

United Artists International **TBA**
729 Seventh Avenue, New York 10019.
Product: Various film features. **Personnel:** Herb Banquer, Raul Lefcovich, Peter Pawsey, Mary Jane Fourniel.

UPA Productions of America **TBA**
4440 Lakeside Drive, Burbank, Calif. 91505.
Personnel: Henry Saperstein.

Viacom **Majestic**
345 Park Avenue, New York 10022.
Personnel: Henry Gillespie, Frederick Gilson, Howard Karshan, Claus Hobey, Fred Keeling.
Product: Adventure, Air Power, All in the Family, Alvin Show, Amazing Chan and the Chan Klan, Amazing World of Kreskin, American Lifestyle, Apples' Way, Ara's World of Sports, Archie, Archie/Sabrina, Ark II, Assign-

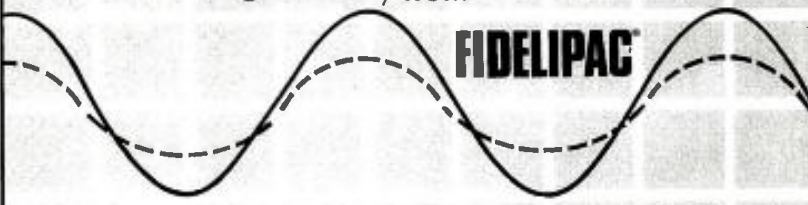
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Navy Log, \$128,000 Question, Ozzie's Girls, Paul Sands/Friends and Lovers, Perils of Penelope Pitstop, Perry Mason, Petticoat Junction, Phil Silvers Show, Phyllis, Queen and I, Rawhide, Rendezvous, Rhoda, Roman Holidays, Run Buddy Run, San Francisco Beat, Scooby-Doo, Sea Lab 220-20, Secret Life of Waldo Kitty, Secrets of Isis, Shazam, Sigmund and the Sea Monsters, Slattery's People, Space Ghost/Dino's Boys, Space Kidettes and Young Samson, Speedbuggy, Stars in Action, Storefront Lawyers, Suspense, Tales of the Unexpected, Terrytoon cartoons, Texas Wheelers, These are the Days, Tim Conway, Tom Terrific, Tony Randall, Trackdown, Trials of O'Brian, True Theater, Twentieth Century, 21st Century, Twilight Zone, Uncle Croc's Block, U.S. Border Patrol, Valley of the Dinosaurs, Video Craft cartoons, Wacky Racers, Wait Until Your Father Gets Home, Wheelie and the Chopper Bunch, Where's Huddles, Whirly Birds, Whistler, Who's Who, Wild Life in Crisis, Wild Wild West, World War I, You Are There, Young Gulliver; various specials (39), film features (200). *Personnel:* Henry Gillespie, Frederick Gilson, Howard Karshan, Claus Hobey, Fred Keeling.

Visualscope Television

TBA

708 Third Avenue, New York 10017.

Personnel: Frank Marshall, Frank Mekevitt, Mary Byrne.

Warner Bros. Television Distribution

Majestic

4000 Warner Boulevard, Burbank, Calif. 91522.

Product: Roots*, Welcome Back Kotter*, Wonder Woman*, Chico and the Man*, Alice*, Tarzan: Lord of the Jungle*, Wolper specials*, Code R*, The Waltons, Streets of San Francisco, Harry O, Tarzan, The FBI, Shazam, Superman, Bugs Bunny, Porky Pig and Friends, Super Friends, Lassie's Rescue Rangers, Mission: Magic, TV funnies, Fat Albert and the Cosby Kids. *Personnel:* Charles D. McGregor, Berry Greenberg, John Whitesell, Jack Cook, Bryan Hambleton, Michele Lecourt, Christian Livorness, Xavier Azpiroz, Jean Lawrence.

Worldvision Enterprises

A103

660 Madison Avenue, New York 10021.

Product: Andros Targets*, Hunter*, Eight Is Enough*, A.F.I.-Life Achievement Award programs, McLean Stevenson Show*, Little House on the Prairie, Spencer's Pilots*, Wonders of the Wild (27), Water World (52), Best of Dick Cavett (30), Mod Squad (124), Addams Family (64), Fugitive (120), Cowboy in Africa (26), Irish Rovers (39), Fabulous Sixties (10), Smith Family (39), One Step Beyond (96), Great Adventure (39), Rookies (22), N.Y.P.D. (49), Invaders (43), Dark Shadows (1,201), Paragon features, ABC movies, Prime I (10), Prime II (17), Prime III (17), Prime IV (14), Prime V (26), Selznick Classics (21), Professional Golf tournaments, Raceweek at Newport, Ghost Town Skiers, Display, Sport of Kings, Pro-celebrity Golf, Casper cartoons, Make a Wish, Professor Kitzel (104), Hilarious House of Frightenstein (130), King Kong (26), Night the Animals Talked, Christmas Carol, Bullets into Rain-Hidden War in Angola, Herbie Mann/Rahsaan Roland Kirk, Musical Ambassadors, Roberta Flack and Donny Hathaway, Billy Paul and the Staple Singers, Loggins and Messina, Chicago, World

of Miss World, Lost in the Garden of the World, World of Hugh Hefner, World of Liberace, Is It Christ. *Personnel:* Colin Campbell, Bert Cohen, Eugene Moss, Renee Wilson, Philippe Cousin, Michael Kiwe, Brian Rhys, Michael Alexander, Mel Watson, Mie Horasawa, Raymundo Lopes, Wilson Altisor.

ABC to seek closer ties between creative community and management

Ideas on programing to be exchanged at June 7 symposium; Pierce urges those in production to help solve problems facing TV

Plans for a private, informal symposium at which ABC management and representatives of the Hollywood creative community will exchange ideas and views on "program content and creative issues" were announced last week by Frederick S. Pierce, president of ABC Television.

Presenting quality programing is a responsibility shared by both groups, he said, and "if we can understand each other a little better, if we can learn from each other, then we can work together better."

Such a session is needed, Mr. Pierce said Tuesday in a speech to the Hollywood Radio and Television Society, to help fill a gap that exists because "in the press of day-to-day business, we are so busy meeting deadlines and putting out fires that we haven't spent as much time analyzing each other's needs and values as we should have."

By "we," he said, he meant "not just production heads and networks heads" but "programers and editors and station managers and writers and directors and all the people who can and should affect program content."

He said the symposium will be held June 7 and that "to insure it will be honest and open, it will not be a public forum with chosen spokespeople delivering prepared remarks for the record, with television, radio and the press recording every word. Instead, it will be a candid, uninhibited free exchange of ideas, problems and interests between producers, directors, writers and a broad range of ABC management that would include programing, sales, standards and practices, business affairs as well as representatives of our affiliate body."

Mr. Pierce stressed the importance of cooperation between networks and the creative community to achieve greater diversity of programing, more innovation, more responsiveness to audience wishes—and of even greater significance, he said, cooperation in opposing the threat of censorship.

He chided the production community

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Pierce

because, he said, though it spoke out "eloquently" against "implied censorship of adult themes in comedy programs" when the family-viewing concept was proposed, not enough of its members have spoken out against "explicit" demands for censorship now that criticism has shifted to violence.

He was particularly critical of the campaign against NBC's *Jesus of Nazareth* by "a few religious groups" who had never seen it, which led General Motors to withdraw as first-run sponsor (BROADCASTING, March 21, et seq.), and of the "even more alarming" announcement by the National Parent Teachers Association that it was putting the networks "on six-months probation" to give them a chance to "respond to the demands of the PTA's 6.5-million members" (BROADCASTING, April 11). He said he had welcomed criticism of the American Medical Association's anti-violence stand by Jack Valenti, president of the Motion Picture Association of America, but that "we need more support like his in this public debate."

"It is incumbent on all of us to continue to lend our full creative talents to solving the problems on the television screen itself," he said. But to defeat "demands for government regulation of program content in that particular area," he asserted, "we must all speak out with one voice."

"We must speak to our various publics: the viewers, the advertisers, social scientists, educators, Washington. We must make clear the message that program censorship, whether implied or direct, will not be tolerated in any form. To do less is to undermine the creative cornerstone of our business."

Suicide tries for live TV coverage

Man shoots himself at televised WLOX-TV Easter service, but plug is pulled in time on broadcast

"Brother, I love you," a worshipper at the First Baptist church in Biloxi, Miss., called to Ford Dawson, a retired Air Force major who reportedly had a history of mental instability. "I love you, too," Mr. Dawson called back. Then he shot himself to death.

The suicide took place Easter Sunday at services televised live by WLOX-TV Biloxi.

Mr. Dawson had entered the church

with a dog while services were in progress and scuffled with an usher who, according to WLOX-TV, apparently saw the pistol Mr. Dawson was carrying and tried to stop him from entering. Mr. Dawson fired a shot into the air and proceeded to the pulpit, at which point the director of the broadcast pulled the plug on the transmission.

When Mr. Dawson reached the pulpit, he spoke softly for about two minutes, according to the pastor of the church, "mumbled something about the resurrection," then shot his dog and himself. "He just kept looking straight at the television camera at the back of the church," the pastor said. "I'm convinced he came specifically to commit suicide before live television."

PTV stations turn cold shoulder to public affairs in newest SPC round

PBS outlets pick old standbys in programs, reject package of special events proposed by WETA

If you're a producer with a new idea and you want to get it funded for national public-television play, look for money from underwriters or the Corporation for Public Broadcasting—Public Broadcasting Service member stations aren't likely to foot the bill.

That advice became apparent this month as PBS wound down its fourth station program cooperative (SPC), a complex auction-like mechanism whereby the stations decide what programs they will fund jointly. This year's SPC survivors are expected to make up about 50% of the stations' schedules.

The trend is not new but perhaps was intensified this year by economics—the \$14.7 million shelled out by the stations is their own. Last year's \$12-million contribution was supplemented by \$3 million from CPB and \$2.5 million from the Ford Foundation.

This year's SPC, which for the first time will include two "minimarkets" later this year, brought in two new programs, KQED(TV) San Francisco's *Womantime* and WGBH-TV Boston's *The Edelin Conviction*.

Many of public television's standard shows are back, including WGBH-TV Boston's *Evening at Symphony*, *Nova* and *The French Chef*, WNET(TV) New York's *Great Performances*, WETA-TV Washington and WNET's *The MacNeil/Lehrer Report*, Children's Television Workshop's *Sesame Street*, the Maryland Center for Public Broadcasting's *Wall Street Week* and WETA-TV's *Washington Week in Review*, which are among the 24 that survived the final round which had about 50 choices. (Still considered as remote possibilities for SPC selection, however, are the New Hampshire Network's *Antiques*, the

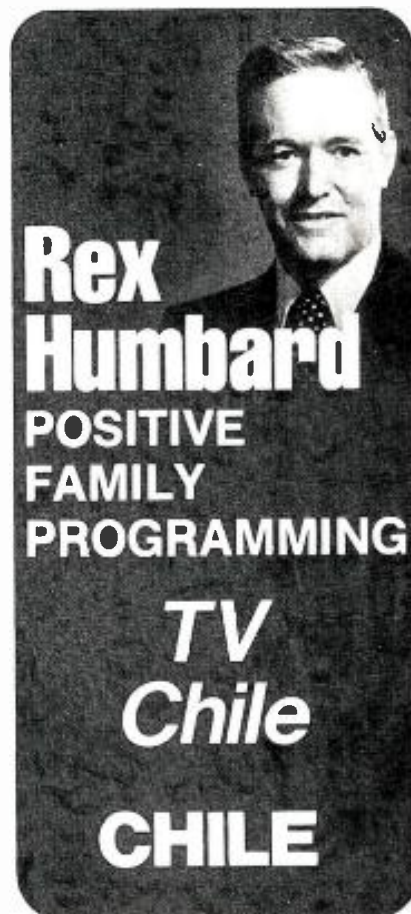
Oregon Educational Public Broadcasting Service's *Folk Guitar with Laura Weber* and WNET's *White Stone*).

Dennis Pack, of KESD(TV) Brookings, S.D., admits that "we've gotten the old-timers back," but sees the SPC as a "good source of the basic programming." And with tight money, he added, "fewer stations were willing to take the risk" on untried product.

Jim Loper, KCET(TV) Los Angeles, characterizes the SPC programs as the "backbone" of the system, adding that stations are especially willing to buy shows such as *Wall Street Week* and *Washington Week in Review*, which offer 52 programs a year for "modest" prices—\$550,144 (with \$176,201 from the Maryland Center) and \$346,812 respectively.

That motivation doesn't always hold true, as Dick Heuer of WJCT(TV) Jacksonville, Fla., pointed out. He characterized *Nova* (cost: \$2,416,000 with \$196,000 from the National Science Foundation and \$500,000 from Exxon) as "the only science documentary series on the air" and "one that you don't feel you could go without." And he explained that stations will have the chance to expand their buys through the "minimarkets."

It's the minimarket coming up in June that Ward Chamberlin is banking on to rescue WETA-TV. Since the SPC rejected his station's \$997,024 special events package, the public-affairs programming and job-security pictures at the station have been





Talk-a-thon. KPOL(AM) Los Angeles cancelled its regular popular music programming on March 23, to devote the broadcast day to an 18-hour discussion on school desegregation and the question of possible forced busing in the city, which is under court order to integrate the school system. Thirty-six of the key figures involved in the issue participated in the day-long event (6 a.m. to midnight), grouped into panels of four which changed every two hours. In addition to discussion and debate among the panelists, the program allowed for an average of 10 to 15 listener calls each hour. The event, a news item in itself, was covered by several of the city's television stations, including KNXT, KNBC, KTTV and KTLA, all of which did minicam and/or film reports for their evening newscasts. Pictured above are (l to r): KPOL newscaster Jody Hammond (wearing headset); Diane Watson, member of the Los Angeles Board of Education; Jonathan Kirsch, contributing editor, *New West* magazine; Henry Dotson, president of the Los Angeles chapter of the National Association for the Advancement of Colored People, and Julian Keiser, executive director of the Community Relations Conference of Southern California.

poor. And whatever the outcome, WETA-TV's clout as a producing station appears to be diminished somewhat. Last month only 68 stations offered to share in the proposal's costs ("Closed Circuit," March 21); Mr. Chamberlin said the costs needed to be carved 85 ways.

The reasons generally cited for rejecting the open-ended coverage proposal were (1) too much emphasis on Washington and (2) dissatisfaction with several events previously covered. Scheduling also factored in.

With about 20 jobs in the balance (including 11 technicians already let go) and with the station's future programming direction at stake, Mr. Chamberlin has been hustling for money. His hopes are to re-enter a proposal asking the stations for \$500,000, with the remaining \$500,000 picked up by an underwriter and CPB. More coverage by stations outside Washington would be involved. The CPB board's programming committee last week agreed to investigate.

Following are the SPC survivors with title of program; production agency; number of episodes and their length; over-all cost (including any non-SPC funding); description of program:

Anyone for Tennyson?; Nebraska ETV Network (KUON-TV) Lincoln; 15/30; \$299,501; theatrical performance of poetry.

Austin City Limits; KLRN San Antonio, Tex.; 13/60; \$198,323; progressive country-music performance.

Black Perspective on the News; WHYY-TV Wilmington, Del.; 52/30; \$331,600; black journalists question newsmakers.

Book Beat; WTTW Chicago; 30/30; \$123,673; Bob Cromie discusses recently published books with their authors.

Consumer Survival Kit; Maryland

Center for Public Broadcasting; 26/28:50; \$1,054,090 (\$582,720 from MCPB); consumer information.

Crockett's Victory Garden; WGBH-TV Boston; 34/28:38; \$255,889; how to garden indoors and out.

Drum Corps Competition International Championship; WGBH-TV Boston; 1/240; \$51,291 (\$16,000 from WGBH-TV); competition performance.

The Edelin Conviction; WGBH-TV Boston; 1/120; \$94,325 (\$34,325 from WGBH-TV); dramatization of the trial of Dr. Kenneth Edelin for manslaughter.

Evening at Symphony; WGBH-TV Boston; 13/60 or 90; \$703,190 (\$338,000 from underwriting); classical music in symphony: orchestra concert performance.

Firing Line; Producers Inc., Columbia, S.C.; 46/60; \$773,851; interview (with William F. Buckley Jr.).

The French Chef (with Julia Child) Color Library; WGBH-TV Boston; 39/30; \$51,508; how to cook.

Great Performances; WNET New York; minimum 25/ varied; \$4,241,912 (\$2,156,912 from underwriting); drama, music and dance performances.

Lowell Thomas III; Southern Educational Communications Association (under contract to Educational Productions Inc. and Producers Inc.); 40/30; \$716,848; great people and events of the century.

The MacNeil/Lehrer Report; WNET New York/WETA-TV Washington; 260/30; \$3,120,000 (\$500,000 each from the Corporation for Public Broadcasting and Exxon); nightly, in-depth news reports.

Mark Russell Comedy Specials; WNET-TV Buffalo, N.Y.; 4/30; \$73,702; comedy/satire.

Nova; WGBH-TV Boston; 20/60; \$2,416,-

000 (\$500,000 from Exxon and \$196,000 from the National Science Foundation); discoveries & issues in science, technology and related public policy.

Opera Theater; WNET New York; 5/ varied; \$440,578; traditional and light operas.

Sesame Street; Children's Television Workshop; 130/60; \$6,151,500 (\$3,951,500 from the Office of Education and CTW-generated funds); preschool education.

Soundstage; WTTW Chicago; 12/60; \$433,551 (\$75,000 from WTTW); contemporary music.

Studio See; South Carolina Network; 26/30; \$653,769; children's program.

Wall Street Week; Maryland Center for Public Broadcasting; 52/30; \$550,144 (\$176,201 from MCPB); economics/finance/investment (with Louis Rukeyser).

Washington Week in Review; WETA-TV Washington; 52/30; \$346,812; weekly news analysis.

Womantime; KQED San Francisco; 26/30; \$318,154 (\$55,804 from KQED); magazine blending films, minidocumentaries and interviews on topics of high impact.

Zoom; WGBH-TV Boston; 59/28:38; \$667,918 (\$360,000 from underwriting); children's creative activities.

Two 'Jesus' showings average 29.3 rating

Although it slipped a bit in the second week, *Jesus of Nazareth* will still end up with an estimated total of 90 million viewers.

That was the projection of the NBC research department last week. That projection is based on the 30.7 national Nielsen rating and 49 share for the full six-and-a-half hours of *Nazareth*.

The second installment of the telecast (Sunday, April 10, 8-11:25 p.m. NYT) chalked up a 29.3 rating and 48 share. That was 2.9 rating points and two share points below the previous week's three-plus-hour telecast. Industry insiders had predicted that the second part's numbers would exceed those of the first part, but ABC scheduled a rerun of the four-and-a-half-hour theatrical movie "The Ten Commandments" on April 10 (8 p.m.-12:30 a.m.) and pulled a respectable 16.7 rating and 31 share. CBS, caught in the squeeze between the New Testament *Jesus* and the Old Testament *Moses*, managed only a 15.5 rating and 26 share during the three hours of head-to-head competition on April 10.

Procter & Gamble, through Leo Burnett, was the sole sponsor of the *Jesus of Nazareth* telecast, purchasing the time directly from NBC. Now, according to a spokesman for General Motors, the original sponsor, which last month bowed out of its commitment (BROADCASTING, March 21), the TV rights revert back to GM. But the spokesman said GM "has made no decision on whether we'll exercise that option" for a repeat telecast.

Cable argues against tough requirements for copyright

It wants minimal reporting rules; MPPA, ASCAP and others want more detailed information

A one-day hearing in Washington held by the Copyright Office on how it should implement the new copyright act that takes effect Jan. 1, 1978, clearly set forth the differences between copyright holders and cable systems.

Interim signal-carriage filing requirements have already been established (BROADCASTING, April 11) and this hearing was scheduled by the office to determine how to set up semi-annual reports that systems must file that will determine how much in royalties must be paid into the new copyright tribunal, which will distribute the funds to copyright holders.

Leading off with the copyright holders' point of view was Jack Valenti, representing the Motion Picture Association of America. Mr. Valenti presented a number of suggestions: (1) The office should adopt a mandatory reporting form to be developed with the help of an industry advisory panel (this panel suggestion was also made by a number of other parties); (2) the form should contain all data necessary to provide for the "distribution of royalties in a tidy manner," which MPAA said includes listing whether signals are local or distant, network, independent or noncommercial; (3) there should be a regulation adopted by the office that makes a provision to verify disputed information, and (4) systems should be required to file the semiannual statement of account not more than 30 days after the close of each period. The periods should be Jan. 1 through June 30 and July 1 through Dec. 31 and the office should charge systems a filing fee.

Those were the four basic arguments that were generally supported by the other copyright interests including the Commissioner of Baseball, the National Hockey League, MCA, United Artists and the American Society of Composers, Authors and Publishers.

ASCAP went even further in the amount of information it wanted cable systems to supply. It wanted not only TV signals identified but FM stations too, including individual listings for stations when systems offered all-band FM. It also wanted listed the "time period when each primary transmitter is being carried by the cable operator be included on statements of signal-carriage complement and on statements of account."

The problem of verification of the data submitted by cable systems was also addressed by ASCAP, which said that the statements filed should be "sworn to

under oath by the cable operators ... and that the statements be expressly made 'in compliance with federal law.'" In addition, ASCAP proposed "that cable operators and copyright proprietors agree upon a verification system, based on a reasonable sample system, which would compare the data filed in statements of account with FCC financial data in such a way as to insure the confidentiality of the information, minimize costs and insure that correct compulsory license fees are being paid."

The matter of listing all-band FM listings was one ASCAP was adamant about. "Failure to identify each FM station," it said, "would jeopardize the chances for fair distribution of compulsory license fees because the copyright owners would not be informed of the actual signals carried."

Opposing ideas were offered by the users of copyrighted material. The National Cable Television Association, supported by the Community Antenna Television Association, was represented by NCTA's incoming chairman, Daniel Aaron, vice president of Comcast Corp.

Mr. Aaron included these among the industry's suggestions: (1) Emphasize simplicity. "This is an industry," Mr. Aaron said, "overregulated by a quiltwork of federal, state and local agencies; overburdened by regulatory reports; overwhelmed by the intricacies of a myriad of rules." (2) Cable systems must supply information necessary to make payments in accordance with the compulsory license, but "it is ... the obligation of copyright holders to obtain whatever information is needed in order to make equitable distribution of the sums collected." In this vein, NCTA said, there should not be a filing fee imposed upon the systems, rather, "we believe it is the intent of this legislation to pass along to those who stand to benefit the most from this legislation—the copyright owners—whatever costs are involved in processing the information and payments required."

In regard to the filing of the semiannual reports, NCTA suggested that the dates correspond with the system's fiscal year to make it easier on the system and the office, which would not receive all the reports at the same time.

Verification of those reports—something the copyright holders were all for—NCTA said, is unnecessary. For someone to check the figures, it said, all that is needed is to multiply the number of subscribers (available from the FCC's form 325) by the system's monthly subscriber fee.

NCTA also questioned how a system could fill the requirement of reporting the radio stations offered on an all-band system since some of the distant ones would fade in and out depending on weather and atmospheric conditions. The operator also has no way to differentiate between local and distant radio stations for purposes of categorizing them.

The difficulty in logging FM stations was also stated by the cable MSO, Teleprompter. It agreed with NCTA on a number of matters including fee collec-

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tions, but it disagreed with the need for a mandatory form. "If voluntary," Teleprompter said, "a form can be addressed to the most likely sets of circumstances and thus be reasonably simple. If mandatory, a form must anticipate every possible situation and thus be unduly complex."

The Microwave Communications Products division of Hughes Aircraft asked that the office clarify the wording of its definition of a cable system, which it said was ambiguous and could result in duplication of facilities. It said one interpretation "calls for aggregation of contiguous systems having common ownership or control, and all systems served by a single headend, without regard to whether the communities served by that single headend are contiguous." But it could also be read as applying to "only those systems which are both under common ownership and control or served by a single headend and in contiguous communities."

To provide for additional comments and replies to material already presented in this matter, the copyright office will keep the record open until May 13.

Quick court decision sought on refranchising

Citizen and civil-rights groups have gone to court to seek summary reversal of the FCC's decision in November to postpone

for one year the March 31, 1977, deadline for requiring previously grandfathered cable television systems to comply with the commission's cable franchising standards.

Lois Brown, a representative of two Philadelphia groups concerned with cable-television matters in that city; the Atlanta Branch of the National Association for the Advancement of Colored People, and the American Civil Liberties Union of Georgia charge in the petition they filed last week with the U.S. Court of Appeals in Washington that the commission is guilty of "bad faith" in the proceeding.

The groups earlier appealed the commission's notice of rulemaking proposing sharp reductions in franchising requirements to the extent it embodied the "interim procedures" providing for postponement of the March 31 deadline. Now, however, they are understood to feel that a conventional court briefing and argument schedule would eat up most of the year provided for in the postponement.

The petitioners' charge of "bad faith" rests on the contention that, although the commission has not yet concluded a number of rulemakings dealing with franchise standards begun since 1974, it "has instituted a completely new docket at the 11th hour apparently as a ploy and excuse to mollify the cable industry at the public's expense."

OTP wants cable out of frequencies used for air navigation

The Office of Telecommunications Policy has asked the FCC to take steps to insure against interference to airplane navigation frequencies from cable-television systems.

The letter from William J. Thaler, acting OTP director, to FCC Chairman Richard E. Wiley was in reference to an FCC pro-

posal for rulemaking that would forbid cable systems from using carrier frequencies also used for navigation in the same area (BROADCASTING, March 14).

In the OTP letter the agency said that there is not enough information on the subject to warrant permanent action. But until there is more complete data, OTP said, "it is important to take interim actions that positively assure the safety of our citizens."

Its interim proposals include: forbidding cable systems from using carrier frequencies on the emergency channels at 121.5 mhz plus or minus 100 khz and 156.8 and 243 mhz plus or minus 50 khz; requiring systems to change the specific carrier frequencies in the 108-136 mhz and 225-399.9 mhz bands, at cable operators' expense if the safety services spectrum needs change; requiring systems to maintain a carrier frequency tolerance of plus or minus 5 khz in the 108-136 mhz and 225-399.9 mhz bands; requiring cable operators to keep an accurate list of carriers they use and to supply the FCC, OTP and Federal Aviation Administration with the list; discouraging additional use of 108-118 mhz and 328.6-335.4 mhz bands by cable systems, and requiring systems to stop operations on frequencies if interference is caused.

