

It's spring, but television's fall is in the air
Who's listening to what: tracking radio's formats

Broadcasting May 2

The newsweekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

WCCO-TV

MINNEAPOLIS/ST. PAUL CHANNEL 4-CBS
announces the appointment of

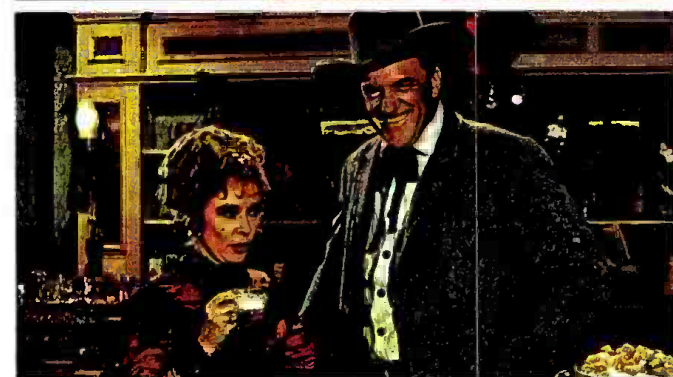
TELEREP

as national sales representative

effective May 1, 1977

36112LIBRA B5184RZK DEC/79
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

**Not for
women
only.**



Source: NSI, Feb. 1976 & 1977.
Audience estimates subject to qualifications available on request.

After news and sports, where does a spot buyer look outside of prime time for a young male audience? Or a young adult audience that doesn't skew heavily toward women?

Increasingly, buyers are looking to "Gunsmoke." Because of this record:

First in time period among 18-49 men in 47 markets (18-49 women: 31 markets).

An average 76% more 18-49 men than lead-in programs in 57 markets (18-49 women: up 64% in 41 markets).

An average 46% more 18-49 men than year-ago programs in 43 markets (18-49 women: up 37% in 35 markets).

The numbers are right. And for buyers who are cognizant of a program's influence upon the commercial messages within it, the climate couldn't be better.

When "Gunsmoke" closed its 20th season as the longest running network television drama ever, The Washington Post wrote:

"It went out the same way it came in — with high quality, honesty and uncommon honor."

A young male audience! And a climate of believability! "Gunsmoke" provides both.

Now, if "Gunsmoke" still isn't in your market, it's up to you to provide the program.

For all the buyers who want it.

“Gunsmoke”





APRadio--
the only
national
radio
organization
to receive the

1976 Peabody Broadcasting Award

The Associated Press Radio, nearing its third anniversary with more than 460 audio members, is proud to accept the 1976 Peabody Broadcasting Award for "The Garden Plot: Food as a Weapon," a special series researched, written and anchored by AP's agriculture expert John Holliman and Tom Martin, anchorman and consumer specialist. The Peabody Committee cited this winning series as "an indication of the course taken by this new program service which contributes to contemporary radio through well-defined and executed oral documentaries."

The Associated Press wishes to extend its congratulations to the following other Peabody Award winners who are associated with the services of the AP:

- WGIR AM/FM, Manchester, N.H.
- WBBM-TV, Chicago, Ill. (Franklin McMahon).
- WHO-TV, Des Moines, Iowa (Charles Barthold).
- CBS Morning News, New York (Hughes Rudd and Bruce Morton).
- NBC-TV, New York (Sy Pearlman).
- NBC-TV, New York (for "Sybil").
- ABC-TV, New York (for "Eleanor and Franklin").
- ABC-TV, New York (for "Animals Animals Animals").
- ABC Sports, New York (for '76 Winter Olympic Games).
- WETA-TV, Washington, D.C. (for "In Performance at Wolf Trap").
- CBS News, New York (for "In the News").
- KERA-TV, Dallas, Tex. (for "A Thirst in the Garden").
- WNET/13, New York (for "The Adams Chronicles").
- CBS News, New York (for "In Celebration of Us").
- ABC-TV, New York (for "Suddenly an Eagle").
- WETA-TV, Washington, D.C. and WNET/13, New York (for Bill Moyers' "A Conversation with Jimmy Carter").
- CBS News, New York (for "60 Minutes").

ASSOCIATED PRESS BROADCAST/APRADIO

The Week in Brief

IT'S NO JOKE □ ABC-TV makes its serious bid to retain prime-time supremacy in the fall by announcing a line-up that will be oriented toward comedy. Surprise: Three 30-share series are dropped. **PAGE 23.**

AS LONG AS THEY'RE OPTIONS □ First readings of House Communications Subcommittee's briefing papers for rewrite of Communications Acts finds praise for over-all quality, questions about some of their suggestions. **PAGE 26.**

IT REALLY HAPPENED IN CANNES □ MIP-TV has strengthened its claim to pre-eminence among the leading international program markets. Here's a prologue to a report that will tell how business hummed at the just-concluded six-day stand in France. **PAGE 27.**

WHITE'S SECOND THOUGHTS □ The FCC commissioner, who has been considered a supporter of repeal of Section 315, now says realities dictate a compromise. **PAGE 27.**

THE SUPER PAYCHECKS □ At least 16 broadcasting executives made it into the quarter-million-dollar club with earnings of at least \$250,000 in 1976. Here's who they are and how they did it. **PAGE 28.**

OPENING THE DOOR □ A conference on broadcast minority ownership, conducted at the FCC, discussed the present situation and what can be done in the future. **PAGE 31.**

CPB SATELLITE WORRIES □ Corporation for Public Broadcasting fears that plans for a satellite system may be down the drain if the House Communications Subcommittee carries out its threat not to continue funding past 1980. **PAGE 33.**

PROGRESS PAPER □ CPB says it's making headway in equal employment opportunity, but concedes that more has to be done. **PAGE 33.**

GROWING BIGGER □ A planned merger between Combined Communications Corp. and Globe Broadcasting would give CCC its full permissible complement of AM stations. **PAGE 34.**

BARKING BACK □ A Chicago mayor candidate, Anthony Martin-Trigona, had a dog as his spokesman as a result of his attack on the refusal of the city's stations to let him present program-length ads in prime time. **PAGE 38.**

MORE HELP FROM FRIENDS □ The FCC files a friend-of-the-court brief for WSTC-AM-FM Stamford, Conn., because it believes the court's rulings could frustrate commission enforcement of policies. **PAGE 39.**

LINE-UP AT FTC □ New Chairman Michael Pertschuk's first staff selections indicate it will be consumer-oriented trade commission. **PAGE 44.**

SPOT TARGETS □ A study by Torbet-Lasker finds that the radio time buyers lean more to the under-50 audience, like the 60-second commercial and coet drive time. **PAGE 49.**

RADIO FORMATS □ McGavren-Guild researchers analyze the largest 25 markets and find that top 40 continues as the most listened-to programing. MOR is close behind while news, country and progressive music are coming up fast. **PAGE 51.**

GERBNER REPORT FLAWS □ Schneider submits CBS research to Van Deerlin committee. It claims four basic shortcomings in the violence report. **PAGE 57.**

FISH OR FOWL? □ TV stations in markets that hover on the edge of the top-50 markets complain to FCC about the uncertainty of their status in complying with prime-access ruling. **PAGE 58.**

LESSER'S LAST □ Star of *Mary Hartman, Mary Hartman* is quitting, but Norman Lear plans to renew the series with a new title and many of the same Fernwood characters. **PAGE 60.**

MORE ON NORFOLK □ Two former employees of WOWI deny allegations of payola. **PAGE 60.**

SNICKERS AND SEX □ University researchers report that TV sitcoms and variety shows have more off-color segments than do hard action dramas. **PAGE 62.**

BOOMING START □ ABC Inc. reports its first-quarter net income, earnings per share and revenues hit record levels. And Goldenson and Rule see it as the harbinger of a strong 1977. **PAGE 65.**

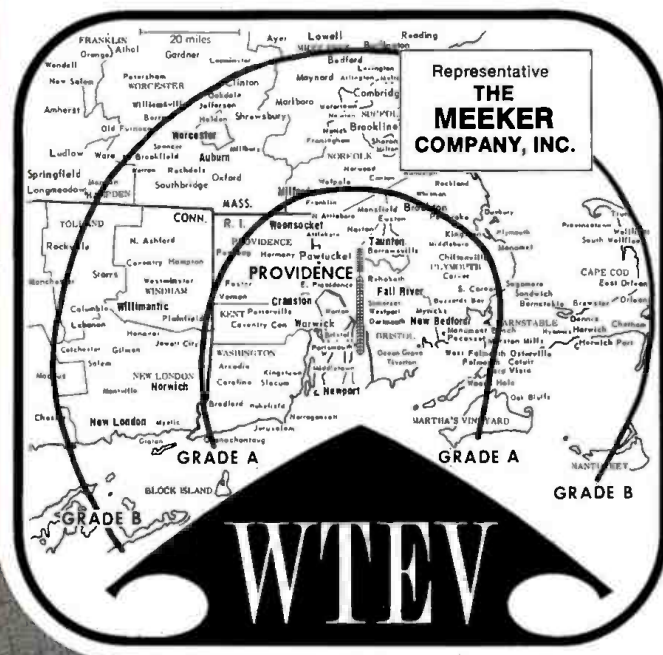
MAN WITH A POSSIBLE DREAM □ An actor at heart has raised his lance to joust with the rating firms about numbers. It's Walter Windsor, general manager of WFTV Orlando, Fla., whose quest for explanations has drawn national attention. **PAGE 89.**

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MISSING PERSONS



To cover the Providence ADI - use WTEV



Missing persons - literally hundreds of thousands of viewers not measured by any rating - but nonetheless, a most impressive addition to your WTEV-6 summer audience. These are the money-spending seasonal residents and tourists who come to Southern New England during the summer season. When you buy WTEV-6, you get not only a substantial and growing Providence ADI, but every day, some half million additional summer residents and vacationers on Cape Cod plus those summer people in Newport, Nantucket, Mystic Seaport and other resorts along the 547 miles of WTEV-6 shoreline. An important force in the sale of your product.

WTEV 6

PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

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

Closed Circuit[®]

Insider report: behind the scene, before the fact

Close call

FCC Broadcast Bureau chief, Wallace Johnson, won heavy skirmish in closed meeting commission conducted last week on position for U.S. to take concerning UHF television space at 1979 World Administrative Radio Conference. Question was whether FCC, in next notice of inquiry, should indicate commitment to preserve UHF spectrum for TV or readiness to consider co-equal sharing with land mobile. Mr. Johnson argued for TV preservation, on grounds to do otherwise would signal TV industry that commission was giving up on UHF. Against him were aligned Safety and Special Radio Services Bureau, chief engineer's office and rest of staff, which wanted options left open.

Mr. Johnson prevailed by narrowest margin, and against votes of FCC Chairman Richard E. Wiley, along with Commissioners Joseph Fogarty and Margita White. Voting for UHF television were Robert E. Lee, James H. Quello, Benjamin L. Hooks and Abbott Washburn.

Evolution

In international television negotiations, nothing is easy. Diplomatic considerations are often as critical as commercial ones—as demonstrated at last week's MIP-TV in Cannes, France (see page 27), which attracted delegation from People's Republic of China for first time. Problem arose when that three-man team noticed pictures of four-man team from Taiwan on exhibition's notice board. They immediately lodged protest with French foreign office (which had at least 10 representatives on scene. Pictures of Taiwan delegation came down, although personnel stayed on. Each delegation then pretended other didn't exist.

MIP-TV had similar problem several years back between Arab and Israeli representatives with Arabs threatening boycott if Israelis were allowed to stay. Now both are fully recognized at MIP-TV and frictions—on surface, at least—are no longer apparent. It's anticipated Far East will reach similar detente.

Up, up and away

ABC-TV, now running first in total sales as well as in prime-time ratings, is shooting for target no network has hit before: billion-dollar sales year. Officials think they'll make it in 1977-78 season. Closest known approach was CBS-TV's \$826.9 million in calendar 1976 (BROADCASTING, April 4).

Important factor in reaching goal, pricing of new prime-time schedule (story page 23), was still being fine-tuned late

last week. Best available but not final estimates were that ABC's 1977-78 night-time prices would probably be 20%-25% higher than in 1976-77 season to reflect gains in both total audience and desired demographics.

Monomedium

Knight-Ridder Newspapers, Miami, has quietly sold its 45% interest in Group One Broadcasting Co. to Summit Radio Corp., owned by family of Roger G. Berk, Akron, Ohio, for \$3.3 million. Berk family owned 55% before transfer. Deal divests Knight-Ridder of all of broadcast holdings. Group One stations are: WAKR-AM-TV-WAEZ(FM) Akron, WONE(AM)-WTUE(FM) Dayton, Ohio; KBOX(AM)-KMEZ(FM) Dallas, and KLZ(AM)-KAZY(FM) Denver.

Wiley's comet?

FCC Chairman Richard Wiley is winding up his numerous farewell speeches these days with quip: "barring, of course, the possibility of a stroke of incisive leadership and wisdom on the part of the White House." Could be, say some insiders who know that President Carter likes to make waves, recognizes hard work and has promised merit, rather than political, appointments to agencies. There's precedent, of course, for Republicans in chairmanship under Democratic presidents, most recent of whom was Rosel H. Hyde, in Lyndon B. Johnson administration.

Neither denied nor confirmed are earlier reports that FCC chairmanship is earmarked for Charles Ferris, general counsel to House Speaker Thomas P. O'Neill Jr. If Mr. Ferris succeeds Mr. Wiley, belief is that vacancy upcoming with departure of Commissioner Ben L. Hooks will go to qualified black. Latest name to surface is that of Howard White, 49, former FCC staffer now senior vice president and general counsel of ITT World Communications. He was assistant chief of Common Carrier Bureau when he left commission in 1966 after four years to join Communications Satellite Corp.

Search party

National Association of Broadcasters is turning to professional broadcast headhunter, Ron Curtis & Co., to find long-sought TV vice president. Large part of trouble so far has been salary set for job—\$30,000-\$40,000, too low to attract some prospects NAB liked and in at least one case more than met by station when one staffer was about to answer NAB's call.

NAB vice president for government relations, William Carlisle, continues to do job of TV vice president (which he

officially was some years ago), earned praise for TV program he coordinated at NAB convention five weeks ago. But opposition on association's executive committee to appointment of insider to permanent TV post keeps Mr. Carlisle in background of talent search.

On the bench

Nine pilots—six comedies and three dramas—that failed to make ABC-TV's 1977-78 prime-time schedule are definite candidates for second season, according to highly placed ABC sources. Comedies are: *Girls, Girls, Girls* (The Komack Company), *MacNamara's Band* (Bernie Kukoff and Jeff Harris Productions), *The Primary English Class* (Joe Hamilton Productions), *Great Day* (Aaron Ruben Productions), *Mixed Nuts* (Jerry Belson, through Viacom), and *The Harvey Korman Show* (Mr. Korman and Hal Dresner, producers). Dramas are: *Fantasy Island* (Spelling-Goldberg Productions), *Lucan* (MGM TV) and *Good vs. Evil* (Lin Bolen Productions).

Hoarse Voice

Although Kenneth R. Giddens, owner of WKRQ-AM-FM-TV Mobile, Ala., resigned as director of Voice of America March 12 at request of Carter administration, he's still in Washington on his own time protesting U.S. shortcoming in international broadcasting compared to Russia and espousing independent Voice, severed from U.S. Information Agency. But Advisory Commission on Information, which sits over USIA—and which met last week in Washington—is prepared to recommend not only that Voice be retained under USIA, but that USIA's deputy director be placed in charge to improve its clout and efficiency.

Mr. Giddens told House Subcommittee on International Operations three weeks ago and last Friday iterated to Senate Foreign Relations Subcommittee that competitive U.S. position is "scandalous and disgraceful." Voice is outgunned almost everywhere in world by Soviet, and even in Latin America by little Cuba, he said.

Roberts on Hill

John W. (Bill) Roberts, broadcast journalist who graduated from Washington news ranks to assistant press secretary at White House under President Ford, is back on Capitol Hill. He has been named press aide to Representative Norman F. Lent (R-N.Y.). Mr. Roberts formerly headed Time-Life Broadcast news bureau in Washington. He was president of Radio Television News Directors Association in 1969-70.

Congratulations to ABC Entertainment, ABC News and ABC Sports for their Peabody Awards.

ABC takes special pride in receiving prestigious Peabody Awards in four important and diverse programming areas. The network's commitment to excellence in all programming is under-

scored by these awards for "meritorious and superior performance in broadcasting"...just one more way in which ABC is constantly changing and improving the face of television.

**Dramatic Special:
Eleanor And Franklin.**

The George Foster Peabody Award to ABC Entertainment recognizes *Eleanor and Franklin* as "a well written, superbly acted, capably directed, moving treatment of the lives of two of America's best known historical personalities."

**Sports:
The Winter and
Summer Olympics.**

ABC Sports, recognized around the world as the leader in sports television, was cited by the George Foster Peabody Awards Committee for "reaching new heights in television sports journalism" with its extraordinary presentation of the 1976 *Winter and Summer Olympics*.

**Documentary:
Suddenly An Eagle**

A special Bicentennial program from ABC News, *Suddenly An Eagle*, was cited for "documenting how key events, ideas and problems led ultimately to the Revolutionary War and the founding of the United States of America."

**Children's Series:
Animals Animals Animals.**

ABC News' regular children's series, *Animals Animals Animals*, is a radical departure from the conventional nature program. It was recognized as "a quality mixture of graphics, animation and live action focusing on a particular animal in each segment," without dwelling on the violent and predatory aspects of animal existence.

ABC Television Network 

Business Briefly

TV only

Nissan Motor □ Company is arranging four-week spot-TV campaign for Datsun cars beginning in mid-May. Parker Advertising, Palos Verdes Peninsula, Calif., will schedule spots in 31 markets during fringe and prime viewing periods to reach men, 18-49.

Coca-Cola □ Hi-C fruit drink will get five-week spot-TV drive starting in early May. Media Investment Services, Chicago, will place spots in about 10 Midwestern markets during daytime and early fringe time. Target audience is women, 25-49, and children.

Eastern Airlines □ Two spot-TV flights are set to run in May for five weeks each. Young & Rubicam, New York, will schedule spots during fringe and prime time in 28 markets for its first flight to reach men, 25-54, and in five markets for

its second flight to reach adults, 18-54.

Hasbro □ Toy manufacturer will introduce doll replicas of ABC-TV's *Charlie's Angels* in nationwide TV



network and spot campaign beginning in early May and again in fall. Benton & Bowles, New York, will handle million-dollar media promotion, using TV spots in children's viewing periods in 10 major markets, adding 50 markets in fall.

Kimberly Clark □ Company has 15-week spot-TV push set for its tampons

starting in early May. Kelly-Nason, New York, will slot spots in 28 markets, using day, prime and late fringe periods to reach women, 18-49.

United Artists □ Film company is mapping three-week spot-TV promotion for its motion picture, "Bridge Too Far," produced by Joseph E. Levine, beginning in late May. RDR Associates, New York, will gear spots to adults, 25-49, in 80 to 90 markets during fringe viewing periods.

Uniroyal □ Tire company has three one-week spot-TV flights scheduled for mid- and late May and early June. Ross Roy, Detroit, will buy spots in 70 markets during fringe-time periods to reach men, 18-49.

Speidel □ Company has four-week spot-TV buy set for its identification bracelets starting in late May. Creamer/FSR, New York, will place spots in fringe viewing hours, zeroing in on teen-agers and adults, 18-24, in 68 markets.

American Can □ Company will feature its Brawny paper towels in four-week spot-TV promotion starting in mid-May. Spots will be set in fringe and daytime periods in 30 markets to reach women, 18-49. Company's Aurora tissue will get three-week spot-TV flight in late May, with spots being set in fringe time periods. Wm. Esty, New York, is agency.

Stouffer's □ Foods and frozen bakery division is arranging five-week spot-TV promotion for its pizza, slated for early May. Ketchum, MacLeod & Grove, Pittsburgh, will place spots in 22 markets in fringe, daytime and prime time to reach women.

Food Fair □ Supermarket will feature its Pantry Pride stores in 12-week spot-TV drive beginning in early May. SFM Media, New York, will buy spots in at least six markets during daytime periods, looking for women, 35-49.

Chesebrough-Pond's □ Company has 16-week spot-TV campaign scheduled for its Adolph's meat tenderizer beginning in early May. Waring & LaRosa, New York, will place spots in 12 markets in daytime to reach women, 25-54.

Star Kist □ Food company has 13-week spot-TV promotion set for various products starting in early May, through Leo Burnett, Chicago. Daytime and fringe time spots will be bought to reach women.

Hebrew National □ Kosher foods company will launch four-week spot-TV

I Love Lucy



179 laughs with
Lucy that have never
been surpassed.

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

performances with timeless appeal.
Great for building an audience
any time of the day.



Right On Down The Line, People Make The Difference At Rust Craft!

Take Ellen Jones of Saginaw. Besides Ellen is a gourmet country skier



the WEYI-TV news staff in Flint- being an excellent newswoman, cook, a student of ballet, a cross- and still finds time to design and

make her own clothes. Take Larry Hunter news, Rochester. Off duty, Larry rides teaches guitar and last year was voted Player in a Western Polo league. Or



of WROC-TV Brahma bulls, Most Valuable Verlene Brown

who works in the WRCB-TV accounting department. Verlene teaches voice



and diction classes twice a week and is Chattanooga's leading fashion models.

Then there's secretary at

Dorothy Sermons . . WRDW-TV, Augusta.



an executive In addition to has starred

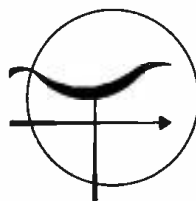
being a talented interior decorator, Dorothy in several musical comedy benefits for

children. And how TV production staff excellent photogra- in his off hours.



about Bernard Myers of the WSTV- in Steubenville? Bernie is also an pher and a student of cosmology People do make the difference at

Rust Craft. The same inquisitiveness and concern that leads them to such leisure involvements is also reflected on the job. Rust Craft people communicate with viewers . . . and with each other . . . because they're professionals who care!



RUST CRAFT BROADCASTING CO.

WRDW-TV Augusta, Ga.

WRCB-TV Chattanooga, Tenn.

WJKS-TV Jacksonville, Fla.

WROC-TV Rochester, N.Y.

WEYI-TV Saginaw - Flint, Mich.

WSTV-TV Steubenville, Ohio



We Will Freeze In The Dark

On April 12, in prime time across the nation, 160 television stations devoted an hour of their time to informing their viewers of the serious dimension of the country's energy situation.

"We Will Freeze In The Dark," anchored by Nancy Dickerson and produced by Av Westin, was presented by Capital Cities Communications and offered to every television market for live telecast in prime time on April 12th.

The severity of the problem and the need for new insights were affirmed by the immediate response of stations to the notice.

Preliminary figures suggest that more than ten million people saw "We Will Freeze In The Dark." And the critical notice has been gratifying: "...one of the more lucid and practical hours television has devoted to the subject of energy..." **The New York Times**

"...the documentary is one that concerned viewers, legislators and energy suppliers shouldn't miss." **The Miami Herald**

"America's spiraling energy crisis, explored compellingly." **The Boston Globe**

The energy crisis is a burden we all share. Capital Cities Communications thanks the 160 stations across the nation who joined us in making the burden a little more understandable.