These proposals, which came four days after the FCC's April 1 deadline for reply comments, are much stricter than the cable industry would like to see adopted.

In its initial comments last month, the National Cable Television Association said the FCC's plans were too strict since only one incident of such interference has been reported and, according to NCTA, did not create a significant safety hazard.

Cable Briefs

Party's over. Time Inc., New York, and American Television and Communications Corp., Denver, have announced they have terminated their discussions on possible merger of American Television into Time (BROADCASTING, March 21). They said talks had "not been productive." Time owns about 10% of outstanding shares of cable TV group owner's stock.

Clarification proposal. FCC is considering some editorial changes to Cable TV Relay Service (CARS) application form 327. Proposed changes include clarifying some instructions and re-wording of some questions. Commission is inviting comments and suggestions from public on changes which may help to clarify CARS form. Microwave Branch, CATV Bureau, FCC, Washington.

Petoskey gets more. GLCTV, cable system in Petoskey, Mich., has closed \$1-million senior secured loan (due 1986) from Becker Communications Associates financing firm, Chicago. Loan proceeds were used to refinance company and to add to existing plant. System serves about 3,200 subscribers, passing approximately 5,300 homes.

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Stop, thief. The Georgia General Assembly passed a law providing for a \$1,000 fine, one to five years in prison or both for the theft of cable service by unauthorized connections. The punishment is the same as that for the theft of telephone service. Present at the signing of the bill were (l - r): Ed Mullinax, Community Telecable; Boyce Dooley, president, Georgia Cable Television Association; Judith Williams, executive secretary, GCTA; Georgia Governor George Busbee; Frank Hurst, Community Telecable; John Jacobs, GCTA secretary-treasurer.

Backers of Nixon-Frost series think it's sure bet

Coverage will hit 90%, with 120 stations signed; despite slow advertising sales in beginning, Syndicast has only one of its 20 minutes left, stations say they'll sell all

In a heavily guarded house a few miles up the coast from San Clemente, Calif., British television personality David Frost is winding up his series of interviews with former President Richard M. Nixon this week. At the same time, some of those who have managed to get a piece of the action are winding up their deals and, presumably, starting to count their money.

Syndicast Services of New York reported last week that it has signed 124 TV stations with a national coverage of about 90%. Syndicast had originally worked on a straight barter basis with the stations, giving them six minutes of ad time to sell on each of the four 90-minute programs (to be aired on May 4, 12, 19 and 25), and keeping six minutes for itself. However, early reports that national advertisers were shying away from any chance of association with the pardoned President were confirmed when Syndicast decided late in February to require local stations to buy for cash one of Syndicast's minutes on each show.

"Let's face it, it's a controversial show," said Syndicast President Mickey Johnson. "We never kidded ourselves from the beginning that this is not the kind of vehicle that sponsors fall all over themselves to get into."

Syndicast has sold all but one of its 20 remaining minutes at "close to" its asking price of \$125,000 each, according to Mr. Johnson. He said he is "pretty sure" the other minute will also sell. Sponsors on board thus far include Datsun, Radio Shack, Hilton Hotels, Weed-Eater and one major advertiser that asked Syndicast to withhold its name temporarily.

Most stations accepted the added minute gracefully if not gladly, according to Mr. Johnson. "The appetite for this was so great that they [the stations] accommodated everything we had to impose on them because of the nature of the thing."

A spot check of some of the stations carrying the series generally confirmed that assessment, although two sales managers said they probably would not be able to sell the extra time at the rate set by Syndicast for their markets. Most of the stations sampled also said local advertisers had snapped up the original time available especially since it presented a rare opportunity to buy into prime time (the shows

will be sent out over leased land lines from KTTV (TV) Los Angeles at 4:30 p.m. Pacific time, with most stations in the East clearing it at 7:30 and in the Midwest at 6:30. Advertiser eagerness may bear some relationship to the political inclinations of particular regions, however. While WBZ-TV Boston and XETV(TV) San Diego reported rapid sales at premium rates, WCKT(TV) Miami and KHOU-TV Houston reported sales from "so-so" to bad because people in these regions had "heard all they wanted to hear" of Richard Nixon, according to the stations' sales managers.

"There'll be a big curiosity factor the first night," said Bob Finke of KHOU-TV, "but whether that will hold up over four weeks is a different matter. On the first program he'll have to say 'I was guilty' and on the second program he'll have to admit he's a homosexual or something if it's going to hook people in for four weeks."

Syndicast's Mr. Johnson agreed that the shows will have to be good to hold an audience, but he is confident that they will be. "Frost is excited," he said. "He's extremely pleased with what he's getting and with the responsiveness of his guest. He considers this the challenge of his life." Other reports by people involved in the production (and all with financial interests in the program) were similarly glowing. Specifics on the content of the interviews, of course, were not revealed. It has been announced, however, that the first program will concern Mr. Nixon's life since his resignation, including his views on the



Frost (l) and Nixon

last presidential election; the second his foreign policies, the third his domestic policies, and the fourth, Watergate.)

A lot of people are betting along with Mr. Frost and his associates that the shows will be, as some have put it, "historic." Mutual Broadcasting will broadcast the interviews on its radio network simultaneously with television airings and repeat them on the following Sunday. The program reportedly will be broadcast in at least 10 foreign countries, including Australia, Italy, France and England, all of which have agreed to buy extra interviews of Mr. Nixon based on questions specifically related to their countries. In addition, MCA is said to have purchased the right to distribute films of the interviews after the broadcasts.

All these ancillary sources of income have helped to convince at least one group of investors, Renken Associates, that they

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can't lose. Renken was formed last June specifically to underwrite the costs incurred by Mr. Frost's co-producers, Pacific Video Industries, during the actual tapings of the interviews. According to Renney Senn, president of Renken and a director of Pacific Video, 19 San Diego-area investors put up an initial \$270,000, but he said the final cost would "substantially" exceed that amount.

Nonetheless, both Mr. Senn and his partner, Dr. Kenneth Majer, said the investors had already been assured of a healthy profit which they predicted may double their investor's money.

The group consists of "friends, acquaintances and family" of the two partners, Dr. Majer said, representing "both ends of the political spectrum and the middle." Some are ardent supporters of the former President, though not his personal friends, while one investor told Dr. Majer he would be willing to lose his money "just to see Nixon have it put to him" by Mr. Frost. Dr. Majer said that plans for a champagne party on the occasion of the first program's airing had been abandoned because the disparity of the group might lead to arguments instead of celebration.

Would-be rescuer of NIS affiliates runs aground too

New radio association terminates after Washington meeting discloses differing demands for services; but on the horizon there is a new Barrett-Gorin company

Orphans of NBC Radio's soon-to-be-defunct News and Information Service (NIS) are back on their own again after an attempt to establish an independent all-news radio association collapsed.

The News and Information Radio Association, which held its founding convention in Dallas last February (BROADCASTING, Feb. 21), disbanded after a board of directors meeting during the National Association of Broadcasters convention in Washington. At the meeting, the directors found that only 16 stations remained committed to the association, according to its vice chairman, Lee Morris of WSOC(AM) Charlotte, N.C.

Mr. Morris said many of the original 38 member stations had withdrawn because the association was unable to accommodate their needs for differing amounts and styles of feature programs. He said a basic incompatibility developed because of what he called "the two major philosophies of all-news formats: the cyclical, hard-news approach, and the news-mingled-with-features approach."

"There were so many stations in the group from such a wide variety of markets," he said, "that the major problem was coming to an agreement on an appropriate dues structure [to pay for a feature package] that would satisfy the

needs of all markets. When you got down to bedrock—what it's going to cost you—there weren't enough of those who were willing to go ahead and pay the membership fee and accept the feature line-up to integrate in their format."

The association's board had selected a daily line-up of 27 features from various syndicators. The dues schedule, according to Mr. Morris, was \$1,400 a month for the top-25 market stations, \$1,000 a month for markets 26-50 and \$500 a month for the smaller market stations.

Some stations were also said to have felt they could bargain with syndicators more successfully by themselves, and some stations wanted to barter time for material, while the association preferred to deal only on a pay basis. Mr. Morris said a core group of between 16 and 18 stations may continue to bargain collectively, and that they will continue to exchange ideas on all-news programming.

Meanwhile, stations are back to scouting the feature market, and out of the ashes of NIS has risen a new company to serve them: Barrett-Gorin Inc. Formed by NIS correspondents Cliff Barrett and Frank Gorin, the company plans to offer a weekly package of 50 news features by about 15 people, many of them former NIS commentators such as Cleveland Amory and Al Carrel, the radio "handyman". The package is to include taped news analyses, background reports and interviews, and will be sold according to market size at rates between \$95 and \$225 a week. The two partners in Barrett-Gorin said they will be leaving NBC upon NIS's demise May 29 to devote full time to the project, and they hope to eventually expand to offer several other types of programming.

The who, when, why of ENG use

RTNDA research offers a reading on equipment at commercial stations plus report on other practices in the newsrooms

By now a minimum of about 400 commercial stations probably are using electronic newsgathering. "Electronic news cameras and related gear are being added faster than many experts had expected."

That's the current state of the ENG art offered in the April edition of the Radio Television News Directors Association's *Communicator* by Vernon A. Stone, of the University of Georgia and chairman of the RTNDA research committee. Mr. Stone's research, conducted in the spring of 1976, involved a mail survey of 644 commercial nonsatellite TV stations and brought in a 64% response from 415 outlets.

A total of 55% of the responding stations (said to project to 355 of all commercial TV's) told Mr. Stone that they had implemented ENG or were planning to by

year-end 1976. Another 16% responded that it would be added in 1977 and another 17% in 1978 or later. Only one in eight didn't anticipate any conversion, and Mr. Stone explained that these stations included some large-market independents with "token news operations."

Mr. Stone found the large-market stations added ENG earliest. The findings: "More than half of the stations in the top-50 markets had ENG, compared to a fourth of those in the bottom-56 and about a third of the stations in-between." Bearing in mind that larger stations are more attracted to ENG, Mr. Stone wrote that "the typical ENG station had a news staff of 17 persons, compared to 11 for the median non-ENG station."

The RTNDA research chairman also attempted to discover "why others wait," holding back from going tape. "Fast changing equipment was the reason given most often," he wrote, adding that "thirds-two of the non-ENG stations checked that reason." An exception was among the bottom-56 markets of which only half checked it off while "four of every five news directors in those markets checked 'cost' as holding back ENG. Union jurisdiction cropped up as an obstacle among several stations in the top-50 markets."

For those employing ENG, "users in markets 101-206 were roughly twice as likely to be all-ENG as those in larger markets." As for live ENG by mid-1976: "Larger-market stations had added ENG primarily to 'go live' while continuing to use newsfilm for the majority of stories. Stations in smaller markets, on the other hand, had added ENG primarily to save money by using (and re-using) tape instead of film and were putting off the investment necessary for live capability."

Among Mr. Stone's other findings: (1) "Much" natural sound was reported by 72% of the respondents last year, compared to 61% in the 1973 RTNDA newsfilm survey; (2) "the use of 'talking heads' was down, dropping from 66% using 'much' in 1973 to 46% in 1976"; and (3) "sound-on-film cameras remained in use at most stations.... The [Cinema Products] CP-16 remained the preferred and top-rated SOF camera, with the Frezzolini LW-16 its top competitor."

Florida court gives nod to early campaigns

The Florida Supreme Court has overturned a law prohibiting political candidates from spending money to promote their campaigns in the media, on billboards and streamers, or even in halls rented for the purpose, more than two months before the first primary. The court acted in the case of a candidate for the state legislature who wanted to begin campaigning while the legislature was still in session.

A trial judge and later a district court held that the candidate was not entitled to

the injunction he had sought that would have permitted him to campaign before the date specified in the law. But the state supreme court held that the statute unconstitutionally violates the "freedom of speech rights in that it is designed primarily to be a limitation on the quantity of political speech."

CBS News urges caution, restraint in coverage of terrorist stories

Guidelines are issued; they insist that such events must be covered, but in a way that avoids adding to danger or exacerbating situation

CBS News has issued guidelines for coverage of terrorist/hostage stories. The guidelines are contained in a revised edition of "CBS News Standards" circulated last week.

In a new section, CBS News makes it clear that there is no specific, self-executing rule for the handling of terrorist stories since facts and circumstances of each case vary. It said it will continue to apply the normal tests of news judgment and if these stories are newsworthy, they must be covered, despite "the dangers of contagion."

CBS News cited certain disadvantages to suppression of news regarding terrorists. It said suppression would "adversely affect our credibility" ("What else are the news people keeping from us?"); would give "free rein to sensationalized and erroneous word-of-mouth rumors" and would distort "our news judgments for

some extraneous judgmental purpose."

CBS News cautioned, however, that in its coverage of terrorist episodes there should be "thoughtful, conscientious care and restraint." Its recommendations on coverage were as follows:

"(1). An essential component of the story is the demands of the terrorist/kidnapper, and we must report these demands. But we should avoid providing an excessive platform for the terrorist/kidnapper. Thus, unless such demands are succinctly stated and free of rhetoric and propaganda, it may be better to paraphrase the demands instead of presenting them directly through the voice or picture of the terrorist/kidnapper.

"(2). Except in the most compelling circumstances, and then only with the approval of the president of CBS News or in his absence the senior vice president of news, there should be no live coverage of the terrorist/kidnapper since we may fall into the trap of providing an unedited platform for him. (This does not limit live, on-the-spot reporting by CBS News reporters, but care should be exercised to assure restraint and context.)

"(3). News personnel should be mindful of the probable need by the authorities who are dealing with the terrorist for communication by telephone and hence should endeavor to ascertain, wherever feasible, whether our own use of such lines would be likely to interfere with the authorities' communications.

"(4). Responsible CBS News representatives should endeavor to contact experts dealing with the hostage situation to determine whether they have any guidance on such questions as phraseology to be avoided, what kind of questions or reports might tend to exacerbate the situation, etc. Any such recommendations by established authorities on the scene should be carefully considered as guidance (but not

as instruction) by CBS News personnel.

"(5). Local authorities should also be given the name or names of CBS personnel whom they can contact should they have further guidance or wish to deal with such delicate questions as a newsman's call to the terrorists or other matters which might interfere with authorities dealing with the terrorists.

"(6). Guidelines affecting our coverage of civil disturbances are also applicable here, especially those which relate to avoid use of inflammatory catchwords or phrases, the reporting of rumors etc. As in the case of policy dealing with civil disturbances, in dealing with a hostage story, reporters should obey all police instructions but report immediately to their superiors any such instructions which may seem to be intended to manage or suppress the news.

"(7). Coverage of this kind of story should be in such over-all balance as to length, that it does not unduly crowd out other important news of the hour/day."

Journalism Briefs

Nominated. Ralph Renick, Wometco Stations, Miami, and Thad Sandstrom, Stauffer Stations, Topeka, Kan., will be candidates for president-elect of Associated Press Broadcasters. Board may nominate others during St. Louis convention, June 2-4, when Walter Rubens, KOBE(AM) Las Cruces, N.M., takes over as APB president.

Bomb scare. ABC's Washington bureau was evacuated briefly April 1 while police checked out "large, heavy box" addressed to Howard K. Smith that raised suspicions of staff. Package was indeed heavy, but not because it contained bomb; it was filled with books.

In search of Mr. Bilandic. Neil Derrough, VP/general manager of CBS-owned WBBM-TV Chicago, only TV station in that city to endorse candidates for office, has delivered two-part editorial total of eight times on two consecutive days in form of open letter to Chicago's acting mayor Michael Bilandic. Mr. Bilandic, appointed to office after death of Richard Daly, is candidate for upcoming mayoral election but refuses to bring his campaign into open, according to Mr. Derrough, who asked why he won't meet with station's editorial board to answer same questions other candidates have. "We'd like to know why...and what...you're hiding," he said.

Amex information. American Stock Exchange is offering free hourly radio reports, giving price and volume trends and late prices for most active Amex stocks and options. Taped, 90-second reports are available by telephone beginning at 10:55 a.m. NYT. Phone number available on request from Amex Vice President John Sheehan, New York.



The twain meets. The first direct, daily satellite news service between the United States and Japan has been started by UPITN, New York and the Asahi National Broadcasting Co., Tokyo. Above, executives from ANB and UPITN watch the first transmission in ANB's Tokyo control room. Seated is ANB director of international news coordination, Hitoshi Sakai, and behind him (l-r) are Kenneth A. Coyle, UPITN executive vice president, Masuhiko Hirobuchi of ANB and UPITN's Tokyo manager, Ray Falk. Stories were relayed to New York by Intelsat satellite from London and Moscow, and fed through the Westar satellite to San Francisco for relay by the Intelsat satellite to Tokyo. UPITN is the exclusive distributor of both ABC News and Independent Television News overseas, and will incorporate newfilm from both organizations into the daily satellite service.

Will the price of imported electronics gear be pushed up?

That is the question following Zenith court victory in fight against consumer items from Japan, which some observers see extending to other areas; appeal is certain to create delay

A court decision that could add an estimated 15% to the prices Americans pay for consumer electronics goods imported from Japan—and potentially to imported broadcast electronics equipment as well—was handed down by a three-judge panel of the U.S. Customs Court last week.

The court unanimously upheld Zenith Radio Corp. in its seven-year effort, against U.S. Treasury opposition, to have "countervailing duties" imposed on Japanese consumer electronics imports to offset competitive advantages that the Japanese government grants to its exporters in the form of tax rebates. The rebates were said to vary from 5% to 40% but the average was estimated at about 15%.

Immediately affected, if the ruling withstands a virtually certain appeal, would be consumer items such as TV sets, radio sets, radio-phonograph combinations, tape recorders, tape players and color TV picture tubes, according to sources close to the case.

But in the long range, again provided that the decision is upheld on appeal, several sources indicated that the same principle could and almost certainly would be applied to all tax-favored goods imported from Japan, including broadcast equipment, and presumably imports from many other countries where similar tax rebates are said to favor those countries' exporters.

A spokesman for Sony Corp. of America told BROADCASTING that he thought the decision in fact already encompasses broadcast electronics imports as well as consumer imports—subject, again, to confirmation on appeal. He estimated the Japanese tax rebate to the country's exporters of broadcast gear at about 15%. Others, however, thought the decision applies only to consumer products and would be extended to other areas such as broadcast equipment only if it becomes final.

Others suggested that there is a distinction between much Japanese broadcast equipment bought in this country and the consumer goods against which Zenith sought to be protected. That is, sources said, there are no U.S. manufacturers turning out equipment to compete with three-quarter-inch video cassette players imported from Sony, JVC and Panasonic, for example, some of the electronic-news-gathering that comes from Sony, JVC

and others, or many of the broadcast lenses bought from Japan. The absence of U.S. competition might make a difference in applying the new ruling if it becomes final, these sources said, but they quickly added that they didn't know.

In any case, the magnitude of the decision's potential effects on U.S. trade relations with Japan and possibly countries throughout the world was considered so great that authorities said they do not expect a final determination for several years. A spokesman for the Department of Justice, which represents the Treasury in the case, made clear that the decision will be appealed.

Suggested inroads by land mobile on lower UHF band opposed by AMST

Association offers alternative proposal involving 900 mhz; ABC fears that case-by-case waivers may create complications

An FCC proposal to allow new uses of frequencies in the UHF band by the domestic public land-mobile service drew stiff criticism in comments filed at the commission by the Association of Maximum Service Telecasters.

AMST said adoption of the proposals to allow DPLM in the 470-512 mhz band (UHF TV channels 14-20) "would enlarge and extend the counter-productive land-mobile 'sharing' of those channels."

It pointed out that UHF assignments in some of the largest markets are already "frozen" to accommodate land-mobile assignments. AMST suggested that, as an alternative, this new use of DPLM be placed in the 900 mhz band already used by land-mobile.

In addition, it said that the space now available to land mobile was not being used as efficiently as possible. "Through the use of actual signal monitoring data to assure full channel usage," AMST said, "the promised efficiencies of modern DPLM systems and techniques can be realized." It concluded, "Rather than proposing new and expanded uses of those television channels by the land-mobile services, the commission should set an early date when the temporary land-mobile use of channels 14-20 will be terminated so that channels 14-20 can be quickly restored for full use by television."

ABC, the only other broadcaster to file comments, said that if the case-by-case waivers are granted for those channels, "It is not unreasonable to anticipate that opinions may differ as to whether a particular DPLM proposal deviating from the restrictions will or will not meet the TV protection criteria. . . . Accordingly, ABC suggests that the commission adopt a requirement that" the DPLM applicant "effect prior coordination with any potentially affected UHF station."

Completing contracts. Corporation for Public Broadcasting and Comtech Laboratories, Smithtown, N.Y., signed third and final contract for public broadcasting's proposed \$40-million satellite interconnection plan: \$1.4 million pact to build main origination terminal in Washington suburb of Springfield, Va. Contracts for three satellite transponders (Western Union) and up to 165 receive-only earth stations (Collins Commercial Telecommunications Division of Rockwell International) already have been signed. Satellite system is expected to be fully operational at beginning of 1979.

WARC exhibit. Electronic Industries Association's Communications Division will sponsor American pavilion at telecommunications congress and exposition—Telecom '79—to be held in Geneva, September 1979 in conjunction with World Administrative Radio Conference.

Magnetic. Fuji Photo Film U.S.A., New York, has formed magnetic tape division to market Fuji's video and audio magnetic tape products. John Dale, former manager of Fuji video tape division, is now general manager of new division.

Slow-motion recorder. Eigen Video has new slow-motion recorder for \$20,000, which includes digital time-base corrector. Ten-second continuous loop recorder is 14 inches high and weighs 75 pounds.

New in marketing. Micro Controls Inc. has formed Micro Control Associates for sales and marketing agent of aural studio-transmitter links, inter-city relay systems, remote control and telemetry systems, SCA sub-channel systems and associated accessories such as antennas and transmission line. Bob Hite and Bob Richards are in charge of new office, 2818 Whispering Trail, Arlington, Tex. 76013.

Once it's on the ground

A new consortium, Satellite Networks Inc., has been formed by Microband National Systems, New York; Satellite Network Services Inc., Greenwich, Conn., and Oak Industries, Crystal Lake, Ill., to supply interconnection and local distribution for domestic-satellite services.

The company announced it will build and operate earth stations in major cities with the capacity to transmit and receive television, radio, voice, facsimile and data signals. Local distribution will be by MDS, regional common carriers or private microwave or CARS systems.

The chief officers of SNI are chairman: Hubert J. Schlafly, chairman of Transcommunications Corp., Greenwich; vice chairman: E.A. Carter, chairman of Oak Industries, and president and chief executive officer: Mark Foster, president, Microband National Systems. SNI offices are at 34 East Putnam Avenue, Greenwich, Conn. 06830 and 176 Broadway, New York 10038.

TVB sets May 4 for blitzkrieg on TV defectors

Multi-presentation set in at least 27 markets by association and its members; it will argue that alternative to TV is TV itself, in perhaps other time slots, shapes and budgets

A presentation to prevent the diversion of television advertising budgets to other media will be shown virtually simultaneously to advertising executives in at least 27 markets on May 4 by the Television Bureau of Advertising and TVB members.

TVB officials said they hoped to reach more than 3,000 multimedia advertising decision-makers "at one time" in the top-10 spot markets alone. All the showings, they said, will be at breakfast meetings at 9 a.m. local time. The tab for these, expected to total close to \$75,000, will be picked up by TVB station-rep and station members in the top-10 markets and by stations in the rest.

TVB produced the presentation at a cost of approximately \$50,000 and is coordinating the showings in the various markets. Officials said they knew of no other multi-presentation undertaking on a scale approaching this one. The simultaneous or near simultaneous showings were decided upon, according to TVB President Roger D. Rice, both to make a splash and because of the enthusiasm the presentation has generated among station reps and among broadcasters who have seen it.

The presentation was developed at the suggestion of TVB stations to counter all the talk heard among advertisers and agencies over the past year about switching to alternative media to escape TV's prices, Mr. Rice explained. Titled "Television: The Sum of the Alternatives," it stresses that TV combines the strong-points of all the other major media and adds its own exclusive strengths, reaches more adults than all the others combined, equals all of them together in time spent, and yet costs much less than print media, far less than the other media combined.

"The alternative to television is television," the presentation says at one point, stressing the medium's flexibility: "Maybe a different form of television, a different time of day, a different season, even a different budget." But TV remains the medium for all kinds of advertisers, the presentation concludes:

"Really, it doesn't matter what business you are in; whether you manufacture automobiles or sell them, whether you sell in a big city or a small town. It doesn't matter what you sell or where you sell it or even to whom you sell it. What does matter is, you need television to keep up with your ever-increasing competition. You

need more television to meet the ever-increasing costs of advertising.

"Television—the sum of all the others—at but a fraction of the cost. Television is the only alternative to television."

The presentation, 24 minutes in length and featuring actor John Forsythe as spokesman, is on video tape for easy distribution to and use by stations and station reps in selling to clients. It may also be shown on large screens, as at the National Association of Broadcasters convention last month and at the May 4 breakfasts.

Since the NAB showing, Mr. Rice said, TVB has received more than 200 requests for copies to be shown locally. (TVB members may buy them for \$40 each or rent them for \$25 for two weeks. Or if members send in an equivalent tape of local commercials suitable for use in other TVB presentations, TVB will transfer the presentation and return it at no charge.)

TVB and its rep members first decided on the simultaneous showing in the top-10 spot markets: New York, Boston, Philadelphia, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco, Chicago and Detroit. Then TVB invited stations in other markets to arrange their own breakfast showings and as of last week had received acceptances from stations in Washington, Cleveland, Houston, Tampa-St. Petersburg, Fla., Indianapolis, Minneapolis-St. Paul, Tulsa, Okla., San Antonio, Tex., Sacramento, Calif., Cincinnati, Miami, Baltimore, Seattle-Tacoma, Fort Wayne, Ind., Fort Myers, Fla., Med-

\$400



Scene from a show. Actor John Forsythe in TVB's stick-with-us presentation.