A PRESENTATION OF CAPITAL CITIES COMMUNICATIONS

KTXS-TV Abilene, TX	KFDM-TV Beaumont, TX	WBTU-TV Charlotte, NC
WALB-TV Albany, GA	KWAB-TV Big Spring, TX	WTVC-TV Chattanooga, TN
WTEN-TV Albany, NY	WBRC-TV Birmingham, AL	KYCU-TV Cheyenne, WY
KCNA-TV Albion, NE	WHIS-TV Bluefield, WV	WGN-TV Chicago, IL
KCMT-TV Alexandria, MN	KTVB-TV Boise, ID	WKRC-TV Cincinnati, OH
KAMR-TV Amarillo, TX	WCVB-TV Boston, MA	WBOY-TV Clarksburg, WV
WLOS-TV Asheville, NC	WBKO-TV Bowling Green, KY	WJW-TV Cleveland, OH
WAGA-TV Atlanta, GA	WCYB-TV Bristol, VA	KRDO-TV Colorado Springs, CO
KTVV-TV Austin, TX	WKBW-TV Buffalo, NY	KOMU-TV Columbia, MO
KERO-TV Bakersfield, CA	WCAX-TV Burlington, VT	WYEA-TV Columbus, OH
WBAL-TV Baltimore, MD	KTVM-TV Butte, MT	WBNS-TV Columbus, OH
WVIT-TV Bangor, ME	KCRG-TV Cedar Rapids, IA	WFAA-TV Dallas, TX
WAFB-TV Baton Rouge, LA	WCIV-TV Charleston, SC	WKEF-TV Dayton, OH
		WAND-TV Decatur, IL



N-TV	KVFD-TV	KITV-TV	KGNS-TV	WPLG-TV	KMTV-TV	KCRL-TV	KING-TV	KXJB-TV
r, CO	Ft. Dodge, IA	Honolulu, HI	Laredo, TX	Miami, FL	Omaha, NE	Reno, NV	Seattle, WA	Valley City, ND
TV	WBBH-TV	KTRK-TV	KLAS-TV	WITI-TV	WFTV-TV	WWBT-TV	KMEG-TV	WTIG-TV
ines, IO	Ft. Meyers, FL	Houston, TX	Las Vegas, NV	Milwaukee, WI	Orlando, FL	Richmond, VA	Sioux City, IA	Washington, DC
TV	KFPW-TV	WSAZ-TV	WLYH-TV	WTCN-TV	WJHG-TV	WSLS-TV	KELO-TV	WWNY-TV
MI	Ft. Smith, AR	Huntington, WT	Lebanon, PA	Minneapolis, MN	Panama City, FL	Roanoke, VA	Sioux Falls, SD	Watertown, NY
TV	WPTA-TV	KIFI-TV	KLEW-TV	KGVO-TV	WTAP-TV	WHEC-TV	KREM-FV	WPTV-TV
son, MD	Ft. Wayne, IN	Idaho Falls, ID	Lewistown, ID	Missoula, MT	Parkerburg, WV	Rochester, NY	Spokane, WA	West Palm Beach, FL
N-TV	KUPK-TV	WISH-TV	KARK-TV	KMOM-TV	Pasco, WA	KCRA-TV	KYTV-TV	WTRF-TV
n, AL	Garden City, KS	Indianapolis, IN	Little Rock, AR	Monahans, TX	Pensacola, FL	Sacramento, CA	Springfield, MO	Wheeling, WT
TV	WZZM-TV	WAPT-TV	KTTV-TV	WSFA-TV	WEAR-TV	KUTV-TV	KTVS-TV	KAKE-TV
ue, IA	Grand Rapids, MI	Jackson, MS	Los Angeles, CA	Montgomery, AL	Pensacola, FL	Salt Lake City, UT	Sterling, CO	Wichita, KS
TV	KFBB-TV	WJXT-TV	WLKY-TV	WSM-TV	WPVI-TV	KMOL-TV	KPLR-TV	WBRE-TV
, MN	Great Falls, MT	Jacksonville, FL	Louisville, KY	Nashville, TN	Philadelphia, PA	San Antonio, TX	St. Louis, MO	Wilkes Barre, PA
n, NC	WFRV-TV	KCFW-TV	KLBK-TV	WTNH-TV	KTAR-TV	KCST-TV	KSNB-TV	KIMA-TV
TV	Green Bay, WI	Kalispell, MT	Lubbock, TX	New Haven, CT	Pittsburgh, PA	San Diego, CA	Superior, NE	Yakima, WA
A	WNCT-TV	KMBC-TV	WMTV-TV	WVUE-TV	WTAE-TV	KTVU-TV	WTVH-TV	WKBN-TV
TV	Greeneville, NC	Kanawha, WV	Madison, WI	New Orleans, LA	Pittsburgh, PA	San Francisco, CA	Syracuse, NY	Youngstown, OH
ille, IN	WDMR-TV	KHGI-TV	WJMN-TV	WNEW-TV	WGAN-TV	KNTV-TV	WTVT-TV	KBLU-TV
gton,	Hattiesburg, MS	Kearny, NE	Marquette, MI	New York, NY	Portland, ME	San Jose, CA	Tampa, FL	Yuma, AZ
TV	KWNB-TV	KOTI-TV	KGLO-TV	KNOP-TV	KGW-TV	KCOY-TV	WSPD-TV	WHIZ-TV
MI	Hayes Center, NE	Klamath Falls, OR	Mason City, IA	North Platte, NE	Portland, OR	Santa Maria, CA	Toledo, OH	Zanesville, OH
L-TV	KTCM-TV	WATE-TV	KOBI-TV	KTUY-TV	WAVY-TV	WXLN-TV	KVOA-TV	
e, AL	Helena, MT	Knoxville, TN	Medford, OR	OKlahoma City, OK	WAGM-TV	Sarasota, FL	Tucson, AZ	
TV	WGHP-TV	KATC-TV	WMC-TV		Presque Isle, ME	Savannah, GA	KTEW-TV	
CA	High Point, NC	Lafayette, LA	WTKO-TV		Providence, RI	Scottsbluff, NE	Tulsa, OK	
			Meridian, MS				Tupelo, MS	

flight for its franks starting in early May. Scali, McCabe, Sloves, New York, will place fringe period spots in about 13 markets, zeroing in on women, 18-49.

Noxell □ Lestoil cleaner has four-week spot-TV promotion set for late May. Foote, Cone & Belding, New York, will place spots in 48 markets during daytime and early-fringe periods to reach women, 18-49.

Red Lobster Inns □ Restaurant chain has three-week spot-TV promotion slated in early May. D'Arcy-MacManus & Masius, St. Louis, is buying in about 50 markets in fringe and prime periods, seeking adults, 25-54.

Krugerrand □ South African gold coin gets four-week spot-TV promotion starting in early May. Doyle Dane Bernbach, New York, will seek TV spots in about 20 markets in prime and late fringe periods. Demographic target: women, 18-49, and men, 25-54.

Radio only

General Foods □ Company's Mellow Roast coffee will be featured in six-week spot-radio campaign beginning in mid-May. Grey Advertising, New York, will place spots in 28 markets, zeroing in on women, 25 and over.

Burlington □ Company will feature its socks in two-week spot-radio buy starting in early June. Chapman Communications, New York, will pick spots in 12 markets to reach adults, 25-49.

National Airlines □ Four-week spot-radio flight is ready for late this month

through Ted Bates, New York. Spots will be placed in about four markets, zeroing in on adults, 25-49.

Anheuser Busch □ Beer company will sponsor "Triple Crown" of thoroughbred racing—Kentucky Derby, May 7; Preakness, May 21, and Belmont Stakes, June 11—on CBS Radio Network through



D'Arcy-McManus & Masius, St. Louis. Other participating sponsors include National Association of Life Underwriters, through VanSant Dugdale, Baltimore, and Ace Hardware, D'Arcy-McManus & Masius, Chicago.

Burger King □ Fast food chain has scheduled four-week spot-radio buy to start in early May. J. Walter Thompson, New York, will buy in about 50 markets, zeroing in on adults, 18-34.

Hardee's □ Fast-food chain has four-week spot-radio flight slated for early May. Benton & Bowles, New York, will place spots in about 25 markets, seeking adults, 18-49.

Public Broadcasting Service □ Two-week spot-radio flight for *McNeill-Lehrer Report* is set for late May. Aigen & Pearlman, New York, will set spots in 11 markets, aiming to adults, 25 and over.

Rep appointments

- WJJD(AM)-WJEZ(FM) Chicago.
- WPIK(AM)-WXRA(FM) Washington.
- WKLS(FM) Atlanta: Jack Masla & Co., New York.
- WCCO-TV Minneapolis-St. Paul: TeleRep, New York.
- KERE(AM) Denver; WAME(AM) Charlotte, N.C.; KONO(AM)-KITV(FM) San Antonio, Tex.: H-R/Stone, New York.
- WBBH-TV Fort Myers, Fla.: Katz Television Continental, New York.

Nabisco □ Food manufacturer has two three-week spot-radio flights set for its Honey Grahams beginning in early May and June. Wm. Esty, New York, will place spots in about 15 markets, zeroing in on women, 18-34.

Stouffer's □ Restaurant and inn division has eight-week spot-radio drive planned for early May. Wyse Advertising, Cleveland, will seek spots in at least five markets, gearing them to adults, 18 and over.

Mrs. Paul's □ Frozen seafood and vegetables company is readying 52-week spot-radio campaign for various products beginning in July. SFM Media, New York, will place spots in at least 36 markets to reach women, 18-49.

Victoria Station □ Restaurant chain has four-week spot-radio push set for early May. Pritikin & Gibbons, Boston, will place spots in four markets, zeroing in on adults, 25-49.

Kretschmar Hams □ Company has three-week spot-radio flight set for early May. Savan Co., St. Louis, is gearing spots to women, 25-49.

Jamaica Tourist Board □ Agency is planning five-week spot-radio flight starting in early May. Doyle Dane Bernbach, New York, is placing spots in six markets, aiming to reach adults, 18-49.

Autotrain □ Railroad car corporation has one-week spot-radio push set for early May. Epstein, Raboy Advertising, New York, will place spots in about four markets aiming to reach adults, 35-64.

Pennwalt □ Pharmacraft division will feature Desenex foot care products and Cruex medicated powder in spot-radio campaign beginning in early May. Rumrill-Hoyt, will put spots in 30 markets to reach men, 18-34.

Bar reports television-network sales as of April 10

ABC \$332,039,600 (34.2%) □ CBS \$322,181,500 (33.1%) □ NBC \$318,142,700 (32.7%)

Day parts	Total minutes week ended April 10	Total dollars week ended April 10	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.	160	\$ 1,081,300	2,055	\$ 12,277,900	\$ 10,358,600	+18.5
Monday-Friday 10 a.m.-6 p.m.	1,009	15,549,600	13,883	208,668,000	174,154,600	+19.8
Saturday-Sunday Sign-on-6 p.m.	311	7,391,700	4,901	123,423,400	97,845,200	+26.1
Monday-Saturday 6 p.m.-7:30 p.m.	106	4,003,300	1,443	54,888,800	43,223,800	+27.0
Sunday 6 p.m.-7:30 p.m.	20	1,024,600	323	17,408,100	14,097,100	+23.5
Monday-Sunday 7:30 p.m.-11 p.m.	416	37,485,200	5,959	494,852,300	397,846,100	+24.4
Monday-Sunday 11 p.m.-Sign-off	206	5,284,700	2,871	60,845,300	54,068,500	+12.5
Total	2,228	\$71,820,400	31,435	\$972,363,800	\$791,593,900	+22.8

Source: Broadcast Advertisers Reports

We lied our way to the top.

WOMEN 18-49

1. Liars Club. 55.7%
2. Cross Wits. 42.6
3. Concentration. 38.7
4. To Tell The Truth. 34.4

Liars Club reaches more women 18-49 in the total of all its markets served than any other competitor.



LIARS CLUB



Monday Memo[®]

A broadcast advertising commentary from Leo-Arthur Kelmenson, president, Kenyon & Eckhardt, New York

Putting advertising in the right environment

Taking the title of this column literally, let's say it is Monday morning. I'm back in the office, with just a moment to reflect on all the media I saw and read over the weekend. More television sports than you could imagine. Depending on the season (if, in fact, there are such things as specific sports "seasons" any more), a load of football, basketball, baseball, hockey, golf, tennis and amalgams such as *Wide World of Sports*, *CBS Sports Spectacular* and the like. Naturally, these are followed by some prime-time viewing—certainly a special or two and *Mary Tyler Moore*.

If TV wasn't enough, in between domestic and social activities I listened to a lot of radio news and music, punctuated by glances at some interesting outdoor signs. Then, on to the overwhelmingly thick Sunday *New York Times*, with an hour or two to catch up on a pile of magazines.

On reflection, my "free" weekend was controlled by automatic media patterns. Boil it all down and I guess I spent more time with media than doing the things I naively thought the weekend was meant for.

This isn't all bad. In fact, media immersion forms an integral part of our new life style. But for a marketing/advertising specialist, it does raise some intriguing questions. For example, is the communication we're all producing in tune with the patterns we've set for ourselves at certain times of the week? Should a weekday TV commercial extolling a laundry detergent use hard-sell tactics and our approach to advertising the same product on weekends be different—more subtle?

Does a specific automobile commercial have the same impact on an entertainment special as it would on a weekday news broadcast? Is the commercial's tone compatible with the episode or program it's on?

I am not suggesting that we need to have different kinds of commercials for each daypart, or that the public should be viewing different types of advertising messages for different kinds of programs. Far from it. We could never afford such a plan and, more important, we have to have a unity of theme and selling idea for each product or service. However, I do wonder how often the programs and the days of the week are taken into consideration along with all the demographics and the efficiencies when the buy is actually made. I wonder if many media departments even discuss the relation of message to carrier before they make their buys. I wonder if the commercials themselves are actually ever seen before the network or spot buyer



Leo-Arthur Kelmenson, president and chief executive officer of Kenyon & Eckhardt Inc., joined the agency in 1967 and was named to his present post in 1968. He is responsible for management of the firm's worldwide operations, including all subsidiaries. Earlier, he had been executive vice president of Norman, Craig & Kummel, and senior vice president and assistant to the president of Lennen & Newell.

begins to negotiate.

At Kenyon & Eckhardt, my media director and I have fostered some important movement in this area. The first time we discussed this, he informed me of a conversation he had once had with Herbert Krugman of General Electric. Mr. Krugman commented that perhaps we're all looking at communication from the wrong end of the telescope: We always seem to be attempting to measure what the message brings to the viewer or reader. But isn't it equally important, he says, to know what the viewer, listener or reader brings to the program and the message on that program?

That's a heavy concept, I know, but a mighty important one. Let me try to give you a couple of examples.

We handle advertising for the Savings Banks Association of New York State. Our agency believes that we know how most people view banks: as efficient, but impersonal operations, with "mechanical" tellers and officers who don't know their customers and don't particularly care to.

To help combat this image, we developed a campaign for savings banks featuring young adults in every walk of life. These adults say, "Commercial banks are mainly for business. Savings banks are mainly for people. And I'm not a business. I'm a people."

In general, people tend to think about banking when they are reviewing the day's

activities, not when they are immersed in entertainment. Accordingly, Kenyon & Eckhardt's media buyers purchase mostly news, weather and sports round-ups for the campaign. The consumer brings his attitudes to the television screen, and we attempt to speak to that attitude at just the right time.

Quaker State knows about the change in a driver's oil-buying habits. One such change is the movement away from service stations, in favor of self-service discounters and supermarket outlets. We therefore address our messages directly to an environment attuned to personal involvement. Sporting events present just such an opportunity, which is where we concentrate our sales messages.

In radio, we try to buy with the same philosophy in mind. For Air France, we have Gene Kelly personifying the American in Paris, a charming spokesman extolling the myriad charms of France. Our target audience—25 years old and up—easily relates to Mr. Kelly. Our commercials paint a picture for the businessman or the pleasure traveler, showing a total mosaic of what the country and the airline have to offer. Thus, we seek news availabilities for this campaign, as well as those good music and classical stations to which the better-educated, higher-income demographics listen.

I don't understand agencies that create messages via situations that could never happen to the people they are trying to sell to. I don't understand why some automotive advertisers use spokesmen who are incongruous with the basic sales message (so that the viewer's only recall is limited to the personality rather than the sales idea). At Kenyon & Eckhardt, we use personalities, of course. One example is Catherine Deneuve for Mercury Monarch advertising. Here, we're selling "a touch of class"; and there isn't anyone with more class than Miss Deneuve.

I leave the "numbers" to the criteria established by my media director, but I hope the environment related to the message is given as much thought and effort as what ever comes off the CRT screen or computer run. In fact, I hope the message takes precedence over that (albeit important) calculator.

The public is inundated by messages to day. Mr. and Mrs. Consumer are buffeted by all kinds of pitches, many infringing on their leisure time. The trick is to know how Mr. and Mrs. Consumer feel about things what they will bring to the selling message and how to make a sales pitch that blend properly into the media environment. I isn't enough to just write ads and pick efficient media. In this world of frenetic advertising, content and medium must inter face and reinforce each other.

Datebook

This week

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

■ May 3—*International Tape Association* video management seminar in conjunction with sessions and exhibits of the May 4-5 Los Angeles Videoshow at the same location. Bonaventure hotel, Los Angeles.

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—*Television Bureau of Advertising* breakfast presentation (9 a.m., local time) in 27 markets (BROADCASTING, April 18). Cities so far: New York, Boston, Philadelphia, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco, Chicago, Detroit, 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., Medford, Ore., and Jackson, Miss.

May 4—Luncheon presentation of 37th annual Peabody Awards, administered by the *Henry W. Grady School of Journalism at the University of Georgia*. Hotel Pierre, New York

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

■ May 5—*Los Angeles chapter of the International Industrial Television Association's* meeting on "Creativity in Video Production." Bonaventure Hotel, Los Angeles.

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—*American Society of Composers, Authors and Publishers* symposium (9:30-4 p.m.) on Copyright Act of 1976. Participants will include Barbara A. Ringer, register of copyrights; Thomas C. Brennan, chief counsel of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights; and Bruce Lehman, counsel, House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, New York Hilton, New York.

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.

Also in May

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 FCC Chairman Richard E. Wiley, Empire State Plaza, Albany.

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

May 10-13—*Audio Engineering Society's* 57th convention Hilton hotel, Los Angeles

May 12—One-day workshop on cooperative advertising sponsored by *cooperative advertising committee of*

the Association of National Advertisers. Waldorf-Astoria hotel, New York.

May 12—Fourth annual daytime Emmy awards of the *National Academy of Television Arts and Sciences*. NBC-TV will telecast 3-4:30 p.m., NYT, from site to be designated in New York.

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

May 13-14—*Florida Associated Press Broadcasters* annual meeting. World Inn, Orlando.

■ May 13-14—*National Translator Association* convention. Major speakers will include Judge Nat Allen, NTA president; FCC Commissioner James H. Quello; Dr. Vincent Sardella, Office of Telecommunications Policy; Lester W. Lindow, Association of Maximum Service Telecasters, and E.B. Craney, broadcast pioneer instrumental in the founding of the NTA. Hotel Utah Motor Lodge Convention Center, Salt Lake City.

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

May 14—Northeast region meeting of *National Federation of Local Cable Programmers*. Yale Divinity School, New Haven, Conn. Contact: Sally Fischer, P.O. Box 75, Derby, Conn.

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 affiliates*. 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—Region nine workshop of *Radio Television News Directors Association*. Shreveport, La.

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

■ May 17—World Telecommunications Day of *International Telecommunications Union*, Geneva. Of participating countries, 17 will issue commemorative stamps on that day.

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.

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 Telecom-*

Major meetings

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. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

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. 20-22; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21—*Institute of Broadcasting Finan-*

cial Management 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

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. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

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.

■ April 30-May 3, 1978—Annual convention of the *National Cable Television Association*. New Orleans.

munications 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—Conference of Public Relations Society of America's government relations committee. Jody Powell, press secretary to President Carter, will address breakfast session. L'Enfant Plaza hotel, Washington.

■ **May 24—Sales seminar** on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Century Inn, Atlanta.

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

■ **May 25—Radio Sales Day**, sponsored by the *National Radio Broadcasters Association*. Sheraton Valley Tobacco Inn, Windsor, Conn.

■ **May 25—Radio Sales Day**, sponsored by the *National Radio Broadcasters Association*. Hyatt Regency O'Hare, Chicago.

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 & Biggie'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. Dunley's Hyannis Resort Center, Hyannis, Mass.

June

■ **June 1—Sales seminar** on radio and newspapers, sponsored by the *National Radio Broadcasters*

Association. Sheraton at Airport, Denver.

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

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—Sales seminar** on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Hotel Pacifica, Los Angeles.

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—FCC's deadline for comments on rulemaking proposal to change CATV financial reporting (Docket 21202). Replies are due June 13. FCC, Washington.

■ **June 3—Sales seminar** on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Hyatt House, Renton, Seattle.

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 4—Conference** on station renewal, sponsored by state broadcaster associations of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. Participants will include Richard Wyckoff, National Association of Broadcasters legal department; Richard Shiben, chief, FCC Renewal & Transfer Division; Jason L. Shinsky, Stambler & Shinsky, and Larry Perry, Perry Communications. Boston Marriott hotel, Newton, Mass. Registration: NAB legal department, 1771 N Street, N.W., Washington 20036.

■ **June 6-8—Hearings** on cable television before *Senate Communications Subcommittee*. Washington.

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., Atlanta. Keynote speech will be by James Bulton, senior vice president, Sears, Roebuck & Co. Hyatt-Regency O'Hare, Chicago.

June 9—Radio Advertising Bureau Idearama for radio salespeople. Hilton Northwest, Oklahoma City.

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—Sales seminar** on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton National, Washington.

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

■ **June 9-12—"Jack the Rapper Family Affairs"** black radio and music convention. Colony Square, Atlanta.

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—Southern California Broadcasters Association** annual golf and tennis "Wingding." Golf and dinner: Los Robles Country Club, Thousand Oaks, Tennis: Callabassas Tennis Club, Callabassas.

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 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—Sales seminar** on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Airport Marina hotel, Dallas-Fort Worth.

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

June 15-17—Montana Broadcasters Association annual convention. East Glacier Lodge, Mont.

■ **June 15-17—National Broadcast Editorial Association** annual convention. Peachtree Plaza hotel, Atlanta.

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 16-17—Oregon Association of Broadcasters spring conference. Bowman's Mt. Hood Resort, Wemme.

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 17-18—Wichita/Central State Secondary Radio Conference. Hilton Inn, Wichita, Kan.

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 19-22—The Business/Professional Advertising Association 55th annual conference. Holiday Inn, Rochester, N.Y.

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

OpenMike®

Los Angeles rock

EDITOR: Your statement in the April 11 issue that KRLA(AM) "turned up at the top of the Los Angeles rating book this winter..." is extremely misleading. While that may be true if you're considering only rock stations, what really has the industry buzzing is that two beautiful-music stations came in number one and number two over-all in the Los Angeles winter book—KBIG(FM) with a 6.9 share and KJOI(FM) with a 6.2—*Donald F. Nutting, director of operations, KJOI Los Angeles.*

EDITOR: BROADCASTING's April 11 item on the rock ratings race in Los Angeles radio credits KRLA(AM)'s dominance over KHJ(AM) and KTNQ(AM) with a combination of contests, double plays and listener involvement. As an observer of the Los Angeles radio market who also enjoys rock music, I think KRLA's success is due simply to the fact that it alone employs announcers who neither scream nor chew bubble gum.—*Robert A. Lerner, director of public affairs, California State University, Los Angeles.*

What's in a nemo?

EDITOR: Recently several of us were discussing the word "nemo" whose definition (outside or remote origination) is well known throughout broadcasting. The point of the discussion, however, was the derivation of the word, and no one was able to supply the answer. Is there someone out there who knows how the word "nemo" was born—*Alan Smith, New Rochelle, N.Y.*

(Webster's Third New International Dictionary isn't sure: it suggests that perhaps the word is an alteration of "remote.")

Keeping in touch

EDITOR: During several visits to your country when I was the official representative of the Federation of Australian Radio Broadcasters at your National Association of Broadcasters conventions between 1960 and 1967, I enjoyed meeting some of the outstanding broadcasters in your country.

My purpose in writing is to congratulate your company on the excellent coverage of the 1977 NAB convention in the April 4

issue. Although I have been retired from active management, I retain directorships of 2SM Sydney and three other stations and am still very much interested in broadcasting.—*Bill Stephenson, Balgowlah, N.S.W., Australia.*

Readership testimonials

EDITOR: I certainly appreciate the opportunity to have my thoughts expressed in print ("Monday Memo," April 11). I personally have received several comments, which is not so much a commentary on what I said, but a compliment to your publication which is read by all of the major moguls in this business.—*Gerald R. Kerr, vice president, advertising and public relations, Midas International, Chicago.*

EDITOR: You'd be surprised (or perhaps you wouldn't), at the number of calls I've received in just the few short days since the article ("Monday Memo," April 18) appeared.—*Jack Scheckowitz, vice president, GAF Corp., New York.*



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Where Things Stand

Monthly status report on major issues in electronic communications

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Agency for Consumer Protection. Hearings have been held in both houses of Congress on bill to create Agency for Consumer Protection. Broadcasters are lobbying for inclusion of provision prohibiting proposed agency's involvement in license renewal proceedings, provision not in bill President Carter endorsed.

Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however (BROADCASTING, Nov. 22, 1976), and objections to consent agreement have appeared (BROADCASTING, March 30). Judge Robert Kelleher of U.S. District Court in Los Angeles has denied network motions for dismissal of suit and for summary judgment (BROADCASTING, Feb. 28).

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business-communications field, has been reintroduced in House and Senate. Telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in private lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. To combat effects of Bell bill, Representative Timothy Wirth (D-Colo.) and Senator Gary Hart (D-Colo.) have introduced resolutions in respective houses reaffirming competition as soundest business practice in all areas where possible. Outside Congress, Bell bill is opposed by National Cable Television Association, which argues it would squelch cable growth, and Association for Independent Television Stations, which says bill would increase program-transmission costs.

Broadcasting in Congress. Several resolutions have been reintroduced in House to lift ban on live radio and TV coverage of daily floor proceedings. Leading measure, by Representative B.F. Sisk (D-Calif.), would put three commercial networks and Public Broadcasting Service in charge of equipment and distribution of feed to stations. In Senate, Majority Leader Robert Byrd (D-W.Va.) has introduced resolution to permit TV coverage of Senate, but only for closed-circuit use by members (BROADCASTING, Feb. 14). House is currently experimenting with closed-circuit coverage (BROADCASTING, April 11).

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have im-

posed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

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

Children's TV. Oral argument was held last Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television (BROADCASTING, Sept. 20, 1976).

Closed captioning. FCC has allowed use of portion of TV vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. Public Broadcasting Service is moving ahead with technical aspects of closed captioning and President Carter has written commercial networks urging their involvement (BROADCASTING, Feb. 28). Network reaction has been tentative (BROADCASTING, March 14).