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ford, Ore., and Jackson, Miss.

TVB said the top 10 spot markets originate or place 98% of the \$2.2 billion spent annually in spot TV and that the 27 markets represent 45% of the \$1.7 billion spent by local advertisers in TV. In addition, TVB officials added, Pittsburgh stations have scheduled a breakfast presentation at another time.

George Huntington, TVB executive vice president, operations, wrote and produced the presentation, with Walter Vetter, technical services vice president, as assistant producer and technical coordinator. Paul Buras, general sales manager of KTRK-TV Houston, was script editor. Production was at Jefferson Productions, Charlotte, N.C., with that firm's Ed Wade as director, Billy Patete in charge of graphics, Doug McDaniel, lighting, and Jay Morrow, camera. Michael Mastrangelo was in charge of music and sound mix.

This announcement appears as a matter of record only.

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Senior Notes due 1992

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March, 1977

Remuneration revelations

Proxy reports for Washington Post, Metromedia, Storer, Scripps-Howard show the price of executive officers

John Kluge was paid \$325,000 in 1976, Katharine Graham \$260,500, Bill Michaels \$180,075 and Donald Perris \$136,425.

Those figures emerged from last week's crop of proxy statements, which included those from Metromedia, the Washington Post Co., Scripps Howard Broadcasting and Storer, the publicly owned companies at which those executives are gainfully employed. The specifics:

Mr. Kluge, who is president and chairman of Metromedia, earned \$325,000 in direct remuneration in 1976 and will receive an estimated \$102,575 per year in retirement benefits (provided there is no change in the Social Security taxable wage base as in effect on Jan. 1 of this year). The proxy statement also noted he had accumulated \$165,289 from profit-sharing plans through last year.

Under an employment agreement signed Oct. 15, 1975, he will earn that same direct remuneration through December 1983 with no additional incentive compensation. However, if in any year the consolidated profits of the company before taxes are less than \$18.75 million but more than \$11 million, Mr. Kluge's compensation will be reduced by an amount equal to four-tenths of one percent of the difference between \$18.75 million and the amount of such consolidated profits; if profits are less than \$11 million, his compensation will be reduced to \$250,000 for that year.

From January 1984 through December 1993 (10 years) his position at Metromedia will be as consultant and his salary will be \$75,000 each year. If he dies during this consulting term, that money will be paid to his estate.

Katharine Graham, chairman of the Washington Post Co., earned a salary of \$150,000 plus \$110,500 in incentive com-

pensation, as did Larry Israel, president, who reached a "termination agreement" Feb. 1 of this year. Mr. Israel will receive \$225,000 per year until the end of 1978, a \$200,000 severance payment in January 1979, and will receive retirement benefits of \$20,000 annually, starting at age 65.

Joel Chaseman, president of the Post-Newsweek Stations subsidiary of the company, received \$115,723 in salary and fees last year, plus \$126,000 in bonuses.

Clemens M. Weber, Metromedia's executive vice president, received \$150,000 in salary and bonuses last year, plus \$30,751 in profit-sharing payments and an estimated \$100,951 in retirement benefits. Ross Barrett, senior vice president, earned \$150,493 in salary and bonuses, \$79,543 in pension profit-sharing and will receive an estimated \$36,396 in annual benefits after retirement.

Storer Broadcasting's annual proxy statement showed that Bill Michaels, director and chairman of the board, earned \$125,075 last year plus \$55,500 as a performance bonus and will receive an estimated \$59,400 annually after retirement. Terry H. Lee, director and executive vice president, made \$105,075 last year and received a \$48,000 bonus. His pension benefits are estimated at \$57,310. John E. McCoy, director/vice president/secretary, earned a \$90,393 salary, a \$15,000 bonus and will receive an estimated \$59,400 each year after retirement.

Peter Storer, president and director, earned \$115,000 with a \$53,500 bonus and estimated retirement benefits of \$59,400.

Other directors whose income exceeded \$40,000 include Arno W. Mueller, treasurer and vice president of finance, who made a salary of \$85,000, a bonus of \$45,000 and will receive a projected \$46,890 after retirement and Kenneth L. Bagwell, vice president, CATV division, who earned \$60,000 plus a \$20,000 bonus and will receive an estimated \$32,484 after retirement.

Donald Perris, director and president of Scripps-Howard Broadcasting, received \$136,425 in salary and bonuses and will receive an estimated \$40,929 in annual retirement benefits, according to the company's proxy statement. Robert D. Gordon, director and vice president; A.J.

Schottelkotte, vice president, news, and M.C. Watters, director and chairman of the executive committee received the following salaries and bonuses, respectively; \$107,774, \$78,133 and \$37,047. Estimated annual retirement benefits for Messrs. Gordon and Schottelkotte are \$28,005 and \$26,039, respectively. Mr. Watters chose to take his \$338,465 in a lump sum.

New funding, cash dividend set up by Adams-Russell

Adams-Russell, Waltham, Mass.-based multiple cable system operator and manufacturer of microwave products, has instituted a cash dividend on its common stock and entered into an unsecured revolving credit agreement totaling \$7 million.

The first dividend payment of four cents per share will be paid April 25 to shareholders of record on April 11. Gerald G. Adams, president, said that the board of directors expects cash dividends to equal approximately 10% of earnings, with payments on a semi-annual basis.

The revolving credit agreement includes the refinancing of \$3.3 million of existing bank debt, with the remaining \$3.7 million made available to finance the company's growth program. Funds convert to a term loan in steps in September 1978 and September 1980. The interest rate is at prime plus 1/2% through September 1978 and at prime plus 3/4% thereafter.

Finance Briefs

Conrad's conundrum. Anthony L. Conrad, who resigned as RCA chairman and president last September after disclosing he had failed until recently to file income tax returns for 1971 through 1975 (BROADCASTING, Sept. 20, 1976), has been charged with misdemeanors by New York state for allegedly trying to evade payments of unspecified amounts for 1973, 1974 and 1975. He was scheduled to enter pleas in New York City Criminal court last Thursday, but his attorney appeared in his stead and got arraignment postponed to June 6. Statutory penalty for each of three misdemeanor counts is said to be \$1,000 fine, year in jail or both.

Called off. RCA Corp. has terminated discussions on sale of its Random House subsidiary to The Times-Mirror Co., Los Angeles (BROADCASTING, Feb. 9). RCA spokesman said during seven-week talks Times-Mirror had made attractive offer, in excess of \$40 million price RCA paid for Random House in 1966, but added parties couldn't get together on terms.

Merger. E.W. Scripps Co., 67% owner of Scripps-Howard Broadcasting, Cincinnati, has proposed merger with Media Investment Co. (formerly Scripps-Howard Investment) at \$52 per share for outstanding 583,268 shares, amounting to approximately \$30 million. Scripps already owns about 10% of Media shares.

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The Broadcasting Playlist Apr 18

Contemporary

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Rich Girl (2:23) Hall & Oates—RCA	1	1	1	1
3	2	Don't Give Up on Us (3:30) David Soul—Private Stock	2	2	2	2
2	3	Things We Do for Love (3:32) 10cc—Mercury	3	4	3	4
7	4	Southern Nights (2:58) Glen Campbell—Capitol	4	3	4	3
10	5	I've Got Love on My Mind (4:20) Natalie Cole—Capitol	7	6	5	6
11	6	When I Need You (4:11) Leo Sayer—Warner Bros.	6	5	7	5
4	7	Love Theme From "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia	5	7	6	9
9	8	So Into You (3:19) Atlanta Rhythm Section—Polydor	9	8	8	7
5	9	Dancing Queen (3:50) Abba—Atlantic	8	10	10	10
8	10	Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	10	11	9	8
6	11	Hotel California (6:09) Eagles—Asylum	11	9	11	11
13	12	Carry on, Wayward Son (3:26) Kansas—Kirshner/Epic	12	14	12	13
16	13	Right Time of the Night (2:53) Jennifer Warnes—Arista	16	15	14	12
14	14	Trying to Love Two (3:05) William Bell—Mercury	14	12	15	16
19	15	Lido Shuffle (3:40) Boyz Scaggz—Columbia	17	17	13	14
18	16	I Wanna Get Next to You (3:29) Rose Royce—MCA	13	16	16	18
12	17	I Like Dreamin' (3:29) Kenny Nolan—20th Century	15	13	18	20
24	18	Sir Duke (3:52) Stevie Wonder—Tamla/Motown	18	22	17	15
26	19	Can't Stop Dancin' (3:18) Captain and Tennille—A&M	22	18	20	19
23	20	Calling Dr. Love (3:02) Kiss—Casablanca	23	24	19	17
25	21	I'm Your Boogie Man (3:58) K.C. & The Sunshine Band—TK	19	20	21	22
17	22	Maybe I'm Amazed (3:13) Wings—Capitol	20	23	23	24
30	23	Couldn't Get It Right (3:14) Climax Blues Band—ABC	21	21	24	25
—	24	Whodunit (3:35) Tavares—Capitol	25	19	22	23
27	25	Go Your Own Way (3:34) Fleetwood Mac—Warner Bros.	24	25	25	21
21	26	Your Love (3:30) Marilyn McCoo & Billy Davis Jr.—ABC	26	26	26	29
20	27	Year of the Cat (4:32) Al Stewart—Janus	28	28	28	26
38	28	Dreams (4:10) Fleetwood Mac—Warner Bros.	27	31	27	32
33	29	Angel in Your Arms (2:57) Hot—Big Tree/Atlantic	30	27	29	31
15	30	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	29	29	30	30
22	31	Fly Like an Eagle (3:00) Steve Miller Band—Capitol	31	30	32	28
28	32	Night Moves (3:20) Bob Seger—Capitol	32	32	34	27
29	33	Weekend in New England (3:38) Barry Manilow—Arista	33	33	33	33
32	34	Dancing Man (2:25) Q—Epic	35	34	31	34
31	35	Blinded by the Light (3:48) Manfred Mann—Warner Bros.	37	35	36	35
—	36	Ain't Gonna Bump No More (3:25) Joe Tex—Epic	38	36	35	36
—	37	Life in the Fast Lane (4:30) Eagles—Elektra	34	39	39	38
—	38	Hello Stranger (3:09) Yvonne Elliman—RSO/Polydor	39	37	37	37
—	39	Lucille (3:39) Kenny Rogers—United Artists	40	38	*	*
35	40	Long Time (3:03) Boston—Epic	36	*	38	*

Playback®

Three in the ring. "Rocky," winner of Academy Award for best picture, has generated a rash of singles from the soundtrack. The original version of *Gonna Fly Now* is on United Artists by Bill Conti, a veteran of television and motion picture scores. In Miami, Jim Dunlap of WOAM(AM) predicts this version is "the one that's gonna be played. We're receiving tons of calls on "Rocky." Mr. Dunlap also foresees a hit by B.W. Stevenson: *Down to the Station* (Warner Bros.). His testimony: "It will knock your socks off... trust me on that." In Philadelphia, Jeff Robins of WIFM(FM) attests Maynard Ferguson's version of *Gonna Fly Now* (Columbia) "is gonna happen. This one is more jazz oriented." But Robb Sherwood of KSTP(AM) Minneapolis-St. Paul hasn't decided which one to play: "It's a real dilemma. The reports look good on both." Still a third single from "Rocky" is on the scene. *You Take My Heart Away* by DeEtta Little and Nelson Pigford is also from the United Artists' soundtrack. **Double debut.** *Feels Like the First Time* (Atlantic) is Foreigner's first single from their first album. Just off "Playlist" at 41, the tune was mentioned by Bruce Stevens of WBOB(AM) Augusta, Ga., who calls the group "a bigger album act than single act." Dean Friedman's *Ariel* (Lifesong) is this artist's first release, too. KSTP's Robb Sherwood says "it came out of left field... the craziest song." It's already on at KJR(AM) Seattle and WBOB.

Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
2	1	Lucille (3:39) Kenny Rogers—United Artists	1	1	1	1
8	2	Some Broken Hearts Never Mend (2:43) Don Williams—ABC/Dot	2	4	5	10
6	3	Play Guitar Play (3:20) Conway Twitty—MCA	4	2	6	2
13	4	It Couldn't Have Been Any Better (3:00) Johnny Duncan—Columbia	6	3	2	8
1	5	Southern Nights (2:58) Glen Campbell—Capitol	3	9	9	3
7	6	She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy	5	8	7	4
5	7	You Can Never Tell (C'est la Vie) (3:27) Emmylou Harris—Warner Bros.	5	9	3	7
3	8	She's Got You (3:04) Loretta Lynn—MCA	7	6	10	9
9	9	Slide Off of Your Satin Sheets (2:57) Johnny Paycheck—Epic	10	7	8	6
11	10	Paper Rosie (3:56) Gene Watson—Capitol	8	10	4	5
10	11	Mockingbird Hill (2:58) Donna Fargo—Warner Bros.	11	13	14	11
4	12	She's Just an Old Love... (2:33) Charley Pride—RCA	15	12	11	13
14	13	Anything But Leavin' (2:42) Larry Gallin—Monument	14	11	16	14
21	14	Yesterday's Gone (3:11) Vern Gosdin—Elektra	12	14	15	12
15	15	Adios Amigo (3:35) Marty Robins—Columbia	13	16	13	15
19	16	Easy Look (2:46) Charlie Rich—Epic	16	15	12	19
25	17	I'll Do It All Over Again (2:52) Crystal Gayle—United Artists	18	18	17	17
12	18	Don't Throw It All Away (3:09) Dave & Sugar—RCA	17	17	18	22
22	19	You're Free to Go (2:40) Sonny James—Columbia	20	20	19	16
—	20	If We're Not Back in Love by Monday (3:13) Merle Haggard—MCA	19	19	20	18
—	21	The Rains Came (2:17) Freddie Fender—ABC/Dot	21	25	23	21
18	22	Right Time of the Night (2:53) Jennifer Warnes—Arista	23	*	21	20
—	23	(Let's Get Together) One Last Time (2:27) Tammy Wynette—Epic	*	21	*	*
—	24	Say You'll Stay Until Tomorrow (3:30) Tom Jones—Epic	22	22	*	23
—	25	Lukenbach, Texas (3:07) Waylon Jennings—RCA	*	23	22	25

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

Fates & Fortunes[®]

Media

David J. Gardam, executive VP, NBC, and **Jack G. Thayer**, president, NBC Radio division, elected to NBC board of directors. **Robert J. Ferro**, administrator, financial analysis, NBC-TV, New York, appointed manager, financial forecasting.



Gardam



Thayer

Leavitt J. Pope, president/chief executive officer, WPIX Inc., licensee of WPIX-FM-TV New York, elected director of parent Tribune Co. He fills vacancy created by retirement of **Frederick A. Nichols**, former president of Tribune, also parent of WGN Continental Broadcasting and *Chicago Tribune*.



Pope



Lack

Susan S. Lack, manager, business information, ABC Inc., New York, promoted to director of business information, broadcasting, responsible for placement and development of publicity in media. **David Vondrak**, director, treasury operations, named assistant treasurer.

John Sawhill, VP, marketing and research, RTVR, RKO General Television's sales representative firm in New York, joins RKO General's WNAC-TV Boston as station manager.

John A. Piccirillo, general manager, WLEE(AM) Richmond, Va., named to same post, WNDE(AM)-WFBQ(FM) Indianapolis, succeeding **Murray Green**, named to same post, WNYR(AM)-WEZO(FM) Rochester, N.Y.

Douglas I. Beals, sales manager, WRCP-AM-FM Philadelphia, promoted to general manager.

J. Mitchell Russell, with sales staff, WAIR(AM)-WSEZ(FM) Winston-Salem, N.C., named general manager, WYDK(AM) Yadkinville, N.C.

Jeffrey L. Martin, general sales manager, WHAG(AM) Halfway, Md., joins WEEQ(AM) Waynesboro, Pa., as station manager.

Hartford N. Gunn Jr., Public Broadcasting Service vice chairman, has turned responsibilities for divisions of national affairs, corporate secretary, board liaison and development over to PBS President **Larry Grossman**. Mr. Gunn, who returned to full-time PBS activity after treatment for enlargement of thymus, will concentrate on long-range planning and funding, working in New York office.

Bill Kline, program manager, KTXL(TV) Sacramento, Calif., named promotion manager, WTCN-TV Minneapolis.

AWRT New York. The New York chapter of American Women in Radio and Television Inc. elected officers for 1977-78 year on March 30. Betty Jane Reed, director of program analysis for NBC, will be president and Alma Kadragic, producer-writer, ABC News, executive VP. Other officers include Joan Mosley, senior attorney for NBC, first VP; Diane M. Goetz, director of public information for New York Heart Association, second VP; Joan Umholtz, editor, National Association of Broadcasters, recording secretary, and Violet Greenstein, traffic manager supervisor, Ogilvy & Mather, corresponding secretary.

Beatrice Westhues, in sales service department, KMBC-TV Kansas City, Mo., appointed on-air promotion producer.

Broadcast Advertising



Cox



Rush

Kevin Cox, director of sales, NBC Radio Network, New York, named VP, sales, assuming title and duties formerly held by **Robert Rush**, now VP, sales development.



Desnoes

Peter Desnoes, general sales manager, ABC-owned WLS-TV Chicago, named VP, sales and marketing, ABC-owned Television Stations.

Joseph J. Cronin Jr., area supervisor, BBDO's Dodge (dealer) Advertising Association account, Los Angeles, named VP/account supervisor

for Dodge truck business, relocated to Troy, Mich. **Roderick C. Evans**, account executive, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., joins BBDO, Troy, Mich., as account executive for Dodge truck advertising. **Richard A. Cheu**, owner of marketing/research consulting firm, joins BBDO New York, as manager of marketing information.

Whitley Streiber, account supervisor, Cunningham & Walsh, New York, named VP.

Jeanne R. Arnold, senior timebuyer/broadcast supervisor, Campbell-Ewald, Detroit, appointed VP/manager of broadcast spot buying.

James McGillen, sales manager, Chicago CBS sales unit, Blair Television, named VP. **Dennis Brown**, senior account executive, KTTV(TV) Los Angeles, joins Blair Television there on sales staff.

Michael Detels and **Richard B. Griff**, account supervisors, Norman, Craig & Kummel, New York, named VP's.

Gregory C. Stein, from Young & Rubicam, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as account executive on Pontiac account. **Susan W. Sylvia**, art director, Gardner Advertising, St. Louis, joins DM&M there in same capacity.

Janet Collins, agency producer, Zechman &

Rex Humbard
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FAMILY
PROGRAMMING
JOTX
Tokyo
JOUH
Osaka & Kobe
JOBR
Kyoto, Shiga, Nara
JAPAN

Associates advertising, Chicago, elected VP in charge of administrative matters, handling most financial activities. **Dick Lemmon**, executive art director, Foote, Cone & Belding/Honig, San Francisco, joins Zechman in same capacity.

Mike Blatt, from J. Walter Thompson, New York, named associate creative director, JWT, San Francisco. **Jim Temple**, from Boistford-Ketchum, San Francisco, joins JWT there as art director. **Pat Fitzgerald**, print production manager, Leo Burnett, Chicago, joins JWT there as production manager. **Kent Kaufman**, copywriter, Glenn, Bozell & Jacobs, Dallas, named to same post, JWT, Chicago.

Linda Wash, associate research director, Ketchum, MacLeod & Grove, Pittsburgh, joins Bozell & Jacobs, New York, as research director.

Kevin G. Byrne, product development specialist, Clark Equipment Co., Chicago, joins Tatham-Laird & Kudner there as merchandising manager. **Mary Ann Rood**, copywriter, Albert Jay Rosenthal advertising there, joins TLK in same capacity.

Keith Bainbridge, from Adam Young, Chicago, transferred to San Francisco office as office manager.

Walter G. Adams, from WNB(AM)-WQYT(FM) Binghamton, N.Y., joins OAC Advertising Inc., Endicott, N.Y., as director of broadcast services and public relations.

Joyce K. Reynolds, account executive, Baer, Kemble & Spicer advertising, Cincinnati, joins Kenrick advertising, St. Louis, as creative/client contact executive.

Jim Haynes, president of Jim Haynes & Associates public relations consulting firm, and president of La Mancha Group, communications specialists working for nonprofit organizations in Washington, Dallas, Austin, Tex., and San Antonio, Tex., joins KCBN Inc., Dallas-based advertising/public relations agency, as senior VP/director of public relations.

Vicky Millar, senior broadcast buyer, Hume-Smith-Mickelberry advertising/public relations, Miami, promoted to broadcast supervisor. **Shirley Brown**, assistant buyer, appointed broadcast buyer.

Joseph G. Obermeier Jr., business manager, WJAR-AM-TV Providence, R.I., joins Dial Media, advertising/marketing, Warwick, R.I., as controller.

Daniel P. Warsley, account executive/writer, Kanan, Corbin, Schupak & Aronow advertising, New York, joins Henry J. Kaufman & Associates, Washington, in same capacity.

Warren C. Nielson, director of agricultural services for KFAB(AM) Omaha and farm director of KMTV(TV) there, named account executive, Holland Dreves Reilly advertising, Omaha, with specific responsibilities in agricultural and industrial fields. He retains duties at KMTV.

Donna M. Votolato, formerly in sales at WLKW(AM) Providence, R.I., joins Action Marketing, marketing/advertising agency there, as media buyer. **Maureen L. Bettez**, executive secretary, Rhode Island State Medical Center, joins Action Marketing as per inquiry media buyer.

Judy B. David, from McCann-Erickson, Atlanta, joins Austin Kelley advertising there as copywriter. **Charles Nemon**, Austin Kelley art director, promoted to senior art director. **Ray-**

mond Powell, from Brazelton advertising there, joins Austin Kelley as art director. **Kathie A. Nicks**, Austin Kelley media coordinator, promoted to media buyer.

Lee Gannon, national sales manager, WXYZ-TV Detroit, named general sales manager, succeeding **Dick Taylor**, named to same post, WLS-TV Chicago. Both stations are ABC-owned.

Jeff Lee, national sales manager, KPRC-TV Houston, named general sales manager, succeeded by **Katie Estes**, formerly general sales coordinator. **Jack McGrew**, executive VP of licensee, Channel Two Television, and KPRC-TV station manager, relinquishes some of his sales activities to assume additional staff responsibilities.

Ned Paddock, local sales manager, WRC-TV Washington, promoted to national sales manager.

Margaret Digan, producer, *The Patricia McCann Program*, WOR(AM) New York, named director of advertising and promotion.

Jill O'Mahony, assistant advertising/sales promotion manager, Group W's WBZ(AM) Boston, named advertising/sales promotion manager, co-owned WIND(AM) Chicago.

Les Dodds, account executive, WPTV(TV) West Palm Beach, Fla., named manager of station's new sales office at 1438 Brickell Avenue, Miami.

Steve Brock, national sales manager, WCIV(TV) Charleston, S.C., appointed general sales manager.

Bob Lorey, sales representative, WUBE-AM-FM

Cincinnati, appointed sales manager.

Denny Brdicko, account executive, KIOA(AM)-KMGG(FM) Des Moines, Iowa, named sales manager, KCBC(AM) there.

George F. Gould, local sales manager, WFAA-TV Dallas, joins WBNS-TV Columbus, Ohio, responsible for regional sales activities.

Ellen B. Shuler, local account executive, WWBT(TV) Richmond, Va., promoted to local sales manager.

Wayne Hargrove, on sales staff, KRKE(AM) Albuquerque, N.M., promoted to local sales manager.

Garry Miller, local sales manager, WOHO(AM) Toledo, Ohio, named account executive, WDEE(AM) Detroit.

T. Stewart Hubbard Jr., account executive, WOKO(AM) Albany, N.Y., named to same post, WTRY(AM)-WISH(FM) Albany, N.Y.

Programing

Sheldon Mittleman, assistant house counsel, MCA Inc., New York, appointed house counsel, replacing **Joe Di Muro**, who has retired, but remains as consultant to MCA.

Arnold Shapiro, producer, KTLA(TV) Los Angeles, named director of program development, responsible for creating and developing variety shows, game shows, series and specials for KTLA and national distribution.

Kevin P. Ryan, freelance film producer, joins Walter J. Klein Co., business/promotion film

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producer and distributor, Charlotte, N.C., as assistant editor.

Steve Albert, play-by-play announcer for New York Nets basketball games on WOR-TV New York and Denver Nuggets on RKO Cable TV, named weekend sports correspondent, WBS-TV New York.

Chris Hampton, from WBSR(AM) Pensacola, Fla., named program director of co-owned WMAK(AM) Nashville.

Don Staats, air personality, WADC(AM)-WIBZ(FM) Parkersburg, W.Va., promoted to music director.

James R. Gaver, senior producer/director, noncommercial WGVC(TV) Grand Rapids, Mich., appointed production/operations manager.

Mace Rosenstein, producer/host, *Evening Pro Musica* series, noncommercial WGBH(FM) Boston, assumes additional duties as program director.

Broadcast Journalism



Fyffe

Bill Fyffe, news director of ABC's KABC-TV Los Angeles, named VP, news, ABC Owned Television Stations, New York, succeeding **Al Ittleson**, who was appointed VP, News Affiliates Advisory Service, ABC-TV Network (BROADCASTING, Feb. 28).

Glen Seraffin, Associated Press Radio broadcast editor, named broadcast executive for Pennsylvania and Virginia, succeeding **Anthony Rizzo**, named general broadcast executive. **Donald (Chip) Harwood**, regional sales manager for manufacturing firm, joins AP as broadcast executive for Georgia and Florida, succeeding **Douglas Klenitz**, named general manager, KOLE(AM) Port Arthur, Tex.

Rich Parker, editor of Donrey Media Group's *Ely (Nev.) Daily Times*, transferred to Donrey's Washington news bureau, responsible for providing filmed news stories to Donrey's three television stations and reports to its five radio stations.

Scott Goodfellow, assistant news director, Group W's KYW-TV Philadelphia, named news director, co-owned WJZ-TV Baltimore.

O. Donald Ambrose, executive producer, Cardinal Associates, Charlotte, N.C., appointed news director, WIS-TV Columbia, S.C.

James Lutton, assignment editor and news/documentary producer, WCVB-TV Boston, joins WBBM-TV Chicago as news producer.