Communications Act. House Communications Subcommittee is in process of revamping entire Communications Act of 1934, first stage of which, written review by staff of options for rewrite, was completed late last month (BROADCASTING, April 25). Work on new act will consume subcommittee's attentions this year, culminating in draft of bill perhaps in January 1978. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said bills such as license renewal will be absorbed into over-all rewrite.

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

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-

owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976).

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on proposed rule that could limit terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters.

EEO guidelines. FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings has been clarified by appeals court in upholding FCC decisions involving WABC-TV New York and WMAL-TV Washington (BROADCASTING, April 18).

Fairness doctrine legislation. Senator William Proxmire (D-Wis.) has reintroduced his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (BROADCASTING, Jan. 7). Similar bill has been introduced in House by Representative Robert Drinan (D-Mass.).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision; NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision NAB has dropped policy of mandatory subscription to TV code; later, TV code board reversed decision to attempt to strengthen "advisory" program guidelines in TV code, because it felt present language was adequate and that meetings of special committee of TV code review board, with network presidents, Association of Independent TV Stations and

Hollywood producers (BROADCASTING, Jan. 3) were sufficient response to public pressure against violence.

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3), told Congress it will have to give commission authority to collect (BROADCASTING, Feb. 14). Now Congress says to hold up on refunds while it tries to come up with solution (BROADCASTING, March 24).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission has begun public hearings on certain aspects of proposal (BROADCASTING, Dec. 13, 1976) but rulemaking process is expected to be lengthy.

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of George Carlin comedy album. FCC will appeal decision (BROADCASTING, April 18). FCC has also sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7, 1976).

License renewal legislation. Bills to lengthen broadcast license terms and make licenses more secure against challenges are showing up in both houses of Congress, including ones by Senate Commerce Committee ranking Republican James Pearson (Kan.) and House Communications Subcommittee ranking Republican Lou Frey (Fla.). Mr. Pearson's bill provides for maximum five-year license term, requires FCC to renew license if licensee's programming was responsive to community and if licensee operated station without "serious deficiencies." Mr. Frey's bill would increase license term to five years, would exempt radio licensees from ascertainment, cut down on renewal paperwork (BROADCASTING, Feb. 28). Mr. Frey says he concurs with Subcommittee Chairman Lionel Van Deerlin (D-Calif.) that renewal revision should be handled in context of over-all rewrite of Communica-

tions Act, says he introduced his bill to get proposal on record.

Network inquiry. FCC has instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships (BROADCASTING, Jan. 17). Joseph Merino, of commission staff, has been named to head commission staff, and Antonia Scalia, has been named chief consultant (BROADCASTING, April 4). Comments are due May 31. FCC has rejected Westinghouse petition for quick action on request for prescreening rule, element of its petition, and Group W is asking for reconsideration of that action (BROADCASTING, April 18).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14). Appeals had been filed by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8, 1976).

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules has been overturned by U.S. Court of Appeals in Washington (BROADCASTING, March 28, April 4). FCC, networks and National Association of Broadcasters are appealing part or all of that decision (BROADCASTING, April 25). Court earlier upheld appeal by cable systems, New York Cable Television Association and National Cable Television Association against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING, March 21). In Congress, Representative Charles Thone (R-Neb.) has reintroduced resolution of last session opposing "siphoning" of broadcast programming by cable.

Payola. FCC investigation into practice is under way. Commission currently is holding hearings in Washington (BROADCASTING, March 14), which resume May 16, and plans more in other cities.

Pole attachment legislation. Consensus appears to be developing on House Communications Subcommittee to take up cable pole-attachment issue apart from Communications Act on ground that it is unfinished business

from last year. There is no bill yet, but two associations whose disagreement stalled measure last year—National Cable Television Association and National Association of Regulatory Utility Commissioners—have reached agreement on paper and sent their proposal to House Communications Subcommittee. Proposal defines FCC's authority over pole attachments and basis for reasonable pole charges (BROADCASTING, March 21).

Ratings. Nielsen prime-time averages, Sept. 20, 1976-April 24: ABC 21.4, CBS 18.6, NBC 18.0.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting has filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14).

Violence on TV. National Parent Teachers Association, following series of hearings across country, has put networks on "probation" until January 1978, after which, failing to get desired response, PTA will consider boycotting offending TV programs and sponsors, filing petitions to deny at FCC and undertaking civil litigation; Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28), and House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on subject (BROADCASTING, March 7). Issue also will be among subjects treated in Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, March 14). Senator Strom Thurmond (R-S.C.) has reintroduced his bill of last Congress, with Senator James Eastland (D-Miss.), prohibiting broadcast of nudity, explicit sexual activity, gross physical violence, morbid torture.

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Broadcasting May 2

Vol. 92 No. 18

Top of the Week

ABC: laughing all the way with its new schedule for prime time

Network drops several cop shows, while all replacements will be oriented toward comedy; with its ratings lead, it could afford to drop three 30-share series

ABC-TV let loose a few surprises when it jumped the gun on its competitors and released its 1977-78 prime-time schedule last week. Among the surprises:

■ It canceled *Dog and Cat* and *The Bionic Woman*, two mid-30's-share series, and scrapped *The Tony Randall Show* with its solid 31-share average and the acclaim of the critics, who tended to single it out as the best of all the networks' new programs of last year. Industry sources said *Dog and Cat*, a cop show, had to go because it was too violent and *The Tony Randall Show* was jettisoned because a low-30's share wasn't good enough on a network whose average prime-time share hovers in the mid-30's. And "*The Bionic Woman*'s batteries began running out" in second season, said Fred Silverman, the president of ABC Entertainment, when he unveiled the schedule to an audience of ad-agency executives and advertiser representatives at the New York Hilton's Grand Ballroom last Monday (April 25).

■ In a major concession to antiviolence crusaders, ABC canceled not only *Dog and Cat* but also *Streets of San Francisco*, *Most Wanted* and *Future Cop*. All of the six series ABC will introduce next fall focus on comedy. Thus only two series on the 1977-78 ABC schedule—*Baretta* and *Starsky and Hutch*—fall into the hard-action cop-show category, and Mr. Silverman said next year's *Starsky and Hutch* episodes will soft-pedal violence in favor of the "humorous interpersonal relationship" between the two men.

■ Theatrical movies are in drastically short supply, goes the standard industry complaint, yet ABC has still managed to come up with first-run titles for next season such as "Nashville," "The Longest Yard" (Burt Reynolds), "Harry and Tonto" (Art Carney), "Bite the Bullet" (Gene Hackman, Candice

Bergen), "Romeo and Juliet" (the Franco Zeffirelli version), "The Black Windmill" (Michael Caine), "Murder on the Orient Express" (Albert Finney, Sean Connery), "Lady Sings the Blues" (Diana Ross), "The Odessa File" (Jon Voight) and "The Return of the Pink Panther" (Peter Sellers). Plus rerun showings of "Butch Cassidy and the Sundance Kid," "The Poseidon Adventure," "The Way We Were," "Funny Girl" and "Cabaret."

ABC has scheduled four-and-a-half hours' worth of new programs for next fall, a total of six new series:

The San Pedro Bums, a 60-minute gang comedy from Aaron Spelling Productions (with Mr. Spelling and Douglas S. Cramer as executive producers), which Mr. Silverman said will feature five "exuberant young men" who get into "adventurous scrapes," with "the emphasis on laughter." The series will bring back memories of "the Bowery Boys and the Dead End Kids," he added.

Soap, a half-hour "adult" sitcom from Witt/Thomas/Harris Productions, which ABC calls "an outrageous, character-comedy soap opera" that will deal with two contemporary suburban families. Mr. Silverman said if *Soap* is a big hit, it could end up running twice a week in prime time because it has the flexibility of a continuing serial.

Carter Country (tentative title), another half-hour sitcom, from the production company headed by the writers Saul Turteltaub, Bernie Orenstein and Bud Yorkin, about the comic interplay between a middle-aged white sheriff in a small Georgia town and his assistant, a young black police sergeant from New York. "It's *Barney Miller* down South," said Richard McHugh, a senior vice president at Needham, Harper & Steers, "intermixed with elements of the old *Andy Griffith Show*."

The Redd Foxx Show, a 60-minute comedy-variety series produced by Mr. Foxx's company, with Allan Blye and Bob Eins-

tein as executive producers. It will be heavy on comedy sketches, with "major guest stars" fleshing out the proceedings, which will be adult, fast-paced and stylish," in Mr. Silverman's words.

Operation Petticoat, a half-hour sitcom based on the 1959 Cary Grant-Tony Curtis movie about the misfit crew of a Navy submarine in World War II and the situations that result when the crew rescues a group of Army nurses and brings them on board. Leonard Stern is the executive producer for Universal Pictures Television.

Love Boat, a 60-minute comedy from Aaron Spelling Productions that takes place aboard a luxury cruise ship presided over by Captain Merrill Stubing, played by Gavin MacLeod (Murray Slaughter on *The Mary Tyler Moore Show*). Each week's multiple vignettes feature guest stars entangled in romantic complications, in the vein of *Love American Style*.

In addition to the series already mentioned, ABC canceled *Rich Man Poor Man: Book II*, *The Feather and Father Gang*, *Westside Medical* and *Blansky's Beauties*. *The Captain and Tennille* and



Redd Foxx Show



Operation Petticoat



Carter Country



Love Boat



Soap



San Pedro Bums

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WPTV West Palm Beach



The Brady Bunch Hour were excised from the weekly schedule but they will turn up as occasional specials, probably in various time periods, according to ABC.

Mr. Silverman also said that two mini-series will make the new schedule: MGM TV's *How the West Was Won*, which will run as 10 separate two-hour episodes every Monday (9-11 p.m., NYT) between the end of the football season and the beginning of the baseball season, and Paramount's *Washington, D.C.* (tentative title), a 12-hour made-for-TV movie based on John Ehrlichman's novel, "The Company."

The schedule reads as follows:

Sunday: *The Hardy Boys/Nancy Drew Mysteries* (7-8); *The Six Million Dollar Man* (8-9); *The ABC Sunday Movie* (9-11).

Monday: *The San Pedro Bums* (8-9); *NFL Monday Night Football* (9-conclusion).

Tuesday: *Happy Days* (8-8:30); *Laverne and Shirley* (8:30-9); *Three's Company* (9-9:30); *Soap* (9:30-10); *Family* (9-10).

Wednesday: *Eight Is Enough* (8-9); *Charlie's Angels* (9-10); *Baretta* (10-11).

Thursday: *Welcome Back, Kotter* (8-8:30); *What's Happening* (8:30-9); *Barney Miller* (9-9:30); *Carter Country* (9:30-10); *The Redd Foxx Show* (10-11).

Friday: *Donny and Marie* (8-9); *The ABC Friday Movie* (9-11).

Saturday: *Fish* (8-8:30); *Operation Peticoat* (8:30-9); *Starsky and Hutch* (9-10); *Love Boat* (10-11).

Import protection

FCC tentatively reverses earlier ruling that KIRO-TV couldn't stop local cable from using network programs prereleased in Canada

For years, U.S. stations along the Canadian border have complained about local cable systems importing network programs released in Canada before being made available in the U.S. Now those stations have reason to believe they can receive protection from the FCC.

The commission last week tentatively reversed an earlier decision—and a policy in effect since 1970—and afforded CBS affiliate KIRO-TV Seattle, Wash., relief it had requested against the importation by local cable television systems of programs from Canada.

The decision, which will not be final until the commissioners review and approve a new order in the case being prepared by the staff, is expected to hold that broadcasters are presumed to be entitled to the same protection against network programs prereleased from across the border as they are against the simultaneous showing of those programs relayed from domestic stations.

The commission three years ago had denied KIRO-TV's request that two cable systems in Seattle—Vanhu Inc. and Viacom Inc.—be denied permission to im-

port Canadian stations carrying CBS programs. The commission said KIRO-TV had not made the kind of particularized showing of harm that would result if importation of prereleased programs continued.

But the U.S. Court of Appeals sent the case back to the commission, saying it had not made clear the basis for its order. The court indicated its position in quoting with approval from a dissent in the 1970 case written by former Commissioner Kenneth A. Cox. He had said that importation of Canadian station's prereleased programs is "a more serious threat" than the simultaneous carriage of the same service by a domestic station.

Options papers: OK in general, not so OK in the particulars

Broadcasters don't see much for them; cable has a few problems, too

The options papers for the House Communications Subcommittee's rewrite of the Communications Act (BROADCASTING, April 25) have given broadcast advocates in Washington little that is concrete to snipe at, but first reactions indicate they have done nothing to lessen industry antagonism toward the entire rewrite project.

Publicly, broadcast spokesmen last week praised the options drafts, particularly Subcommittee Counsel Chip Shooshan's broadcast paper, for their fairness to broadcasting—unlike, they hastened to point out, the staff's January 1976 report on cable television, which they found decidedly antibroadcasting in tone.

One or two people BROADCASTING talked to criticized the options papers as not being well-presented and not "covering the waterfront" of options. But on the whole, comments about quality were favorable. "Chip Shooshan's no fool," one said. "It's going to be very difficult for us to deal with this."

But privately, broadcasters were already picking at the documents. Regarding the broadcast paper, said one, "Where do we see something attractive as far as we're concerned?—Nowhere." He said that of the four options Mr. Shooshan posed for regulating broadcasting, one—retaining the present licensing system—represents the status quo, and the other three—leasing spectrum space, regulating broadcasting like a public utility and treating broadcasting like a common carrier during parts of the programming day—are worse than the status quo. "You can't expect us to say that's a perfect solution," he said.

Mr. Shooshan's questioning of localism in broadcasting bothered this broadcaster because the only option he sees for giving communities needed local news, weather and emergency information is cable TV, which would probably have difficulty wiring rural areas, he said, with-

out government help. "One thing you can say for broadcasting," he said, "It hasn't cost the government a damn dime."

Another broadcast representative said the broadcast paper "didn't indict us for anything except that we're profitable . . . Is it in the public interest to be screwing around with something that everybody likes?"

Spokesmen for cable television cheered the parts of their chapter in the options papers that suggested experiments with deregulating cable. But they deplored discussion by the chapter's author, Karen Possner, of their being made into a common carrier. National Cable Television Association Executive Vice President Tom Wheeler's comment that "We are concerned about the part asking whether cable should be regulated as a common carrier" was putting it mildly, they said.

Reaction from public broadcasting was varied. Henry Loomis, president of the Corporation for Public Broadcasting, called Mr. Shooshan's chapter on public broadcasting "a welcome and constructive survey of the issues." A Public Broadcasting Service spokesman said, "They are provocative and will be very useful."

National Public Radio President Lee Frischknecht, on the other hand, said he had problems with some parts. He questioned for example, why public broadcasting has a "particular responsibility" for minority employment, when in his opinion, "everybody has that responsibility." He criticized the idea of funding public broadcasting fully from the federal treasury as being contrary to the tenet of localism. And he questioned where NPR would fit in the suggested merger of CPB and PBS.

Members of the Communications Subcommittee reacted favorably to the options papers, although some, including Chairman Lionel Van Deerlin (D-Calif.), admitted to not yet having gotten all the way through the almost 600 pages.

In a meeting Thursday attended by five subcommittee members (there would have been more, Mr. Van Deerlin surmised, had not the House been in session past midnight the night before), the panel approved a staff-drafted agenda for considering the rewrite options. Broadcasting is near the top of the list scheduled for consideration the weeks of June 20 and 27. Cable is scheduled the week of Sept. 19, and Jan. 1, 1978, is the target for completion of the first draft of a bill. The FCC is scheduled at the beginning but should be at the end, too, "if there is an FCC" in the rewrite by the end of the subcommittee's examination, ranking Republican Lou Frey (R-Fla.) said. What directions the subcommittee takes in the policy areas, he said, will impact on the agency's organization.

Mr. Shooshan said afterward a large part of the subcommittee's examination will be in panel discussion and seminars rather than in the formal hearings commonly used for fact-gathering. He also said he will be meeting with his two panels of advisers, one all-broadcast and the other a mixture of industry and nonindustry peo-

ple with expertise in communications before June 20.

Following is the tentative schedule of meetings on the rewrite. The number of days that will actually be used in each week designated was not specified:

May 23, FCC oversight/reform; June 6, FCC reform; June 13, executive branch reorganization; June 20 and 27, broadcasting; July 11, privacy; July 18 and 25, safety, special and mobile radio; Aug. 1, rural telecommunications; Sept. 12, public broadcasting; Sept. 19, cable; Sept. 26 and Oct. 17, domestic common carrier; Oct. 24, international communications; Oct. 31, general discussion; Jan. 1, first legislative draft.

Sex, violence, high TV standards are subjects at AWRT

White and Shapiro hit NAB for not issuing more stringent guidelines; Rule says TV must offer good service to stem growth of cable, pay and home recorders

The American Women in Radio and Television heard from inside and outside last week that something must be done about sex and violence on television.

The inside word came from Mike Shapiro, president of Belo Broadcasting (WFAA-TV Dallas, KFDM-TV Beaumont, Tex.), who sees signs of viewer disenchantment that he said broadcasters will ignore at their own peril.

The outside word came from FCC Commissioner Margita White, who said the public is increasingly turning to government with complaints about "gratuitous sex and violence on television."

Both Mr. Shapiro and Mrs. White, in separate speeches to the AWRT's annual convention in Minneapolis, decried the

decision of the National Association of Broadcasters television code review board against the issuance of new and stronger guidelines restraining sex and violence on TV (BROADCASTING, April 25). Mr. Shapiro, a member of the NAB television board, which last January told the code board to write the tougher guidelines, professed "shock and disappointment" at the code board's responses. "Without a hard-hitting, effective, meaningful code," said Mr. Shapiro, "we will automatically give up this area of responsibility to others."

Mrs. White, an announced foe of excessive government regulation, said self-regulation must be imposed. The code board's decision, she said, "is bound to be seen as an abdication of responsibility."

Mr. Shapiro said he hoped the NAB television directors at their next meeting in June would "redirect the code board or on their own initiative take action to accomplish our original objective." The need for action by the station operators in the NAB is urgent, said Mr. Shapiro. "I don't believe we can get away with past practices of having the network executives appear before a congressional committee year after year, promising change, and still no changes being seen on the screen," he said.

■ The maintenance of high television standards was urged last Thursday (April 28) by Elton H. Rule, president of ABC Inc., to stave off possible inroads into TV's domain by cable and pay television, home-video recorders and video cassettes. Mr. Rule, addressing the AWRT banquet last Thursday night, contended that "as long as the service we offer is good—and more than good, excellent—we should maintain our position."

But he cautioned that if television stagnates and begins to bore or alienate its audiences, the alternative, secondary forms of visual entertainment "will be more than willing to step in."

Record participation, brisk business mark the MIP

The 13th annual Marche International des Programmes de Television—MIP-TV—strengthened its claim to pre-eminence among international program markets during its just concluded six-day stand in Cannes, France. According to the official statistics, 1,979 delegates from 92 countries had trooped through the Palais des Festivals—by last Wednesday (April 27)—about 21% ahead of 1976's totals of 1,636 delegates from 76 countries. The participants represented 220 television broadcasting organizations (networks or stations) and 448 production or distribution organizations. France led the way with 136 organizations represented, with the United Kingdom second with 87 and the United States third with 69. MIP-TV organizers reported that 2,397 programs were available for screening. By categories, documentaries were said to represent the largest portion (42.8%) followed by dramatic programs (16.1%) and children's programs (10.6%).

There's no way to know how much business was done at Cannes, although estimates range up to \$20 million and one American exhibitor said that his company's sales might reach \$700,000 to \$1 million—a figure that won't be established until initiatives begun at Cannes are concluded weeks or even months in the future. The general sentiment, however, was bullish: leading American exhibitors were reporting traffic and business up two to three times last year's totals. The most-mentioned category of program interest: wild-life series. The most active growth area of program buying: the Middle East.

Next year's MIP-TV has been scheduled for April 20-26—a tenure that may be lengthened by one or two days if delegates respond favorably to a survey question put to them by the festival's organizers last week.

BROADCASTING will present a special words-and-pictures report on this year's MIP-TV in its May 9 issue.

Another nail in coffin for repeal of 315

White, who had been considered supporter of such a move, now says realities dictate against; she offers compromise position

With the FCC preparing to meet this week on the question of what recommendation it should make to Congress regarding political broadcasting legislation, Commissioner Margita White has proposed a position that falls between repeal of Section 315 and the status quo.

Commissioner White, speaking before the Minnesota Broadcasters Association, in Minneapolis, said she "leans" toward repeal but is not persuaded the commission "can justify abrupt abandonment of all public interest protections." Nor does she think it likely that "total repeal would be acceptable to Congress."

Her proposal includes the compromise most often suggested—repeal the equal-time law only as it applies to candidates for President and Vice President.

But then she would include three other elements:

■ Broaden the exemption already provided for news to include any broadcast over which the licensee retains editorial control. This, she said, would afford broadcasters greater flexibility in covering politics while assuring candidates access equal to that provided candidates for advertising or campaigning.

■ Extend the right of reasonable access now given to federal candidates to non-federal candidates. The ability to gain equal exposure would provide those candidates protection against broadcasters' possible abuse of the editorial process, Commissioner White said.

■ Repeal the lowest-unit-charge provision. Commissioner White noted that the spending limits for which the provision was adopted were repealed in 1974 and that further limits were declared unconstitutional two years later. She also questioned whether it was fair to impose a burden on broadcasters that is not shouldered by other media.

Chances that the commission would adopt a position in favor of repeal—the position favored by Chairman Richard E. Wiley—seemed bleak even before Commissioner White spoke ("Closed Circuit," April 18). Since she was generally considered a likely supporter of repeal as a recommendation, the chance for that recommendation is weakened further.

And as everyone concedes, a commission recommendation of repeal would be fruitless in any case, given the unlikelihood that Congress would consider such a suggestion.

Congress's attitude was cited by Commissioner White as a reason for advancing her proposal. "It may be the more realistic goal," she said.

The very upscale in salaries

Proxy statements reveal some members of an exclusive group who bring home at least a quarter million dollars a year

At least 16 broadcasting executives made it into a "quarter-million-dollar club" of people with earnings of \$250,000 or more in 1976.

Undoubtedly many others in broadcasting and broadcasting-related businesses also qualified. BROADCASTING's list was compiled from corporate proxy statements available thus far this year. Compensation details in proxy statements are limited to corporate directors and the three highest paid officers who received more than \$40,000. That leaves out many who made more than \$250,000 but were neither corporate directors nor corporate officers—as, for example, the Fred Silvermans and the Walter Cronkites, John Chancellors, Harry Reasoners and Barbara Walters of the world.

It also leaves out, among others, Herbert S. Schlosser, president and chief executive officer of NBC, because he is not an officer or director of NBC's parent company, RCA.

Other arbitrary limits had to be imposed in BROADCASTING's compilation. In general, the companies must derive a significant part of their revenues and profits from broadcasting or, if heavily diversified, must own at least three TV stations, one or more of them in major markets. This eliminated from consideration companies such as Fuqua Industries, which, though it originated in broadcasting, is now engaged in a wide range of businesses—and whose chairman, J.B. Fuqua, with 1976 pay reported at \$287,650, clearly qualifies for membership in some quarter-million-dollar club. Publisher-broadcasters such as the New York Times Co. and the Times Mirror Co. were similarly ruled out of consideration by this restriction. In addition, many companies have not yet issued proxy statements covering the past year.

In the following reports, details were drawn from proxy statements, except estimates of current stock value. These were based on the closing Wall Street prices of the stocks on April 20.

Leonard H. Goldenson, chairman of ABC Inc. □ Received \$747,077 for 1976, up 273% from \$200,000 in 1975 when no bonuses were given. Salary: \$233,077. Ad-

ditional compensation: \$74,000 paid in March 1976 and \$440,000 in January this year. In 1976 also received 5,000 shares of ABC common stock under company's restricted stock bonus plan. Between Jan. 3, 1976, and Feb. 28, 1977, he exercised options to buy 20,000 ABC common shares, paying \$475,000 when market value was \$787,500. As of March 1 this year, owned 278,504 ABC common shares, worth approximately \$12.5 million at recent price (\$45). For retirement benefits he's elected life annuity at \$44,135 per year with 20-year period certain. Under former contract he also deferred \$50,000 per year compensation for unspecified number of years but payable over five to 20 years after retirement. He has new contract for full-time employment to June 30, 1981, at \$250,000 per year. Age: 71.

Elton H. Rule, president of ABC Inc. □ Received \$649,423 for 1976, up 271% from \$175,000 in 1975 when no bonuses were given. Salary was \$194,423, to which \$70,000 incentive compensation was added in March 1976 and \$385,000 in January 1977. In 1976, also received 4,750 shares of ABC common stock under company's restricted stock bonus plan. Between Jan. 3, 1976, and Feb. 28 this year, exercised options to buy 46,000 common shares, paying \$1,227,648 when market value was \$1,811,250. Retained options on 15,000 shares at \$23.75 per share. As of March 21, owned 96,645 shares, worth almost \$4.35 million at recent price (\$45). Estimated annual benefits under retirement plan: \$81,920. He has contract for full-time employment until June 30, 1982, at \$200,000 per year and deferred compensation of \$50,000 annually for each contract year worked. Age: 59.