Jim Seybert, news director, KGOS(AM) Torrance, Calif., named to same post, WHAG(AM)-WQCM(FM) Halfway, Md.

Jim Gardner, reporter, WPVI-TV Philadelphia, appointed anchorman. **Jim O'Brien**, WPVI-TV weather personality, assumes additional duties as co-anchor of news at noon.

Mike Iuen, reporter, KJAC-TV Port Arthur, Tex., named assignment editor. **Mark Reilly**, graduate, University of Missouri, joins KJAC-TV as reporter.

Jay Foster, reporter, WMAK(AM) Nashville, joins co-owned WBSR(AM) Pensacola, Fla., as news director/reporter.

Brian Bower, newsman, WBRX(AM) Berwick, Pa., named news director.

John McKnight, news director, WKVI-AM-FM Knox, Ind., joins WBSB-AM-FM South Bend, Ind., as news editor.

John Deignan, bureau chief, Mutual Broadcasting System, joins all-news WRC(AM) Washington as co-anchor/reporter. **Jim** and **Camille Bohannon**, from WTOP(AM) there, join WRC as co-hosts of midday show.

Annette Bacola, co-anchor/reporter, WKTV(TV) Utica, N.Y., joins WTVN-TV Columbus, Ohio, as anchor for noon news, succeeding **Donna Hanover**, named evening news co-anchor.

Jed D. Welner, news writer, KOIN-TV Portland, Ore., joins KIFI-TV Idaho Falls, Idaho, as reporter.

Rudy Miller, reporter/weathercaster, WPEC(TV) West Palm Beach, Fla., joins WBAL-TV Baltimore as weathercaster/environmental reporter.

Nancy Magnus, in news/production/research, KBTU(TV) Denver, named news writer.

Carla Roudabush, reporter/newscaster/production assistant, WQSR(FM) Sarasota, Fla., named newscaster, WBCN(FM) Boston.

Cable

Newly elected board members, National Cable Television Association: **Harry L. Greenberg**, Cable Communications of Iowa, Algona, Iowa (district four); **Joseph Benes**, Coachella Valley TV, Palm Desert, Calif. (district two); **Lee R. Wallenhaupt**, Summit Communications, Winston-Salem, N.C. (district five). Re-elected were: **Patrick J. Nugent**, Karnack Corp., Austin, Tex. (district three); **John M. Raines**, Teleprompter's Northeast region (district nine).

James Kingsdale, general manager of Viacom Communications's suburban Cleveland cable television system, appointed VP, development, of cable division.

Richard B. Wilborg, member of Warner Cable's corporate engineering staff, New York, appointed manager of technical operations in greater Boston area, based in Medford, Mass.

Robert B. Hessler, president, Dymo Products, consumer product labeling firm, San Francisco, joins Optical System Corp., parent of Channel 100 pay-TV company, Burlingame, Calif., as VP, marketing for both corporate and system level activities.

Peter A. Gross, assistant counsel, Time Inc., New York, and chief counsel, Home Box Office, named vice president/counsel, HBO.

Bill Padalino, systems manager, Continental Cablevision of Ohio, joins UA-Columbia Cablevision of New Jersey, Oakland, as assistant marketing manager.

David Spallinger, chief technician, Continental Cablevision's Holland, Mich., system, named to same post, Continental's Lansing, Mich., system. **Douglas C. Essman**, marketing officer, Western Security Bank, Sandusky, Ohio, joins Continental Cablevision of Ohio as northern regional manager, based in Fostoria.

George J. Krieger, executive with Media Buying Services, Los Angeles, joins Simcom International there, distributor of pay television programming, as director of pay television.

Equipment & Engineering

Robert N. Blair, product line manager, Robert Bosch Corp.'s Fernseh Group, Saddlebrook, N.J., joins Hitachi Denshi America, Woodside, N.Y., as national marketing manager.

Reginald Westlake, director of finance, International Telecommunications Satellite Organization (Intelsat), Washington, appointed deputy director general, finance. **Andrea Caruso**, former Intelsat director of administration and conference affairs, most recently director of international affairs for Space Telecommunications, Rome, appointed Intelsat deputy director general, administration. **H. William Wood**, VP, Intelsat management division, appointed deputy director general, operations and development.

James K. Young, formerly in sales/management with Tektronics, joins Telemet, Amityville, N.Y., as Western regional sales manager, based in San Jose, Calif.

Allied Fields

James Parks, VP/manager of Nielsen's Dallas-Fort Worth office, appointed management information systems director for Retail Index Marketing department, Northbrook, Ill. **H.T. (Bud) Thurman**, client service VP, Atlanta office, named manager of Dallas office, replacing Mr. Parks.

FCC Commissioner **Margita White** will receive honorary doctor of laws degree from University of Redlands, California, on April 23. Commissioner White graduated from Redlands in 1959.

Newly elected VP's, Broadcast Industry Automated Systems (BIAS) division of Data Communications Corp., Memphis: **Dewey R. Hemphill**, operations; **Carol D. McInnis**, broadcast services; **Skip Sawyer**, sales, and **Ronald B. Wilkes**, systems. **Rick Simmons**, manager of communications software, named corporate VP, communications software, and **Jim Cook**, director of research/development, named corporate VP, research/development.

Philip W. Buchen, counsel to former President Gerald Ford, joins law firm of Dewey, Ballantine, Bushby, Palmer & Wood in Washington office.

John Charnay, former director of public relations, Four Star International, and news editor of *Hollywood Reporter*, joins ICPR public relations, Los Angeles, as account executive.

New officers elected by the National Broadcasters Club of Washington: **Roy W. Easley**, Association of Maximum Service Telecasters, president; **Leonard W. Tuft**, RCA Global Communications, first VP and treasurer; **Wallace Dunlap**, Westinghouse Broadcasting Co., second VP; **Patricia Grace**, National Association of Broadcasters, secretary.

David H. Pollinger, assistant to president, WPIX Inc., licensee of WPIX-FM-TV New York, elected to board of governors, International Radio and Television Foundation there. Foundation is funding organization for professional education projects and conducts summer internship for

college students interested in careers in mass communications.

R.J. Redenburg, chief engineer, WDKX(FM) Rochester, N.Y., joins Voice of America, Washington, assigned to relay station in Greenville, N.C.

Ted Jones, president, WHET(AM)-WCRB(FM) Waltham (Boston), Mass., will be ordained into Unitarian-Universalist ministry at First Parish Church in Waltham next Sunday (April 24). He will continue his radio work and act as assistant volunteer associate minister at First Parish

while working to develop national communication center at Unitarian-Universalist headquarters in Boston.

Deaths

Lowell G. Perry, 54, co-founder of KFMN(FM) Abilene, Tex., died March 25 in airplane crash on island of Martinique in Caribbean. Also dying in crash were Ken Ferguson (BROADCASTING, April 11) and **Hal Frazier** of World Radio organization. They were working to set up

Christian broadcasting station on island. Mr. Perry was broadcast instructor at Abilene Christian College and helped establish school's radio station. He is survived by his wife, Earline, two sons and one daughter.

Philip K. Wrigley, 82, chairman of William Wrigley Jr. Co., died of acute gastrointestinal hemorrhaging at Lakeland hospital in Elkhorn, Wis., April 11. Chewing gum manufacturer is major advertiser through Arthur Meyerhoff & Associates and Needham, Harper & Steers, both Chicago. J. Walter Thompson, Honolulu, and Eddy-Rucker-Nickels, Cambridge, Mass.

For the Record

As compiled by BROADCASTING for the period April 4 through April 8 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV applications

■ **Oklahoma City**—Christian Broadcasting of Oklahoma Inc. seeks ch. 43 (644-650 mhz); ERP 1090 kw vis., 161 kw aur., HAAT 1480 ft.; ant. height above ground 1573 ft. P.O. address: 1324 Frederick Dr., Oklahoma City 73159. Estimated construction cost \$1,160,000; first-year operating cost \$193,000; revenue \$500,000. Legal counsel Cohen & Berfield, Washington; consulting engineer Clifford Smith. Applicant is non-stock, non-profit religious corp., George G. Teague, president. Ann. April 4.

■ **Seattle**—Trinity Broadcasting of Seattle seeks ch. 22 (518-524 mhz); ERP 1000 kw vis., 100 kw aur., HAAT 1316 ft.; ant. height above ground 299 ft. P.O. address: 2442 Michelle St., Tustin, Calif. 92680. Estimated construction cost \$750,632; first-year operating cost \$236,880; revenue \$1,000,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is non-stock, non-profit corporation. Paul F. Crouch, president. Applicant is owned by Trinity Broadcasting Network Inc., licensee of KLXA-TV Fontana, Calif., and applicant for new TV at Oklahoma City. Ann. March 23.

AM applications

■ **Madisonville, Tenn.**—Man Corp. seeks 1250 khz, 500 w-D. P.O. address: 911 W. First St., Lenoir City, Tenn. 37771. Estimated construction cost \$35,000; first-year operating cost \$36,000; revenue not given. Format: C&W. Principals: William Harvey France, Gary Hall and David Bender (one-third each). Mr. France is manager of Lenoir City bookstore. Messrs. Hall and Bender are pharmacists. Application is for deleted facilities of WKYZ(AM) Madisonville. Ann. April 5.

■ **Spring City, Tenn.**—RA-AD of Spring City seeks 970 khz, 500 w-D. P.O. address: 11682 Back Valley Rd., Soddy-Daisy, Tenn. 37379. Estimated construction cost \$43,460; first-year operating cost \$30,000; revenue \$48,000. Format: C&W and MOR. Principal: Lee J. Cooper, former owner of WEDG(AM) Soddy-Daisy. Mr. Cooper also owns restaurant and flower shop. Ann. April 5.

■ **Renton, Wash.**—Radio Renton seeks 1420 khz, 500 w-D. P.O. address: 1800 W. Hillcrest Dr., Apt. 30, Newbury Park, Calif. 91320. Estimated construction cost \$11,258; first-year operating cost \$34,128; revenue \$60,000. Format: standard pops. Principal: Dale A. Owens, engineer with KNBR(AM)-KNAI(FM) San Francisco. Mr. Owens formerly owned KNCR(AM) Fortuna, Calif. Ann. April 1.

AM action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WCPC Houston, Miss. (BMP 14,316), July 1.

FM applications

■ ***Santa Rosa, Calif.**—Christian Life Center, First Assembly of God of Santa Rosa seeks 91.9 mhz, 250 w, HAAT 1058 ft. P.O. address: 50 Mark West Springs Rd., Santa Rosa 95701. Estimated construction cost \$32,000; first-year operating cost \$40,000. Format: religious, educational. Applicant is religious school and training center, A.W. Argue Jr., president. Ann. April 7.

■ **Lihue, Hawaii**—Communico Honi Corp. seeks 93.5 mhz, 110 w, HAAT 1590 ft. P.O. address: 741 Bishop St., Honolulu 96313. Estimated construction cost \$4,475; first-year operating cost \$500; revenue not given. Format: contemporary. Applicant is wholly owned by Communico Inc., principally owned by Frederic W. Constant (61.11%), D. Scott Harrison (10.52%) and 11 others. Communico is group owner with one AM and two FM's. Ann. April 7.

■ **Waikeo-Pulehu, Hawaii**—Communico Honi Corp. seeks 94.3 mhz, 10 w, HAAT 5930 ft. P.O. address: 741 Bishop St., Honolulu 96313. Estimated construction cost \$4,475; first-year operating cost \$500. Revenue not given. Format: contemporary. Applicant is wholly owned by Communico Inc., principally owned by Frederic W. Constant (61.11%), D. Scott Harrison (10.62%) and 11 others. Communico is group owner with one AM and two FM's. Ann. April 7.

■ ***Mansfield, Ohio**—Mansfield Christian School seeks 90.7 mhz, 10 w. P.O. address: 500 Logan Rd.,

Mansfield 44907. Estimated construction cost \$6,860; first-year operating cost \$1,000. Format: educational. Applicant is non-profit private educational institution, Roger M. Schaul, chairman of radio committee. Ann. March 23.

■ **Lufkin, Tex.**—Darrell E. Yates seeks 99.3 mhz, 1.905 kw, HAAT 362 ft. P.O. address: Box 1345, 121 Calder Square, Lufkin 75901. Estimated construction cost \$40,040.28; first-year operating cost \$37,258; revenue \$44,440. Format: standard pops. Principal: Mr. Yates is owner of KRBA(AM) Lufkin. Ann. April 7.

FM action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WZVS-FM Vieques, P.R. (BMPH-14,995), June 16.

Ownership changes

Applications

■ **KJJJ(AM) Phoenix** (910 khz, 5 kw)—Seeks assignment of license from Dairyland Managers Inc. to ITC Communications of Arizona Inc. for \$1,550,000, including covenant not to compete. Seller is owned by Stuart Struck, who has no other broadcast interests. Buyer is wholly owned subsidiary of International Tapetronics Inc., Bloomington, Ill., manufacturer of audio cartridge and tape machines. Principals in International Tapetronics are Pat Nugent, former vice president and general manager of Peoria (Ill.) *Journal Star* broadcast division, Elmo Franklin, Jack Jenkins and Andrew Rector. Buyers, as Advance Communications have also announced \$575,000 purchase, subject to FCC approval, of WRMG-AM-FM Titusville, Fla. (BROADCASTING, Dec. 20, 1976). Mr. Franklin also owns one-third of WVOY(AM) Charlevoix, Mich., and Mr. Rector owns 10% of WIHN(FM) Normal, Ill. Ann. April 8.

■ **KXEW-FM Tucson, Ariz** (93.7 mhz, 29 kw)—Seeks assignment of license from Ernesto Portillo and partners to Cabaret Inc. Radio Enterprises for \$550,-

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000. Seller is partnership of 15 individuals. Mr. Portillo is managing partner. Group also owns KXEW(AM) Tucson. Buyer is owned by KHOS Broadcasting Co. which, in turn, is owned by KLUC Broadcasting Co. Principals of KLUC are: Peer Pederson (30%), Richard C. (26%) and his brother William R. Phalen (14%) and Howard C. Warren (30%). Buyers also own KLUC-AM-FM Las Vegas and KHOS(AM) Tucson. Ann. April 1.

■ KIOT(AM) Barstow, Calif. (1310 khz, 5 kw-D)—Seeks assignment of license from Joshua Tree Broadcasting Corp. to Sunburst Broadcasting Corp. for \$35,000 plus assumption of \$20,000 debts. Sellers are A.C. Royden Stone and his wife, Norma. They have no other broadcast interests. Buyer is owned by Ray M. Webb and R. Duane Anderson (50% each), who also own WDCF(AM) Dade City, Fla. (49% and 51%, respectively). They have also bought, subject to FCC approval, WDCL(AM) Dunedin, Fla. (see below). Ann. April 8.

■ KWT(AM) Salinas, Calif. (100.7 mhz, 910 w)—Seeks assignment of license from Mount Toro Broadcasting Corp. to Salinas Radio Inc. for \$160,500. Seller is owned by David A. Rodgers, who also owns KKZZ(AM) Lancaster, Calif., and has purchased, subject to FCC approval, WBIS(AM) Bristol, Conn. Buyer is owned by Ron T. and Nancy E. Smith. Mr. Smith is chairman of Santa Monica, Calif., public relations firm and president of North America Media Inc., corp. established for purposes of acquiring broadcast properties. Mr. and Mrs. Smith have no other broadcast interests. Jack O. Koonce, president of buyer (no ownership), owns KWIP(AM) Merced and KXEM(AM) McFarland, both California. Ann. April 1.

■ KGEK(AM)-KYOT(FM) Sterling, Colo. (AM: 1200 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 940 w)—Seeks assignment of license from Sterling Radio & T.V. Inc. to KSTC Inc. for \$300,000. Sellers: William C. Whitlock, Donald L. Robson and Gaylord Illingworth. Messrs. Whitlock and Illingworth also own KUVR-AM-FM Holdrege, Neb. (37.33% and 10%, respectively). Mr. Whitlock also owns 10% of KTTT-AM-FM Columbus, Neb., and 25% of KTAP(AM) Crete, Neb. Mr. Robson owns 70% of KTTT-AM-FM and 25% of KTAP. Buyers are Ray H. and Charlene M. Lockhart (40% and 10%, respectively) and Mel and Huberta Adams (40% and 10%, respectively). Mr. Lockhart owns 52% of KOGA(AM) Ogallala, Neb., and owns, with two others, KNAB(AM) Burlington, Colo. Mrs. Lockhart has no other broadcast interests. Mr. Adams is Neb. banker and businessman. His wife has no other broadcast interests. Ann. April 7.

■ WEXT(AM) West Hartford, Conn. (1550 khz, 1 kw-D)—Seeks assignment of license from WEXT Inc. to 1550 Country Radio Inc. for \$375,000. Seller is Harry L. Reiner (100%), who also owns WYPR(AM) Danville, Va. Buyers are Barry R. Chaiken, his wife, Marylou, and Louis J. Alfonso. Mr. Chaiken is certified public accountant, and Mr. Alfonso is attorney. Both live in Old Bridge, N.J., and neither has other broadcast interests. Ann. April 7.

■ WDCL(AM) Dunedin, Fla. (1470 khz, 5 kw-D)—Seeks transfer of control of Dunedin Broadcasting Co. from W.H. Boyce (100% before; none after) to Ray M. Webb and R.D. Anderson (none before; 100% after). Consideration: \$225,000. Principals: Mr. Boyce has no other broadcast interests. Mr. Webb (50%) and Mr. Anderson (50%) are 49% and 51% owners, respectively, of WDCF(AM) Dade City, Fla. They are also co-owners

(50% each) of Sunburst Broadcasting Corp., which has bought, subject to FCC approval, KIOT(AM) Barstow, Calif. (see above). Ann. April 8.

■ WFOM(AM) Marietta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Woolf Inc., licensee, from James A. Davenport III to S.M. Landress and Lloyd Gerald Crowe for \$347,473.98. Seller has no other broadcast interests. Mr. Landress is Marietta attorney, and Mr. Crowe is WFOM general manager. Neither has other broadcast holdings. Ann. April 7.

■ WJCD-AM-FM Seymour, Ind. (AM: 1390 khz, 1 kw-D; FM: 93.7 mhz, 5.6 kw)—Seeks assignment of license from estate of Azra Curtis Baker to WJCD Inc. Assignment represents resolution of estate of late Mr. Baker. His widow, Edna G. Baker, is president and sole owner of stations. Ann. April 4.

■ WTBI(AM) McComb, Miss. (105.7 mhz, 100 kw)—Seeks assignment of CP from Empire Inc. to Oakdale Baptist Church for \$167,800, including assumption of debts. Seller is owned by Cecil F. Taylor, who has no other broadcast interests. Buyer is church, Hudie C. Hollifield, pastor. Ann. April 4.

■ WKOR(AM) Starkville, Miss. (980 khz, 1 kw-D)—Seeks transfer of control of Golden Triangle Radio Corp. from Charles Kenneth Irby (100% before; none after) to Charisma Broadcasting Co. (none before; 100% after). Consideration: \$256,000. Principals: Mr. Irby is retiring from broadcasting to devote time to other business interests. He has no other broadcast holdings. Buyer is owned by Charles B. and Wanda D. Cooper (69%), Donald Ray DePriest (30%) and George E. Donovan III (1%). Mr. Cooper is general manager of WKOR. Mrs. Cooper is manager of telephone answering service. Mr. DePriest is Columbus, Miss., manufacturer of textiles and surgical products. Mr. Donovan is consulting engineer in Jackson, Miss. Ann. April 4.

■ KSIM(AM) Sikeston, Mo. (1400 khz, 1 kw-D)—Seeks assignment of license from Sikeston Community Broadcasting to Prime Time Broadcasting Corp. for \$265,000. Sellers are Ralph L. Hirsch (42.8%), James H. Bucher (19.2%), Mr. Harry C. Young (14.4%) and three others (none with more than 10% interest). None of sellers has other broadcast interests. Buyer is owned equally by Robert A. McCord Jr., Charles L. Leemon III and William Steven McPheeters. Mr. McCord is retailer with real estate interests in Sikeston. Mr. Leemon is part owner of Miami motel and Sikeston cemetery. Mr. McPheeters is announcer with KJAS(AM) Jackson, Mo. None has other broadcast ownership interests. Ann. April 7.

■ KARR(AM) Great Falls, Mont. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Greater Montana Broadcasting to Northern Montana Family Radio Inc. for \$180,000. Seller is wholly owned subsidiary of Cummings Communications Corp. (Alan H. Cummings), which owns WRRR(AM) Rockford, Ill., and WNAM(AM) Neenah-Menasha, Wis. Northern Montana is owned by Christian Enterprises Inc., Harold Erickson president. CEI also owns KGVW-AM-FM Belgrade, KURL-AM-FM Billings and KGLE(AM)-KIVE(FM) Glendive, all Montana, and KKIM(AM) Albuquerque, N.M. Ann. April 6.

■ KOPR-FM Great Falls, Mont. (106.3 mhz, 3 kw)—Seeks assignment of license from Greater Montana Broadcasting to Sun River Broadcasting for \$135,000. Seller is wholly owned subsidiary of Cummings Communications Corp. (Alan H. Cummings), which owns

WRRR(AM) Rockford, Ill., and WNAM(AM) Neenah-Menasha, Wis. Sun River principal is Thomas E. Ingstad, who bought KUDI(AM) Great Falls last year (BROADCASTING, May 31, 1976). Mr. Ingstad also has controlling interest in KKXL(AM)-KKDQ(FM) Grand Forks, N.D., and minority interests (along with brother, Robert E. Ingstad) in KWAD(AM)-KKWS(FM) Wadena and KBMW(AM)-KKWB(FM) Breckenridge, both Minnesota, and KOVC(AM) Valley City, N.D. Robert Ingstad has purchased KGMV(AM) Missoula, Mont., for \$300,000 from Mission Broadcasters Inc., subject to FCC approval (BROADCASTING, Feb. 21). Ann. April 7.

■ WWWE(AM) Cleveland (1100 khz, 50 kw)—Seeks assignment of license from Ohio Communications Inc. to Pacific and Southern Co. for \$7,500,000, plus two covenants not to compete totalling \$1,200,000. Seller's principals are Nick J. Mileti and Joseph Zingale, who will retain co-owned WWWM(FM) Cleveland. Buyer, 60% publicly held, 40% owned by John J. Louis Jr. and Karl Eller families, publishes *Cincinnati Enquirer*, owns number of outdoor advertising firms and broadcast group including four AM's, two FM's and seven TV's. Ann. April 6.

■ KMFM(FM) San Antonio, Tex. (96.1 mhz, 60 kw)—Seeks assignment of license from Rosa Lee Pennington to Classic Media Inc., for \$300,000 plus \$50,000 covenant not to compete. Seller: Mrs. Pennington is widow of original licensee, Harry Pennington Jr., and has no other broadcast interests. Buyer is owned equally by Stuart W. Epperson, his wife Nancy, Edward G. Atsinger III and his wife Mona. Mr. and Mrs. Epperson own WKBA(AM) Vinton, Va.; WRBX(AM) Chapel Hill, N.C., and 55% of KCFO(AM) Tulsa, Okla. Mr. and Mrs. Atsinger own KDAR(AM) Oxnard, Calif. Messrs. Epperson and Atsinger recently sold KBIS(AM) Bakersfield, Calif. Ann. April 8.

■ WRGM(AM) Richmond, Va. (1540 khz, 10 kw-D)—Seeks assignment of license from Dales Broadcasting Corp. to Fifteen-Forty Broadcasting Corp. for \$300,000. Seller: president is Lester Zins, who, with his wife, owns 25% of Dales. Other principals are David Pollard (30%), Mrs. Dora Zins, Sid M. Zins, George M. Hohnes (10% each), Lillian C. Zins, Beverly Hecker and Daniel Brechner (.5% each), none of whom has other broadcast interests. Buyer is owned equally by group of 10 business and professional people from Richmond and Washington. They are: Walton M. Belle, Charles E. Cummings, Michael and his father John Howlette (who hold stock as joint tenants), and Jean L. Harris—all doctors; Harold L. Marsh III and Barry Goldstein, both attorneys, and Andrew W. Lewis, who owns department store chain. None has other broadcast interests. Ann. April 1.

Actions

■ WRMA(AM)-WMGZ(FM) Montgomery, Ala. (AM: 950 khz, 1 kw-D; FM: 103.3 mhz, 27.5 kw)—Broadcast Bureau granted assignments of licenses from Gemini Communications Inc. to Cleve J. Brien for \$655,000. Seller, owned by William O. Jones, William W. Dixon and Martin E. Kilpatrick, also owns WEZL(FM) Charleston, S.C., and has sold WHSL(AM)-WWIL(FM) Wilmington, N.C. Messrs. Jones and Dixon also have minority interests in WJEE(AM) Jacksonville, Fla. Buyer also owns KOKY(AM) Little Rock, Ark., and WNVY(AM) Pensacola, Fla. (BAL-8903, BALH-2420). Action March 24.

■ WCIU-TV Chicago, (ch. 26)—Broadcast Bureau granted transfer of control of Weigel Broadcasting Co. from J. W. O'Connor (35.8% before; none after) to Howard Shapiro (29.24% before; 65.58% after). Consideration: \$616,949. Principals: Mr. O'Connor has no other broadcast interests. Mr. Shapiro, whose wife, Jacqueline, is purchasing stock, will maintain control of licensee individually and as voting trustee. Difference between Mr. O'Connor's percentage of company and that acquired by Shapiros represents inclusion of less than 1% of stock held by Mr. O'Connor's son, hereby, in transfer. None of principals has other broadcast interests (BTC-8260). Action March 22.

■ WETT(AM) Ocean City, Md. (1590 khz, 1 kw-D, 500-w-N)—Broadcast Bureau granted assignment of license from Public Service Enterprises Inc. to Guy R. Ayres III, trustee. Station, which is off air, is in bankruptcy (BAL-8927). Action March 25.

■ WKOP(AM) Binghamton, W.Y. (1360 khz, 5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Andrew Jarema, receiver, to Southern Tier Broadcasters Ltd. for \$110,000. Buyers are Clark

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Summary of Broadcasting

FCC tabulations as of Feb. 28

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4466	6	24	4496	40	4536
Commercial FM	2813	1	86	2900	147	3047
Educational FM	856	0	24	880	78	958
Total Radio	8135	7	134	8276	265	8541
Commercial TV	718	1	6	725	38	763
VHF	511	1	3	515	6	521
UHF	207	0	3	210	32	242
Educational TV	242	3	11	256	8	264
VHF	93	1	7	101	2	103
UHF	149	2	4	155	6	161
Total TV	960	4	17	981	46	1027

*Special temporary authorization

**Includes off-air licenses

C. Cook (82.69%), Raymond L. Ross (15.00%) and Andrew G. Hubbell (2.31%). Mr. Cook is vice president and 1.3% owner of Pioneer Cablevision Inc., Greenwich, Conn. Mr. Ross is announcer with WENY-AM-TV-WMRC(FM) Elmira, N.Y. Mr. Hubbell is in sales department of WBJA-TV Binghamton (BAL-8890, BALRE-3149). Action March 24.

Actions

■ WAXC(AM) Rochester, N.Y. (1460 khz, 5 kw)—Broadcast Bureau granted involuntary transfer of control of licensee corporation from John L. Nichols and Paul R. Dean (original majority stockholders) to Vito J. Cassan and George Nichols, executors, and testament of John L. Nichols (35%) and Joseph S. Carges, trustee in bankruptcy for Paul R. Dean under date of Oct. 17, 1974 (35%) (BTC-8263). Action March 24.

■ WRHI(AM) Rock Hill, S.C. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from York County Broadcasting Corp. to Radio Dixie Inc. for \$492,342.78. Seller is owned equally by James S. Beatty and Harper S. Gault, neither of whom has other broadcast interests. Buyer is owned by Ted. J. Gray Jr., who also owns WKDE-AM-FM Alta Vista, Va.; WTTX-AM-FM Appomattox, Va.; WCRE(AM) Cheraw, S.C., and WRNB(AM) New Bern, N.C. (BAL-8910). Action March 24.

■ WTRB(AM) Ripley, Tenn. (1570 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Smith J. Dunn to Ruth Harper Dunn. Seller: Mr. Dunn's health is such that he is transferring license (traded as Landerdale Broadcasting Co.) to his wife. They have no other broadcast interests (BAL-8889). Action March 24.

■ WFIR(AM) Roanoke, Va. (960 khz, 5 kw)—Broadcast Bureau granted assignment of license from Beavertown Co. to Jim Gibbons Radio for \$750,000 plus \$90,000 agreement not to compete. Seller is owned by Paul Gilmor and families of Thomas V. Boyd and late Joseph K. Vodrey, who also own WHBC-AM-FM Canton, Ohio. Buyer is owned by James L. Gibbons, who also owns WFMD(AM)-WFRE(FM) Frederick, Md., and WPVR(AM) Roanoke (BAL-8915). Action March 30.

Facilities changes

AM actions

■ WLIS Old Saybrook, Conn.—Broadcast Bureau returned as unacceptable for filing application for CP to increase power. Action March 23.

■ WCMQ Miami, Fla.—Broadcast Bureau granted CP to increase daytime power to 1 kw; remote control permitted (BP-20,000). Action March 23.

■ WATA Boone, N.C.—Broadcast Bureau granted CP to change ant. trans. location to .6 mile west of Grandview Heights, W. of Grand View Heights, W. of Boone; conditions (BP-20,728). Action March 25.

■ WIXE Monroe, N.C.—Broadcast Bureau granted CP to increase power to 1 kw; remote control permitted (BP-20,220). Action March 22.

■ KAKC Tulsa, Okla.—Broadcast Bureau granted CP to increase nighttime power to 1 kw; redescribe trans. location to off Apache Rd., approximately 2 miles west of city limits of Tulsa; remote control permitted; condi-

tions (BP-20,174). Action March 24.

■ KBUH Brigham City, Utah—Broadcast Bureau granted CP to increase power to 500 w (BP-20,195). Action March 23.

AM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: WWNS Statesboro, Ga. (BP-20,256), March 28; KLFJ Witchfield, Minn. (BP-20,697), March 24; WOBL Oberlin, Ohio (BP-20,060), March 21; WALD Waterboro, S.C. (BP-20,193), March 16.

FM actions

■ WIPE Americus, Ga.—Broadcast Bureau granted CP to install new trans. install new ant.: ERP 3 kw(H&V); ant. height 180 ft. (H&V); remote control permitted; conditions (BPH-10,424). Action March 23.

■ WMJS Prince Frederick, Md.—Broadcast Bureau granted CP to install new ant.: ERP 1.85 kw(H&V); ant. height 370 ft.(H&V); remote control permitted (BPH-10,433). Action March 23.

■ WBOS Brookline, Mass.—Broadcast Bureau granted CP to install new aux. trans. at main studio location to be operated on 92.9 mhz; ERP 15.5 kw(H&V); ant. height 280 ft.(H), 275 ft. (V); remote control permitted (BPH-10,431). Action March 23.

■ KGRD-FM Las Cruces, N.M.—Broadcast Bureau granted CP to increase ERP to 3 kw(H&V); ant. height 150 ft. (H&V) (BPH-10,158). Action March 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KRMD-FM Shreveport, La. (BPH-9754), March 24; KRCH Rochester, Minn. (BPH-10,030), March 24; KNRO-FM Conroe, Tex. (BPH-10,001), March 25; *KDUR Durango, Colo. (BPED-2231), March 24; KAWW-FM Heber Springs, Ark. (BPH-10,230), March 16; KORJ Garden Grove, Calif. (BPH-10,325), March 18; KUNA San Luis Obispo, Calif. (BPH-10,253), March 14; KUPK-FM Garden City, Kan. (BPH-10,227), March 18; WQID Biloxi, Miss. (BPH-9845), March 16; WFPG-FM Atlantic City, N.J. (BPH-10,185), March 18; WZZP Cleveland (BPH-9572), March 17; *KEPO Eagle Point, Ore. (BPED-2182), March 17; *WYCS Yorktown, Va. (BPED-2205), March 14.

In contest

Designated for hearing

■ Alexandria, La. **FM proceeding:** Centa Broadcasting Co. and United Communications Inc., competing for 93.1 mhz (Doc. 21,119)—Chief, Broadcast Bureau, designated for hearing to determine efforts made by both applicants to ascertain community needs and problems and to determine whether United is financially qualified to construct and operate as proposed. Action April 4.

Procedural rulings

■ WGNE-AM-FM Panama City Beach, Fla., **renewal proceeding:** Janus Broadcasting Co. (Docs. 20,952-3)—ALJ Ruben Lozner scheduled further hearing for April 29. Action March 31.

■ WJIM-AM-FM-TV Lansing, Mich., **renewal pro-**

ceeding: Gross Telecasting Inc. (Doc. 20,014) Chief ALJ Chester F. Naumowicz Jr., in absence of presiding judge, canceled hearing phase now being held in Lansing; to be rescheduled in subsequent order. Action April 4.

■ Brownsville, Tex. **FM proceeding:** El Rio Broadcasting, Bagdad Broadcasting Corp. and Brownsville Radio Corp., competing for 99.5 mhz. (Docs. 21,029-31)—ALJ Thomas B. Fitzpatrick canceled May 12 hearing; set certain procedural dates, and rescheduled hearing for July 5. Action March 31.

Fine

■ WJGA-AM-FM Jackson, Ga.—Broadcast Bureau notified licensee that it had incurred apparent liability for \$1,000 for repeated violation of various sections of rules including failing to maintain operating power within 90% to 105% of authorized for 53 days from Aug. 1, 1976 to Sept. 27, 1976. Action March 28.

Other actions

■ Safford, Ariz., KSIL Inc.—Broadcast Bureau canceled CP for new FM station in Safford. Action March 21.

■ *KVXJ(FM) Crescent City, Calif.—Broadcast Bureau canceled license for station and deleted call letter. Action March 23.

■ WOCA-TV Ocala, Fla.—Broadcast Bureau dismissed application for CP for new television broadcast station, canceled CP and deleted call letters. Action March 21.

■ WFLA-AM-FM Tampa, Fla.—Broadcast Bureau granted requests to identify as Tampa-St. Petersburg, Fla. Action March 11.

■ WTAO(FM) Murphysboro, Ill.—Broadcast Bureau granted request to identify as Murphysboro-Carbonale, Ill. Action March 11.

■ WMYS(FM) New Bedford, Mass.—Broadcast Bureau granted request to identify as New Bedford-Fall



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River, Mass. Action March 11.

■ WVLK(FM) Sauk City, Wis.—Broadcast Bureau granted request to identify as Sauk City-Prarie Du Sac, Wis. Action March 11.

■ WNVA-FM Norton, Va.—Broadcast Bureau granted request to identify as Norton-Wise, Va. Action March 11.

Allocations

Petitions

■ Greenville, Miss.—Big River Broadcasting Co., Fort Smith, Ark., requests substitution of TV ch. 44 for ch. 21 at Greenville and substitution of *ch. 21 for *22 at Clarksdale, Miss. (RM-2852). Ann. March 28.

■ Portageville, Dexter, Caruthersville, Malden, all Missouri—Communications Systems Inc. requests deletion of FM chs. 292A, 272A, 276A, 224A, respectively, and assignments of FM chs. 224A, 292A, 288A to Portageville, Dexter and Caruthersville, respectively (RM-2756). Ann. April 4.

■ Grants Pass, Ore.—Oregon State Board of Higher Education on behalf of Oregon Educational and Public Broadcasting Service requests reassignment of TV ch. 18 from Medford, Ore., to Grants Pass, and reserve it for educational use (RM-2853). Ann. March 28.

■ Lowry, S.D.—South Dakota Five County Television Translator District requests assignments of TV chs. 56, 62, and 68 (RM-2858). Ann. April 4.

Translators

Actions

■ K07NK Fort Liscum Valdee Pipeline Camp, Alaska—Broadcast Bureau granted CP to add Keystone Camp, Alaska, to present principal community; make changes in ant. system of VHF translator station (BPT-TV-5622). Action March 23.

■ K13LM Lapwai, Idaho—Broadcast Bureau granted CP to change primary VHF translator station to KXLY-TV Spokane, Wash., and change via to K72CY, Lewiston, Idaho (BPTTV-5730). Action March 25.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance. FCC announced March 29 (stations listed are TV signals proposed for carriage):

■ Cablevision of Chickasha Co., for Chickasha, Okla. (CAC-08286): WTCG Atlanta.

■ Vucem Inc., for Grand Forks AFB, Emerado, both North Dakota (CAC-08287-8): WTCN-TV Minneapolis.

■ Community Tele Communications Inc., for Walker, Tex. (CAC-08289): KPRC-TV Houston; KBTZ-TV Bryan, Tex.; KUTV Salt Lake City; KDOG Houston;

KTRK-TV Houston; KHTV Houston; KTRE-TV Lufkin, Tex.; KHOU-TV Houston.

■ Rankin County Cablevision Co., for Rankin, Miss. (CAC-08290): WJTV Jackson, Miss.; WLBT Jackson; WDAM-TV Laurel, Miss. WTCG Atlanta; WMAW Meridian, Miss.; WAPT Jackson; WMAA Jackson; WYAH-TV Portsmouth, Va.

■ Lower Delaware CATV Inc., for Pittsville, Willards, Wicomico, Worcester, all Maryland (CAC-08291-4): WMAR-TV Baltimore; WJZ-TV Baltimore; WTTG Washington; WBAL-TV Baltimore; WBOC-TV, WCPB Salisbury, Md.

■ Warner Cable of North Canton, for North Canton, Stark, Canton, Louisville, Plain, all Ohio (CAC-08295-9): WOR-TV New York.

■ Monticello Video Corp., for Monticello, Bethel, Thompson, all New York (CAC-08300-2): Interim authorization for existing operation.

■ Warner Cable of Akron, for Akron, Barberton, Stow, Cuyahoga Falls, Tallmadge, Fairlawn, all Ohio (CAC-08303-8): WOR-TV New York; WKBD-TV Detroit.

■ Belle Paline TV Inc., for Belle Plaine, Kan. (CAC-08309): WTCG Atlanta; KAKE-TV Wichita, Kan.; KPTS Hutchinson, Kan.; KARD-TV Wichita, KTVH Hutchinson, KBMA-TV Kansas City, Mo.

■ TV Cable of Alabama Inc., for Piedmont Jacksonville, both Alabama (CAC-08310-1): Interim authorization for existing operation.

■ Teleprompter of Great Falls Inc., for Great Falls, Mont. (CAC-08312): Certify operation.

■ Teleprompter Corp., for Hillsborough, Fla. (CAC-08313): WTCG Atlanta; to delete WSWB-TV Orlando, Fla.

■ Teleprompter of Manatee County Inc., for Manatee, Bradenton Beach, Bradenton Beach, Holmes Beach, Ana Maria, all Florida (CAC-08314-8): WTCG Atlanta; to delete WSWB-TV Orlando, Fla.

■ Clinton Cablevision, for Fulton, Ill., Camanche, Iowa (CAC-08319-20): WSNS Chicago; WOC-TV Davenport, Iowa; WQAD-TV Moline, Ill.; WGN-TV Chicago; WTTW Chicago; WHBF-TV Rock Island, Ill.; KIIN-TV Iowa City; WYAH-TV Portsmouth, Va.

■ Huntingdon TV Cable Co., for Huntingdon, Smithfield, Alexandria, Porter, Oneida, Walker, Petersburg, all Pennsylvania (CAC-08321-8): WITF-TV Hershey, Pa.

■ Teleprompter of Florida Inc., for St. Petersburg, Gulfport, both Florida (CAC-08329-30): WTCG Atlanta; to delete WSWB-TV Orlando, Fla.

■ Teleprompter Cable Communications Corp., for Galena, Ill. (CAC-08331): Interim authorization for existing operation.

■ Resort Television Cable Co., for Hot Springs, Ark. (CAC-08332): WTCG Atlanta.

■ American Cablevision Corp. for Jasper, Tex. (CAC-08333): KHTV Houston.

■ Pocono CATV Inc., for White Haven, Dennison, Kidder, Foster, East Side, all Pennsylvania (CAC-08334-8): WNJU-TV Linden, N.J.; WBIB-TV Newark, N.J.

■ Cablevision of Pennsylvania Inc. for West Norriton, Pa. (CAC-08339): KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV Philadelphia; WKBS-TV Burlington N.J.;

WLVT-TV Allentown, Pa.; WHYI-TV Wilmington, Del.; WOR-TV, WPIX New York; WTAF-TV Philadelphia.

■ Cablevision Systems Long Island Corp., for Roslyn, Roslyn Estates, Laurel Hollow, Bayville, Mineola, all New York (CAC-08340-4): WBS-TV New York; WPHL-TV Philadelphia; WBTB-TV Newark, N.J.; WNEU-TV New York; WLVT-TV Allentown, Pa.; WXTV Paterson, N.J.; WOR-TV New York; WVIA-TV Scranton, Pa.; WNJM Montclair, N.J.; WLIW Garden City, N.Y.; WNYC-TV, WNBC-TV New York; WTAF-TV Philadelphia; WNET Newark; WABC-TV New York; WEDW Bridgeport, Conn.; WNJU-TV Linden, N.J.; WPIX, WNYE-TV New York.

■ Harbor Video Cable, for Elma, McCleary, both Washington (CAC-08345-6): Interim authorization for existing operation.

■ Pena Cable TV Inc., for Socorro, N.M. (CAC-08347): KMXN-TV Albuquerque, N.M.; KHJ-TV, KCOR, KTLA, KTTV, Los Angeles.

■ Auburn Cablevision Inc. for Auburn, N.Y. (CAC-08348): Interim authorization for existing operation.

■ Walden Video Corp. for Newburgh, Maybrook, both New York (CAC-08349-59): WXTV Paterson, WBTB-TV Newark, WNJU-TV Linden, all N.J.; WNYC-TV, WNYE-TV New York, WDAU-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WNEP-TV Scranton; WNJM Montclair, N.J.; WVIA-TV Scranton; WLIW Garden City, N.Y.; WPHL-TV, WTAF-TV Philadelphia.

■ Valley TV Cable Co., for Waverly, N.Y.; South Waverly, Pa.; Barton, N.Y.; Sayre, Athens, Athens Township, all Pennsylvania (CAC-08351-6): Interim authorization for existing operation.

■ Walden Video Corp., for Crawford, Montgomery (village), Shawangunk, Montgomery (town), all New York (CAC-08357-61): WXTV Paterson, WNJU-TV Linden, WBTB-TV Newark, all N.J.; WNYC-TV, WNYE-TV New York; WDAU-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WNEP-TV Scranton; WNJM Montclair, N.J.; WVIA-TV Scranton; WLIW Garden City, N.Y.; WPHL-TV, WTAF-TV Philadelphia.

■ Dale's Electronic Service, for Middle Grave Creek, Washington Lands, Beech Bottom, all W. Va. (CAC-08362-4): Interim authorization for existing operation.

■ Princeton Cable TV Inc., for Princeton, Ind., (CAC-08365): WYAH-TV Portsmouth, Va.

■ All Channel Cablevision Inc., for Booneville, Ind. (CAC-08366): WYAH-TV Portsmouth, Va.

■ Henderson All Channel Cablevision Inc., for Henderson, Ky. (CAC-08367): WYAH-TV Portsmouth, Va.; to delete: WVUT Vincennes, Ind.

■ Dodge City Cable TV., for Dodge City, Kan. (CAC-08368): Interim authorization for existing operation.

■ Garden City Cable TV, for Garden City, Kan. (CAC-08369): Interim authorization for existing operation.

■ Sterling Cable TV, for Sterling, Logan, both Colorado (CAC-08370-1): Interim authorization for existing operation.

■ Fort Morgan Cable TV, for Morgan, Colo. (CAC-08372): Interim authorization for existing operation.

■ Brush Community TV, for Brush, Colo. (CAC-08373): Interim authorization for existing operation.

Other actions

■ Lafayette, Ga.; portions of Walker county adjacent to Lafayette; Linwood, Ga., Northwest Georgia Cablevision Co.—CATV Bureau granted authorization to add composite channel from non-network programming of WSB-TV, WAGA-TV both Atlanta. (CAC-07548-50). Action March 31.

■ Red Bank, Tenn., Red Bank-White Oak TV Cable Co.; East Ridge, Tenn. East Ridge TV Cable Inc.; Chattanooga, Chattanooga Cable TV Co.—CATV Bureau granted authorization for carriage of WETV Atlanta, and composite channel of non-network programming of WAGA-TV, WXIA-TV Atlanta. (CAC-07559-61). Action March 31.

■ Commission granted limited rule waiver to Derry Cable Co., and ruled that cable operator need not add, at this time, must-carry signals of WHYN-TV Springfield, Mass., and WAST-TV Albany, N.Y., both ABC to its cable system at Londonderry, Vi. However, Commission said, when and if Derry desires to add signals to its system, first two signals added must be those of WHYN-TV and WAST-TV. Action April 5.

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RADIO

HELP WANTED MANAGEMENT

General Manager for major California black-oriented station. Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124.

Group Broadcaster Needs working partner to manage Illinois small market station. \$5500.00 investment required. Phone 317-653-6583.

Sales Manager, who can and will sell, train and motivate a sales staff of four to six, one who's been there, and who can do it again, one who can create packages and long term schedules, and whose background includes an outstanding history of success, with proven arsenals of promotional and merchandising programs. Salary, incentives, benefits, Box D-173.

Full charge local sales manager for Central Florida's (24 hr. under construction) oldest Black Market station. Must be able to direct and motivate already successful sales department. Salary plus override and bonus for production. Will consider young experienced sales person ready for responsibility. E.O.E. Send complete resume and recent photo (no calls) and your requirements to Art Selley, WOKB, 1111 So. Division, Orlando FL 32805.

Northeast Chain is offering in one of its stations ownership without any cash investment for aggressive on the street General Manager. Send Resume to Box D-168.

Western Pennsylvania FM station needs strong sales manager. Will give enthusiastic guy a chance. Running in black. Call WNUF-FM 412-821-4100.

HELP WANTED SALES

Would Like To Discuss Future employment with experienced sales person. Must have been in present position several years and successful. We offer ideal climate, peaceful living, good schools, Central California—we think the best spot to live in USA. Equal Opportunity Employer. All replies confidential. Box C-217.

Texas/Oklahoma—Broadcaster Looking for experienced salesperson who wants to make money! Excellent opportunity for advancement. Draw/Commission/expense account: Equal Opportunity Employer. Box D-77.

If you are energetic, enthusiastic, goal oriented and can sell, we have a first rate position available. Call Jack Chapman or Ray Stephens - KGAK, Gallup, NM 505-863-4444.

Radio time sales person wanted—established account list. Opportunity to grow. Send resume. Bernie Brobst WOHI-WELA-FM, PO Box 90 East Liverpool OH 43920.

Solid Midwestern Dairy Community. Country AM/Contemporary FM needs experienced pro or self-starter with ambition. Training provided. EOE. Call 414-324-4441. No collect calls.

Small Market Station Prince William County, VA. near Washington could use a combination first class, board man, salesperson. Call 703-640-7161 between 8 + 10 am only.

Sales Manager needed for Central New Jersey AM. Must be able to sell and lead and motivate others and be a creative person with the ability to write and sell campaigns. We're looking for a proven sales pro, preferably with local sales management experience. Salary, commission and over-ride. Excellent opportunity for right person with growing station. Contact Chuck Wilson at 609-924-3842.

Radio sales person needed, aggressive, self starter. \$5,000 account list will be furnished to start. Company benefits. EOE KRLT Box 689 South Lake Tahoe, CA 95705.

HELP WANTED SALES CONTINUED

St. Louis, Mo. market, KIRL Radio is looking to add one exceptional salesperson to our staff. If you are ambitious, and want to make good money, this is your best opportunity. Advancement to sales manager, or general manager possible. Mike Rice, President, KIRL Box 1460, St. Charles, MO 63301. EOE.

Aggressive salesperson for dynamic AM/FM in lucrative Fairfield County, Connecticut. Two great stations to sell. Must have proven track record. EOE. Send resume and salary requirements to, Box D-154.

Executive sales position with a Top 40 Station in the Midwest. Experienced individuals only for this fast growing station. Send resume to Jeff Trumper, KGGO, 3900 N.E. Broadway, Des Moines, Iowa 515-265-6181.

Beautiful Southern California. Nice medium size market to live and work, close to mountains, desert and sea. Top rated, top rates. Group Broadcaster. E.O.E. Box D-156.

Saleswoman, carry full list and do woman's feature air show daily. Must have experience and aggressiveness. Excellent opportunity. Phone calls, tapes and resumes to J.C. Smith, WJPS/AM, Box 3636, Evansville, IN 812-425-2221. EOE.

Aggressive salesperson for Long Island area—AM-FM operations in excellent market—managerial opportunity. WHLI—Box 219, Hempstead, NY 11550.

HELP WANTED ANNOUNCERS

4 or more years experience? Handle both country and rock? Ability to move up to program director? We need you. Box C-163.

Major Market Inspirational station needs music host and interview personality. Must know inspirational library. Send 1st reply to Box D-36.

Good opportunity for enthusiastic night d.j. in one of New Mexico's best radio markets. Knowledge of country music helpful. Contact Stan Holden, KGAK Radio, Gallup, NM 505-863-4444.

KRFM Phoenix, Arizona's highest rated radio station is looking for a morning man. Experience in beautiful music format preferred. Send aircheck and resume to Eric Johnson, Operations Manager, KRFM, PO Box 10098 Phoenix AZ 85064. Equal Opportunity Employer.

Wanted: Announcer With first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

WSTU, Stuart, Florida, is seeking an experienced professional announcer with good production capability and news delivery. Successful MOR located in beautiful South Florida. Send tape and resume to Operations Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

Wanted: Unique entertainer. Adult contemporary superpower has once in a lifetime opening. Must be clever, inventive, humorous and adult in approach. Tapes and resumes to Bob Lowry, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Maryland Station has fulltime immediate opening for competent announcer. MOR Personality format. Production skill required. Send tape/resume to WKIK, Leonardtown, MD.

Medium Market Number One country station in upper Midwest is looking for a sales person. Send resume and sales history to Marty Green, WAXX/WEAU-FM. P.O. Box 47 Eau Claire, WI 54701. EOE.

Afternoon-drive contemporary top-40 personality. Must have proven track record. We offer an excellent salary and lots of fringe benefits. To be considered, you've got to be good! Tape and resume to Bob Charest WHYN 1300 Liberty St., Springfield, MA 01101 EOE.

Announcer with good voice and reading ability for a 5000 watt Colorado station. Send resume with salary requirement. Equal Opportunity Employer. Box D-126.

HELP WANTED ANNOUNCERS CONTINUED

Talk. Florida radio station seeks experienced, well-informed, provocative talk host. Good production voice Resume. Box D-170.

No. 1-rated adult-oriented eastern station has opening for experienced morning personality. Excellent opportunity with leading company. Send tape and resume to Box 1350, Princeton, NJ 08540. EOE.

Rocky Mountain, small market, AOR, adult contemporary FM needs full-time announcer heavy on production. No smokers. Tape & resume to KMTN, Box 927, Jackson, WY 83001.

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

News/production announcer for automated stations. Will train bright college grad. WATS/WAVR 106 W. Lockhart St. Sayre, PA 18840.

Announcer/Production Person needed for automated modern country AM in the Shenandoah Valley. Send tape and resume to WKCY, Post Office Box 1107, Harrisonburg, VA 22801. EOE.

Classical Announcer New York City station WNCN needs experienced announcer, female or male, 3rd endorsed. Must be expert in classical music (knowledge, not just pronunciation) and board. Part-time only. EOE. Resume and tape (no calls) to: Program Director, WNCN, 2 West 45 St. New York, NY 10036.

Midwest contemporary station has immediate opening for personality oriented announcer. Currently number one in a twenty station market. Send tape and resume to: Joe London, Program Director, WMOH, 220 High Street, Hamilton, OH 45011. EOE.

HELP WANTED TECHNICAL

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185.

Experienced Chief Engineer for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170.

Chief Engineer, experienced. California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA. Perfect climate in the beautiful wine country. 40 miles from San Francisco. T. Young KVON-KVYN. 707-252-1440.