William S. Paley, chairman and chief executive, CBS Inc. □ Received \$500,577, up 9% from \$458,654 in 1975. No breakout between 1976 salary and additional compensation, which in 1975 were \$233,654 and \$225,000 respectively. In 1976 received CBS common stock shares valued at \$222,963 for Performance Incentive Plan units granted for 1974-75. As of Feb. 1, held options under PIP to buy 25,637 shares at average \$43.53. Owns 1,684,888 shares, worth about \$101.7 million at recent price (\$60). Estimated annual benefits under retirement plan: \$58,992. Has contract for employment until he ceases to be a senior elected officer, and for his serving as consultant thereafter

until Dec. 31, 1987. Annual compensation as consultant to be 50% of basic compensation (exclusive of additional compensation) during last year of employment, adjusted yearly for cost-of-living increases since 1970, and he is to be provided with office space, secretarial assistance and "other facilities and services." Age: 75.

Frederick S. Pierce, president of ABC Television □ Received \$401,923 for 1976, up 265% from \$110,000 in 1975 when no bonuses were given. Salary: \$151,923. Incentive compensation: \$30,000 paid in March 1976, \$220,000 in January 1977. In 1976 also received 4,500 shares of ABC common stock under company's restricted stock bonus plan. Between Jan. 3, 1976, and Feb. 28 this year, exercised options to buy 9,000 ABC common shares, paying \$255,250 when market value was \$339,750. No options outstanding. As of March 21, owned 23,680 ABC common shares, worth about \$1.06 million at recent price (\$45). Estimated annual benefits under retirement plan: \$81,019. Has new contract for full-time employment until June 30, 1981, at salaries of \$160,000 this year, \$170,000 in 1978, \$180,000 in 1979 and \$190,000 each in 1980 and 1981. Age: 44.

Edgar H. Griffiths, president of RCA (since September 1976) □ Received \$377,050 for 1976, up 38% from 1975, when he headed RCA Electronics and Diversified Businesses. Salary: \$227,050; incentive awards: \$50,000 paid, \$100,000 to be "earned out" in 1977 and 1978. Since Jan. 1, 1972, has been granted options to buy 59,000 shares of RCA common at average of \$24.84; has exercised no options and at Feb. 1, 1977, had options to buy 64,000 shares at average of \$25.45. Owns 1,007 shares, worth about \$29,000 at recent price (\$29.125). Annual benefits provided at company expense under retirement plan: \$135,111. Age: 56.

Arthur R. Taylor, president, CBS Inc. (until Oct. 13, 1976) □ Received \$353,846 in salary and extra compensation as president until his resignation Oct. 13; in settlement, later received \$46,276, is due to get \$250,000 this year and again in 1978 and under undescribed circumstances may also receive up to \$100,000 in 1979. In 1975 he received \$207,692 salary and \$200,000 additional compensation for total of \$407,692. Since he was not nominee for CBS board this year, proxy contains no information on his stock options or share holdings, if any. In 1975 received cash payment of \$198,285 repre-



Goldenson



Rule



Paley



Pierce



Griffiths



Taylor



Kluge



Schneider

senting share units earned under company's Performance Share Unit Plan. In March 1976 owned 8,300 shares, which would be worth about \$498,000 at recent price (\$60). Age: 42.

John W. Kluge, chairman and president of Metromedia Inc. □ Received \$333,125 in 1976, up 41% from \$235,758 in 1975. Salary: \$325,000. Company contribution to new savings plan: \$8,125. Holds non-qualified stock option to purchase 65,000 shares of Metromedia stock at \$15.19 per share, exercisable as to 40% after July 16, 1977; as to additional 30% after July 16, 1978, and as to remaining 30% after July 16, 1979. Owns 701,600 shares of Metromedia stock, worth about \$21.8 million at recent market price (\$31.125). Has contract for employment through Dec. 31, 1983, at \$325,000 per year without additional incentive compensation (but with provision for sliding reduction to minimum of \$250,000 if company's pretax profits fall below specified levels). Contract also provides for service as consultant from Jan. 1, 1984, through Dec. 31, 1993, at \$75,000 per year. Annual benefits under retirement plan: \$102,575. Age: 62.

John A. Schneider, president, CBS/Broadcast Group. □ Received \$325,000, up 4% from \$312,308 in 1975. No breakout between 1976 salary and additional compensation, which in 1975 were \$172,308 and \$139,500 respectively (latter figure included \$10,500 compensation deferred). In 1976 received CBS common stock shares valued at \$137,830 for Performance Incentive Plan units granted for 1974-75. Between June 1974 and February 1977, was granted options on 15,647 shares under PIP at average \$43.43; between 1972 and 1977 exercised options on 15,300 shares (including some granted prior to 1972), paying \$652,500 when market value was \$859,669; also sold 10,000 shares at price not disclosed. As of Feb. 1, held unexercised options on 15,647 shares at average \$43.43. Owns 16,575 shares, worth about \$994,000 at recent price (\$60). Estimated annual benefits under retirement plan: \$75,885. Age: 50.

Thomas S. Murphy, chairman and chief executive, Capital Cities Communications Inc. □ Received \$301,825 for 1976, up 4% from \$290,213 for 1975. Includes \$26,825 set aside or accrued for deferred payment to him under company's employee profit sharing plan, making total of \$165,678 set aside or accrued to date for him. Since Jan. 1, 1972, has been granted options to buy 28,500 shares of Capcities common stock

at average of \$38.77; has exercised options to buy 16,000 shares, paying \$364,000 when market value was \$938,000; sold 4,350 shares at undisclosed prices; as of Feb. 28, 1977, retained options on 37,500 shares at average of \$36.36. Owns 68,867 Capcities common shares, worth about \$3.32 million at recent price (\$48.25). No retirement benefits. Age: 51.

Julian B. Goodman, chairman of NBC □ Received \$299,569 for 1976, up 10.6% from \$270,800 in 1975. Salary: \$199,569. Incentive awards: \$33,333 paid, \$66,667 to be "earned out" in 1977 and 1978. Since Jan. 1, 1972, has been granted options to buy 17,000 shares of RCA common stock at average of \$25.56, has exercised no options and at Feb. 1, 1977, held options to buy 27,000 shares at average of \$28.18. He received new contract in June 1976 for employment to May 31, 1979, at \$200,000 salary per year. Annual benefits provided at company expense under retirement plan: \$125,121. Age: 55.

Donald A. Pels, chairman and president, LIN Broadcasting Corp. □ Received \$290,284 in 1976, up 6% from \$273,284 in 1975. Salary: \$200,000. Bonus: \$67,000. Additional: Waiver of \$23,284 in interest accrued for 1976 on notes given in 1969 and 1970 for purchase of stock from company. No stock options granted or exercised in 1976. At March 1, 1977, held options to acquire 25,000 shares at \$2.94 per share. Owns 120,000 shares, worth about \$2.2 million at recent price (\$18.325). Has contract to Dec. 31, 1981, at \$175,000 base salary that was raised to \$200,000 for 1976 and to \$210,000 effective Jan. 1, 1977. Age: 49.

John D. Backe, president, CBS Inc. (since Oct. 13, 1976) □ Received \$284,162 in 1976, up 25% from \$226,615 in 1975. No breakout between 1976 salary and additional compensation, which in 1975 were \$126,615 and \$100,000 respectively. In 1976 received CBS common stock shares valued at \$102,891 for Performance Incentive Plan units granted for 1974-75. Between June 1974 and February 1977, was granted options on 14,056 shares under PIP at average \$45.11; between 1972 and 1977 exercised options on 2,207 shares, paying \$86,901 when market value was \$128,006; also sold 1,300 shares at undisclosed price. As of Feb. 1, held unexercised options on 11,849 shares at average \$46.17. Owns 4,600 shares, worth about \$276,000 at recent price (\$60). Estimated annual benefits under retirement plan: \$62,032. Age: 44.

Everett H. Erlick, senior VP and general counsel of ABC Inc. □ Received \$262,731 for 1976, up 139% from \$109,000 in 1975 when no bonuses were given. Salary: \$119,731. Additional compensation: \$22,000 paid in March 1976, \$121,000 in January 1977. Between Jan. 3, 1976, and Feb. 28, 1977, exercised options on 7,000 ABC shares, paying \$166,250 when market value was \$266,437. No options outstanding. In 1976 received 1,750 ABC shares under company's restricted stock bonus plan. As of March 21, 1977, owned 14,430 ABC shares, worth about \$649,000 at recent market price (\$45). Estimated annual benefits under retirement plan: \$41,195. Age: 55.

Daniel B. Burke, president, Capital Cities Communications Inc. □ Received \$261,825 for 1976, up 4% from \$251,013 in 1975. Includes \$26,825 set aside or accrued for deferred payment to him under company's employee profit sharing plan, making total of \$145,309 set aside or accrued to date for him. Since Jan. 1, 1972, has been granted options to buy 21,750 shares of Capcities common stock at average of \$39.34; has exercised options on 8,000 shares, paying \$182,000 when market value was \$447,500; has sold 9,800 shares at undisclosed prices; as of Feb. 28, 1977, retained options on 27,750 shares at average of \$37.05. Owns 18,170 shares, worth about \$876,000 at recent price (\$48.25). No retirement benefits. Age: 48.

Katharine Graham, chairman of Washington Post Co. and publisher, *Washington Post* □ Received \$260,500 in 1976, up 73% from \$150,000 in 1975 (when she received no bonus). Salary: \$150,000. Bonus: \$110,500. Owns 17,998 shares of Washington Post Co. Class B stock, worth about \$393,000 at recent market price (\$21.875). With her family, she also owns all Class A shares. Retirement benefits not shown in proxy. Age: 59.

Larry H. Israel, president, Washington Post Co. (until last Feb. 1) □ Received \$260,500 in 1976, up 15.8% from \$225,000 in 1975. In June 1976 acquired 9,000 shares of Class B stock for \$117,000, at market value of \$114,562. Resigned in February 1977; under termination agreement will receive \$225,000 annually through 1978 and \$200,000 in 1979, will retain 36,000 shares of Class B stock awarded him in 1968 and will receive retirement benefits estimated at \$20,000 annually beginning at age 65. Age: 57.



Murphy



Goodman



Pels



Backe



Erlick



Burke



Graham



Israel

In Brief

Additional options paper on Communications Act rewrite (BROADCASTING, April 25) was handed to House Communications Subcommittee members last week. Paper, written by Toby Harder, had missed April 21 deadline; it concerns itself with reorganizing and coordinating federal government's telecommunications activities. Options include: reducing, abolishing or increasing size of Office of Telecommunications Policy; splitting FCC in two (broadcast/cable, common carrier); elimination of FCC, and consolidation of communications agencies into one cabinet-level Department of Telecommunications; "more congressional interest and oversight" of FCC

FCC Chairman **Richard E. Wiley** and Senator **Ernest F. Hollings** (D-S.C.) **went at it again** Friday during hearing on commission's fiscal 1978 budget request (of \$59,826,000). Senator, unhappy about FCC plan to abandon fees in face of court reversals, asked "Why do you have so much trouble with fees? No one else does." Responded Mr. Wiley: "Yes, they do ... we need guidance from Congress. We really do." FCC chairman also heard from Senator **Lowell Weicker** (R-Conn.), concerned about political broadcasting policy that he said perpetuates Democratic-Republican monopoly while increasing number of voters are registering Independent. Mr. Wiley said FCC will decide on recommendation to Congress this week (see page 26).

National Association of Broadcasters **radio code board**, following lead of TV code board week before, formed committee to work with National Council of Churches, United Methodist Church and Harvard University on **test program for contraceptive ads** with theme "responsible parenthood." Radio code ban on contraceptive ads still stands, however. Radio code board **also**: upheld ban on alcoholic beverage distillers and distributors sponsoring public service-type announcements; upheld ban on mentioning hard liquor names in commercials for alcoholic beverage mixers but left other decisions on questionable copy on mixers to individual stations; refused request to permit advertising of telephone horoscope services; reaffirmed ban on advertising weight-reduction and smoke-stopping clinics that uses hypnosis; reaffirmed ban on advertising cigarette papers; reaffirmed caution to individual stations to monitor questionable record lyrics, and formed committee to review all code advertising restrictions.

CBS-TV has bought "The Tony Randall Show" from MTM Productions for its (still unannounced) 1977-78 prime-time schedule. *Randall* was canceled by ABC last week after one season because its 31-share average was unacceptable. It's said to be first time one network has picked up another network's prime-time throwaway since 1969-70 season, when NBC's discarded *Get Smart* landed on CBS and NBC's canceled *Ghost and Mrs. Muir* found its way to ABC. (Both shows failed in their new environments before season was out.) **NBC is talking to Universal** about buying another ABC reject, *The Bionic Woman*, but no deal has been signed, according to NBC sources. In separate development, CBS outbid ABC for 60-minute tongue-in-cheek action series, *Wonder Woman*, by guaranteeing weekly time period to production company, Warner Bros. (ABC would only guarantee limited number of episodes for occasional slotting in its prime-time schedule, according to sources at Warners.)

John O'Toole, president of Foote, Cone & Belding, New York, has come up with plan to **cope with issue of violence** on TV programs. He suggested in memorandum to agency staff that National Association of Broadcasters appoint commissioner who would ultimately make decision on what is or isn't excessively violent or sexy. Commissioner would have access to special panels that would screen every special and new episodes of dramatic series and assign "rating" to each program, such as movies, "G," "PG" and "R." If panels cannot agree on rating or if producer wants to appeal, Mr. O'Toole advised, commissioner should make final decision.

Lee Enterprises, Mason City, Iowa, has completed acquisition of **KOIN-TV Portland, Ore.**, for total of **\$27 million**. Lee, which announced purchase of 50% share held by Newhouse Broadcasting

two weeks ago (BROADCASTING, April 25), paid other shareholders \$13.5 million. Sellers include Theodore R. Gamble, Joan Hering, Susan G. Behrendt and group of retired former employees of station. President of publicly traded Lee is Lloyd G. Schermer. KOIN-TV, on channel 6, is CBS affiliate.

FCC's Cable Television and Broadcast Bureaus are presenting commission with **conflicting opinions on what to do about stations' rights to carriage by cable television** within their predicted Grade B contours, in view of commission's new method of predicting those contours. New method poses problem for UHF since it reduces area of their predicted services. Cable Bureau would base signal carriage rights on new predicted contours but would repeal, for UHF, rule prohibiting carriage into overlapping market. Broadcast Bureau would grandfather UHF's existing carriage rights.

NBC News reported that **"Weekend" will not be scheduled on Sunday at 6 p.m.**, as previously planned for next January, but will continue to be carried on first Saturday of each month at 11:30 p.m. There will be at least six prime-time presentations during summer of 1978. Affiliate opposition halted move to Sunday (BROADCASTING, Feb. 21).

Watergate, originally scheduled to be last subject in **David Frost's four-part interview series with former President Richard Nixon**, now will run first, on May 4. Syndicast Services reports 146 stations signed, one minute of national advertising still unsold as of late last week. CBS-TV's *60 Minutes* scheduled report on Nixon interviews yesterday (May 1), and published report last Friday said program would say that Mr. Nixon received \$600,000 plus 10% of profits from series.

Jim Kensil, executive director of the National Football League, says chances are good that **1978 Super Bowl** football game in New Orleans **may be played in late afternoon**. Later broadcast is likely to raise rights cost to CBS-TV, he said, denying reports game would be played at night. CBS refused comment.

Monty Hall returns to network daytime television for first time since last June (when ABC dumped *Let's Make a Deal*) as host of new NBC series, **It's Anybody's Guess**, from his own company Hatos/Hall Productions. It replaces *Name That Tune* (Monday-Friday, 12-12:30 p.m. NYT) on June 13. NBC also said it would begin running **Chico and the Man** next Monday (May 9, 12:30-1 p.m.), replacing new soap opera, *Lovers and Friends* (with 3.0 rating and 12 share in first 64 episodes), which "will go on a summer hiatus," according to NBC.

International Radio and Television Society will present annual "Broadcaster of the Year Award" to NBC News's **David Brinkley** at annual meeting Wednesday (May 4) in New York's Americana hotel.

Betty Woodland, long-time executive secretary for National Association of Television Program Executives (and wife of Paul Woodland, promotion manager of WGAL-TV Lancaster, Pa.), has resigned association post, for reasons of health. Her duties will be shouldered on interim basis by **Pat Evans**, also of Lancaster, who is secretary of Broadcasters Promotion Association. ■ **Patti Matson**, press secretary to National Republican Senate Committee, appointed director of news information for ABC public relations in Washington. ■ **Candace Greene**, editor of National Association of Broadcasters weekly newsletter, *Highlights*, named NAB director of media relations. She replaces Robert Resor, who leaves at end of this week ("Closed Circuit," April 25).

Provision broadcasters are seeking to prohibit proposed **Agency for Consumer Protection** from involvement in FCC license renewal proceedings was not even considered by House subcommittee that passed consumer agency bill last week. Bill moves to full Government Operations Committee perhaps this week. Companion bill in Senate does have sought-after provision (contrary to report in "Where Things Stand," page 20), will probably receive action by Governmental Affairs Committee in May.

FCC undertakes aid to minorities in acquisitions

Two-day conference sets stage for staff and contract studies on lowering barriers to entry

For two days last week, hundreds of blacks and Hispanic Americans crowded the FCC hearing room and several auxiliary rooms in a demonstration of their interest in breaking into broadcast ownership. They were attending a conference on minority ownership sponsored by the commission. And they were given reason to hope that the commission and possibly Congress and the White House would help ease entry into a field where about 0.5% of the nation's 8,500 broadcast stations are said to be minority owned.

Chairman Richard E. Wiley, opening the conference, said that the ownership statistics were "disturbing," and added: "The acquisition and successful operation of broadcast properties must be free of racial, ethnic or sexual discrimination."

The FCC is already committed to at least the start of an effort to help minorities enter broadcast ownership. A task force of staff members who helped arrange the conference will prepare a report, including recommendations for action, based on the discussions of last week. What's more, the material developed over the two days, plus written proposals that the conferees were invited to submit, will form the basis of a "work statement" for a study on minority ownership—which will include a discussion of the barriers to such ownership and how they might be removed—that will be done on a contract basis. The commission, which has approved the study, expects to seek bids on it by mid-June.

Congress, too, could play a role, according to Harry M. (Chip) Shooshan III, chief counsel of the House Communications Subcommittee, who was a member of one of the four panels that made up the conference. But, said Mr. Shooshan, "we need concrete proposals. . . . You have to come up with something, and come to us, and let us know you're there. Our door will be open to you." And considering that it has begun its effort to rewrite the Communications Act of 1934, the time seems particularly propitious for seeking help from the subcommittee. Indeed, he talked of the possibility of the Congressional Black and Women's Caucuses meeting with the subcommittee to "evaluate the specifics of an agenda" the subcommittee would consider in its Communications Act rewrite.

Mr. Shooshan suggested the "kind of thing" the subcommittee might consider. Noting that the barriers to ownership are largely economic and policy, he said, "The question comes down to money," and added, "Maybe we can move [from a licens-

ing system] to a lottery or auction process, where some of the money [that is generated] goes into a minority-ownership trust fund."

There may also be help from the White House. Phil Watson, senior project manager of the Telecommunications Division of the Booker T. Washington Foundation, said he had written to President Carter on the question of minority ownership of telecommunications properties "across the board," and had received a positive response from the White House. "The White House will address the question," he said. Later, Mr. Watson said he had been discussing the matter with White House aides, including officials of the Office of Telecommunications Policy. He indicated a statement regarding federal policy on financial assistance may be forthcoming.

But those are long-range or speculative matters. There were promises of specific actions, too. As a response to one complaint voiced by several conferees, Commissioner Benjamin L. Hooks said he would propose to the commission that it issue a notice of proposed rulemaking aimed at requiring advance public notice when a station is being sold. The purpose: to give minority groups, who say they are not informed of the valuable stations being put on the market—"we only hear of the dogs," several blacks said—an opportunity to bid.

And Chairman Wiley promised to contact the Small Business Administration about a policy that is a matter of great frustration to the minority group members—the SBA's refusal to lend money for the purchase of broadcast stations. The policy is defended on the ground that such loans would involve the government in broadcasting and thus might raise First Amendment questions. However, several panelists pointed out the government is already heavily involved in broadcasting—without apparently too much concern for First Amendment problems—through the FCC and in funding public broadcasting. Chairman Wiley said he and Commissioner Hooks, who along with the chairman played a prominent role in the conference, would discuss the matter with SBA Administrator Vernon Weaver this week.

Patricia Russell, deputy chief of the

commission's industry equal employment opportunity unit, attracted an estimated 550 persons on the first day. They filled the meeting room and overflowed into three other rooms where they followed the proceedings on closed circuit television. On the second day, attendance was estimated at 175.

And the difficulties minority groups have in obtaining financing were among the litany of problems those attending the conference heard discussed. ("I have become an expert on being turned down and off by every conceivable source of financing for reasons that have ranged from being well-founded to being shameful and utterly stupid," said Ragan Henry, president of a 90% black-owned multiple owner, Broadcast Enterprises Inc., of Philadelphia. "Our company was once classified as a nonminority entity and then turned down because of the classification.") Finding worthwhile properties, alleged discrimination by advertising agencies, rating services that we said fail to count accurately minority group members—these were also listed as problems black and Hispanics encounter in trying to enter broadcast ownership and, once a member of the club, to remain financially healthy.

Frequently, the problem seemed rooted in suspicion or in real or imagined prejudice. Blacks talked of the "country club set" or "the old boy network" that they said kept among itself the knowledge of the valuable properties available for sale. And that attitude sometimes made things uncomfortable for members of the white establishments who participated in the panels.

Joseph Sitrick, of the Blackburn station brokerage firm, tried to turn aside suggestions of discrimination with the observation that the sellers he knows "don't care if a buyer is black, white, yellow or red—their main concern is whether the buyer has the resources to buy and the lasting power to see it through." Cecil L. Richards, who owns his own brokerage firm, expressed a similar view: "The only prejudice is the seller's prejudice against losing an investment he's spent a lifetime building up. That's got nothing to do with color." In fact, he said given the current FCC interest in promoting minority ownership, it's in his best interest to find a



A day for minorities. FCC Commissioner Benjamin Hooks addresses a workshop on minority ownership held at the commission.

black buyer. He would be reasonably sure of a quick, smooth approval.

But Robert C. Davidson Jr., of Los Angeles, a consultant who referred to himself as a "buyer's advocate," was not impressed. He said minority members are looked on by lawyers and brokers as lacking in financing or experience and, therefore, are offered only "the dogs" that are on the market. "Brokers don't want to admit this is a country club" operation, he said.

After more of such criticism, Mr. Richards finally said: "Anyone interested in buying radio or television stations, contact Joe [Sitnick] and me and other listed brokers with letters setting forth what you're looking for, and you'll be inundated."

Probably the harshest criticism of the establishment came from Rene Anselmo, of the Spanish International Network, which has 15 UHF affiliates, and Spanish International Communications, which owns five of them. He spoke after the conference had heard R. R. Ridgeway, of the Arbitron rating service, and Peter Rostow, of Pulse Inc., talk of their efforts to assure the inclusion of minorities in their surveys, and Richard Jones, of J. Walter Thompson Co., and Kenneth E. Lane, of the Leo Burnett advertising agency, discuss the agency's role in placing advertising. Mr. Jones also read a letter from the president of JWT, telling all offices that the

"black market needs more attention," and "black media offer an excellent opportunity" for reaching that market.

"You've heard from the two worst... most discriminatory agencies in the business—Burnett and J. Walter Thompson," Mr. Anselmo said. The only agency not represented at the conference that deserved similar criticism is McCann-Erickson, he added. As for the rating services, he said that although Arbitron is "bad," it's "the Virgin Mary compared to Nielsen." But he acknowledged some improvement on the part of rating services. "They know how to measure blacks and Spanish-speaking. But it's expensive, and agencies don't want blacks and Spanish-speaking," he said. He said the reference agencies make to "general market" surveys is "a code word meaning, 'don't include blacks and Spanish-speaking.'" And he accused agencies of using a "double standard," saying, "They're going to buy you one way, and they're going to buy a white station another way. That's called affirmative Anglo-white buying."

But the conservative, businesslike approach to the sometimes emotional problem of minority ownership was not represented entirely by whites. There was, for instance, Frank Savage, a vice president of the Equitable Life Assurance Society of the U.S.A., a black, he said the company is showing an increased interest in providing financing for broadcast acquisitions as a

result of some individual ventures, including "a substantial loan to ABC," that have turned out well. (Equitable had been wary of such loans, he indicated, because it is interested in "tangible assets" that "will be around" and the license is "an intangible license." Deduct that from the assets, "and you get a negative net worth.") So Equitable Life is considering expanding its activity in broadcasting, not only with minorities but generally. However, for those considering approaching Equitable Life, Mr. Savage warned, "We want well-thought-out proposals. We can't do your work for you. We want sophisticated proposals."

Despite the occasional flare-ups of militancy, the reasons given for them seemed anything but militant. Letitia Gregory, of the only black-owned television station operating in the U.S., WGPR-TV Detroit, who was in the audience, said, "We have to learn what must be learned to get into that system." William H. Dilday Jr., of WLBT(TV) Jackson, Miss., who has helped demonstrate a black-operated station can be profitable in the deep South, said blacks, like everyone else, "are business people out to make a profit."

It wasn't all frustration and confrontation. There were some how-to discussions. There were even some suggestions as to where minorities might seek financial aid. Although SBA does not make loans for broadcasting, Arthur P. Cyr, an SBA official, described two kinds of privately owned and managed small-business investment companies that SBA licenses and regulates that do make loans for broadcasting—the Small Business Investment Co. and Minority Enterprise Small Business Investment Co. However, as Mr. Cyr said, "the bad news" concerning the companies is that their investments average only \$50,000.

And David M. Davis, of the Ford Foundation, reported that Ford is investing \$1 million to help establish Syncom—Syndicated Communication Inc.—which will aid minority groups in financing broadcast properties. With another \$1.5 million Syncom hopes to raise, the organization would use its \$2.5 million as leverage for minority groups to acquire up to \$30-million worth of broadcast properties. In the first six months, Mr. Davis said, Ford hopes Syncom will aid in the financing of three to four VHF outlets. Syncom is the brainchild of the Opportunity Funding Corp., an organization funded by the Community Services Administration, formerly the Office of Economic Opportunity.

The realization of Ford's hopes would mean an enormous increase in minority broadcast ownership. The question some of those who attended the conference were asking is the role government will play in helping minorities enter broadcast ownership. As J. Clay Smith Jr., FCC associate general counsel, who presided at the final panel, on public policy issues, said, the answer lies "in the will of men and women who sit in decision making positions and whose value systems may influence the outcome of any legitimate effort to increase minority ownership."



A place in the spectrum. Shortly before the FCC played host to about 300 blacks and Hispanic-Americans at minority-ownership conference (see story, page 31), the National Latino Media Coalition had its own gathering in New York, with 150 participants planning strategy to gain greater access to the communications world. Leading the three-day event were NLMC officers (l-r) Raquel Ortiz, secretary; Renaldo Rivera, president; Grace Castro Nagata, vice president; Jay Ojeda, treasurer, and Marlene Cintron, Washington liaison.

Standing in for President Carter was Frank Lloyd, a consultant to the White House Office of Telecommunications, who read the presidential message: "I assure you that you will continue to have my strong support until [your goals have been] achieved." Another to pledge his support to the group was New York City Mayor Abraham Beame who cited the "lack of significant access to the media."

Other government officials as well as network staffers were on-hand. Among the NLMC recommendations to surface at the meeting: seek greater Latino broadcast ownership by asking Congress to guarantee loans; ask the FCC to support UHF and VHF drop-in channels for Latinos and streamline the licensing process, and urge President Carter to appoint Latinos to his administration, especially to the FCC (disappointment was expressed over the expected nominees to the Corporation for Public Broadcasting, all are white [BROADCASTING, March 28]).

NLMC award-winners included Cecilia Garcia, wvst(tv) Detroit; Antonio Molina Jr. WUNR(AM) Boston; Jose Rivera, Puerto Rican Media Action and Educational Council.

Funding threat from Hill draws rebuttal from a wary public broadcast sector

CPB's Linn is apprehensive; others challenge certain subcommittee recommendations

At worst federal funding would stop. "Then you're talking about the whole house of cards going down," said George Linn, legislative liaison for the Corporation for Public Broadcasting. He was referring to the effect on the proposed satellite interconnection plan for public broadcasting if the House Communications Subcommittee carries out its threat not to consider any new authorization beyond present plans through 1980. Written into CPB's \$32.5-million satellite loan arrangement with the Bank of America was the assumption that long-term funding would continue uninterrupted.

Still, staffers analyzing the report (while their bosses, Public Broadcasting Service President Larry Grossman and CPB President Henry Loomis, were meeting with licensees across the U.S. on the "round robin" circuit) are hopeful the worst can be averted. Mr. Linn called the report a "very strong statement," (which subcommittee members themselves have said is only a report, not a law). At PBS, a top-level staffer said "we think we can satisfy the subcommittee. . . . when the members of the subcommittee are fully aware" and we get "our record on the record." National Public Radio President Lee Frischknecht, recalling testimony that has been delivered by public broadcasting's EEO critics on the Hill, is worried however, that subcommittee action or inaction, could slow the system down.

It wouldn't just be satellite plans but rather all of public broadcasting that would be affected by the report Representative Lionel Van Deerlin's (D-Calif.) subcommittee adopted (BROADCASTING, April 25). And, as Mr. Linn sees it, even an interruption in the long-term two-years-in-advance funding scheme would be a "major step backward." In 1978, (for 1981 funds and beyond) CPB would have to go before the subcommittee to have its parent Commerce Committee authorize funding. And unless that happens, the next step—appropriations—isn't possible.

The report has specific recommendations for various organizations and agencies. Take PBS, for example—with the subcommittee recommendations (and one PBS insider's reaction): (1) more women and minorities on PBS's reorganized board (we've already done that [BROADCASTING, March 28]) and recruit personnel more than simply by posting jobs (the National Black Media Coalition has used our recruiting contract list as a "model"); (2)



Student broadcasters. A total of 166 minority high school students in 15 cities learned on the scene what it's like to be a broadcaster this year in a program sponsored by the United Church of Christ. Capital Cities Communications Inc., Post-Newsweek Stations Inc., Westinghouse Broadcasting Co. and Taft Broadcasting Co. In after-school hours, the students spent time with off-air professionals in some 110 radio and TV stations in Baltimore; Birmingham, Ala.; Boston; Buffalo, N.Y.; Cincinnati; Columbus, Ohio; Hartford, Conn.; Houston; Jacksonville, Fla.; Kansas City, Mo.; Miami; Philadelphia; Pittsburgh; San Francisco, and Washington. Above, National Association of Broadcasters President Vincent Wasilewski presents a certificate of achievement at the completion of the program to Arlencia Hawkins, one of 15 students in the Washington program.

encourage affirmative action plans by stations and make it a condition of membership (most stations already have one and the FCC requires a "positive continuing program" from all stations—commercial and noncommercial alike); (3) Congress should establish all PTV stations to form boards whose sole responsibility is to oversee management in order to qualify for federal funds (that's a "very tricky" area where "constitutional problems may even be involved" when it comes to stations overseen by civil service systems and the like); and (4) PBS should take an active role in identifying states where laws or practices go against federal EEO rules (we're already working with CPB on this but again there's problems with state laws).

Similar recommendations in terms of encouraging EEO plans at CPB were met with similar answers. However, concerning the rebukes for not enforcing EEO enough or testing its authority, Mr. Linn reiterated a standard CPB defense: "We don't think we have the duty of a government agency."

Furthermore, Mr. Linn explained that 60% of all public broadcasting licensees and about a third of all employees are subject to nonfederal civil service or state laws under which "turnover is so damn slow," he noted state government employment freezes and tenure rules. If the subcommittee keeps CPB on a short leash moneywise, he claimed, there won't be funds with which to expand and improve the employment picture. (Mr. Linn, like others from the noncommercial sector, is

quick to admit there are EEO problems—and serious ones at that—but views more funding, not less, as the remedy.)

Mr. Linn, however, sees the public broadcasting hearings concerning the proposed Communications Act rewrite scheduled last week for Sept. 12 (see "Top of the Week") as a "bright spot." Part of the reason the subcommittee is holding off until then is to wait for a Carter administration proposal that is being developed.

In the report, PBS, for one, is told that "its lack of [EEO leadership] borders on negligence." During the period between the draft and the adoption of the report, Mr. Grossman called it a "slap in the face." (The report was toned down a bit in the process—"goals" became "recommendations.") Although his terms might have been stronger than others in public broadcasting would have used, it expressed a common feeling. As Mr. Frischknecht said, "The fact of the matter is that we have made progress." From PBS; "We [the noncommercial sector] have the best record in all of broadcasting," Mr. Linn said, "We think the evidence is there," citing as one example, CPB's latest EEO report to Senator Warren G. Magnuson's (D-Wash.) Labor and Health, Education and Welfare Subcommittee (see following story).

CPB says its efforts in hiring women, minorities are improving

A report to Senate subcommittee outlines public broadcasting's employment; for public radio, minorities increase 35.6%, females 12.7%; TV shows gains of 13.4% and 10.1%, respectively

When it comes to equal employment opportunity, all isn't as it should be, but progress is being made. The public broadcasting sector—in some respects to no avail—offered that prognosis to Representative Lionel Van Deerlin's (D-Calif.) House Communications Subcommittee but the congressional unit went ahead with a report that says no consideration will be given to federal funding past 1980 unless the non-commercial world shapes up EEO in-house (see adjacent story). And while Mr. Van Deerlin's subcommittee was considering EEO matters, so was another—Senator Warren G. Magnuson's (D-Wash.) Labor and Health, Education and Welfare Subcommittee—which received a summary of noncommercial "efforts and accomplishments" from the Corporation for Public Broadcasting.

The EEO update, required quarterly by a Senate report attached to public broadcasting's 1977 appropriations bill passed last year, encompasses not only a status report from CPB, but also from the other major public broadcasting organizations as

well as the industry in general. (On the House side, Representative Lionel Van Deerlin's [D-Calif.] Communications Subcommittee is slated to decide June 21 whether or not to approve a draft report advising that it will not consider any increased funding until public broadcasting creates a mechanism to hear complaints and enforce EEO programs [BROADCASTING, March 28].)

The "most dramatic" increases cited regard minority employment by public radio stations qualified to receive CPB aid. From Jan. 1, 1976, to Jan. 1, 1977, minority employment rose 35.6%. Female employment increased by 12.7%, one-tenth of a percentage point higher than public radio's total employment gain. Over the same period, public television experienced 5.9% growth over-all, with a 13.4% increase for minorities and 10.1% gain for women.

Not all the statistics show gains. In public television, women at the officials/managers level were down .1%, and minorities in that category were down .6%. And while female and minority officials/managers were up at the Public Broadcasting Service, their representation declined at National Public Radio; CPB minority officials/managers also decreased.

CPB, however, cautions Senator Magnuson's subcommittee to be wary of exact comparisons between 1976 and 1977. For one thing, it notes "a totally new consistent employment data collecting and reporting system" implemented earlier this year, with "common languages and systems" unlike the previous method said to involve different reporting dates, job classifications and category breakdowns.

Furthermore, CPB notes that "work forces of most stations are so small that statistics can be misleading. A change of one person or position may account for a difference of as much as 10% to 20%..."

CPB also accuses the civil service system—said to be applicable to about one-third of public television and CPB-qualified radio licensees—of obstructing progress. (CPB came upon the one-third figure "based upon 211 licensees responding from among 320 surveyed.") "The ability of stations to hire women and minorities is limited, or in fact restricted, when few, if any, emerge from the civil service lists as 'the best qualified.' The station may be at the mercy of arbitrary and uniformed decisions made by persons with no awareness of broadcasting skills or how to rate relevant experience or academic requirements."

Among the highlights of the summary which will be followed by a full report "at the earliest possible date:"

- "Employment of women and minorities in the industry continues to increase at a rate faster than total employment in the industry"—women (10.5%), minorities (16.4%) and over-all employment (9.2%).

- "Employment of women and minorities at the national public broadcasting organizations exceeds relevant labor force indices"—at CPB: females (54%)



Longevity. FCC Commissioner Robert E. Lee (r) receives congratulations and scroll from Chairman Richard E. Wiley in recognition of his having achieved the distinction of serving as a commissioner longer than anyone else. Commissioner Lee, who was first appointed to the commission in 1953 by President Eisenhower, on April 21 passed the record of 23 years, six months and 14 days set by former Chairman Rosel H. Hyde. The hand-lettered scroll was presented on April 27, during the annual incentive awards ceremony in which commission employees are recognized for meritorious service.

and minorities (32%); at PBS: females (52%) and minorities (23%), and at NPR: females (42%) and minorities (21%).

- "Employment of minorities (in public television) increased by 13.4%." An ethnic breakdown shows an increase of 15.4% for blacks, Hispanics (5.4%), Asian/Pacifics (15.2%) and native Americans (14.3%). For public radio: minority employment rose 35.6%—blacks (40.5%), Hispanics (11.1%), Asian/Pacifics (50%) and native Americans (40.7%).

- At the officials/managers level: In public television, of 1,592 persons, 25.7% are female, 4.6% are minorities (down .1% and .6% respectively). In public radio, of 781 persons, 22.9% are female, 9.1% minorities (up 1% and 3% respectively). At CPB, of 48 persons as of March 1977, 25% are female, 21% are minorities (up 1% and down 1% respectively from June 1976). At PBS, of 56 persons as of January 1977, 25% are female, 7% are minorities (up 2% and 4% respectively from June 1976). At NPR, of 11 persons, as of March 1977, 20% are female, 11% are minorities down 7% and down 1% respectively from June 1976).

CPB supplemented the statistics. In one case, its own, CPB said that top-level turnover involved "only six terminations over a one-year period." Of the seven high-grade employees hired during the 1976-1977 period, two were minorities and three were female. The categories overlap in the case of a minority female hired.

Among the other EEO efforts discussed are (1) the award of 24 training grants to women on March 29, (2) a new task force on minorities in public broadcasting to "undertake the most extensive study ever attempted," (3) the changes on the boards

of the national broadcasting organizations and the organizations' plans for new training and development programs and (4) the plans to distribute television programs and develop a film and tape library, specifically geared to native Americans.

CCC's portfolio gets even bigger with Globe merger

\$13.8-million stock purchase will give group owner another five radio properties in Midwest, necessitate one station spin-off

Globe Broadcasting Co., Chicago, has announced proposed merger with Combined Communications Corp., Phoenix. CCC will purchase Globe's more than 2.7 million outstanding shares for \$13.8 million.

Principal stockholder of publicly traded Globe is George N. Gillett, vice chairman. Globe's broadcast holdings include WVON(AM)-WGCI(FM) Chicago, WMGC(AM)-WDOK(FM) Cleveland and WDEE(AM) Detroit. CCC, which has already contracted to purchase WWWE(AM) Cleveland from Ohio Communications Inc. for \$7.5 million (BROADCASTING, Dec. 13, 1976), will spin off WMGC to comply with FCC's duopoly rules.

CCC announced purchase of Washington, Star Communication's WMAL-TV Washington last month for \$65 million plus exchange of KOCO-TV Oklahoma City. That deal, which industry sources estimated at \$100 million, is the largest for one station in broadcasting history (BROADCASTING, April 4).

Upon FCC approval of the Globe, WMAL-TV and WWWE transactions, CCC will own the full permissible complement of TV's and AM's. It still has openings for two more FM's, however. CCC's holdings at present include WXIA-TV Atlanta; KBTU(TV) Denver; WPTA(TV) Roanoke, Ind. (Fort Wayne); KARK-TV Little Rock, Ark.; WLKY-TV Louisville, Ky.; KOCO-TV Oklahoma City; KTAR-AM-TV-KBBC(FM) Phoenix; KSDD(AM)-KEZL(FM) San Diego; KHS-AM-FM Los Angeles, and WWDJ(AM) Hackensack, N.J. CCC also owns the *Cincinnati Enquirer* and an outdoor advertising firm. Principals of CCC are Karl Eller, president and chief executive, and John J. Louis Jr., chairman (BROADCASTING, Apr. 11).

The proposed Globe-CCC merger is a revival of a \$35-million deal which fell through two years ago between then Globetrotter Communications and CCC (BROADCASTING, April 28, 1975). At that time Globe owned the Harlem Globetrotters basketball team, which was later sold.

Help with license renewal

The National Association of Broadcasters begins in June a program it hopes will develop into a series of regional broadcaster seminars on license renewal. The first—

Maximum Signal Performance In Harris' FM Transmitters with the MS-15 Exciter... for the Sound of the Century!

There's no doubt about it, your listeners will hear the difference with the new Harris 'K' line of FM transmitters featuring the MS-15 solid-state exciter, employing Digitally Synthesized Modulation (DSM)* and overshoot compensation. These advanced design techniques offer higher stereo separation, and increased loudness with no degradation of audio quality.

DSM affords the ultimate in stereo and SCA performance,

with 40 dB or better separation, 30 Hz through 15 kHz.

Modulation of the 19 kHz pilot and crosstalk into the subchannel are eliminated with this technique.

The new Dynamic Transient Response filter (DTR) allows no greater than 2% overshoot. Thus, a 2 to 6 dB increase in loudness can be achieved while maintaining excellent transient response, high stereo separation, low crosstalk and low intermodulation distortion.

For the clearest, loudest sound around, write for information on the new Harris FM transmitters with the MS-15 exciter to: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

* Patent applied for



HARRIS
COMMUNICATIONS AND
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BACK BY POPULAR DEMAND



Television's biggest cash-prize show is set to open its coffers for a second great year!

You know the unprecedented reward contestants can win.

Now, consider the multiple rewards that stations are winning. They're enough to make you rush to join our second-year lineup.

40 stations: an average 40% rating increase over year-ago programs in the time period!

41 stations: an average 30% share increase over year-ago programs!

50 stations: an average 33% rating increase for "The \$128,000 Question" between Nov. '76 and Feb. '77!

LAR DEMAND!



52 stations: an average 22% share increase between Nov. '76 and Feb. '77!

23 stations: "Question" wins highest rating in time period!

24 stations: "Question" wins highest share in time period!

Look again at the "50 stations" and "52 stations" data.

This show is building fast!

For contestants and viewers, "The \$128,000 Question" may be television's biggest cash prize.

But for stations, it's a gravy train.

'The \$128,000 Question'



Source: ARB, Nov. '76, Feb. '76 and '77. Audience estimates subject to qualifications available on request.

and only one scheduled so far—is to be June 4 at the Boston Marriott, Newton, Mass.

According to NAB General Counsel Erwin Krasnow, who claims authorship for the conference, the program will focus on nuts-and-bolts questions about ascertainment, equal employment opportunity and filling out FCC renewal forms 303 and 303R, designed to help broadcasters in Maine, Massachusetts, Vermont, Rhode Island, Connecticut and New Hampshire, all of whose licenses are due for renewal Dec. 1, 1977. Richard Shiben, chief of the FCC renewals and transfer division, is tentatively slated to participate, along with NAB legal counsel Richard Wyckoff, Jason L. Shrinsky of the Washington law firm of Stambler & Shrinsky and Larry Perry of Perry Communications, Knoxville, Tenn. Attendance for members of the NAB and the New England state associations that are co-sponsoring the event is \$25. For nonmembers it's \$45.

Carter reorganization powers include OTP

Bill is signed giving President authority to reshape executive office

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

A shaggy dog story

Adventures of Martin-Trigona involve race for Chicago mayor, local TV stations, FCC, courts and sequence in which the one-time broadcaster gadfly uses his St. Bernard in a response spot

Over the years, the name of Anthony Martin-Trigona has cropped up from time to time on pleadings filed with the FCC attacking broadcasters, usually the networks. Mr. Martin-Trigona is back in the news attacking the networks, but this time as one of the six candidates who sought the Democratic nomination for mayor in Chicago. There was also a new wrinkle: a large dog named Grumpy.

The controversy began developing early

in the spring when Mr. Martin-Trigona sought to buy program-length commercials in prime time from the stations. CBS's WBBM-TV and NBC's WMAQ-TV, while offering to sell him spots in prime time, refused the request for prime-time programming of five minutes or more. So Mr. Martin-Trigona complained to the commission. And, as has happened in the past, the commission rejected the complaint.

First, the staff, in March, said that, as a nonfederal candidate, he did not have the right of "reasonable access" the federal elections campaign act assures federal candidates and that, in any event, he had not showed that the stations had been unfair in their treatment of him. The commission affirmed that decision in a ruling telephoned to Mr. Martin-Trigona on Friday, April 15, four days before the primary, in which he finished fifth in the field of six. The commission's rationale, however, remains to be written and adopted.

But Mr. Martin-Trigona was not relying only on the commission this time. He has also sued CBS and NBC for \$1 million each in U.S. District Court in Washington, alleging censorship and asserting that the money damages he is seeking are available only from a court. He says that, in offering to sell him spots but not periods of time of five minutes or more, the stations have "silenced" him and "his desires to appeal to the voters as an intelligent, concerned, capable candidate who eschews spots and all of the other paraphernalia of modern manipulative politics."

Mr. Martin-Trigona also harks back to the days when, "as a consumer advocate and public interest litigant," he engaged in "extensive litigation with the networks, both before the commission and in court, in efforts to break up their "broadcast empires as being contrary to the public interest." CBS and NBC, he says, now are "injuring" him out of spite.

The dog bit is something else. WBBM-TV had aired an editorial on the primary in which it said it could not endorse any of the six Democratic candidates. Then, in compliance with the FCC's political editorial rule, it offered response time to spokespersons for each of the candidates. Five of the candidates quickly took advantage of the offer. Mr. Martin-Trigona, however, told the station he had no one who could speak for him. The station said it could not permit him to go on, for that would trigger the equal-time law. What about a friend? he was asked. "I only have my dog," he said. And, in truth, Grumpy, a St. Bernard, had accompanied him on a number of his campaign appearances.

So the station agreed to tape at the station a one-minute spot featuring Grumpy, but with a voice-over done by a female professional announcer reading copy submitted by Mr. Martin-Trigona. The message mixed some bad puns, such as WBBM-TV's refusal to endorse a candidate "is not fit for a dog"—with criticisms of the station—"owned by a New York conglomerate that is obsessed with profits not public interest"—for not selling Mr. Mar-

The West is listening to

HERCULES BROADCASTING CO.



KRAK/KEWT SACRAMENTO • KMPS/KEUT SEATTLE

tin-Trigona prime-time program time. The spot ran three times.

"We tried to reason with him," said Neil Derrough, vice president and general manager of the station, "to persuade him that this was not in his best interest." But Mr. Martin-Trigona insisted. And while Mr. Derrough said he was not convinced the station was obligated to present a spot featuring Grumpy, "that was his choice."

Mr. Martin-Trigona may have known what he was doing. The spot received considerable attention in the Chicago press.

FCC fears a Lumbard in a china shop

Commission files friend-of-court brief in which it points out that Judge's decision could undermine discretion that Congress had conferred on federal agency

Western Connecticut Broadcasting, the beleaguered licensee of WSTC-AM-FM Stamford, Conn., has another friend in court, the FCC. Although in its forum, the commission has treated Western Connecticut sternly—and may get sterner yet—it has filed a friend-of-the-court-brief in opposition to a U.S. District Court's ruling that the stations' actions in editing candidates' material subjected the licensee to payment of damages. The commission says the ruling, if allowed to stand, would "frustrate the commission's enforcement policies for Section 315 of the Communications Act and possibly chill the robust political programing that section was enacted to encourage."

ABC, CBS, NBC, the National Association of Broadcasters, the Public Broadcasting Service and the Radio Television News Directors Association are also supporting, in a joint brief, Western Connecticut's appeal of the decision by Circuit Judge J. Edward Lumbard, who was sitting by designation (BROADCASTING, April 25).

At issue in the case is the damage suit filed by two mayoral candidates who were defeated in 1969 after a campaign in which the station had edited speeches they were delivering under terms of Section 315. Judge Lumbard said that since the commission had given the licensee "monopoly control over the local air-waves"—the stations are the only ones in Stamford—the action was the equivalent of state action and that, as a result, Western Connecticut could be sued.

The commission said the state-action finding ignores "the undeviating opinions to the contrary of the courts that have considered" the question. It also argued that the First Amendment does not prohibit broadcasters from editing political messages, a response to Judge Lumbard's statement that "the censorship [by the station] was contrary to first amendment standards. . . ." The broadcaster, the commission, said, "serves as an editor with broad journalistic discretion." The FCC

said the editing of the speeches violated the no-censorship provision of the equal-time law, not the First Amendment.

But the commission's principal argument was that permitting suits for damages for "censorship of Section 315 announcements would frustrate vital regulatory policy." The commission noted it has administrative remedies for dealing with Section 315 violations. It has imposed one—a maximum fine of \$10,000—on Western Connecticut, and is now considering an initial decision of an administrative law judge not to renew the license of WSTC in part because of the Section 315 violation. And if licensee editorial judgments were regarded as state action, the commission said, "the editorial discretion that Congress has deliberately conferred on broadcasters with the approval of the Supreme Court, would be undermined by the availability of suits for damages by those who disagree with a particular exercise of the discretion and couch their disagreement in constitutional terms." The commission said that would inevitably have "a chilling effect on programing decision."

Its conclusion is a suggestion that the courts stay out of the commission's area of expertise. It noted that, in the regulatory scheme chosen by Congress, the commission "walks a tightrope" between saying too much and saying too little about pro-

graming. The commission, it said, "has developed some skill at this," and added: "The courts could upset the delicate balance by moving with all good intentions into an area already adequately policed in the public interest."

Caucus and networks formalize relations

Three separate committees have been established by the steering committee of the Caucus for Producers, Writers and Directors, Los Angeles, and the presidents of the ABC, CBS and NBC television networks "to initiate and discuss any issues that may be of joint or individual concern on the part of the creative community and/or the networks."

Meetings between the caucus and the networks began in 1975 and separate meetings with each network have continued, resulting in the establishment of the committees.

Members of the caucus-ABC committee are: caucus steering committee members Leonard Stern, John Mantley and Alan Courtney, and for ABC-TV, Stephen Gentry, vice president, programs, West Coast, ABC Entertainment; George Reeves, vice president of business affairs, West Coast, ABC-TV, and Thomas D.