Chief engineer/Announcer for non-directional AM. Must be an experienced trouble shooter in studio audio and transmitter maintenance. Excellent salary and benefits. Contact: Thomas Ferebee WGEZ Beloit, WI 53511.

I'm bored. Experienced AM directional, FM, TV, CATV, construction, seeking permanent position with Stable organization. Not in a hurry but will move fast. Box D-166.

Chief Engineer for the No. 1 AM-FM in a major midwest market. Thorough knowledge of directionals, FM stereo, latest state of the art audio processing and FCC Rules and Regulations. Station is member of major AM-FM-TV chain. Excellent salary, hospitalization and profit sharing. E.O.E. Send full resume to Box D-160.

WELK, Charlottesville, Virginia seeks engineer able to maintain studio and transmitter of non directional AM—Resume to P.O. Box 1294, Charlottesville, VA 22901.

Need Chief Engineer new 10 kw AM San Juan. June start. Resume to GM, WOSO, Box 3166, San Juan, PR 00904.

Opening: For a Chief—stereo FM experience required, no air time, but you must be interested in all departments winning. Only pro broadcasters need apply for this above-average position. Charleston, WV market. Phone 304-722-3308.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for AM/FM radio station. Direct anl. exp. a must. E.O.E., M/F, call D. Beals, WRCP, 215—LO-4-2300.

Midwest Medium Market. Full charge Chief Engineer. MOR. 5 kw-1 kw, 3 tower nite directional. New Equipment, Great location and working conditions. EOE. Send resume and current salary to Box D-136.

Chief Engineer at 100,000 watt Mid-western stereo station. Position requires FCC 1st. Needs working knowledge of STL Micro-wave equipment, FM stereo broadcast equipment, RPU equipment, FM transmission, and remote control equipment. Send resume to Carl Foster, Central Missouri State University, Warrensburg, MO 64093. Equal opportunity employer.

Engineer Assistant to Chief, Cleveland, Ohio, new studios. A challenging job for an enthusiastic, aggressive person experienced in troubleshooting, installation and design. First Class License and some r-f experience required. Excellent chances for advancement in radio or TV in a rapidly expanding chain. If audio is your bag, join the No. 1 station in Cleveland. Ample opportunity to participate in an exciting operation with unlimited potential. Many excellent fringe benefits including profit sharing plan. When you are ready for your own station we'll move you up. Send your resume and a recent photo to Jim Somich, Chief Engineer WHK-WMMR Cleveland Plaza Hotel Cleveland OH 44115. An equal opportunity employer.

HELP WANTED NEWS

Replace snow with sunshine in Arizona. News Director for combination AM/FM needed. Must be thoroughly qualified in electronic journalism. Reply Box D-35.

News person wanted with solid mature voice who can also moderate a Telephone Talk Show. Some sports may be available. Tapes and resumes to Program Manager, WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Experienced News Man wanted to gather write and air area news. Contact Bob Catin WDEW Westfield, MA 01085.

News person—WOAI Radio has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E.O.E.

SE 62 Station State Network seeking experienced anchor/reporter. Equal Opportunity Employer. Starting range \$190-\$244/week plus excellent benefits and advancement opportunities. Resume and tape to: Personnel Director, P.O. Box 1200, Raleigh, NC 27605.

Opening for radio journalist who can gather, write, edit and deliver news—assign edit staff members and stringers. Box D-174.

Reporter/News caster. Opportunity to work with Public Radio News staff of nine professional journalists that stresses detailed, analytical reporter. Qualifications: Professional or educational background in Broadcast Journalism. Prefer person with excellent writing and oral-reading ability. Salary Range: \$9,720-\$13,920 plus benefits. Send Resume, writing samples and audition tape to: Don Davis, Assistant Director for Radio, Telecommunications Center, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. The Ohio State University is an EOE.

No. 1 Station in Central Virginia looking for News person. Send tapes and resumes to Al Augustine, News Director, WLVA Radio 2316 Atherholt Rd., Lynchburg, VA 24501 EOE/AEE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Modern Country Program director. Must be top jock. Only creative leaders need apply. EOE. Resume to Box C-200.

Computer Programmer. Experience with traffic, bookkeeping, or station operations. Languages: COBOL required, FORTRAN, RPG II optional. Reply with resume to: Automation Electronics, Inc. PO. Box 1343, Lafayette, IN 47902. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Wanted: R-TV/Film Generalist who doesn't mind carrying equipment. To teach Broadcast and Film Theory/Production half-time. Radio production, 1/2 VT, Super 8 experience, FCC Endorsed Third, required. Salary commensurate with background. Apply before May 7 to: Kenneth Powell, Chairman Division of Fine Arts, Centenary College, Hackettstown, NJ 07840. EOE/AEE.

TM Programming in Dallas would like to hear from top-notch production people interested in an opportunity to construct quality programming tapes. Professional working environment, desirable location, benefits. Send resume and production sample to Don Hagen, TM Programming, 1349 Regal Row, Dallas, TX 75247.

Dominant Modern Country N.E. Medium Market needs P.D. Must be strong leader, familiar with FCC and have promotion experience. Send resume to Box D-169.

Media Journalism—F/T position beginning Fall, 1977. Training and experience in media news, expertise in sociology and law of media journalism, Ph.D./M.A. preferred. Salary to be decided. Apply by May 5 to: S. Wander, Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.

Program Director wanted to "fine tune" MOR/Information AM in Louisiana. Good Pay, Good Benefits. EOE. Box D-85.

SITUATIONS WANTED MANAGEMENT

G.M. with excellent track record. Experienced in all facets. Sales, programming pro. Current position demands extensive travel and family wants to settle. Not your average applicant. Answer this one. Box D-30.

25 Years Exp All phases Southeast only. If financial rewards were in order Southwest. First ticket construction exp. as well. Box D-64.

General Manager with track record and major market experience. Youthful, energetic, a real doer. Looking for a N.J. radio station that needs a direction and leadership. Currently employed. Box D-82.

Dedicated Radio Professional seeks new management challenge. Have come up thru the ranks as Annc., PD, OM, Sales, SM, GM, VP & GM. 19 year veteran, mid thirties, 10 years at present station as VP & GM. Outstanding references. Perfect manager for absentee operation. Know all FCC rules and regulations, all formats, including automation. Community involved, devoted family man, need to put my knowledge and experience to work for someone who appreciates a professional. All replies confidential. Box D-89.

Young professional broadcaster—solid major market news and communications/marketing background—seeks challenging management opportunity in small market. Position should demand total involvement and serious commitment. All inquiries answered promptly. Box D-100.

Broadcast Generalist: former vice president and director group ownership. Presently, officer and director of Broadcasting division of major international company. Sales, personnel, union negotiations, acquisition, radio and CATV and finance. Box D-101.

Manager or salesman, announcer, MD, PD, ND, CE (1st Phone). Talkmaster (15 years progressive experience). Writing awards. PR/community service & U.S. Senatorial campaign management experience. 39 Kensington, Newark, DE 19713. 302—738-3270.

17 yrs in sales and programing in Rocky Mtn medium market. It's time to become GM in group with good benefits. I've done it all, now I want to do it all at once. Won't you give me a chance? 303—574-4294.

Young, willing and able Sales Manager, 27. 5 years Major-medium markets...wants management position in same. I'm good, let me sell you. Collect, nights, 717—675-4016.

Wife arthritic must move to Arizona desert. 20 years experience radio all phases including management. Degree, family man, sober community-minded. Box D-114.

Manager. Age 43. Over 25 years experience including manager of stations in Virginia and Georgia. Prefer Southeast. Write Box D-115.

SITUATIONS WANTED MANAGEMENT CONTD

Dynamic, professional, stable G.M. ready to dedicate himself to your station's success. Over ten years experience in all phases of radio including sales, programming, promotion, automation, and medium market management. Solid track record. Box D-159.

GM... 19 years all phases radio. Seeks solid operation that wants to make \$\$ Available for immediate interview at my expense. Box D-162.

SITUATIONS WANTED SALES

Award Winning Major market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215—638-9425.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5.

Country announcer/music director. Looking. Experienced. Third. Box B-101.

DJ 4 Years Experience wants to move up. California, Arizona, Texas, Florida. Others considered. 904—255-6950 or Box C-153.

Competitive markets: Highly reliable, non-screamer, good production. Experienced. Box D-93.

Production & news work desired. 25 mos. announcing exp. 1 st. Good interviewer. 207—882-7395, Box D-105.

Combination Sports & sales. 11 years experience first phone, married with family. Quality performance. Tapes & reference furnished. Box D-109.

Minority, first phone, good voice, A.A. Communications. Seeks job in radio or TV as announcer/news man or engineer. Box D-111.

Looking for employment in S.E. USA. Prefer small or med. market, MOR progressive rock, Top 40, or outlaw country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313—729-1279.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 607—273-4000.

Northeast, New England, Top-40 nightman. 1 year small market. 3rd endorsed, Norman 212—594-2088.

Broadcast Grad, airwork research in Cincinnati market, wants first break, 513—921-3193. Rick.

Hello, I'm 27, Single, 3rd phone, 8 years experience. Smooth voice, board. Good news, production. Excellent references. As MD, PD have successfully programmed 3 stations. Desire full-time air shift in small or medium market in Calif. or Southwest. Adult M.O.R. or Easy Listening format desired. Mornings or afternoons preferred. Frank Cordeil, 26353 Columbia Street, Hemet, CA, 92343-Call 714—658-1094.

Mid-Market Experience, 3rd, Top 40, MOR, interest in AOR/rock. PD potential Frank 412—224-4052.

Announcer/DJ. Third endorsed, 24, single, college experience, willing to work and help your station, anywhere but prefer East. Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237 or 412—364-5622.

Wants Experience: Reliable, hard-working college grad. Full knowledge of sports with 3rd phone. 10 months part-time as announcer. Call Bob Simen 419—683-2874.

First Phone Announcer, married, stable seeks employment in Wisconsin. Experienced in news, copywriting, and production. Box D-165.

Talk show host 25 years in showbusiness. Articulate, knowledgeable, bright, well traveled. AFTRA member. Can be controversial or MOR. Will be interesting and exciting. Bob Sydney 212—854-8191.

DJ-Female, 3rd-endorsed, single, college degree. Will work hard and go anywhere. Holly Cloar, Box 2967, University Station, MSU, Murray, KY 42071 502—753-1564.

South Florida: PD/MD/B.A./Law, AM-FM-TV, 7 years 3rd endorsed, announcing, news, production, now learning 24-track audio engineering at Criteria Studios. Call: Bob Parna, 305—595-6848.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Ich spreche Deutsch! Und, ich will Arbeit. If you need German/English DJ and newsmen, then write: T.V. Ketchum, 45385 Harmony Ln. Belleville, MI 48111.

Hardworking D.J., 24 (FM contemporary, jazz, progressive, MOR) 3rd phone. News, copy, production. Michael Yoshida 455 Crescent Mo. 209, Oakland, CA 94610. 415-834-1064.

DJ-Announcer: 1st phone, relaxed one-to-one delivery, good voice, tight board, intelligent, reliable. Willing to relocate. Bruce Alan, 972 E. 24 St. Bklyn. NY 11210.

Morning Drive Team—Dick and Ellen Stout, warm friendly communicators, excellent references. 703-437-4881.

1st Phone—experience, D.J., news. I want to grow with your station. Mike Ruiz, Box 53, Venice, CA 90291.

Karl Otter is the Germanic Panic. Herb Otter Jr. is the Rushin' Prussian. One year ago, they left on their farewell tour. Where the hell are they? 301-823-7848.

M.O.R. Personality—Medium Market desires change to same, above as M.D. or as small market P.D. Box D-149.

DJ and Newscaster for 4-1/2 yrs. Seeking DJ position in medium market, contemporary or Top 40. Dependable, professional. 3rd endorsed. Box D-148.

1st Phone Top 40 jock. Program Director and night personality at Southeast blocked format station. (R and B during my shift). Also worked in Oklahoma City area. Former Production Director (2 years) and jock (3 years) at open format college station in Illinois. Anxious to move on to a playlist more to my liking. Box D-135.

I am desperately seeking employment. 4 years experience, 3rd endorsed. Prefer contemporary, progressive country, can also do sports. Robert Wolf, 806-353-0298. Box D-131.

12 Year Pro seeks PD job AM drive with station offering long term future, for results ... all markets considered. Box D-171.

DJ-Announcer, 3rd endorsed, 1-1/2 years NPR experience, college, dependable, pleasant personality, seeks AOR, Jazz, News, Interview, etc. Will relocate. Resume, tape. Box D-163.

Female DJ, 3rd endorsed, 24. Prefer AOR. Talented, reliable, will relocate. Wolf Schneider, 7367 Hollywood Blvd, LA, CA 90046 or 213-876-2039.

June graduate desires AOR/MOR/Contemporary. Relocate anywhere. Good production. Resume, tape. Tony Wigton, 221 Gamertsfelder, Athens, OH 45701.

DJ, Copywriting, sports. Broadcast school grad seeks 1st chance in SW. 3rd endorsed. 213-390-4798.

Good dependable MOR/Rock announcer. 3 yrs. experience, 1st ticket, versatile. Sports genius. Want to work. Jeff 612-827-1803.

Experienced, First phone, creative, news, disc-jockey, production. L.T. Smith (714-287-7276) P.O. Box 1640, La Mesa, CA 92041.

SITUATIONS WANTED TECHNICAL

First Phone Tech James E. Peoples. 40-31C, West Moshulu Pkway Bronx NY 10468. 212-364-2050.

Supervisor of Engineering in major market seeks chief's position in major market. 14 years experience—10 years at present station. Experienced with 50kw directional AM, FM stereo, composite STL microwave, SCA. Audio processing, remote control, labor contracts. Box D-113.

SITUATIONS WANTED NEWS

Sportscaster. Experienced young pro. Reporting, writing, all sports. Have done major college play-by-play. Degree. Will relocate, but prefer Southwest. Box C-198.

SITUATIONS WANTED NEWS CONTINUED

Sports personality. Recent broadcast grad, looking for 1st break. Telephone talk-show host, PBP, incredible knowledge of sports; get in touch—you will not be disappointed. Box D-42.

Female sports director, M.A., 3 years, major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box D-57.

Sportscaster, 4 years major college experience, seeks college PBP. Working, top 30 market. Box D-96.

Experienced newsmen in east desires growth opportunity in medium-large sunbelt market. Positive attitude, interested in public affairs and talk show. Box D-107.

Qualified, experienced, industrious degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

Detroit, Philadelphia or Northeast: Seeking relief from sunshine and no pay; 13 years experience, radio-TV news, seeks reporter-anchor spot. call 305-667-8108.

Experienced News, PBP, Talk Show, copy writing. Creative, mature. West Coast preferred. Ken Stepien, 213-439-4181.

Experienced Sports Director all play by play, will relocate, call 305-666-3615.

Management praises for quality, cuts for economy. ND has survived three managers, eight formats, two years. Enough's enough. Decade experience. 602-326-2895.

Broadcast School Trained. Third endorsed. School teacher desires summer position. Female, prefers sportscasting or news. Is knowledgeable. Prefer Pennsylvania but will relocate. Available June 17, Andrea Seaman, 4769 Little Street, Pittsburgh, PA 412-462-3241.

You want your money's worth? I'm 22, broadcast journalism grad, hard-working, willing to learn. Four years small-market experience with competitive commercial cable FM, ABC affiliate. News Director, Radio-TV. Seeking stability with heads-up radio news operation. Prefer Midwest, will answer all replies. Box D-145.

News Director or Program Director position sought: Experienced News Director and Program Director seeks similar position in medium-to-larger market. Telephone 807-274-3592 or write Box 262, Ranier, MN 56668.

Responsible News Director. Imaginative Award-Winner. Believable, conversational Pro. Strong digger/writer, actualities. Box D-122.

PBP Baseball, hockey, basketball. Also news, production. 4 years college experience. BA, 3rd endorsed. Great voice, intelligent, articulate. Relocate anywhere. Call Jonathan Yarmis 315-859-7381.

Board—Eight years of running one is enough. I desire to be in a sports department, medium market up. Reply Box D-150.

Copywriter with college & professional training. Totally blind but still keeps an eye on his copy, his imagination. Guarantees maximum performance starting at minimum wage on any task, anywhere. Dave Haines, 5 Lawton Ave., Glens Falls, NY 12801. 518-792-8956.

Radio reporter/anchor: 3 years experience, communications degree, talk show host/producer, totally dedicated. Seeks position with station that cares about news quality. Box D-164.

News anchor in larger market. Sincere, dedicated and experienced. News and sports background. Box D-146.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Not Afraid to Work Hard. 3 1/2 years of experience in major market working up from sweeping floors. Experienced in Traffic, Production, and Engineering. P. Chin, 216-226-8587.

Eight years experience, heavy production, first, married, stable. Looking for adult contemporary or contemporary MOR format. Call Pete 503-648-5580.

SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Production-writing: Young, creative, dependable, experienced. B.A. R/TV; 3rd endorsed. "Hungry" for right opportunity. Peter Zolo 3120 Kingman No. 1 Des Moines, IA 50311 515-255-5674.

Now Major Market Program Director, management change and I'm thinking of moving on. Looking for Top 50 market, can program what you want. Run department of 20 smoothly from my operating budget, know FCC rules, station analysis. Box D-172.

Program director/morning personality, B.S. Broadcasting/Film, experienced PBP pro, college, H.S. 3 rd phone, news background, excellent copy, production, 4 yrs. experience, married; station sale forces relocation; radio/TV. 301-373-5023 evenings. Rt. 2, Box 112, Hollywood, MD 20636.

Talented 1st Phone, 12 years experience all formats, wants permanent position with responsibility commensurate with experience and ability. Major or large market top 40, rock, oldie. Box D-34

Program Director 10 years experience in soul radio, training in all facets. I have taught broadcasting technique. Excellent ratings and leadership ability. Tape and resume available. If you're ready for numbers rather than excuses I'm your man. C. Kelly, 4918 Tennessee Street, Jacksonville, FL 32209.

TELEVISION

HELP WANTED MANAGEMENT

Development Manager. Public TV station needs development manager to plan and execute fund-raising activities. For further information, contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, California 95110, 408-299-3701. Application deadline: May 2, 1977. An Equal Opportunity Employer.

Executive Producer. Public TV station needs Executive Producer for locally produced programs. Experience needed in TV or film program design, writing and/or production. Position will be responsible for station program design, proposal writing, budgeting, production management and program evaluation. For further information, contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, CA 95110, 408-299-3701. Application deadline: May 2, 1977. An Equal Opportunity Employer.

HELP WANTED SALES

National Sales Manager—Strong national sales background for a group-owned, VHF, net affiliate. Prestige operation in a growing, 3-station, southeastern market. Unusual opportunity for an aggressive professional who can supply innovative leadership. An equal opportunity employer. Send resume, references and salary requirements in complete confidence to Box D-152.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194.

Transmitter Supervisor for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281.

Broadcast Engineer—Southeast UHF. License and minimum 2 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117.

Camera Maintenance and tape maintenance engineers with a minimum of 5 years broadcast experience, and FCC First Class. Salary 18-25K, EOE, M/F. Box C-152.

HELP-WANTED TECHNICAL CONTINUED

Video Tape Editing engineer... Experienced only need apply. Must have working knowledge of digital circuits, analog video and audio circuits and ability to evaluate video and audio signals. Familiar with RCA VTR 600-A, TR-700, TCR-100, TK-27, Grass Valley Switcher, Box C-224.

TV Maintenance Engineer: full color production facility in Los Angeles requires person to repair cameras, film chain, VTR's (helical and quad). Must have 3 years experience in repairing color video equipment. An Equal Opportunity Employer. M/F. Send resume and salary requirement to Box D-86.

Chief Engineer midwest VHF Group Broadcaster. Equal opportunity employer. Send resume to Box D-108.

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200. CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Chief engineer for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Small staff requires personal attention to maintenance. Located in growing university community in beautiful mountainous area. EOE. Send resume and salary requirements to Pete Friden, Station KPAX-TV, P.O. Box 4827, Missoula, MT 59806, or call 406-543-7106.

Broadcast (TV) Engineers for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

Chief all phases. Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201-325-2925. EOE.

Maintenance engineer with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

Broadcast technicians and transmitter technicians for Network Control Center and earth terminal transmitters/receivers. Minimum 4 years experience in general maintenance of broadcast quality TV facilities and 1st phone license. Remit resume: Public Service Satellite Consortium, 2480 W. 26th Ave., Denver, CO 80211. EOE.

University CCTV studio engineer to install, operate and maintain B/W and color equipment. Must have completed TV-electronics training program from vocational or military school. Early evening shift. Two years experience desired. Available: immediately. Salary: \$900/month, more with experience, many fringe benefits. Mr. Kim Krisco, Media Services TV, Illinois State University, Normal, Illinois 61761 309-436-5461.

2 positions available: Studio Maint. Supervisor & Master Control Oper. with first phones. Equal Opport. Employer. CE, WWAY-TV, Wilmington, NC 919-762-8581.

HELP WANTED NEWS

Co-Anchor. Need someone with strong reporting background who will report and co-anchor late news. Experience in both reporting and anchor is required. Salary is open and negotiable. Send resume. Will contact for air check. An equal opportunity employer. Box D-44.

News Director—Top dollar for person with solid track record in small market. Box D-69.

Anchorperson—6 and 11 p.m. at aggressive Western station. Box D-70.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

HELP WANTED NEWS CONTINUED

Experienced TV News General Assignments Reporter. Minimum of one year recent experience as a TV Field Reporter at a Commercial Station. Greatest consideration will be given to the most experienced. Must also know ENG and allied equipment, 16mm filming procedures, editing and be a solid news writer. We are not looking for an anchor, sports or weather person, but a bona-fide qualified experienced TV News Field Reporter. Rush your VTR cassette, complete resume, and any supplemental information to Bill Close, VP-News, KOOL-TV, Phoenix, AZ. No telephone calls, please. An Equal Opportunity Employer.

Two Jobs: Broadcast Meteorologist. Heavy emphasis on forecasting, use of visuals to make your weather come alive. AMS seal a must. News Producer. In charge of assignments, production of 6:00 P.M. newscast, occasional air work. Bachelor's Degree & professional experience required. Meteorologist—send resume & tape. Producer—send resume, tape & sample script to: News Director WOI-TV Ames, IA 50011. Application deadline: May 13, 1977. Affirmative Action, Equal Opportunity Employer.

News Director for western regional market TV. Excellent administrator to develop present department. Must have all around knowledge of news gathering, production and airing, anchor ability, knowledge of ENG desirable. Women and minorities are encouraged to apply. Send resume to Box D-138.

Radio-TV News Reporter wanted for PBS/NPR affiliate. Responsibilities: Assist News Director in all phases FM/TV news operation; manage student reporters; host weekly TV public affairs program; quarter time teaching (News Writing). BA required. Broadcast news experience preferred. Send resume and references to Mark Holcomb, News Director, KAMU-TV/FM, Texas A&M University, College Station, TX 77843. An EEO, AA employer.

Evening News Producer. Experience a must. Large market opportunity. An Equal Opportunity Employer. Send writing samples and resume to Box D-121.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

ENG Program/Production Editor, candidate must currently be an extremely creative, production oriented, deadline conscious, film and/or film/ENG editor. Person will have the major editing responsibility for a daily prime-time magazine. Minimum three years heavy production editing experience. Top ten major market net affiliate. An EOE. Box C-199.

Seeking experienced film production people with ability to work in all phases of production in growing company in Midwest. EOE. Send complete resume to: Box D-102.

Producer-Director with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

Outstanding Promotion Position. Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everett, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

Writer-producer needed for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits. Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

Production Manager Major market independent (top 10) looking for Production Manager. Would like 5 years experience as Producer/Director and Production Manager. An Equal Opportunity Employer. M/F. Send resume to Box D-137.

Producer-Director wanted for PBS station. Requirements: BA; thorough knowledge of color studio production. ENG, post-production quad and cassette editing; quarter-time teaching (TV Production). Two years broadcast experience preferred. Send resume & references to Mel Chastain, KAMU-TV, Texas A&M University, College Station, TX 77843. An EEO, AA employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Research Director-Marketing and Media. One of two division heads in Wash. D.C. private research firm. At least 3-5 years experience in comm. marketing and media research—can substitute 2 years academic exp. For a researcher who wants to build a future working on the supplier side. Able to meet with clients, conceptualize research problems, design projects, write findings and supervise junior analysts. Able to maintain and develop business. Position would lead to vice presidency, profit sharing and member of four person managerial board. Firm has 16 employees/700K gross/in business 12 years. Send resume to A. Thibault, Dept. B, 4000 Albemarle St., N.W. Washington DC 20016.

TV Director/Engineer To teach television production in mid-eastern Penna. college. Masters' degree and experience required. Send resume and picture Box D-175.

Program Director, Film Buyer. Major cable and Pay cable firm seeking experienced film buyer. Must have TV station program buying background. NYC location. Replies confidential. Box D-151.

Wanted: Anchor person for daily talk show. Requires good interview and reporting skills. News background a plus. Major market group station. An equal opportunity employer. Box D-142.

TV Producer-Director—Produce and direct instructional programs and series in television and other media. Consult closely with faculty. Coordinate all aspects of production. Evaluate results. Teach related subjects. Master's (Doctorate preferred) and three years experience in media and TV. Salary negotiable (12 mos.). Write with resume to: Dr. R. Stowe, Box 6000, SUNY College of Arts & Science, Plattsburgh, NY 12901 by 5-15-77. An EO/AA Employer.

One Director Television Staff Director for Eastern PTV production center. Minimum 3 year full time directing experience. E.O.E. Box D-158.

SITUATIONS WANTED MANAGEMENT

General, national, regional, local Sales Mgr available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186.

17 yrs in sales and programming in Rocky Mtn. medium market. It's time to become GM in group with good benefits. I've done it all, now I want to do it all at once. Won't you give me a chance? 303-574-4294.

SITUATIONS WANTED SALES

TV-Radio Pro-ratings? What's that? Interested in ownership, management, sales—10 year top billing track record—Ken Hissong. 216-456-1057.

SITUATIONS WANTED ANNOUNCERS

Attention: Top 50 market stations—experienced TV News/Sports Director (Journalism major) seeks News/Sports Reporter position. Major league baseball. Big 10 football affiliations. Documentary credits. Outstanding references, degree, portfolio, film, VTR. Let's communicate (interview). Write Box D-72.