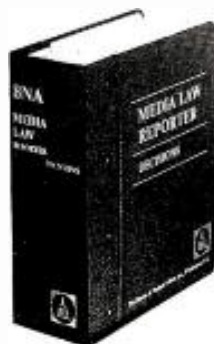
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Kersey, vice president; broadcast standards and practices, West Coast, ABC-TV.

Caucus-CBS committee members include: William Froug, Ed Friendly and Jackie Cooper from the caucus steering committee and William Self, vice president, programs, Hollywood, and Sheldon Perry, vice president, business affairs, Hollywood, from CBS-TV.

Caucus-NBC committee members are: Charles W. (Chuck) Fries, David Levy and George Eckstein from the caucus steering committee and John J. McMahon, vice president, programs, West Coast; Bernard Gold, vice president, law, West Coast, and Jerome Stanley, vice president, broadcast standards, West Coast, from NBC-TV.

The committees will be joined occasionally by the presidents of the respective television networks and Mr. Fries, chairman of the caucus steering committee.

Kinzer leaves NAB

Citing dislikes with line of authority, secretary/treasurer submits letter of resignation

The National Association of Broadcasters secretary/treasurer of 18 months, John G. (Jerry) Kinzer, resigned from the association last Monday (April 25). Formerly co-director of management services at Arthur Young & Co., Mr. Kinzer joined NAB in

October 1975, replacing the retired Everett E. Revercomb, an NAB staffer of 32 years. Under Mr. Kinzer's direction, NAB installed a new computer system for its membership records and services.

In a letter of resignation to NAB President Vincent Wasilewski, Mr. Kinzer referred to "certain issues" which "we were not able to resolve ... to our mutual satisfaction." John Summers, NAB executive vice president and general manager, said Mr. Kinzer had expressed dissatisfaction with the "lines of authority" within the NAB administration. No replacement has been found yet.

Changing Hands

Announced

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

■ **WVON(AM)-WGCI(FM)** Chicago, **WMGC(AM)-WDOK(FM)** Cleveland and **WDEE(AM)** Detroit: Sold by Globe Broadcasting Co. to Combined Communications Corp. for \$13.8 million (see story, page 34).

■ **WRCQ(AM)-WRCH(FM)** New Britain, Conn.: Sold by Central Connecticut Broadcasting Co. to Radio Corp. of Hartford for about \$3 million. Seller is

Aldo DeDominicis, veteran Connecticut broadcaster. Buyer is owned by Enzo DeDominicis, nephew of seller and executive vice president and general manager of stations, and Nicholas Robinson, owner of Connecticut School of Broadcasting, Hartford and Stratford. Mr. Robinson was formerly vice president and general sales manager of WRCQ-WRCH. WRCQ is on 910 khz with 5 kw full time. WRCH is on 100.5 mhz with 19.5 kw and antenna 720 feet above average terrain.

■ **WRKT-AM-FM** Cocoa Beach, Fla.: Sold by Bucks County Radio News Inc. to Robert B. Taylor for \$650,000. Seller is owned by Chester Pike and his mother, Velma (51%), and George G. Matthews (49%). They have no other broadcast interests. Buyer formerly owned **WBUK(AM)** Portage, Mich., which he sold for \$200,000 (BROADCASTING, May 3, 1976), and has no other broadcast interests. **WRKT** operates on 1300 khz with 5 kw day and 1 kw night. **WRKT-FM** is on 104.1 mhz with 30 kw and antenna 165 feet above average terrain. Broker: Reggie Martin.

■ **WDAN(AM)-WMBJ(FM)** Danville, Ill.: Sold by First Danville Radio Inc., to Sangamon Broadcasting Danville Inc. for \$555,000, including \$70,000 covenant not to compete. Seller is principally owned by J. Max Shaffer, who has no other broadcast interests. Buyer is principally owned by Shelby T. Harbison (32.5%), Robert V. Prather (25%), Noah M. Dixon (17.5%) and Mr. and Mrs. Oliver J. Keller Jr. (17.5%). Mr. Harbison is president of **WTAX(AM)-WDBR(FM)** Springfield, Ill. Mr. Prather is president of Springfield printing firm, and Dr. Dixon is physician there. Mr. Keller is professor, University of Florida, Gainesville. **WDAN** operates on 1490 khz with 1 kw day and 250 w night. **WMBJ** is on 102.1 mhz with 11 kw and antenna 380 feet above average terrain.

■ **KMED(AM)** Medford, Ore.: Sold by Radio Medford Inc. to Northstar Broadcasting Inc. for \$476,000. Seller is owned equally by J.L. DeArmond, George R. Johnson and John R. Dellenback, who also own **KMED-TV** and **KTMT(FM)** Medford. Buyer is owned by Martin and Gary Hawke, brothers (25.5% each), and James and William Friden, also brothers (24.5% each). Messrs. Hawkes own **KSYC(AM)** Yreka, Calif. Messrs. Friden are students with no business interests. James Friden's stock will be held in trust by his father, Stanley, Fort Jones, Calif., rancher. **KMED** operates on 1440 khz with 5 kw day and 1 kw night.

■ **WLBG-FM** Laurens, S.C.: Sold by Laurens-Clinton Broadcasting Co. to Towers South Inc. for \$300,000. Seller is owned by Mr. and Mrs. C.W. Hogan (75%) and C.M. McCuen (25%). They also own **WLBG(AM)** Laurens. Buyer is owned equally by Mr. and Mrs. Monty DuPuy and Mr. and Mrs. Graham G. Phillips, all of Greenville, S.C. Messrs. DuPuy and Phillips are announcer and sales manager, respectively, of **WFBC-AM-FM-TV** Greenville. **WLBG-FM** is on 100.5 mhz with 100



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5/2

kw and antenna 450 feet above average terrain.

Approved

The following station sale was approved last week by the FCC.

■ **WSMW-TV** Worcester, Mass.: Sold by State Mutual Life Assurance Co. of America to Sibos Inc. for \$550,000. Seller is Mutual insurance company which also owns majority of WNIC-AM-FM Dearborn, Mich., which has been sold, subject to FCC approval, for \$4 million to Marvin Josephson Associates (BROADCASTING, April 11). Buyer is owned by Melvin Simon (45%), Irwin Katz as trustee (45%) and Fred Simon (10%). Mr. Katz holds trust for children of Herbert Simon, brother of Melvin and Fred. Simon brothers also have interests in applicant for new television station with subscription television authority on channel 20 in Houston and have interests in corporation that would lease Teleglobe encoding/decoding equipment to station. Purchase of WSMW-TV also includes pending application for STV authority with Teleglobe system. Herbert Simon is also minority stockholder in WIFE(AM) Indianapolis, purchased when FCC revoked licenses of Don Burden-owned Star Stations (BROADCASTING, April 5, 1976). WSMW-TV is independent on channel 27 with 513 kw visual, 102 kw aural and antenna 1,531 feet above average terrain.

■ Other station sales approved last week by the FCC include: KCTB-FM Flagstaff, Ariz.; KLRB(FM) Carmel, Calif.; KUTY(AM) Palmdale, Calif.; KZEN(FM) Seaside, Calif.; KDGO(AM) Durango, Colo.; WBIS(AM) Bristol, Conn.; KSYL(AM) Alexandria, La.; KWFA(AM) Merkel, Tex., and WQTC-AM-FM Two Rivers, Wis. (see page 75).

Media Briefs

Jacobs heads West. TelCom Associates Inc., New York, program and news consultancy firm is opening branch in California, effective May 16, in Palm Springs (92262), P.O. Box 4242, (714) 323-2262. Herb Jacobs, Telcom president and founder, will head operations there while Dean McCarthy, vice president, will be in charge of office at 211 East 51st Street, New York 10022.

No change. FCC declined to reconsider Jan. 5 denial of petition to deny license renewal of WDIA(AM) Memphis. Petition was filed by United League of Marshall County, Miss., and Mississippi Coalition for Better Broadcasting six days after Feb. 4 deadline. Group's original petition said WDIA ignored problems of North Mississippi service area and that station "practiced disguised forms of employment discrimination." FCC rejected earlier petition but deferred action on renewal.

Storm warning. San Diego chapter of National Organization for Women has released study based on monitoring and examination of files of area radio and television stations. Report says stations are sexist in over-all hiring, news staffing and re-



Smith

Radio roundup. In the last two months, Ron T. Smith, a southern California rancher and public-relations man, has put his North American Media Inc. brand on a herd of four radio stations in the West. For about \$1 million, Mr. Smith has bought KWTY(AM) Salinas, KXEM(AM) McFarland, KWIP(FM) Merced, all California, and KOBY(AM) Reno, all subject to FCC approval. He is talking of yet another purchase in the next few weeks.

Why radio? "I've wanted for years to get back to broadcasting," Mr. Smith said. "When I started researching... I came up with an interesting discovery... If you serve your market well—and that part is crucial—you can grow assets faster in radio than in TV.

"If you do a good job for your community, you can double the value of a radio station in a reasonably few years.... You cannot readily double the value of a TV station," Mr. Smith said.

Mr. Smith added that he has been "enjoying enormously" doing ascertainment surveys—something he said he thought he would "resent being forced to do." But, Mr. Smith said after having done one in Salinas, "I found myself learning a lot about the community and its problems. I think the unknown government guy who thought up ascertainment was really pretty bright after all."

Mr. Smith grew up in Idaho where, while still a teen-ager, he worked for KID(AM) Idaho Falls, KEIO(AM) Pocatello and KIDO(AM) Boise. At 20, he manned a desk for then United Press radio news, New York. From there he joined J. Walter Thompson, New York, in public relations. In the early 60's he founded Newsmaking International Inc., his Los Angeles public-relations firm. He and his wife, Nancy, live on a ranch near the Pacific ocean at Cayucos, Calif.

porting and in ascertainment surveys, and hints that when Aug. 1 renewal deadline rolls around, data will be used against stations.

Whoa. Guy R. Ayres III, trustee in bankruptcy for Public Service Enterprises Inc.'s WETT(AM) Ocean City, Md., has petitioned FCC to stay Administrative Law Judge James K. Cullen Jr.'s refusal to renew station's license. Mr. Ayres says

Coastal Telecommunications-Ocean City Corp. (licensee of WAYE(AM) Baltimore) has applied for assignment of license and commission should hold off on renewal issue, and decide on transfer. Prospective licensee also has applied for emergency special temporary authority to operate station for 90 days to provide area with service; WETT has been off air since Dec. 30, 1976.

Doubleday Media Offers:

SEEKING YOUTH?

How would you like to be young again?

This is your chance for a fulltime AM station with young adult format in one of the country's statistically youngest markets. The station is the run away market share leader in an "All America" setting that is hometown for a major Southeast university.

The community and station are intimate friends and the staff personnel are alive with local involvement. This relationship generates gross sales in excess of one-third of a million dollars.

Call Bob Magruder if you seek youth
for \$625,000.
(214) 233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties
13601 Preston Rd., Suite 417 W, Dallas 75240

TV is fashionable for retailers

Merchants at TVB workshop extol advantages of TV advertising; they say they're sinking more dollars into medium and money is coming from newspaper budgets

Retail advertising on television is proving itself to be the way to go, and stores that go that route are getting a fashionable edge over retailers that advertise in other media. The advantage of TV advertising was discussed at the sixth annual Television Bureau of Advertising retail workshop in New York on April 20 and 21, where about 200 advertising and agency executives attended.

Roger D. Rice, president of the bureau, observed at the outset that store advertising on television is regarded as the fashion leader over the newspaper-advertised store by a 35% advantage. He said a TVB-commissioned study among women aged 18 to 34 also showed that a TV-advertised store was thought of as a store for the young by a 110% margin and as a modern store by a 37% edge over newspaper-advertised outlets.

"The ability to promote fashion items

and establish a store's fashion image all at the same time, for the same dollars, in the same commercials to the same television audience is one of the reasons we see more stores making more use of more television," Mr. Rice contended. "I think that's what we're all here to learn about."

Dorothy (Steve) Murray, division advertising director of Lazarus, Columbus, Ohio, said that much of what is going on television today Lazarus has been doing for 20 years. Today, she said, 180 departments of the store are brought together into one Lazarus image while using TV to sell specific items. She noted that Lazarus's TV budget had more than doubled between 1974 and 1976.

Karen Jackson, advertising manager of Colby's Home Furnishings, Chicago, said television advertising for the company's three stores began in 1972 and has expanded to the point where it now accounts for almost half of the advertising budget. She pointed out that since 1972 the company's sales volume has jumped by 75%.

Ms. Jackson explained that before the TV advertising started, Colby's had a reputation for carrying top quality furniture, creating an impression it was too expensive for the average person to shop there. She credited television with dispelling this notion, saying the medium's broad coverage was a way of getting potential customers to say, "Gee, if Colby's is on television, they can't be all that expen-

sive and exclusive."

Colby's has experimented with several approaches in TV, according to Ms. Jackson. It started primarily in daytime but now has shifted its emphasis to evening to reach the growing number of working married women, she reported. She estimated the split now is one-third daytime and two-thirds evening.

The value to manufacturers of "merchandising" their TV advertising was underscored by George Hill, vice president, advertising and sales promotion, The Arrow Co., New York. He noted that Arrow has been a TV advertiser since 1948 and has had a substantial retail co-op program for TV for the past decade.

To turn viewers into purchasers, he continued, Arrow hit upon an approach it calls "merchandising our TV advertising at the point of sale." Arrow makes TV commercials that are played at the stores, Mr. Hill said, reinforcing the advertising on the air. "Does it work?" he asked. "It sure does—it sells. And does that extend the power of TV to the point of sale? We think so."

Larry Straus, vice president and director of sales promotion of Strouss, Youngstown, Ohio, said evidence of television's effectiveness starts with management that is serious about its TV investment. This type of management, he said, goes on to include a serious television budget which includes the store's own dollars as well as

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

We believe you'll be impressed.

Because RCA quality can be seen as well as heard.

Our high power 5/10/20 and 40 kW Tetrode Transmitters are full of conservatively rated components for longer life. Exclusive linear power adjust of the IPA and PA make for low distortion at all power levels. Other features such as VSWR and under-power protection, filament adjust and extensive metering—all standard.

The low power 3/5 kW grounded grid transmitters are simple to operate and include many of the features found in the higher power units, such as vacuum capacitors, a large H.V. transformer, circuit-breakers, to minimize maintenance and down time.

Of course, all RCA FM transmitters are backed by 24-hour service on technical advice and parts distribution system that's a credit to the RCA name.

And if the RCA name means long-term quality to you, an RCA FM transmitter will confirm it. Send the coupon, today.

RCA

RCA Corporation
Radio Station Equipment Product Management
Building 2-5, Camden, New Jersey 08102

Dear RCA:
I'd like to find out what's inside this FM Transmitter. Send me complete details immediately.

☐ Have your representative call.

Name _____

Title _____ Station _____

Address _____

City _____

State _____ Zip _____

I'm interested in:

☐ 3 kW BTF-3E1 FM transmitters

☐ 5 kW BTF-5E2 FM transmitters

☐ 5, 10, or 20 kW "expandable" FM transmitter systems

☐ 40 kW BTF-40E1 "Powerhouse" FM transmitters

RCA Broadcast Systems



Retail tellers. Dorothy (Steve) Murray, division advertising director of Lazarus department stores, Columbus, Ohio, tells the Television Bureau of Advertising retail workshop that Lazarus uses TV to sell the store's image and items.

its vendors' dollars.

Paul Le Blang, senior vice president, marketing, Saks Fifth Avenue, New York, pointed out that 75% to 85% of today's retail business has nothing to do with today's advertising. It's the customer's attitude toward the store that is the decisive factor.

"What better medium for promoting attitude than television?" he asked.

Local retailers were urged to use a com-

bined promotional and institutional approach in their TV advertising by Bert Dragin, president, Name Brand Inc., Furniture Warehouse, Cleveland. He said that his company's success in television stemmed from his ability to create TV commercials that promote an item with a price as well as service and delivery.

Mr. Dragin, whose firm began in TV advertising 18 years ago, cautioned that institutional advertising alone cannot be

effective. But he said that people will believe and buy if you appeal to them with "a specific product and the right price."

Chuck Miller, senior vice president, advertising and sales promotion, Target Stores, Minneapolis, lauded TV for its high visibility among shoppers, nonshoppers and potential shoppers. He reported that this discount store division of the Dayton-Hudson Corp. has gone from no funds in TV in 1974 to 15% of its budget in 1976.

Joseph Mahon, vice president, sales promotion, Allied Stores, commented on that group's expanding use of TV (from \$3.2 million in 1974 to \$8.6 million in 1976). He characterized TV as a "tremendous medium to show color, line and fashion—all the things Allied Stores stand for."

Peg Van Amburgh, vice president and creative director of Ad Group, Providence, R.I., advertising agency, reported that all of the TV expenditures for the retail operations her agency handles had come out of existing newspaper advertising budgets. Ms. Van Amburgh explained that until six months ago she was advertising director for Cherry & Webb, a chain of 18 women's specialty stores in New England. But now at Ad Group she works on the specialty stores division account of the Outlet Co. (82 stores).

She stressed that TV did not get any additional funds, only those siphoned away

**Since you're
already aware of
RCA quality,
it makes sense
to find out
what's inside this
Audio Processing
System.**

Behind those dials and light-emitting diodes is the reason for RCA quality: RCA technology. And it's pretty impressive.

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

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

RCA Broadcast Systems
Radio Station Equipment Product Management, Building 2-5, Camden, N.J. 08102
Dear RCA: Okay. Tell me more about what's inside your audio processing systems.
Send literature immediately. ☐ Have your representative call.

Name _____
Title _____ Station _____
Address _____
City _____ State _____ Zip _____

I'm interested in:
☐ BA-145 AGC Amplifier for AM, FM, or TV ☐ BA-146 Limiter for AM
☐ BA-147 Limiting Amplifier for FM or TV (use 2 for stereo)

RCA Broadcast Systems



from newspapers. But she said Ad Group, through harnessing "the best in local creative talent, photography and models, has produced low-budget commercials" that "stand up very well adjacent to national spots costing into five figures."

Free-speech boost for advertising

High court lets pass ruling that Beneficial tax-refund commercials were protected by the First Amendment

With a negative decision, the U.S. Supreme Court last week added an additional unit of strength to the developing proposition that commercial speech as well as other kinds is entitled to First Amendment protection.

The high court refused to review and thus let stand an appeals-court decision overturning a Federal Trade Commission ruling regarding broadcast and print ads that Beneficial Corp. had run regarding its so-called "instant tax refund."

The ads, designed to promote a tax-preparation service Beneficial had established at its 1,500 offices in 1969, offered "an instant tax refund." The FTC said the ads were deceptive.

Actually, the FTC said, the "refund" was merely an ordinary consumer loan offered to those who were owed tax refunds. Those who took the loans paid regular finance charges pending arrival of the refunds. Accordingly, it directed Beneficial to stop using "instant tax refund" or words of similar meaning.

The U.S. Court of Appeals for the Third Circuit, acting on Beneficial's appeal, agreed that the ads were deceptive but said the FTC had exceeded its authority in requiring excision of the phrase. "It is now established beyond dispute that there is no commercial-speech exception to the First Amendment," the court said.

The court referred to the Supreme Court's decision overturning a Virginia statute prohibiting pharmacists from advertising prescription-drug prices (BROADCASTING, May 31, 1976). In view of that decision, the appeals court said, the FTC can impose prior restraint on "protected commercial speech" only to the extent necessary to prevent a violation. Advertisers still may not engage in speech designed to violate "an otherwise valid law."

Thus, although protected, commercial speech is not protected absolutely. The appeals court sent the case back to FTC to determine whether it could simply require that the ad be rewritten rather than that the "offending phrase" be totally excised.

The FTC ban, issued in October 1974, affirmed a staff cease-and-desist order issued in April 1973.

Code committeemen

Assignments to the eight committees of the National Association of Broadcasters TV code review board were announced

last week by code board chairman Robert Rich of KBJR-TV Duluth, Minn. They are:

Alcoholic beverage and tobacco products advertising—Michael Kievman, Cox Broadcasting Corp., Atlanta, chairman; Burton LaDow, KTVK(TV) Phoenix, and Alfred Schneider, ABC, New York. Budget, code board procedure and policy—Mr. Schneider, chairman; James Conley, Meredith Broadcasting Group, New York, and Wallace Jorgenson, WBTB(TV) Charlotte, N.C. Children's advertising—Mr. Jorgenson, chairman; Mr. Kievman and Herminio Traviesas, NBC, New York. Comparative and general advertising—Mr. Traviesas, chairman; Mr. Jorgenson, and James Terrell, KTVT(TV) Fort Worth. Personal products—Mr. LaDow, chairman; Van Gordon Sauter, CBS, New York, and Mr. Schneider. Health issues advertising—Mr. Terrell, chairman, Mr. Sauter and Mr. Traviesas. Program standards—entire code board membership. Time standards—Mr. Sauter, chairman; Mr. Conley, and Mr. Terrell.

Kramer and Westin likely to join Pertschuk at FTC

One-time gadflies of broadcasting are in line for top jobs in Bureau of Consumer Protection

The Michael Pertschuk Federal Trade Commission will be very consumer-oriented if the new FTC chairman's first choices in staffing are an indication.

Albert Kramer, founder and first director of Citizens Communications Center, awaits Civil Service clearance to assume the top post at the FTC's Bureau of Consumer Protection. Michael Sohn, whose credentials include public-interest work for consumer advocate Ralph Nader, is in line for the general counsel's job. Messrs. Kramer and Sohn would join the FTC from the Washington law firm of Arnold & Porter. And among the names being considered as Mr. Kramer's deputy is that of Tracy Westin, now at the University of California Los Angeles and formerly head of Washington's Public Interest Law Center.

Theodore Cron, formerly with the Food and Drug Administration where he set up a consumer-education program, and founder of the American Patients Association, has already assumed responsibilities as director of public information; his deputy is Leonard McEnnis who had been acting director.

Other staff appointments thus far, awaiting the formality of clearance: Margery Smith, acting consumer protection director, will become executive director of the commission; Carol M. Thomas will move from the Environmental Protection Agency where he was involved in the Office of Civil Rights to become FTC secretary; Christian S. White, from the FTC's special statutes section, becomes Mr. Pertschuk's special assistant, and two FTC staff attorneys, William Baer and Richard Rosen,

have already been chosen as two of the three persons the chairman will have as special attorney advisors (the third, understood to be under consideration, is a female lawyer at the commission).

Washington update promised AAF at June convention

New FTC chairman on agenda that also includes sessions on advertising truthfulness and selling to children

In mapping the American Advertising Federation's 72d annual convention and public affairs conference June 11-15 in Washington, convention Chairman Blair Gettig, advertising manager of the Aluminum Co. of America (Alcoa) promises a look at the new leadership in Washington, and examination of the latest techniques in advertising and management sessions for advertising club and federation leaders. The speakers' schedule seems to fit the bill.

Joining industry keynoter William B. Renner, president of Alcoa, will be newly installed Federal Trade Commission Chairman Michael Pertschuk; Representative Yvonne Brathwaite Burke (D-Calif.); Jack Valenti, president of the Motion Picture Association of America, and Kenneth Cox, former FCC commissioner and present chairman of the National Advertising Review Board. Add to that the addresses by those in-house: AAF Chairman James Fish, senior vice president of General Mills; President Howard Bell and Vice President Jonah Gitlitz.

Activities planned at the Hyatt-Regency hotel on Capitol Hill—which should provide those interested with easy access to congressional doors—include a presentation by Young & Rubicam USA President Alex Kroll on public perceptions of truthfulness in advertising and other communication forms, as well as the presentation of several awards. One of Georgetown University Law Center's continuing seminars of "Selling to Children: Is there a Need for Public Intervention" (BROADCASTING, April 25) has been included as part of an AAF general session.

Senators won't let Canadian tax issue go

Eighteen senators, led by Daniel Moynihan (D-N.Y.), introduced a resolution in the Senate last week urging President Carter to "raise the question" with the Canadian government of Canada's law prohibiting tax deductions for Canadian businesses advertising on U.S. broadcast stations. The law, passed by Canada last year, is being protested by U.S. broadcast stations near the Canadian border, despite indications from the State Department last year that there is little the United States can do to bring about a reversal in Canada's law (BROADCASTING, Nov. 22,

"In its early incarnation 'ALL THAT GLITTERS' could become America's hottest topic of morning after conversation."

GARY DEEB
Chicago Tribune

"It looks like a lot of trouble for Johnny Carson."

—BILL GREELEY
Weekly Variety

"Norman Lear's 'All That Glitters' may do more to shake up male-female relations than a decade of consciousness-raising."

—FRAN BRESLIN
New West Magazine

"It is funny and populated by offbeat characters who say comical things in the guise of being totally serious."

—LEE MARGULIES
L.A. Times

"'Glitters' has great possibilities for satirical humor and I am anxious to see how it goes."

—JOHN ARCHIBALD
St. Louis Post Dispatch

the critics speak out about

"Even what sounds like no laughing matter, mostly proves otherwise."

—PATRICIA SIMMONS
Washington Star

"It is sassy, impertinent and provocative."

—BILL BARRETT
Cleveland Press

All That Glitters

Syndication Through T.A.T. Communications
5752 Sunset Boulevard, Los Angeles 90028



"'ALL THAT GLITTERS' is a giant step forward for television."