Young woman looking to translate 8 yrs. Sales experience with numerous TV guest appearances to being an 'on air' personality. Expertise: Woman's market. Anxious for opportunity to work hard and be successful. Box D-76. BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50.

1st Phone Major Market experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing. Box B-68.

Tx Supv. presently employed, desires position of ass't chief/supv. NY/Pa. area or Rocky Mountain states. Presently responsible for UHF & FM transmitters. Please reply to Box D-66.

Experienced 1st Phone 2 years commercial station, BA degree, control room/production/operations/engineering—ENG, VTR, audio, lighting, camera. Excellent resume. Relocate anywhere. Box D-74.

SITUATIONS WANTED TECHNICAL CONTINUED

Technical Director able to setup register, shade broadcast color cameras, setup, operate 2" VTR; various switchers. Great potential. 213-465-7146.

First Phone desires maint. position, xmtr. or other. Box D-117.

Well Experienced Engineer with first phone and over 10 years in all phases of TV broadcasting desires advancement. Self starter. Experienced in TV productions and post productions, video, VTR's, time code editing, general studio maintenance, remotes. Latest equipment. Box D-133.

SITUATIONS WANTED NEWS

Studio or Street News is My Beat. My audience is my only concern. From anchor desk or ENG remote, I'm aggressive, dedicated, enterprising. Currently, top-rated news radio morning drive anchor and part-time TV in 4th market. Young, attractive, 14 years experience. Box C-229.

I want to anchor! Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29.

Washington DC Correspondent available for full or part time assignments. Female, MS Degree, experienced radio & TV reporter. Can contact Jean 202-966-1838 or Box C-232.

Experienced reporter including radio, print, M.S. seeks position as street reporter. Top references, will relocate. Box D-52.

Looking for a versatile, experienced Anchor/Reporter who shoots and edits 16mm, has B.A., First, is News Director at Midwest CBS affiliate and does sports and weather too? Write Box D-78.

Successful Radio anchor/reporter seeking switch to TV News. May Comm. grad, 4-year background in all markets, with sports emphasis. Some Pub. Aff. for PTV. Relocation & market no problem if right opportunity. VTR, scripts & references say the rest. Box D-91.

Sportscaster/Newsman 3 years Radio/TV experience. Seeking full time Radio/TV sports. In depth sports knowledge, aggressive, innovative. Box D-94.

News photographer: Aggressive and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

Award Winning Journalist Wants in. Single, 26. Aggressive. Tireless. Versatile. Sports. Features. Relocate anywhere, USA. Carl Cherkin, 2932 Bunker Hill Ct., Cornwells Heights PA 19020. 215-757-4852.

Sportscaster. PBP & Color analyst football, basketball, baseball, ice hockey over six year period. Have produced daily & weekly sports program & straight news. Personable & energetic willing to relocate anywhere. Box D-134.

ND Anchoring No. 1 cast seeks ND/anchor or anchor/producer spot. MA, young, award-winning. Reporting, writing, ENG experience. No consultant stations. Box D-129.

College grad, film/ENG with strong background in copywriting. Creative, eager. Wants N.E. location but will relocate. Rick Lavon, Lattingtown Rd., Glen Cove NY 11542 516-676-4191.

Top 20 Producer looking for position with magazine show, Doc-unit or as mini-doc or field producer. Box D-120.

Reporter-Anchor, Strong, creative journalist with excellent camera presence, 27, degree, 6 years experience. Present and previous employers for references. Box D-143.

Sports Position Wanted: Young, married, ambitious, aggressive, 2 yrs. announcing 2 yrs. sportscasting. Eager to learn sales or TV sports. Box D-127.

Intelligent Experienced Hardworking top five market reporter/co-anchor seeks change. Will consider anchor or reporter job. Willing to relocate. Diverse experience. Master's degree. Box D-157.

SITUATIONS WANTED NEWS CONTINUED

Experienced Producer. Major Market Background. ENG Producer in top market. Box D-119.

Bright young network staffer with solid news experience seeking local TV writer/associate producer/assignment desk job. Box D-123.

18 years radio TV experience, including British Broadcasting, as reporter, weatherman, anchorman, news director. BA, MA, LLB. Major markets call Chuck, 312-358-3136.

Top Rated Anchorman/News Director in top 80's market seeking anchor position in larger market. Qualified and Experienced. 417-744-2048.

Soccer Reporter—English: Last 4 years BBC—seeks USA challenge—Radio/TV or consultancy. Good NASL contacts. Pat Horton, 35 Gypsy Lane, Norwich, England.

Photographer/producer/professor, experienced all phases film-video production seeks challenging position with ENG station. Jerry White. 417-926-5434.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director: BA Radio/TV/Film. Over 3 years cable experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broadcasting, willing to work up from production assistant or similar position. Will relocate for right opportunity. Box C-87.

I Write, I Produce what I write. I shoot, edit, call and switch what I produce. Please, send for my tape. My specialty: TV promotion and commercials. Box C-195.

Director: Currently directing news, commercials, public affairs, at small market network affiliate. 2 years experience. BA, R/TV. Seeks directing position in larger market. Please send for my resume & cassette. Box D-147.

Experienced Producer/Director, Commercials, Promotion, News, etc. Media Degree. First Phone. 616-947-1676, or Box D-140.

I write and produce creative, effective professional local TV commercials and on-the-air promotion. My reel proves it. J. Sweeny, Apt. E4, 780 Lindbergh Dr., Atlanta, GA 30324.

Project Director Writer/Producer/Director available now for TV/film projects. Innovative credits, commercial and educational, for all audiences. Box D-144.

Black female seeks position community affairs or programming departments R/TV. B.S. Communication experience video tape and film. Viola M. Guice. 6834 S. Champlain, Chicago, IL 60637. 312-643-1873.

CABLE

Experienced System Manager seeking position in cable and/or pay operations. Degreed, innovative, responsible. Contact Douglas Rook at Hilton during NCTA Convention. After April 20th, call 517-393-5794.

WANTED TO BUY EQUIPMENT

100 ft—3 inch Hellax jacketed. Good condition. Please call collect 218-732-3306.

Wanted to Buy: Used automation equipment. Controllers, carousels, instacarts, top prices. Call now! 206-577-1681.

2-GC Microwave hardware, tube color bar generator, color multiplexer, 3" color orthicons. 315-677-7511.

FM station wants good used guyed or self supporting 140' tower. Box 2000 Sag Harbor, NY 11963. 516-725-2300.

FOR SALE EQUIPMENT

MARTI M3B STL excellent condition, Phelps-Dodge 2 bay circular FM antenna never used will tune to your frequency. Gates M-6146 stereo generator CCA exciter, SMC R/P cart machine w/aux tones. KIOQ-FM Bishop, CA 714-873-5861.

Gates "President" 8 channel console, good condition. \$2,300. Maze Corporation. 205-956-5800.

FOR SALE EQUIPMENT CONTINUED

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

CBS dynamic presence equalizer, Model 4500 New. Improve your sound \$495 312-956-1548.

Two Schafer 1200, Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

Gates Automation System, Gates TE-3 exciter and stereo generator, like new, call 404-876-7123.

New Automation. Low cost, perfect for the small market broadcast stations. Typical full system selling for under \$9,000.00. Contact Broadcast Specialties, 206-577-1681.

RCA TR-60 Quad Hi Band VTR, DOC, editor, refurbished headwheel, excellent condition. First \$29,500.00 gets it! MATEC 205-956-2200.

3" Air Helix Coaxial cable new all copper, 50 ohms—8reels, 400 ft each—can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

Complete Color Studio RCA, Telemation, IVC, Cohu, Telemet. More at One-Third list. David Castellano 209-951-3137.

Audio—two stereo Collins Twintapes (4 slots) with record amplifier—stereo CBS Volumax, Audimax, Garcon STE-100 phase controller, several hundred Marathon carts—good shape—IGM 'PAL' loggins system. Doug Rogers 501-239-8588.

CCA FM10DS exciter and SG-1D stereo generator, used, with manuals, both for \$2000. Moseley SCG-4T subcarrier generator - 67KHZ, used, manual, \$300. McMartin TBM-3500 Mod Monitor, used, - 98.7MHZ, \$100. McMartin TBM-3000 Freq Monitor, used, - 98.7MHZ, \$40. Miratel AA-1 EBS Rcvs, \$25 each or best offer. Gates GTA-88F Freq Comparator, used, \$50. General Radio 1181-A Freq Monitor, \$40 or best offer. General Radio 1931-A Mod Monitor, \$40 or best offer. Misc Moseley subcarrier generators, detectors, telemetry rcvs, MPX processing amp, phase comparator, chopper stabilized amp for R/C radio link. Contact C.E. or G.M., 281-236-7900.

IVC 870C VTR with brand new 07 selected video head. Machine like new \$4,500. Call day or night 201-838-2249.

(2) G.E. PE-350 color studio cameras, complete/monitoring, in use. Call Al Petzke, C.E. 815-963-5413.

Dumont Series 9000 25 KW Low-Channel Television Transmitter. Now operating. Available May 1, \$10,000.00. E.N. Wray, KTBS-TV, 312 E. Kings Highway, Shreveport, LA 71104. Telephone: 318-868-3644.

Schafer 902 automation 96 position switch memory, interface cards, cables for 5 Ampexes, 7 cart/carousels. Rack. Price new \$13,000. Yours for \$6,500. Phone Schafer International 714-454-1154.

For Sale: 5KW Collins 820 E. KMTR, just rebuilt, available immediately. Tuned 950. \$10,000 firm. Contact Ken Bailey 601-544-8805.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

Original comedy for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

COMEDY CONTINUED

Free Catalog... Everything for the deejay! Write: Command, Box 26348, San Francisco 94126.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

Knockers! A great set of funny recorded bits for your show. Sample, Fuller, 44304 Olina Kaneohe, HI 96744.

MISCELLANEOUS

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Cheap Radio Thrills! The world's best—most useful—production album! Last chance to buy at this price: \$12 each, 2/\$20. Add \$2/LP for First Class. Sample \$1, L.A. Air Force 2445 East Third, Long Beach, CA 90814.

Do You Have a client who needs a jingle? If you've been calling Dallas or Memphis, call us. We create custom jingles in 48 hours. Phila. Music Works Box 947 Bryn Mawr, PA 19010 215-525-9873.

Deejays: A collection of stories, facts, and laughs. King's Korner: Write to The King at 1045 Park Ave. River Forest, IL 60305 for free sample.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 9, June 20. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

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

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

1st class FCC, 6 wks. \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

A.T.S. 152 W. 42 St., NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

San Francisco, FCC License, 6 weeks 5/2/77. Results guaranteed. Veterans approved School of Communication Electronics, 150 Powell St. 94102. 415-392-0194.

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

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd. Hollywood, CA 90028.

RADIO

Help Wanted Management

RADIO PROGRAM SYNDICATOR

Looking for aggressive Regional Manager to work out of our Northeast Headquarters. Must understand radio station operations and programming. Excellent sales ability with good written and telephone presentation are necessary. Travel is limited. Salary commensurate with experience and ability. Reply to Box D-141.

Help Wanted Sales

Missouri, small market, needs experienced salesman with future. Prove you're able, stable, loyal, and be salesmanager in two years. Then manager, then begin acquiring ownership in \$500,000 property. Resume, compensation method and amount, references. Reply to Box D-124.

Help Wanted Announcers

At WOBM, Toms River, N.J., we haven't found the right person yet to fill our afternoon drive MOR shift. We want an experienced, mature individual who has already proven himself in the market he's in, and who can express himself in a cogent manner. This is our first turnover in 4 years, and we're proud of that. Call Paul Most, (201) 269-0927. EOE.

RADIO PERSONALITY

920-WGST. All-night air personality. Atlanta's fastest growing adult contemporary format. Current Third Class FCC operators license with broadcast endorsement required. Send tape and resume to Bill Sherard, WGST Radio, 550 Pharr Road N.E., Atlanta 30305. EOE. No phone calls.

AM/FM combo in medium market looking for morning disc jockey. Must have good voice and creative style for adult contemporary format. At least \$200.00 weekly for exciting entertainer. Send air check and resume to: Jim Owen WCRS P.O. Box 1247 Greenwood. SC 29646. EOE.

Situations Wanted Management

THE DIFFERENCE

... between "just average" and "very profitable" is usually the man in charge. Above average ratings and solid profits require a manager with ability and experience. I have both and I have top level local and national references to prove it. Background includes G.M., S.M. and P.D. in markets of all sizes including major markets as G.M. If you think your station could—or should—be doing better, I'd like to meet with you. Contact me at Box D-161.

Help Wanted Management Continued

You've Invested in automation. It takes a different point-of-view to program, engineer, and sell than does a DJ operation. Automation specialists are rare. Need help? Box C-139.

GM with outstanding 12 year track record managing successful blockbuster radio stations in Major Markets looking for position. Strong on profits, sales, programming. Promotion & administration. Top industry references. Call 215-449-7378.

NEED A PARTNER? WITH \$100,000 CASH?

I have the cash plus an outstanding track record making other people rich! Currently with one of the elite in the industry. I have learned from the best in the business... programming, promotion, and sales. I am looking for part ownership-management of an AM or FM in the West. Reply in confidence to Box D-153.

Help Wanted Announcers

I love you, I need you, I can't survive without you! Oh, radio... will you hire me? Five (5) years major market experience, personable, competent. All proposals considered. Call John, 405-732-9697.

RADIO TELEPHONE TALK SHOW HOST

Currently and solidly employed in top 20 market. Want a new challenge and opportunity. I'm a political moderate/liberal, prudently controversial, knowledgeable, highly experienced, sober and responsible. Know how to entertain and inform with wit, style and a sense of humor backed up with research and facts. Strongest contacts with book publishers, agents and major studios on both Coasts insure top guests. I've had and can get them all. Resume and tapes available. My references are impeccable. Am commercially minded and can make money for you. Please send all details on your letter-head first letter. All replies in strict confidence. Present employer will slit his throat when I leave but I'll take the chance. Interested only in major MAJOR market.

Box D-59, BROADCASTING

Situations Wanted News

Versatile play-by-play announcer: Seeking play-by-play opportunity with sports-minded station. Experienced in all sports at all market levels. I've also done major market radio and TV sports reporting. College grad. Presently employed. Box D-116.

Situations Wanted Programing

UP YOUR ARB

8 year vet of top 10 market rating wars looking for challenging, creative programming position in large or metro market AOR, A/C or top 40 station. Now No. 1 FM at night in nations 2nd market. Chip Hobart 312/337-1154.

TELEVISION Help Wanted Technical

14 TV POSITIONS

Permanent technical and production positions. National and International Broadcasters over 23 years.
call Paul L. Stewart
216-867-6200

Help Wanted Management

COMMUNICATIONS EXECUTIVE

Communications company with multiple newspaper and broadcast operations requires strong administrative officer to fill key home office position created by rapid growth. Have ambitious further acquisition plans and the wherewithal to achieve them. Candidate must have ability to organize and direct people, plus a sound foundation in financial management of newspapers and/or broadcasting. Resume and salary requirements to Box D-118.

Help Wanted News

WEATHER ... TV weather persons needed ... We know the stations ... Send tape and resume to: United States Weather Corporation 2250 N.W. 39th Oklahoma City, Oklahoma 73112 405/524-1081.

Meteorological consulting company needs graduate meteorologist with forecasting and broadcasting experience. Fulltime position available immediately. Send video tape and resume to:

Mark Eubank
WEATHERBANK, INC.
179 Social Hall Ave.
Salt Lake City, Utah 84111

Help Wanted Programing, Production, Others

TELEVISION BROADCASTER

Four year degree with major in television production or programming and at least 3 to 5 years experience. Must be able to plan programs and serve as in-studio talent. Familiarity with ENG equipment and techniques preferred. Must be sharp thinker, mature of mind, dedicated to hard work. Starting salary \$12,298. Good fringe benefits. Send resume. 3/4 - inch cassette preferable showing interview techniques to Ms. Frances Crook, Associate Personnel Director, University of Florida, 201 Hub, Gainesville, Florida 32611. EOE/AEE.

PROGRAM DIRECTOR/ FILM BUYER

Major cable and Pay cable firm seeking experienced film buyer. Must have TV station program buying background. N.Y.C. location. Replies confidential.
Box D-151

Situations Wanted News

Studio Or Street—News is my beat. My audience is my only concern. From anchor desk or ENG remote, I'm aggressive, dedicated, enterprising. Currently, top-rated newsradio morning drive anchor and part-time TV in 4th market. Young, attractive, 14 years experience. Box C-229.

Situations Wanted Programing, Production, Others

EXECUTIVE PRODUCER/ DIRECTOR

with 15 years experience in studio & documentary/special programming; knowledge of local & network operations; ENG; seeking active, creative position away from city confusion. Art Cabot 1166 N. Shadow Drive, Mt. Pleasant, SC 29464 803-884-2479.

Radio Programing



Gunsmoke

The Original Radio Network Series
starring William Conrad
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Miscellaneous

RADIO-TV CONTEMPO

A bright new contemporary newspaper with Broadcast media news and emphasis on an exclusive TV & Radio Job Mart. Stations your ads are free. Call the 24-Hour hot-line (312) 921-8277. Annual subscription rate \$40.00. Write for your FREE issue. Finally ... a trade paper for the Broadcast media. Published weekly by SLJ Publications P.O. Box 12069 Chicago, Ill. 60612.



SLIDES

\$6^{ea}

SPORTS • BACK IN A MOMENT
TECHNICAL DIFFICULTY • WEATHER
BOB LE BAR FILM DESIGN
240 EAST 55 STREET NYC 10022
SEND FOR COMPLETE LIST

OFFICE ADMINISTRATOR

Our major, international, diversified manufacturing firm has a high responsibility, high demand opportunity for the Office Administrator with a broad, general background and far-reaching ambitions. You'll manage our FERNSEH headquarters office in Saddlebrook, N.J. and your duties will include P&L responsibility.

Your minimum 2 years experience as an administrator has given you a good knowledge of personnel, shipping, warehousing, pricing, payroll and importing activities as well as of TV products. In return for your expertise, we offer an excellent salary coupled with generous fringe benefits. To arrange a confidential interview, send your resume with salary history and requirements to:

Mr. PETER J. MEEHAN
INDUSTRIAL RELATIONS MANAGER

An Equal Opportunity Employer M/F

Robert Bosch Corporation

2800 SOUTH 25TH AVENUE • BROADVIEW, ILLINOIS 60153

Buy-Sell-Trade



CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 491-7700
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE • SC • COCOA BEACH

Radio Programming

★ SAM SPADE ★ FRED ALLEN
★ YOUR HIT PARADE ★ BIG TOWN
★ AMOS 'N ANDY

Plus over 1,000 other Old Time Radio Shows now available for half-hour strip programming under the title CAT WHISKERS

PROGRAM DISTRIBUTORS
1001 SPRING STREET • LITTLE ROCK, ARKANSAS 72202
(501) 376-9292



The LONE RANGER

The Original
Radio Network Series is
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Equipment For Sale

10 KW COLLINS FM TRANSMITTER
830-F-2A 10-KW Collins FM Transmitter, includes exciter, Stereo Generator, SCA Generator and Modulation Monitor. All components in excellent condition. Call Stanley Conerly, 601-948-1515. WJMI, P.O. Box 3320, Jackson, MS 39207.

Wanted To Buy Stations

\$1,000,000

Serious individual wants AM or AM/FM. Pay up to \$1,000,000. Will consider two separate stations in smaller markets. If smaller property offered, prefer single station market, but this not a must. Will consider everything offered. Must be profitable, dominant and able to carry debt service, plus. No turn-arounders. Any format. C&W favored. If no real estate will pay up to 6 times real cash flow. More if real estate and earnings are there now. Need past five year figures plus all details necessary for fair and proper evaluation in first letter. All strictly confidential. Can move fast. Principals only. Reply

P.O. Box 400,
La Jolla, Calif. 92038.

UPPER MIDWEST

Experienced ownership group seeks fulltime AM or AM/FM combination to \$1 million on equitable terms. Write (or phone) in confidence with details of your situation.

Steven T. Moravec
First Concord Corporation
2096 Bayard Avenue
St. Paul, MN 55116
612-698-2192

Wanted To Buy Stations Continued

Wanted to buy: 2 television stations in Florida, and two television stations in North Carolina. All replies confidential. Reply to Box D-167.

Wanted To Buy Stations Continued

Principal looking for Midwest or Sunbelt station priced at \$850,000 or less. Contact Bayard M. Grant, 127 W. 10th St., Kansas City, Mo. 64105.

For Sale Stations

AM-FM. West Michigan location gross over \$315,000. Priced under 2 1/2 times gross with terms and balance on 8 1/2%. Call Don Jones, 616-723-6534 or 723-6484 evenings

Investor wants full time AM or AM/FM combination in N.C., VA., S.C. \$250,000 or less. Financially qualified. Prefer terms. Principals only. Reply Box D-155.

Public Company interested in acquisitions and/or mergers. T.V.—Radio Profitability not a factor. Reply Box D-114.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Help Wanted Sales



SALES PROFESSIONAL SOUTHEASTERN U.S.

Overwhelming response to our offerings at the recent NAB Convention has forced us to expand our sales force! This is a unique opportunity to represent one of the world's leading manufacturers/distributors of highly advanced TV equipment. You'll join a successful FERNSEH team, selling our KCK cameras and BCN videotape equipment throughout the southeastern United States from your home base in or near Atlanta, Georgia.

Your strong sales ability has been demonstrated successfully by your previous sales experience. This talent, combined with your technical aptitude and self-confidence, make you the ideal candidate. This position is accompanied by an outstanding compensation package including company car, expenses and other liberal fringe benefits. For immediate consideration, send your resume complete with earnings history, in confidence, to:

MR. PETER J. MEEHAN
INDUSTRIAL RELATIONS MANAGER
An Equal Opportunity Employer M/F

Robert Bosch Corporation
2800 SOUTH 25TH AVENUE • BROADVIEW, ILLINOIS 60153

For Sale Stations Continued

**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

Montana Full time AM-Class A FM. Near major energy development area. \$295,000 including real estate.

Utah Class C FM in university city. Considerable untapped potential. \$95,000.

Nebraska Daytime AM. Low dial position. Profitable for many years. \$380,000.

Kansas Daytime AM with PSA. Single station growing market. Good real estate. \$225,000.

Mountain States Media Brokers
Box 99, Broomfield, Colorado 80020
303-466-3851

SW	South	MW	South	South
Metro	Med.	Small	Med.	Small
AM/FM	FM	AM/FM	Sold	Sold
1.5M	300K	\$25K		
Terms	Terms	Cash		

John Mitchell & Associates
318-221-5464
Box 1065
Shreveport, Louisiana 71164

- 1000 Watt daytimer within 60 miles of Montgomery, Ala. \$70,000.
 - AM/FM within 25 miles of Meridian, Miss. \$225,000. Small down payment.
 - Class "C" stereo in Miss. \$335,000 for 75%.
 - AM/FM in central Tenn. \$225,000. Terms.
 - Great daytimer within 40 miles of Charlotte, N.C. Good real estate. \$300,000. Terms.
 - Black programmed daytimer in small town. Northern North Carolina.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

SE	Met	Fulltime	\$1,570K	\$455K
N Eng	Met	AM/FM	\$600K	\$175K
MW	Maj	Power	\$1,000K	\$290K
W	Sm	AM/FM	\$289K	\$84K
SW	Met	Daytime	\$145K	Nego

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



CHAPMAN ASSOCIATES®
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

For Sale: Full time AM Radio Station. Profitable. Growth market. Price 1-1/2 times gross. Cash or comparable paper. For details, write Boyd Kelley, 4525 Shady Lane, Wichita Falls, Texas 76308.

For Sale Stations Continued

**MEDIA BROKERS
APPRAISERS**

RICHARD A. **SHAHEN** INC.

435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

Radio Programming



Now available for local purchase:

CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

AMERICAN BROADCASTING:

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. \$26.50.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Send me a copy of American Broadcasting. My payment of \$26.50 is enclosed.

Name _____

Address _____

City _____ State _____ ZIP _____

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. 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.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:

—Help Wanted 70c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations wanted. 40c per word—5.00 weekly minimum.

—All other classifications. 80c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$30.00 per inch.

—All other \$60.00 per inch.