BILL MANDEL
San Francisco Examiner

"'All That Glitters' could do for sexism what 'All in the Family' did for bigotry."

—KAY GARDELLA
N.Y. Daily News

"If it lasts and works, it could do to sexism what 'Roots' did to racism—show a huge audience the specifics of a whole system of discrimination."

—DON SHIRLEY
The Washington Post

"'All That Glitters' is going to threaten many men, offend some women, and be a breath of refreshing air to the rest."

—KATIE KELLY
N.Y. Post

"The show might be a good test for men and women who are not sure they are emancipated, and for those who are not sure they want to be."

—JIM O'BRIEN
Philadelphia Daily News

"What makes 'All That Glitters' such a lovely satire, of course, is that the women are not playing the role of female executives, but of male executives."

—LOUISE LAGUE
Washington Star

"'ALL THAT GLITTERS' . . . is simply the most shocking and compelling new show of this up and down television season."

BILL GRANGER
Chicago Sun Times

"The show is for men as well as women, and the juxtaposition does afford humor. But it's intelligent, the kind of humor that makes you think twice: instead of 'Ha ha ha,' you may laugh 'Ha ha . . . hmmm.'"

—WANDA FREEMAN
New Orleans Times-Picayune

The best ad for Six American Families was written by the critics.



A series of hour-long programs telecast nationally
by the PBS (Public Broadcasting Service) stations and by the five
Group W stations. Produced by Group W in association with the United
Church of Christ and the United Methodist Church.

"...one of the best documentary series in recent years..."¹

"Tired of TV's cardboard characters?...Then tune in tonight to...*'Six American Families.'*"²

"A provocative and excellent series...which profiles six families from areas all over the United States, of different ethnic, social and economic backgrounds."³

"....a view of America that is both authentic and telling."⁴

"....would appear to be a serious, intelligent effort to shed light on the contemporary domestic scene."⁵

"It works because it has the flavor of truth."⁶

"Viewers who contend that television does not accurately mirror normal day-to-day existence will have their chance to see life as it really is for a great many people in this country."⁷

"*'Six American Families'* reminds us how deeply we need the sense of acceptance from those who see us enough to know us at our worst."⁸

"This is a fine program in what is shaping up to be a fine new series."⁹

"Catch it somewhere; you may recognize yourself or someone close to you in it."¹⁰

The preceding advertisement was composed of a sampling from reviews of Six American Families. The newspapers are listed below. We couldn't have said it any better ourselves.

1. San Francisco Examiner & Chronicle 2. Philadelphia Daily News 3. Houston Chronicle 4. United Press International 5. Washington Post 6. Baltimore Sun 7. Baltimore News American 8. Boston Globe 9. New York Post 10. Boston Herald American



WESTINGHOUSE BROADCASTING COMPANY

1976). The senators signing with Mr. Moynihan: James Allen (D-Ala.), Wendell Anderson (D-Minn.), Quentin Burdick (D-N.D.), Lawton Chiles (D-Fla.), Mike Gravel (D-Alaska), Jesse Helms (R-N.C.), Jacob Javits (R-N.Y.), Warren Magnuson (D-Wash.), John Melcher (D-Mont.), Lee Metcalf (D-Mont.), Donald Riegle (D-Mich.), James Sasser (D-Tenn.), Harrison Schmitt (R-N.M.), Richard Schweiker (R-Pa.), Robert Stafford (R-Vt.), Harrison Williams (D-N.J.) and Milton Young (R-N.D.).

Court rules against Florida maximum on political ad charges

Law resembles provision Congress put in Communications Act

A Florida statute that closely parallels the "lowest-unit rate" provision Congress wrote into the Communications Act in the Federal Election Act of 1971 has been ruled unconstitutional by the U.S. Court of Appeals for the Fifth Circuit in New Orleans.

At issue was a state law, adopted by the Florida legislature in 1973, which forbids both publishers and broadcasters—the federal law applies only to broadcasters—from charging a political candidate any more than the lowest-unit rate available to

commercial advertisers otherwise qualifying for maximum frequency discounts.

What's more, the law provides penalties for violations of a fine of up to \$10,000 and a forfeiture of the right to do business in the state. If the broadcaster or publisher is an individual, or an officer or employee of the corporation found to be in violation, he is subject to a \$1,000 fine and imprisonment of up to one year.

Gore Newspapers Co., which publishes newspapers in Fort Lauderdale and Pompano Beach, had sought a declaratory ruling that the law was unconstitutional and was joined in the contest by the publishers of the *Orlando Sentinel-Star* and the *Miami Herald*. No broadcasters were involved in the effort to overturn the law. They said the law imposes an unconstitutional restraint on freedom of the press because it singled out the press for discriminatory economic regulation.

The U.S. District Court in Fort Lauderdale held that the law was a First Amendment violation on its face, and the appeals court acting in the state's appeal, agreed. It affirmed on the basis of the district court's opinion.

The question, as the district court saw it, was whether a statute aimed exclusively at publishers and broadcasters is unconstitutional on its face when it compels the charging of minimal rates for political candidates and, as a result, causes some slight loss of revenue.

In answering the question in the affir-

mative, the court noted that the Supreme Court has held that, even though the impact of a law aimed at institutions protected by the First Amendment may be slight, it cannot be tolerated. "Constitutionality," the court said, "cannot turn on a degree of economic burden because once validated, the statute's burden may be increased so as to destroy the protected activity."

The court also said that the fact that the act was aimed at revenue rather than content did not insulate it from the constraint of the First Amendment.

Other NAB says Sears is favoring print

Newspaper bureau reports retailer upped investment in that medium by far more than it did in TV

The Newspaper Advertising Bureau reported last week that in 1976 Sears, Roebuck & Co., Chicago, increased its advertising by 14% in newspapers but by only 1% in local TV in 33 major markets where data on both media is available.

The bureau based this comparison on measurements of newspaper advertising by Media Records and those of local television by Broadcast Advertiser Reports. It said that in the 33 markets Sears last year spent \$120.1 million in news-

Do Not Read This Ad

(Unless you're interested in the Portland, Oregon, television market)

KOIN-TV is proving that news viewing habits can be changed. In September, 1976, we moved our local news from 5:30 PM to 5 PM.

Did our loyal viewers desert us because of the earlier hour? No. Are many people home at 5 PM? Yes. Not only are they home, but they're watching the news. A comparison of the ARB February books shows the following:

*February, 1976, 5:30-6:30 PM — ADI rating: 14; share: 23; HH: 95
*February, 1977, 5:00-6:00 PM — ADI rating: 15; share: 31; HH: 104

5 PM . . . the news hour in Portland and number one* in the market.

News Room 6 KOIN-TV

Represented nationally by Harrington, Righter and Parsons.
*ARB verification upon request.

papers (up from \$105.1 million in 1975) and 14.6 million in local television (up from \$14.5 million in 1975).

A bureau spokesman said in 18 out of the 33 markets Sears' TV expenditures had been cut. Among the cities cited: Chicago, down 20%; Cincinnati, down 29%; Dallas, down 22%; Dayton, down 39%; Detroit, down, 13%; Los Angeles, down 28%; New York, down 13%; Washington, down 24%. The bureau said Sears had increased its newspaper advertising in 28 of the 33 cities in the comparison.

For about five years, according to the Bureau, Sears had been making solid percentage increases in its local TV advertising spending, although its newspaper advertising had continued to rise by much larger dollars amounts.

Advertising Briefs

Expanding. Unitel Production Services, New York, has completed additions in facilities and equipment to serve TV advertising commercials clients. They include two CMX editing rooms, one of which is on-line; scene-by-scene computerized color correction system; third mobile unit and third studio.

Plan ahead. McCann-Erickson, New York, has issued 1977/1978 edition of its *Media Planning and Buying Guide*, 67-page compendium of media information

covering network and spot television and radio, newspapers, magazines, Sunday supplements, plus special section dealing with black and Spanish-speaking markets. It is available at \$25 per copy from McCann's Media Services Department, 485 Lexington Avenue, New York 10017.

Spot radio buyers lean more to under-50 audience

That's one finding in compilation of 1976 orders by Torbet-Lasker; 60-second commercials, drive time continue as popular specifications

Spot radio campaigns more and more are targeted to audiences under 50 years of age, according to a study released by Torbet-Lasker Inc., New York.

The rep firm said that 76% of all national spot radio efforts was directed toward audiences 50 years and under during the March 1976-February 1977 period, as compared to 64% for the previous year.

The tabulations represent more than 280,000 individual schedules of campaigns on stations in the top-100 markets, according to Torbet. Percentage figures in the report show the number of campaigns, not dollar amounts.

Only 0.7% of agency requests specified

people 50 or older and another 23% would accept listeners over 50, along with younger demographics such as "total adults, 18 plus" or "men, 18 plus."

Fewer campaigns were aimed during the past year at both men and women, with more schedules seeking to reach only men, or only women. Campaigns targeted to both men and women fell to 27.5% from 32.0% last year. Those slanted toward teen-agers-plus (18 to 24) were up to 13.4%, compared to 9.6% last year.

Torbet said campaigns of one to four weeks were up slightly to 49.6% from 46.1%; those from five to eight weeks climbed to 29.2% from 26.1% last year and those for longer periods (nine to 12 weeks, 12 to 25 weeks and 26 to 39 weeks) were all down slightly this year. The rep firm said this is a continuation of a trend toward shorter, in-and-out schedules.

Arbitron continued as the leading rating source required by radio stations, 86.3%, followed by Pulse, 11.6%, and Arbitron and Pulse, 1.3%.

The basic unit of spot-radio campaigns continued to be the 60-second commercial on 78.5% of schedules, up from 74.5% last year, with the 30-second announcement slipping to 15.8% from 17.7% in 1975. Drive time again was the dominant day part, with 71.6% of all campaigns specifying "drive."

Torbet cautioned that its study covered only spot radio and not wired or nonwired network buys.

Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boatowner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from thieves, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

Dave Hurst
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on boating safety and boat theft prevention. I understand there is no charge.

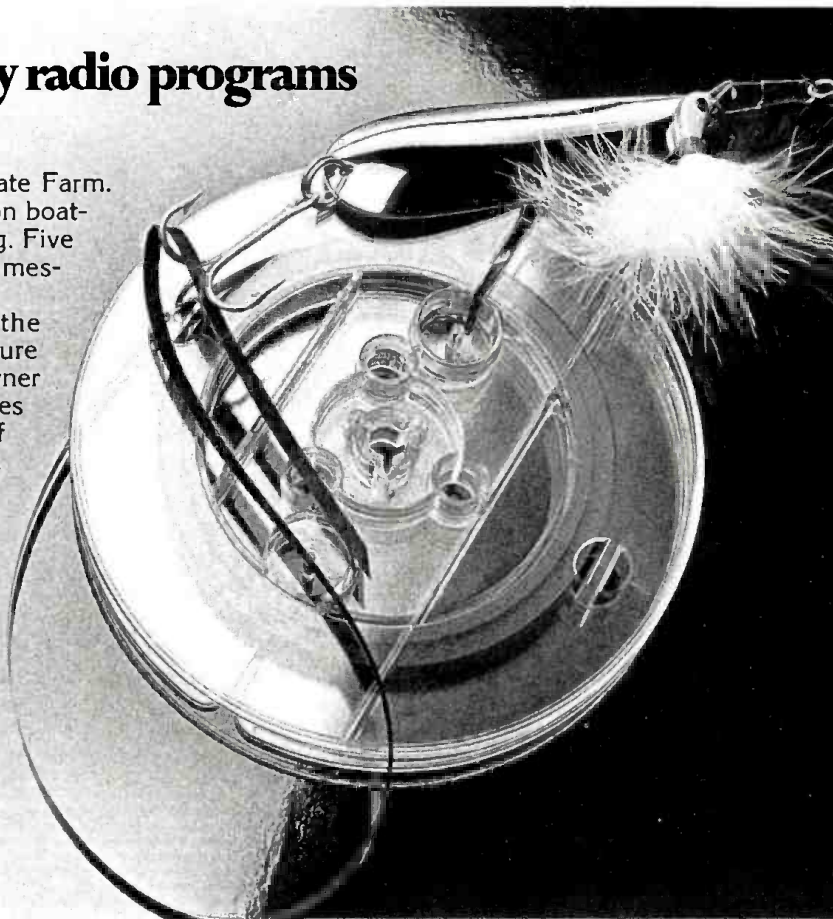
Name _____

Station _____

Address _____

City _____ State _____ Zip _____

(No P.O. Box Numbers, please)



WYNY FM and CETEC Schafer are really worth listening to.

"... you try to explain to our New York audience that we're automated, but with live talent, and they just can't believe it! We get phone calls in here from people asking if they can get a particular dedication..." ☐ You're listening to Lou Bruno, NBC's AM and FM Mgr. of Eng. ☐ Lou's story is worth listening to. His station flipped a switch January 1, 1977 and Schafer-automated to a 24 hour a day soft rock format. ☐ Result? In 30 days WYNY FM moved from ground zero to a solid contender. ☐ The bottom line result? Days go by when there are no avails morning or night. ☐ As the station promo line says, "Y 97 is moving easy." As our man in New York, Ron Dagenais, says, "and moving up." ☐ Ron grew up in radio... as a DJ in high school... to GM of WFST, Caribou, Maine,... to Regional Manager, CETEC Broadcast Group. ☐ His customers listen to Ron. Ron listens to his customers. ☐ What's next for WYNY? Well, Lou is adding a Sparta Centurion II console, 2 Schafer Audiofiles plus 8 reel-to-reel machines to their 4 existing Audiofiles and 7 reel-to-reel machines. ☐ WYNY is a great story, but there's a lot more worth listening to from the CETEC Broadcast Group. ☐ Wouldn't you, as a *professional broadcaster*, prefer to talk to a *broadcast professional*... about the good group of products from Schafer, Sparta, and Jampro?

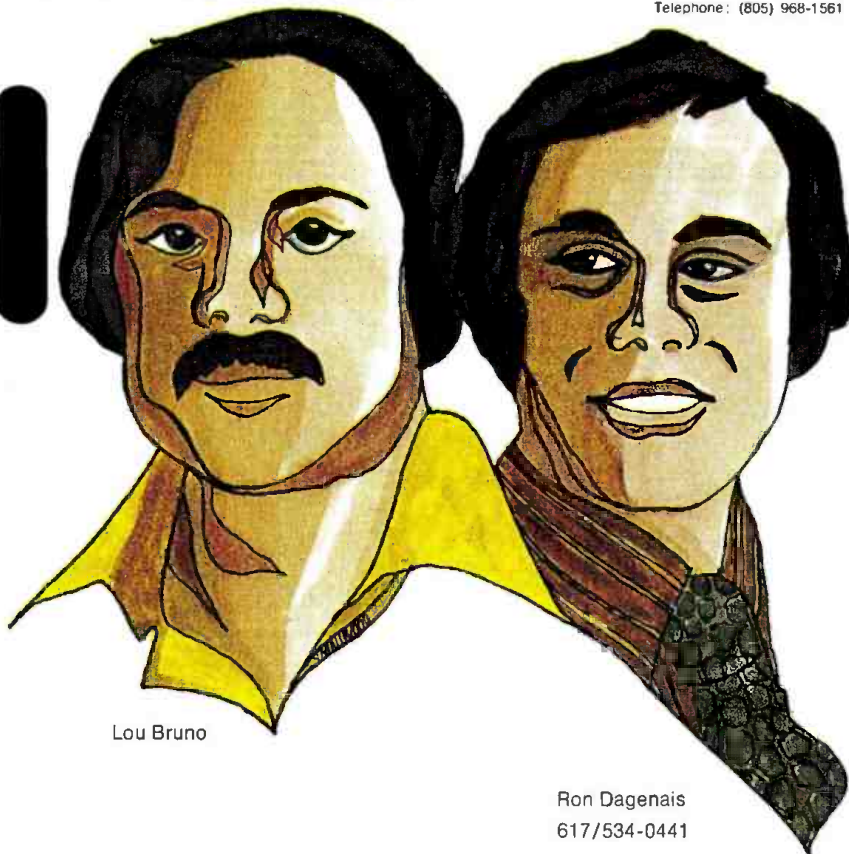


Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation

75 Castilian Drive Goleta, California 93017

Telephone: (805) 968-1561



Lou Bruno

Ron Dagenais
617/534-0441

McGavren-Guild ranks radio's most popular program formats

Rep studies top-25 markets for trends, finds top 40 still going strong, MOR close behind; coming up fast are news, country and progressive music

"Contemporary/top-40" radio continued as the most listened-to format in the medium in 1976, at least in the top-25 markets, according to a study by McGavren-Guild, the station-representative firm.

Using Arbitron Radio as the base for its findings, McGavren traced average share trends for markets one through 25 for the years from 1972 through 1976. Contemporary was at the top for every year except 1972, when it was edged out by MOR (19.7 to 19.2). Contemporary has remained at the 19-and-plus level and wound up 1976 with a 19.5 share.

Runner-up to contemporary since 1973 has been MOR. The rep firm's analysis shows that in the top-25 markets MOR's share, however, has slid by 11.5% since 1972.

The MG study points up the dramatic gains made over the five-year period by the news, progressive music and country music formats. News climbed by 62.5% over the period for an average market share of 8.3; progressive vaulted by 60.4% for a share of 6.9, and country music, which averaged 4.4 in the top-25 markets in 1972, leaped by 52.3% to 6.7 in 1976.

Remaining relatively stable during the five-year period was the good-music format. It held a 15.1 share in 1972 and has stayed in the 15-plus groove, finishing 1976 with a 15.5.

The other defined formats in McGavren's study—black, talk, classical and oldies—lost ground over the four years or grew slightly, as in the case of black radio (up 4.2% since 1972). Talk, classical and oldies lost ground in the top-25 markets since 1972, with declines amounting to 41.1%, 22.2% and 14.3%, respectively.

In a catch-all format category called "others" and including ethnic, religious, farm, jazz and stations outside metro areas, the share fell from 20.0 in 1972 to 17.1 in 1976.

In explaining the methodology of the study, Ellen Hulleberg, vice president, research and client service, for McGavren-Guild, said she and her staff had reviewed Arbitron Radio reports in the top-25 markets recording activity of all stations with a 0.5 share of total listenership from 1972 to 1976. Ms. Hulleberg added that each station on the list (about 315) was

telephoned to ascertain current format designation, along with any changes that might have occurred since 1972. Marc Guild of the research staff gathered the basic information.

With this information in hand, McGavren grouped all similar-format stations by markets and calculated changes in listenership pattern for the total audience measured for each of the five years, 1972 to 1976.

In addition, for the top-10 markets, the rep company divided the formats into day-parts and major demographic groups: men, 6 a.m.-10 a.m., Monday through Friday; women, 6 a.m.-10 a.m., Monday through Friday; men, 10 a.m.-3 p.m., Monday through Friday; women, 10 a.m.-3 p.m., Monday through Friday; men, 3 p.m.-7 p.m., Monday through Friday; women, 3 p.m.-7 p.m., Monday through Friday; teen-agers, 3-7 p.m., Monday through Friday and teen-agers, 7 p.m.-midnight.

Ralph Guild, president of McGavren-Guild, stressed that the results of the study in no way reflected upon the individual market rankings of any one station or format, whether for the top-25 markets or for the top-10 markets by demographics.

There are expected variations in the listening patterns of adults (men and women, 18 and over) and teen-agers. But the study shows strikingly similar tune-in habits between adult men and women.

In the 6-10 a.m. period, country music registered the sharpest ascent, with a 117.2% gain since 1972 among men and a 134.8% gain among women, although total listenership is still only a 6.3 share among men and a 5.4 share among women.

MOR continues to be the dominant format from 6-10 a.m. for both men and women listeners in the top-10 markets. Among men, the all-news format evidenced strength, with listenership since 1972 increasing by 91.1%, while among women it was up 50.6%.

Good-music formats were in the vanguard of both male and female listeners in the 3-7 p.m. segment, while the strong competitors were contemporary and MOR. Talk-format listenership fell substantially among both men and women. The steepest percentage gains again were made by country music.

In the 10-a.m.-to-3-p.m. block, adults veered again toward good music, which racked up a 21.0 share in the top-10 markets. The sharpest percentage increases were registered by country music and news, up 87.1% and 69.8%, respectively, from 1972 levels.

Among teen-agers, the McGavren study shows that the contemporary/top-40 format commands the greatest share of listenership during both the 3-7 p.m. and 7 p.m.-midnight periods with shares of 45.1 and 46.1, respectively. In second place among teens is the progressive format. Winning the widest gain is country music, although it still attracts a comparatively small audience, amounting to a 1.8 share in 1976.

Ms. Hulleberg pointed out that the share gains made by some formats can be explained, at least in part, by the increase



Ralph Guild



Hulleberg

in the number of these formats. News and country music are examples she cited. She conjectured that with a probable diminution in the number of news stations because of the demise of NBC's News and Information Service, the share of the news format can be expected to decline in the immediate future.

Mr. Guild said the genesis of the study was that stations the firm represented often asked: "What's new in programming? What's happening in station formats?"

Mr. Guild conceded that up to now, he and his associates had to rely on "a gut feeling," and added, "We decided to get some hard facts for our station clients who make decisions on the basis of programming trends. Our own success, of course, is tied to the success of stations we represent."

He noted that the success of some formats is related to an expanding number of

Markets 1-25—total persons 12+/6 a.m.-12 midnight/Monday-Sunday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	15.1	15.3	15.1	15.7	15.5	- 1.3	+ 2.6
Country music	4.4	4.7	6.1	6.9	6.7	- 2.9	+52.3
News	3.2	3.5	4.3	4.8	5.2	+ 8.3	+62.5
MOR	19.7	18.8	18.2	17.0	17.4	+ 2.3	-11.7
Contemp./top 40	19.2	19.0	19.5	19.3	19.5	+ 1.0	+ 1.5
Progressive	4.8	5.4	5.8	7.2	7.7	+ 6.9	+60.4
Black	4.8	5.0	5.2	5.6	5.0	-10.7	+ 4.2
Talk	5.6	4.7	4.2	3.5	3.3	- 5.7	-41.1
Classical	1.8	1.5	1.5	1.6	1.4	-12.5	-22.2
Oldies	1.4	1.5	1.3	1.1	1.2	+ 9.1	-14.3
Other	20.0	20.6	18.8	17.3	17.1		

stations going a particular route. Conversely, a format can reach a saturation point, he said, and trends may dictate the adoption of a different programming form.

The present study does not supply information on the various markets and the number of formats present within them, but Mr. Guild said the raw material is available and can be provided to an agency or station requesting it.

McGavren-Guild intends to make the radio station program format study an annual project. Mr. Guild said the rep firm would appreciate suggestions from all segments of the industry on steps it can take to improve the study.

Yesterday's teen-agers are dictating today's and tomorrow's radio formats

Post-World War II generation mellows and diversifies in taste; programmers follow suit

Ask educated observers of the radio industry what they see in the McGavren-Guild format survey and the most common reaction is that it reflects a growing refinement in target audiences: in a word, specialization. But within that general trend, many of the experts think there lies

a more specific phenomenon that accounts for the most dramatic changes in radio listening in the last five years.