—Stations for Sale. Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires 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.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PO, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. April 13	Closing Wed. April 6	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ARC	ARC	N	44 1/2	41 3/4	+ 2 3/4	+ 6.58	44 1/2	37	18	17,696	787,472
CAPITAL CITIES	CCR	N	46 1/4	44 3/4	+ 1 1/2	+ 3.35	57	44 3/4	10	7,739	357,928
CBS	CBS	N	60 3/8	59	+ 1 3/8	+ 2.33	60 3/8	55	11	28,395	1,714,348
COX	COX	N	29 1/8	28 3/4	+ 3/8	+ 1.30	33 5/8	28 3/4	9	5,872	171,022
GROSS TELECASTING	GGG	A	14 5/8	15 1/4	- 5/8	- 4.09	15 1/2	13 5/8	7	800	11,700
KINGSTIP COMMUN.	KTVV	O	4 1/8	4	+ 1/8	+ 3.12	4 5/8	3 7/8	7	461	1,901
LIN	LINA	O	18 3/8	17 5/8	+ 3/4	+ 4.25	19 1/8	16 3/4	8	2,615	48,050
MOONEY	MOON	O	2 1/2	2 1/2		.00	2 1/2	1 7/8	9	425	1,062
RAHALL	RAHL	O	14 1/2	14 1/2		.00	18 1/2	8 5/8	17	1,281	18,574
SCRIPPS-HOWARD	SCRIP	O	36	36		.00	36	31 1/2	8	2,589	93,204
STARR**	SAG	M	7	6 3/4	+ 1/4	+ 3.70	7	3 1/2		1,202	8,414
STORER	SAR	N	25 1/4	25 1/4		.00	26 7/8	23 5/8	9	4,876	123,119
TAFT	TFB	N	28 7/8	28 1/4	+ 5/8	+ 2.21	33 7/8	28 1/4	8	4,070	117,521
TOTAL										78,021	3,454,315

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/2	5	+	1/2	+	10.00	5 1/2	3 3/4	9	1,265	6,957
AVCO	AV	N	14 1/4	13 3/8	+	7/8	+	6.54	16 5/8	13 3/8	3	23,792	339,036
JOHN ALAIR	RJ	N	14 3/4	14 1/2	+	1/4	+	1.72	15 7/8	11 1/8	6	2,407	35,503
CHRIS-CRAFT	CCN	N	4 7/8	4 7/8				.00	7 3/8	4 7/8	6	4,396	21,430
COMBINED COMM.	CCA	N	21 5/8	21 1/8	+	1/2	+	2.36	23	19	8	6,644	143,676
COWLES	CWL	N	14 1/8	14	+	1/8	+	.89	14 1/8	12 1/2	17	3,969	56,067
DUN & BRADSTREET	DNB	N	28	28				.00	30 1/2	26 1/4	16	26,544	743,232
FAIRCHILD IND.	FEN	N	10	9 1/2	+	1/2	+	5.26	11 1/4	9 1/2	9	5,708	57,080
FIQUA	FQA	N	9 3/4	9 1/2	+	1/4	+	2.63	13	9 1/2	7	8,844	86,229
GANNETT CO.	GCI	N	34 1/4	33 3/4	+	1/2	+	1.48	40 3/4	33 5/8	15	21,629	740,793
GENERAL TIRE	GY	N	27 1/8	26	+	1 1/8	+	4.32	28 5/8	24 3/4	6	22,242	603,314
GLOBE BROADCASTING	GLHTA	O	3 5/8	3 3/4	-	1/8	-	3.33	4 3/8	2 1/8		2,783	10,088
GRAY COMMUN.	G	O	10 1/2	10 1/2				.00	11	8	5	475	4,987
HARTE-HANKS	HNN	N	26	26				.00	29 3/8	26	11	4,383	113,958
JEFFERSON-PILOT	JP	N	27 7/8	26 5/8	+	1 1/4	+	4.69	32 3/8	26 5/8	10	24,079	671,202
KAISER INDUSTRIES	KI	A	17 5/8	17	+	5/8	+	3.67	18	14 3/4	9	28,119	495,597
KANSAS STATE NET.	KSN	O	5 1/2	5 1/2				.00	5	4 3/4	11	1,716	9,438
KNIGHT-RIDDER	KRN	N	33	31 5/8	+	1 3/8	+	4.34	38 3/8	31 5/8	11	8,305	274,065
LEE ENTERPRISES	LNT	A	23	23 1/8	-	1/8	-	.54	28 1/8	23	11	5,010	115,230
LIBERTY	LC	N	18 3/4	18 1/2	+	1/4	+	1.35	19 3/8	18	6	6,762	126,787
MCGRAW-HILL	MHP	N	17	17				.00	17 5/8	15 5/8	10	24,626	418,642
MEDIA GENERAL	MEG	A	16 5/8	16 3/4	-	1/8	-	.74	20	16 1/2	7	7,292	121,229
MEREDITH	MDP	N	17 7/8	17 3/8	+	1/2	+	2.87	20 1/4	17 3/8	4	3,067	54,822
METROMEDIA	MET	N	30 7/8	30	+	7/8	+	2.91	30 7/8	27 1/8	7	6,745	208,251
MULTIMEDIA	MMED	O	21 3/4	21 1/2	+	1/4	+	1.16	23 1/2	21 1/2	10	4,391	95,504
NEW YORK TIMES CO.	NYKA	A	18 3/8	17 1/2	+	7/8	+	5.00	18 3/8	15 3/4	9	11,206	205,910
OUTLET CO.	OTU	N	23 1/8	22 7/8	+	1/4	+	1.09	23 1/8	17 3/4	8	1,437	33,230
POST CORP.	POST	O	16 1/4	16 1/2	-	1/4	-	1.51	19 1/4	16 1/4	7	878	14,267
REEVES TELECOM**	RAT	A	2 5/8	2 1/2	+	1/8	+	5.00	3	1 3/4		2,380	6,247
ROLLINS	RNL	N	17 1/2	17 1/8	+	3/8	+	2.18	24 1/4	17 1/8	10	13,404	234,570
RUST CRAFT	RJS	A	11 7/8	11 1/2	+	3/8	+	3.25	11 7/8	8 1/2	8	2,291	27,205
SAN JUAN RACING	SJR	N	7 7/8	7 3/4	+	1/8	+	1.61	9 3/8	7 3/4	6	2,509	19,758
SCHERING-PLAUGH	SGP	N	34	36 1/4	-	1/4	-	.68	44 3/4	34	12	54,047	1,945,692
SONDERLING	SBR	A	9 7/8	9	+	7/8	+	9.72	10 7/8	9	5	1,096	10,823
TECH OPERATIONS**	TO	A	2 3/8	2 5/8	-	1/4	-	9.52	3 3/8	2 3/8		1,344	3,192
TIMES MIRROR CO.	TMC	N	20 3/4	20 3/4				.00	23	20 3/4	10	33,911	703,653
WASHINGTON POST CO.	WPD	A	22 3/4	22 3/4				.00	25 1/8	22 3/4	9	9,019	205,182
WDMFTCO	WDM	N	10 7/8	11 1/4	-	3/8	-	3.33	12 3/4	10 7/8	7	8,623	93,775
TOTAL											397,338	9,056,616	

Cablecasting

ACTON CORP.	ATN	A	4 3/4	4 1/2	+	1/4	+	5.55	4 3/4	3 1/8	15	2,676	12,711
AEL INDUSTRIES	AELRA	O	4	3 7/8	+	1/8	+	3.22	4 1/8	2 3/8	18	1,672	6,688
AMECO**	ACO	O	1/4	1/4				.00	1/2	1/4		1,200	300
AMERICAN TV & COMM.	AMTV	O	21 3/4	25	-	3 1/4	-	13.00	25 1/2	19 3/4	16	3,369	73,275
ATHENA COMM.** *		O	1/8	1/8				.00	1/8	1/8		2,125	265
RIJRNUP & SIMS	RSIM	O	3 5/8	3 3/4	-	1/8	-	3.33	4 1/8	3 5/8	24	8,319	30,156
CARLFOM-GENERAL	CCG	A	10	10				.00	10	5 7/8	9	2,562	25,620
CABLE INFO.		O	3/4	3/4				.00	3/4	1/2	4	663	497
COMCAST		O	4 1/4	4 1/4				.00	4 1/4	3 3/4	8	1,708	7,259
COMMUN. PROPERTIES	COMU	O	5 1/8	4 7/8	+	1/4	+	5.12	5 1/8	3 5/8	16	4,761	24,400
CON CABLE	CXC	A	21 7/8	21 1/2	+	3/8	+	1.74	22 1/4	16 1/2	21	3,563	77,040
ENTRON	ENT	O	1 5/8	1 3/4	-	1/8	-	7.14	2	1 5/8	2	979	1,590
GENERAL INSTRUMENT	GRL	N	21 1/4	19 7/8	+	1 3/8	+	5.91	21 3/4	18 1/2	23	7,178	152,532
GENEVE CORP.	GENV	O	8	8				.00	9 1/4	8	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	4 7/8	5 1/8	-	1/4	-	4.87	5 1/8	2 7/8	70	5,281	25,744
TELEPROMPTER**	TP	N	7 1/4	7 7/8	-	5/8	-	7.93	9 3/8	7		16,646	120,683
TIME INC.	TL	N	35	33	+	2	+	6.06	38 1/4	33	11	20,192	706,720
TOCOM	TOCM	O	2 1/2	2 1/2				.00	3	2 1/4	9	617	1,542
UA-COLUMBIA CABLE	UACC	O	18	18				.00	18	15 1/2	14	1,700	30,600
UNITED CABLE TV**	UCTV	O	3 7/8	3 7/8				.00	4 5/8	3 7/8		1,879	7,281
VIACOM	VIA	N	12 3/4	12 1/8	+	5/8	+	5.15	15 5/8	9 1/2	13	3,707	47,264
TOTAL											91,918	1,362,035	

	Stock symbol	Exch.	Closing Wed. April 13	Closing Wed. April 6		Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programming													
COLUMBIA PICTURES	CPS	M	10	9 3/8	+	5/P	+	6.66	11 3/4	7 3/8	4	6,748	67,480
DISNEY	DIS	N	35 3/4	34 3/4	+	5/8	+	1.79	47 5/8	34 3/4	15	31,917	1,129,063
FILMWAYS	FWY	A	9	8 3/4	+	1/4	+	2.85	9 7/8	6 7/8	8	2,397	21,573
FOUR STAR			3/4	3/4				.00	1	3/4	8	667	500
GULF + WESTERN	GW	N	14	13 1/8	+	7/8	+	6.66	18 3/8	13 1/8	3	48,269	675,766
MCA	MCA	N	36 3/4	36 3/8	+	3/8	+	1.03	42 1/2	36 3/8	7	17,974	660,544
MGM	MGM	N	20 1/8	17 7/8	+	2 1/4	+	12.58	20 1/8	16	9	13,102	263,677
TELETRONICS INTL.		O	5 1/4	5 1/4				.00	5 1/2	5 1/4	8	968	5,082
TRANSAMERICA	TA	N	13 5/8	13 3/4	-	1/8	-	.90	15 1/4	13 5/8	8	65,148	887,641
20TH CENTURY-FOX	TF	N	10 5/8	10 5/8				.00	12 1/4	10	8	7,583	80,569
WARNER	WCI	N	28 3/4	27 3/8	+	1 3/8	+	5.02	29 5/8	26 1/4	7	16,752	481,620
WRATHER	WCO	A	6	6 3/4	-	3/4	-	11.11	5 3/4	4 1/2	15	2,244	13,464
TOTAL											213,769	4,286,979	

Service

BDO INC.	BDO	O	27 1/2	27	+	1/2	+	1.85	27 1/2	22 1/2	8	2,513	69,107
COMSAT	CO	N	34 5/8	33 3/4	+	7/8	+	2.59	35 5/8	29 3/8	9	10,000	346,250
DOYLE DANE BERNBACH	DDYL	O	19	18 5/8	+	3/8	+	2.01	19	16 3/4	7	1,820	34,580
FOOTE CONE & BELDING	FCB	N	16	16				.00	16 5/8	14 3/4	8	2,304	36,864
GREY ADVERTISING	GREY	O	18 3/4	18 1/2	+	1/4	+	1.35	19 3/4	16 1/2	5	729	13,668
INTERPUBLIC GROUP	IPG	N	34	33 5/8	+	3/8	+	1.11	34	28 1/2	8	2,387	81,158
MARVIN JOSEPHSON	MRVJ	O	12 1/2	10 3/4	+	1 3/4	+	16.27	14	10 1/4	6	1,871	23,387
MCI COMMUNICATIONS**	MCIC	O	2 1/8	2 1/4	-	1/8	-	5.55	2 1/2	1 3/4		19,985	42,468
MOVIELAR	MOV	A	1 1/2	1 1/2				.00	2	1 1/4	6	1,409	2,113
MPO VIDEOTRONICS	MPO	A	7 1/4	7 1/8	+	1/8	+	1.75	9	4	4	520	3,770
NEEDHAM, HARPER	NDHMA	O	11 5/8	11 5/8				.00	11 5/8	11 1/8	7	823	9,567
A. C. NIELSEN	NIELR	O	21 1/2	21	+	1/2	+	2.38	22 1/8	20 1/8	13	10,762	231,383
OGILVY & MATHER	OGIL	O	32	31 1/2	+	1/2	+	1.58	33 1/2	31	8	1,805	57,760
J. WALTER THOMPSON	JWT	N	16 1/4	16 1/2	-	1/4	-	1.51	18 1/2	15 1/8	8	2,649	43,046
TOTAL											59,577	995,121	

Electronics/Manufacturing

AMPEX	APX	N	8 3/8	8 1/8	+	1/4	+	3.07	9 3/8	7 3/8	12	10,885	91,161
ARVIN INDUSTRIES	ARV	N	15 3/4	15	+	3/4	+	5.00	19 1/4	15	4	5,959	93,854
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 5/8	2 1/8	+	1/2	+	23.52	2 5/8	1 3/4	14	2,244	5,890
COMU. INC.	COM	A	2 3/4	2 3/4				.00	3 1/8	2 1/8	25	1,617	4,446
CONRAC	CAX	N	25 7/8	24	+	1 7/8	+	7.81	26 1/2	23 3/4	7	1,428	36,949
EASTMAN KODAK	FASKO	N	69 1/2	68 1/4	+	1 1/4	+	1.83	86 3/4	68 1/4	17	161,356	11,214,242
FARINON ELECTRIC	FARN	O	8	8 1/4	-	1/4	-	3.03	12	8	10	4,267	34,136
GENERAL ELECTRIC	GE	N	51 5/8	49 1/4	+	2 3/8	+	4.82	55 7/8	49 1/4	13	184,581	9,528,994
HARRIS CORP.	HRS	N	37 3/8	35 1/4	+	2 1/8	+	6.02	37 3/8	28	14	12,216	456,573
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	2 3/8	2	+	3/8	+	18.75	2 3/8	7/8		2,701	6,414
MICROWAVE ASSOC. INC	MAI	N	22 7/8	21 1/2	+	1 3/8	+	6.39	24 1/2	20 1/4	11	1,320	30,195
3M	MMM	N	50 3/4	49 3/8	+	1 3/8	+	2.78	57	48 1/2	17	115,265	5,849,698
MOTOROLA	MOT	N	44 3/4	45 5/8	-	7/8	-	1.91	56 7/8	43 1/2	15	28,353	1,268,796
N. AMERICAN PHILIPS	NPH	N	33 1/4	31 5/8	+	1 5/8	+	5.13	36	31 5/8	7	12,033	400,097
OAK INDUSTRIES	OAK	N	15 1/2	15 3/4	-	1/4	-	1.58	17 7/8	9 5/8	14	1,639	25,404
RCA	RCA	N	29 1/8	28	+	1 1/8	+	4.01	29 3/4	25 3/8	13	74,753	2,177,181
ROCKWELL INTL.	ROK	N	33 1/2	33 3/8	+	1/8	+	.37	34 5/8	30 7/8	9	32,300	1,082,050
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8				.00	2	1 5/8	10	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	17 1/2	16 7/8	+	5/8	+	3.70	21 1/8	16 3/4	11	1,668	29,190
SONY CORP.	SNE	N	10	9 3/8	+	5/8	+	6.66	10 3/8	8 1/8	21	172,500	1,725,000
TEKTRONIX	TEK	N	59 1/4	59	+	1/4	+	.42	68 1/2	56 1/2	15	8,671	513,756
TELEMATION	TIHT	O	5/8	5/8				.00	3/4	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	18 5/8	16 3/4	+	1 7/8	+	11.19	19 3/8	14 3/4	13	6,838	127,357
WESTINGHOUSE	WX	N	19 3/8	18 5/8	+	3/4	+	4.02	19 3/8	16 1/4	8	87,492	1,695,157
ZENITH	ZE	N	25 1/8	23 3/8	+	1 3/4	+	7.48	28	23	12	18,818	472,802
TOTAL											954,021	36,877,101	
GRAND TOTAL											1,794,644	56,032,167	

Standard & Poor's Industrial Average

110.7 108.7 +2.0

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Tom Wheeler of NCTA: high-volume capacity

"I can solve any problem while hammering nails." So even while working at his hobby of renovating Capitol Hill townhouses on the weekends, Tom Wheeler's mind is still on cable issues.

In his first year in the job of the National Cable Television Association executive vice president and director of government relations, he's had plenty to think about while attending to his hobby.

"The first thing that happened as I walked in the door last year were the 16 days of cable hearings in the House," he remembers. Then, "in the middle of those we had the passage of copyright, and as soon as that was over we had the pole-attachment bill."

That full schedule in his first days at NCTA was a portent of things to come, but Mr. Wheeler doesn't mind. "I get to the office between 6:30 and 7 every morning. That gives me at least two hours of quiet. By the time the doors open and the troops roll in I've got a full head of steam."

While government relations is what he loves, he took a roundabout course in getting to Washington from his native Columbus, Ohio. He spent two high-school summers in South America helping a medical missionary build a hospital. The experience not only got him hooked on carpentry and plumbing, but on Latin American trade, in which he majored at Ohio State.

While at college he ran Ohio State's Distinguished Speakers series, which took him to Washington where he "got a good dose of Potomac fever."

After a summer of working as a congressional intern in a congressman's office, where he developed an intense concern over the Vietnam war—"The war made me a liberal Democrat"—Mr. Wheeler dropped out of graduate school at Ohio State, where he was also working as the assistant alumni director, and joined former Ohio Governor John Gilligan's 1968 campaign for the Senate. Mr. Gilligan lost and Mr. Wheeler had to look for another way to Washington.

His way came in the form of one of Mr. Gilligan's friends, George Koch, president of the Grocery Manufacturers of America. "I had talked to George in terms of helping me find a job on the Hill. I told him I wasn't interested in working for GMA, but 10 days later he called me up and offered me a job." He started in 1969 as a bulletin writer and "glorified go-for," but in short order became GMA's vice president for public affairs with responsibility for all publications and lobbying activity—experience that would later be valuable to NCTA.

Another political contact was instrumental in getting Mr. Wheeler to NCTA.



Thomas Edgar Wheeler—executive vice president-director of government relations, National Cable Television Association, Washington; b. Columbus, Ohio, April 5, 1946; BS, business administration, Ohio State University, 1968; assistant director of alumni affairs, Ohio State University, 1968-69; vice president, public affairs, Grocery Manufacturers of America, 1969-76; joined NCTA April 1976; m. Jane Pierce, June 28, 1969.

Last year he was in the process of leaving GMA and setting up his own consulting firm. At that same time, NCTA President Bob Schmidt was looking for a number-two man. During his search Mr. Schmidt talked to a mutual friend and political mentor of his and Mr. Wheeler, former Ohio Governor Mike DiSalle, who recommended Mr. Wheeler for the job.

While the duties of the GMA and NCTA position involve lobbying, they aren't that similar. "GMA had a very different relationship with Congress," says Mr. Wheeler. "We were representing 140 of the country's largest companies. We had a dozen companies with annual sales greater than the entire capitalization of the cable industry. Their concerns are basically one of a defensive nature." But, he continues, "here at NCTA we're making frontal assaults on policies that need to be changed in order for an emerging industry to develop more fully."

He compares the two styles of doing business as "being on the mountaintop and trying to keep other people from coming up and then trying to be the one coming up the side. I have to say that this end is a lot of fun."

While it may be a lot of fun it certainly is a lot of work, and "hard working" is a description of Mr. Wheeler often offered by many cablecasters, Hill people and broadcasters. "Tom is a bright, hard-working person with a fine grasp and understanding of the way the legal process works in Washington," is how Burt Harris of

Harris Cable describes Mr. Wheeler. Mr. Harris also marveled at the way Mr. Wheeler "practically carried by himself" the pole-attachment legislation in the last Congress. Even though the bill died at the end of the session, "I think there's an excellent chance that we'll get one this year because of the groundwork he laid," says Mr. Harris.

While Mr. Wheeler modestly says that whatever successes NCTA has had in the past year belong to Bob Schmidt, there is no denying that Mr. Wheeler's presence has been instrumental in strengthening the industry's position on Capitol Hill. According to Chip Shoooshan, counsel to the House Communications Subcommittee, "since Tom came to NCTA, its presence is being felt on the Hill where it wasn't before. NCTA had won some FCC victories, but it needed someone who knew Congress since much of communications policymaking is shifting to the Hill. Tom has brought a great deal of respect to NCTA."

Mr. Wheeler is also respected by those who, in some cases make up his opposition. Says one National Association of Broadcasters lobbyist: "He's a very able guy—hard-working, aggressive. He's made us work harder."

What's coming up this year that will occupy his attention? "The telephone company. The interesting thing is that we've always looked upon broadcasters as our nemeses in this industry, but the focus may be shifting. In yesterday's problems broadcasters perhaps were our nemeses; in tomorrow's problems it could be, it probably will be the telephone company. A fundamental question is who is going to control communications in this country—Ma Bell or the marketplace?"

"Broadcasters had better take a good look at [the Bell bill] also because it can have the same kind of impact on them and we both may end up fighting the largest company in the world."

He will be keeping a close eye on the activity in the recent Home Box Office payable decision by the Washington appeals court. If it is upheld—and he thinks it will be—the emphasis of broadcasters will switch, he feels, to contractual exclusivity. "The only vehicle left to them to control pay cable is sheer economic muscle over the film producers. It's got to send the Antitrust Division of the Justice Department up the wall," he predicts.

At the FCC, cable's priorities include the syndicated exclusivity rules which, Mr. Wheeler says, "deny consumers variety of choice" and should be dropped now that cable is paying copyright.

"It's fun. It's exciting," Mr. Wheeler says of his work. "I get enthused easily, but there's a lot to be enthusiastic about here. It's on the cutting edge of a terrifically exciting area."

One for the road

The National Cable Television Association meets for its annual convention in Chicago this week under regulatory conditions that only the wilder optimists among its members would have predicted a year ago. There has come into existence a copyright law containing fee schedules low enough for cable systems to pass on to subscribers but high enough to give the cable industry an argument against other controls. The FCC has eased distant-signal restrictions. The Court of Appeals has thrown out the FCC's payable antisiphoning rules (which the commission itself had earlier liberalized).

No wonder Bob Schmidt, the NCTA president, has been given a new contract and a healthy raise (see story this issue). Winning one round after another in the Congress, at the FCC and in the courts may be attributable to many influences, not the least being the intimate relationships between a good many cable operators and their congressmen, but the on-the-scene organization representing cable is bound to get credit when things go well in Washington.

As Mr. Schmidt wisely points out, however, in an interview reported elsewhere in this issue, there are other problems that his members face. Chief among them is the prospect that national policy may eventually decree that the multichannel wiring (or fibering) of America be done by an authorized monopoly—the role AT&T vigorously seeks—and the content supplied by others. The separation of the system into common-carrier and user businesses has little appeal to cable operators who have had difficulties negotiating pole-attachment rates with local utilities in the relatively primitive systems of today.

Mr. Schmidt has plenty of work ahead of him, as do the Washington representatives of other enterprises that will be attempting to defend or expand positions as the world of communications grows bigger and more complex. This week in Chicago, however, the NCTA staff and membership will be less than human if they forgo celebration.

Conclusive test

The Post-Newsweek Stations in Florida, supported by the Florida Association of Broadcasters and the Society of Professional Journalists, Sigma Delta Chi, have won a significant journalistic opportunity. At their petition, the Florida Supreme Court has ordered all courts in the state to open their proceedings to electronic coverage for a year's trial (BROADCASTING, April 11).

In January 1976 the same high court had ordered a test of radio-TV coverage of one civil and one criminal trial, provided that all parties consented to the admission of microphones and cameras. That condition has now been eliminated, since the necessary consent has been obtained in no case since the issuance of the order.

In its latest order, issued 10 days ago, the supreme court reaffirmed its belief that a test of broadcast coverage was needed before a final resolution of the role of radio and television could be reached. The court has now decided "to invoke a pilot program with a duration of one year from July 1, 1977, during which the electronic media, including still photography, may televise and photograph, at their discretion, judicial proceedings, civil, criminal and appellate, in all courts of the state of Florida, subject only to the prior adoption of standards with respect to types of equipment, lighting and noise levels, camera placement and audio pickup, and to the reasonable orders and direction of the presiding judge."

Here is a chance for the broadcast journalists of Florida to compile a record that can become the foundation for courtroom

coverage by radio and television everywhere. We have no doubt that the Florida broadcasters will be prepared to demonstrate that they and their hardware can enter a courtroom without defacing the premises or disrupting the proceedings.

Let their work be seen and heard anywhere else, but not at the origination point.

Bigger mission

The National Association of Broadcasters has begun distribution of kits for members to use in the promotion of national radio month, which is May. The kits contain broadcast messages, jingles, speeches and suggestions for auxiliary activities—all intended to advance the cause of radio as a pervasive force worthy of undiluted First Amendment protection.

This annual event has been going on long enough to justify a re-evaluation. The thought here is that this sort of promotion would be as suitable the year around as in a single month. Why load up May with a concentrated effort to pass the word that radio is as free as the air—this year's theme? Why not spread the word around the calendar and, for that matter, cut television in on the action? If radio is as free as the air, so is television, and both serve the public as it never has been served before.

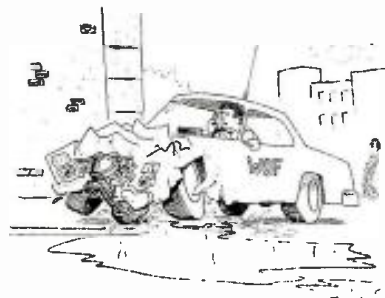
The dampers

WTOP-TV Washington has been told by the FCC to carry broadcasts arguing the case for the dismantling of the U.S. oil industry. The instructions were given in a decision finding that the station violated the fairness doctrine in broadcasting Texaco commercials that the FCC judged to be a defense of the corporate status quo. By the commission's arithmetic, the station had not aired enough information on the divestiture side to balance the Texaco messages.

If this ruling stands, there will be another reason for stations and networks to reject commercial messages that state a point of view. It is certain that WTOP-TV will look carefully at any other oil company spots it is offered.

In the same decision the FCC found that ABC-TV, NBC-TV and WRC-TV Washington had more than balanced the Texaco commercials that they carried with other programing on divestiture. That finding alone proves that Washington suffered no dearth of discussion in the oil dispute, no matter what WTOP-TV broadcast. Still the FCC saw fit to tell that station to put a specific kind of content on its air.

Can people keep denying that the fairness doctrine chills the presentation of controversy?



Drawn for BROADCASTING by Jack Schmidt

"This is WOF's 'Civic Patrol' reporting another leak in the city's water system."

ROOTS

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PROGRAM OF THE YEAR
by television critics



1977 TELEVISION CRITICS CIRCLE AWARDS

Program of the Year	ROOTS
Achievement in Drama	ROOTS
Achievement in Acting (Leading, male) Ben Vereen	ROOTS
Achievement in Acting (Supporting, male) Ed Asner	ROOTS
Achievement in Acting (Supporting, female) Leslie Uggams	ROOTS

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