While it is today's teen-agers who are primarily responsible for maintaining the contemporary/top-40 sound as the most popular format, the trend toward specialization seems to be following, in music programming at least, the evolving tastes of yesterday's teen-agers—the members of the post-World War II baby

Markets 1-10—men 18+/6-10 a.m. Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	10.6	10.6	10.7	11.6	11.1	- 4.3	+ 4.7
Country music	2.9	5.3	5.5	6.4	6.3	- 1.6	+117.2
News	7.9	11.0	13.2	11.5	15.1	+31.3	+ 91.1
MOR	23.8	21.5	21.0	19.6	19.8	+ 1.0	- 16.8
Contemp./top 40	18.0	14.6	14.9	14.9	14.5	- 2.7	- 19.4
Progressive	3.9	4.3	4.3	5.6	6.3	+12.5	+ 61.5
Black	2.6	3.5	3.6	3.9	3.6	- 7.7	+ 38.5
Talk	9.6	8.3	6.0	5.0	5.9	+18.0	- 38.5
Classical	1.7	1.4	1.5	1.4	1.3	- 7.1	- 23.5
Oldies	1.4	2.0	2.4	2.1	2.1	NC	+ 50.0
Other	17.6	17.5	16.9	20.1	14.0		

Markets 1-10—women 18+/6-10 a.m. Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	11.9	11.4	11.1	12.3	11.7	- 4.9	- 1.7
Country music	2.3	4.0	4.5	5.4	5.4	NC	+134.8
News	8.5	10.4	12.1	11.3	12.8	+ 13.3	+ 50.6
MOR	23.3	19.5	19.7	18.2	19.7	+ 8.2	- 15.5
Contemp./top 40	13.7	15.0	14.9	15.7	16.1	+ 2.5	+ 17.5
Progressive	2.7	2.9	3.5	3.4	3.9	+14.7	+ 44.4
Black	3.9	4.1	4.9	4.7	4.3	- 8.5	+ 10.3
Talk	11.4	10.1	7.6	6.4	6.7	+ 4.7	- 41.2
Classical	1.3	1.2	1.3	1.1	1.1	NC	- 15.4
Oldies	1.2	1.7	1.9	1.8	1.8	NC	+ 50.0
Other	19.8	19.7	18.5	19.7	16.5		

Markets 1-10—teens/7 p.m.-12 midnight/Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	15.5	15.7	16.0	16.5	15.9	- 3.6	+ 2.6
Country music	3.3	6.0	5.3	6.4	6.6	+ 3.1	+100.0
News	7.6	8.6	10.0	9.5	9.8	+ 3.2	+ 28.9
MOR	17.7	15.6	14.7	14.1	14.4	+ 2.1	- 18.6
Contemp./top 40	14.1	14.7	15.5	14.5	14.8	+ 2.1	+ 5.0
Progressive	6.3	5.9	7.0	8.2	9.5	+15.9	+ 50.8
Black	3.8	3.6	4.1	4.6	4.2	- 8.7	+ 10.5
Talk	6.7	5.3	4.0	3.5	4.3	+22.9	- 35.8
Classical	2.2	1.6	1.9	1.8	1.6	-11.1	- 27.3
Oldies	1.9	2.5	2.5	2.8	2.7	- 3.6	+ 42.1
Other	20.9	20.5	19.0	18.1	16.2	-10.5	- 22.5

Markets 1-10—teens/3-7 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	19.6	18.6	18.8	20.2	19.4	- 4.0	- 1.0
Country music	3.1	4.0	4.4	5.5	5.3	- 3.6	+71.0
News	5.6	7.2	8.2	7.5	7.6	+ 1.3	+35.7
MOR	17.5	14.3	13.8	12.6	13.9	+10.3	-20.6
Contemp./top 40	13.8	16.7	15.4	16.0	16.4	+ 2.5	+18.8
Progressive	3.7	4.0	4.9	4.8	5.9	+22.9	+59.5
Black	4.6	4.4	4.8	5.5	5.2	- 5.5	+13.0
Talk	6.4	5.9	4.0	3.3	4.0	+21.2	-37.5
Classical	2.1	1.8	1.7	1.7	1.7	NC	-19.1
Oldies	1.9	2.6	3.0	2.7	3.1	+14.8	+63.2
Other	21.7	20.5	21.0	20.2	17.5	-13.4	- 19.4

Markets 1-10—men 18+/10 a.m.-3 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	16.9	17.3	18.0	18.9	17.9	- 5.3	+ 5.9
Country music	3.8	4.9	5.8	6.9	6.8	- 1.4	+ 78.9
News	4.6	6.4	7.5	7.4	8.3	+12.2	+ 80.4
MOR	16.1	13.8	12.8	12.2	13.1	+ 7.4	- 18.6
Contemp./top 40	15.2	14.2	14.5	13.1	13.1	NC	-13.8
Progressive	6.2	6.2	6.9	8.6	9.7	+12.8	+ 56.5
Black	4.0	3.4	4.2	4.9	4.4	-10.2	+ 10.0
Talk	7.0	6.0	4.4	3.8	3.8	NC	- 45.7
Classical	1.6	1.4	1.6	1.5	1.5	NC	- 6.3
Oldies	1.5	2.1	3.2	3.5	3.0	+14.3	+100.0
Other	23.1	24.3	21.1	19.2	18.4	- 4.2	- 20.3

Markets 1-10—women 18+/10 a.m.-3 p.m./Mon.-Fri.

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	21.9	21.4	22.0	24.0	21.0	-12.5	- 4.1
Country music	3.1	4.8	5.0	6.4	5.8	- 9.4	+87.1
News	4.3	6.5	7.6	7.8	7.3	- 6.4	+69.8
MOR	19.6	15.4	14.8	13.6	13.3	- 2.2	-32.1
Contemp./top 40	15.0	15.0	14.4	14.9	13.9	- 6.7	- 7.3
Progressive	3.4	3.6	4.3	4.5	5.0	+11.1	+47.1
Black	4.4	4.8	4.9	5.6	5.4	- 3.6	+22.7
Talk	10.2	9.0	6.9	5.5	5.4	- 1.8	-47.1
Classical	1.8	1.3	1.7	1.5	1.3	-13.3	-27.8
Oldies	1.9	2.8	3.5	3.1	3.0	- 3.2	+57.9
Other	14.4	15.4	14.9	13.1	18.6	+42.0	+29.2

Markets 1-10—men 18+/3-7 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	2.4	2.5	1.5	2.0	1.6	-20.0	- 33.3
Country music	0.4	1.1	1.2	1.0	1.8	+80.0	+350.0
News	0.6	0.8	1.2	2.4	1.4	-41.7	+ 13.3
MOR	7.1	4.3	4.4	3.4	5.1	+50.0	- 28.2
Contemp./top 40	44.7	42.1	43.2	43.6	46.1	+ 5.7	+ 3.1
Progressive	14.1	13.0	14.0	14.5	19.2	+32.4	+ 36.2
Black	7.9	6.7	7.3	8.2	7.5	- 8.5	- 5.1
Talk	2.0	1.7	1.7	1.6	1.0	-37.5	- 50.0
Classical	0.2	0.4	0.2	0.3	0.2	-33.3	NC
Oldies	1.9	2.8	2.4	1.8	2.6	+44.4	+ 36.8
Other	18.7	24.6	22.9	21.2	13.5	-36.3	- 27.8

Markets 1-10—women 18+/3-7 p.m./Monday-Friday

	1972	1973	1974	1975	1976	% chng. vs. '75	% chng. vs. '72
Good music	3.5	3.4	2.2	2.2	1.8	-18.2	-48.6
Country music	0.7	1.2	1.3	1.1	1.8	+63.6	- 57.1
News	0.7	0.6	0.7	1.5	0.7	-53.3	NC
MOR	5.7	4.1	4.0	3.7	4.8	-29.7	-15.8
Contemp./top 40	44.3	40.7	42.4	43.3	45.0	+ 3.9	+ 1.6
Progressive	12.9	10.7	12.8	13.5	18.2	+34.8	+41.1
Black	10.8	8.9	10.7	10.9	10.5	- 3.7	- 2.8
Talk	1.6	1.0	0.8	0.6	0.5	-16.7	-68.8
Classical	0.2	0.2	0.2	0.3	0.2	-33.3	NC
Oldies	1.7	2.6	2.6	2.3	2.7	+17.4	+58.8
Other	17.8	26.6	22.3	20.6	13.8	-33.0	-22.5

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boom now in their late twenties and early thirties.

Older and more affluent now, these young adults have more varied tastes than they did in their adolescent years when rock reigned, according to the observers. It is those diversifying tastes which have blurred the old definitions of top 40, progressive, country-western and even MOR music. And, dominating as it does the all-important consumer category of 24-49-year-olds, that audience is likely to be having its influence on the futures of talk and classical programming as well, according to some of the more successful practitioners of those formats.

It isn't that programmers foresee a radio audience totally dominated by aging flower children. But the openings in major-market radio—the listeners who have been up for grabs, so to speak—have tended to be in the evolving young-headed-toward-middle-age group. And the word from radio professionals is that that trend may continue for a while yet.

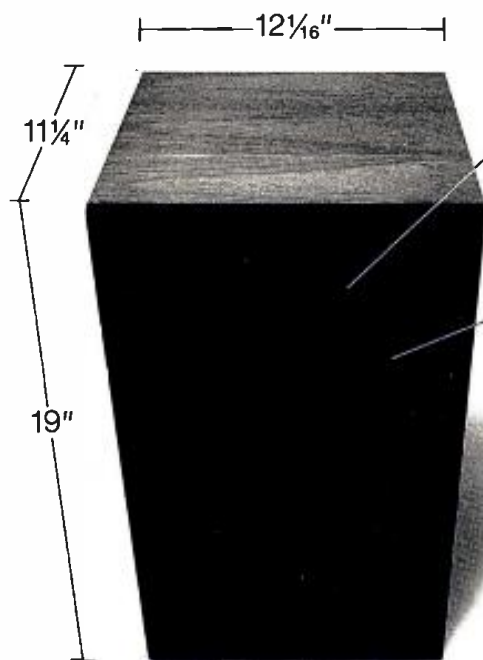
The McGavren-Guild survey indicates that the largest five-year gain in audience share, 60.4%, was enjoyed by the progressive stations, most of which grew out of the counterculture's heyday in the 1960's. The base of that flowering came from a 52% increase between 1960 and 1970 in the number of Americans who were in the 14-24-year-old age bracket. They listened then almost exclusively to rock and folk, but now that has changed, according to members of the radio and record industries.

"The rock audience of the 50's and 60's has grown up," said Dennis Elsas of WNEW-FM New York, a top progressive station. "Someone once said to me that the progressive, free-form stations of the 60's will be the MOR's of the 70's, and I think that's true to some extent To my ears, pop music (as opposed to rock and folk) has made an incredible resurgence. I call it the Pop Renaissance. I see this period in the 70's as being a tremendous time for the Pop Renaissance."

Mr. Elsas and others point to the popularity of such soft-rock artists as Eric Carmen, Bread, Carly Simon and Barry Manilow, and to the "mellowing" of such older rock artists as ex-Beatle Paul McCartney and the Jefferson Starship (formerly the Jefferson Airplane), as evidence of the trend toward an easier sound.

The influence of that trend is evident almost across the board in today's radio programming. Jack Thayer, president of NBC Radio, says he sees today's top 40 reflecting the tastes of an older audience just as MOR reflects the tastes of an earlier generation—"it's the music we've grown up with," he said. Bob Cole, head of CBS's FM radio division, said his group generated an "alternative" format out of the "less strident" contemporary music, which he calls "the mellow sound." "It's an alternative to good music and progressive," he said. "It's for the 25-34-year-olds who are sick and tired of rock and roll but too sophisticated for the so-called good music. They're in a kind of mellow

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mood these days."

But even in "good music" there is apparently a carryover. Jerry Lee, general manager of WDVR(FM) Philadelphia, a top good-music station, said that his station joins together with 11 other good-music outlets to record their own programing, since the record companies generally ignore their style of music. And what do they record? Soft versions of contemporary songs, such as hits by the Beatles and other rock artists.

The second most dramatic change noted in the McGavren-Guild study showed country-western formats increasing in market share by 52.3%. Those who were asked to comment on that jump agreed that probably the largest factor contributing to it was the emergence of the "modern country" stations in several of the larger cities.

NBC's WMAQ(AM) Chicago is one of the front-runners of the modern country format. Mr. Thayer said that the station's success lies to a large extent in its ability to create a personalized, "down-home" flavor for its 1970's listeners.

"In large urban areas," he said, "people feel frustrated, there is a sense of anomie, as the psychologists put it. So we went for warmth. Everything had to appeal to the needs of the people, and I think that is the charm of country music today—it's not just the music, but the presentation."

Neil Rockoff, general manager of WHN(AM) New York, another successful



Rockoff



Thayer

modern country station, sees both technical and philosophical changes as contributing to the new format's rapid acceptance. On the one hand, he said, the application to country music of sophisticated recording techniques—overdubbing and orchestration, for example—made the songs more appealing to listeners brought up on the lush recordings of the Beatles and Simon and Garfunkle, among other contemporary artists. At the same time, according to Mr. Rockoff, the fans of the strutting rock performers came to appreciate as they aged the more world-weary and reflective temperament that characterizes the country-western tear-jerker. "Rock and roll is more forward looking," he said. "It talks about fantasy. Country and western talks about realism. By the time you're ready for country-western, you've been burned."

Like almost every other format in radio today, country-western stations are finding themselves with more "cross-over" artists on their playlists—further evidence of the diversity of today's music tastes and of the efforts of the record companies to provide artists who have the broadest possible appeal—the Olivia Newton-Johns, the Linda Ronstadts and even the Engelbert Humperdincks (Mr. Humperdinck had a number-one country hit recently, *After the Lovin'*, according to Mr. Rockoff).

As a corollary to the diversity in music, many station managers said they try to vary the types of programing they offer during different hours of the day—news in the morning drive time, for example, and easy listening for housewives in the afternoon. "We program to what we feel the audience is looking for in specific time periods," said Charles DeBare, president of ABC's O&O AM stations.

The format designations which McGavren-Guild showed as suffering the largest national decline in market share were talk and classical, with drops of 41.1% and 22.2%, respectively. General managers of stations with those formats who were questioned said that the survey's figures were attributable to format changes by several talk or classical stations during the last few years. The reason for those changes, the managers said, was often that talk and classical formats are characteristically more difficult to maintain,

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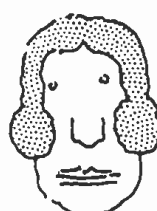
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while individual stations are often not as dedicated to success within those formats as they are to immediate financial success. All said that their formats are viable now, and that they will remain so in the future.

One way that they can remain viable, some said, is by attracting more of that dial-twisting younger audience. Dennis Israel, general manager of WMCA(AM) New York, said that, typically, talk stations have an image with advertisers of appealing mainly to pensioners and political zealots. That image, according to Mr. Israel, must change. "Our biggest problem," he said, "is how do you appeal to the younger audience. I don't believe that people dry up and stop spending when they turn 50, but the advertisers do, and they're the ones who buy the time."

Raymond Nordstrand, general manager of WFMT(FM) Chicago and a former president of the Concert Music Broadcasters Association, also feels that, although some "weeding out" has occurred in the classical market, the process has generally strengthened the stability of the field. He puts the number of commercial stations now operating with classical formats at between 30 and 40, as opposed to about 50 five years ago. Other stations have not been changing to classical formats to fill



Debare

Nordstrand

those gaps, he thinks, partly because of the community uproars in cities such as Atlanta and New York when some stations tried to get out of classical music. The risk of getting in unsuccessfully and then being unable to get out is a discouragement. "As soon as that situation is cleared away [by the FCC]," he said, "I think you'll see an influx of classical stations."

But Mr. Nordstrand also hopes to strengthen classical music's appeal to younger listeners who have become dissatisfied with the other available alternatives. He cites a recent *Wall Street Journal* article that described a growing fascination among young people with chamber music, which combines and surpasses the lilting qualities of folk music with the intricate melodies and harmonies introduced to younger audiences by some of the more sophisticated rock artists.

WFMT made an initial attempt to corral young listeners by programming a Saturday night folk and comedy show, he said. Subsequent research by the station showed that a fifth of its regular audience was first attracted to the station by that program, according to Mr. Nordstrand. "And once they're hooked," he said, "they'll stick for life."

Programing

Schneider attacks Gerbner's report on TV violence

He tells Van Deerlin's committee that study has four basic flaws; approach of violence index can lead to statistical errors

The so-called Gerbner Violence Profile of aggression in television programing was denounced as fatally flawed last week by John A. Schneider, president of the CBS/Broadcast Group.

The profile, an annual report by Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications, is frequently cited in support of charges that there is too much violence on TV. It also has been criticized, especially by network authorities, as ill-founded, meaningless and misleading.

Mr. Schneider carried his attack to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, at whose violence hearings a few weeks ago the latest Gerbner report was one of the featured pieces of evidence (BROADCASTING, Feb. 28, et seq.).

Analysis of the latest Gerbner profile, he said, finds "at least four basic—and fatal—flaws in the Gerbner approach." He submitted a 10-page analysis by the CBS Economics and Research Department and also summarized its findings.

First, Mr. Schneider said, "The Gerbner violence index is not, and does not claim to be, a measure of the amount of violence on television. Unfortunately, it is so interpreted."

In fact, he continued, "Dr. Gerbner introduces a number of extraneous factors so that violence can go down while the violence index shows an increase."

Specifically, Mr. Schneider said, that happens in the latest Gerbner study: "His own figures show that the number of incidents of violence in the family hour on the CBS-TV network declined from 20 to 11, but his violence index claims an increase, apparently because we had the 'wrong people' involved in the action."

Consequently, he continued, "the Gerbner index cannot be used as an indicator of whether the trend is up or down in television violence."

He also faulted the Gerbner studies for measuring only one week of television. This, he said, "can lead to statistical errors of horrendous proportion," because "there is no longer any 'typical' week of television."

CBS's own monitoring of violence extends over 13 weeks and "shows that the week with the highest amount of violence has from two and a half to three times more incidents of violence than the week with the lowest amount."

Finally, Mr. Schneider concluded, "the Gerbner definition of violence is highly

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questionable, including as it does comedic violence and acts of nature."

The accompanying analysis was more detailed and, if anything, sharper in tone. It found the violence index, for example, to be "in substance, an arbitrarily weighted set of arbitrarily chosen measures of aspects of violence on television, whose meaning is totally unclear."

Other components of the violence index, according to the analysis, include "measures of the proportion of programs that week containing any violence, of the rate of violence per program and per hour and of the proportion of all leading characters involved in killings," with all of these factors "combined in such an arbitrary fashion that it is difficult to know what it means."

The analysis also attacked the so-called risk ratios compiled as part of the violence profile. These relate, for specific population subgroups, the proportion of such people in "principal roles" who are depicted as aggressors ("violents") and those who are depicted as victims.

"It is very difficult to believe," the analysis said, "that viewers would become aware [of] the relative proportions of different groups which are depicted as violents or victims, and the differences between groups in this regard. It is not at all difficult to believe, however, that viewers would become to one or another degree aware of something much simpler and more easily statistically stated, namely,

that certain groups are more often victims than others. . . ."

A better approach, the analysis continued, would be to take the number or percentage of persons in a specific group who are depicted as victims, the way risks are normally calculated. But "when Gerbner's tables are examined in terms of these simpler statistics, what emerges is often a very different picture from the RR [risk ratio]. It is frequently found that a group with a higher RR than other groups is both numerically and proportionately less often depicted either as involved in violence at all or as victims."

Stations in markets that hover on edge of top 50 want clear prime-access ruling

They file comments with FCC, asking to be exempt from rules to help alleviate problems with program planning caused by situation, but they disagree on what procedure to use

The stations that fluctuate in and out of the top-50 markets were the quickest to comment on an FCC rulemaking that could change how the ranking is determined to apply to the prime-time access

rule—which affects only the stations in the 50 biggest markets.

Cosmos Broadcasting Co.'s WTOL-TV Toledo, Ohio, started it all several months ago, asking the FCC to waive PTAR for its market since it and the other network affiliates there have not known whether they would be constrained by the rule until the November Arbitron list came out each season (BROADCASTING, Aug. 2, 1976). The FCC said no but launched a rulemaking; comments have now been received.

One FCC suggestion was to use the November Arbitron ranking 34 months before each season, and to base the 1978 and 1979 seasons on the 1977 ranking. Storer Broadcasting Co.'s WSPD-TV Toledo liked the idea but thought the 1976 listing should be used for 1978 and 1979 to provide even more lead time to make financial and programming decisions—even though it would be constrained by the rule in 1976 terms.

Cosmos Broadcasting wasn't content and suggested that the commission exempt fringe stations for three years. If a station in a market that dropped off the top-50 list for a year, it would not be reinstated for PTAR purposes until it's back on for three years. Cosmos added a petition for waiver so its WTOL-TV could enact the proposal. United Television Inc., licensee of KTVX(TV) Salt Lake City, and WXII(TV) Winston-Salem, N.C., sided with the Cosmos suggestion.

WAVY Television Inc., licensee of WAVY-TV Portsmouth, Va., urged that a "permanent" top-50 list be formulated by averaging the rankings since the PTAR was inaugurated seven years ago. The "permanent" list could be modified when the FCC sees fit, WAVY said and claimed, there's precedent for it within present CATV rules. ABC Inc. had a similar idea saying that a list should stand for years, perhaps five.

Scranton Broadcasters Inc., licensee of WDAU-TV Scranton, Pa., which said its number 49 in terms of area of dominant influence and 41 in terms of prime-time households, called for an exemption based on cable penetration. If a market has high-level cable penetration, say 35%, it shouldn't be subject to the rule, Scranton Broadcasters contended.

Meredith Broadcasting Co., licensee of WTVH(TV) Syracuse, N.Y., said fringe markets shouldn't be included until it's clear they'll stay in the top-50 market list for some time, and also called for an exclusion for stations where the ranking doesn't accurately reflect total viewing households. It used WTVH as an example, claiming that while within the top-50 because of the Syracuse-Elmira ADI, the latter city doesn't have any affect on ratings or revenues.

Peninsula Broadcasting Corp., licensee of WVEC-TV Hampton, Va., suggested that instead of basing the ranking on just the November sweep, it would be fairer to average that with the Arbitron March report.

Herbert A. Terry, an assistant professor at the University of Florida, went even further in his early reply comment. The

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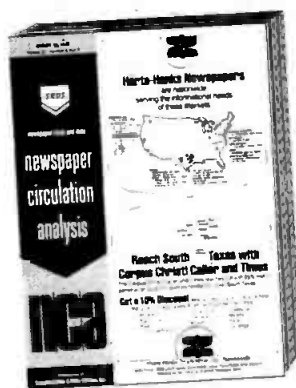
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"commission's proposal seems to be based on a willingness to take the syndication market as it is and modify PTAR to fit ... permit[ing] broadcasters to enter into contracts that far exceed, in term, the three-year license period provided for by statute," he said, asking the FCC to "chance the syndication market, not PTAR." His answer: only allow stations to enter into contracts for non-network programming two years in advance and within six months of air date. After that, in a later proceeding, extend it to all programming.

As cited in the filings, the markets that have moved above and below the top-50 mark and how many times since the rule started are (several of the licensees commenting have stations in ADI's including these markets): Salt Lake City (4); Greensboro, N.C. (3); Toledo (3); Wilkes-Barre (2); Orlando, Fla. (2); Syracuse (2); Norfolk, Va. (1); San Diego (1), and Little Rock, Ark. (1).

Storer Broadcasting provided some examples to show how far in advance a station must contract for a show, not knowing if it will be subject to PTAR, among them: *Ironside* offered in May 1972, 29 months in advance of air date, with a commitment for six runs over six years, and *M*A*S*H* offered in June 1976, 27 months in advance, for six runs over three-and-a-half years.

Mary Hartman is moving out of town

Norman Lear plans to renew the series minus Louise Lasser; show will be back with a new title and many of same characters

Mary Hartman, Mary Hartman will be back next September—but without Mary Hartman and with a new title.

Louise Lasser, who stars in the title role, has decided to call it quits after this season's final taping late next month. A spokeswoman for T.A.T. Communications, Norman Lear's company in Los Angeles, said station interest in the series is so strong that a third year of production is warranted.

The *Mary Hartman, Mary Hartman* title will be dropped next September in favor of *Fernwood, U.S.A.*, and most of the continuing characters in the series will return, according to the spokeswoman. She adds that the new format will allow the writers to explore characters like Tom Hartman and the country singer Loretta Haggars in greater detail—no one character will be the focus, the way *Mary Hartman* is now.

The spokeswoman said that the departure of Miss Lasser will not affect T.A.T.'s determination to avoid reruns of *Hartman* during the summer. (Last summer's *Hartman* reruns damaged the ratings in almost every one of 100-plus markets in which the series is stripped.) The plan is to do a satirical talk-variety show set in *Fernwood* and featuring the *Hartman* characters' trading banter with one another, much of



First Lady's thanks. Rosalynn Carter congratulates Donald J. Hall, president of Hallmark Cards Inc., as he receives the award of merit from the President's Committee on Mental Retardation. Honor was for the *Hallmark Hall of Fame* telecasts, "Teacher, Teacher" (in 1969) and "Emily, Emily" (in 1977). Both dramas dealt with the life of a retarded youngster, first as a boy and later as a young adult. Retarded people were featured in both casts. Ceremony took place April 18 in Washington.

it improvisational. The title of the summer series, which will run five half-hours a week from July to September, is *Fernwood Tonight*.

Larry Fraiberg, the vice president and general manager of WNEW-TV New York, which strips *Hartman* at 11 p.m., said he's "very interested" in Mr. Lear's new format and regards Miss Lasser's departure as no different from all the daytime soap operas that have survived the loss of a lead character.

And Jim Mayor, the program director of WJBK-TV Detroit, which leads the time period at 11:30 p.m. with *Hartman* (the series racks up consistent 40 shares), said that as far as he's concerned, the bowing out of Miss Lasser will not have any bearing on his plans to renew the program for another year.

Reagan expands to TV; energy forum first show

Former California Governor Ronald Reagan, already a radio commentator, is now turning to television to make his views known.

Mr. Reagan, through the Citizens for the Republic, a spin-off organization from the group that ran his presidential campaign last year, Citizens for Reagan, plans to tape a series of 30-minute paid political discussions to air on independent stations in three markets—Los Angeles, Houston and Miami—to raise money for CFR.

According to a CFR spokesman, the three networks had refused to sell time for the series, because they then might have to sell to other political figures.

The first show was scheduled to be

taped in Washington over the weekend and featured a discussion of President Carter's energy proposals with Mr. Reagan, Senator Paul Laxalt (R-Nev.) and Representative Jack Kemp (R-N.Y.) with moderator Dr. Gloria Toote, former assistant secretary for equal opportunity, Department of Housing and Urban Development.

Norfolk story, second version

Former employes of WOWI there deny charges of payola

The former operations manager and the former music director of WOWI(FM) Norfolk, Va., have denied allegations that employes of that station attempted to force a local concert promoter to pay them for playing the records of music groups appearing in concert there.

Prince Wooten, former operations manager, and Arthur Paul Young, former music director, of the Norfolk station, denounced as "totally false" charges made by concert promoter Bill Douthat that WOWI employes tried to force him to pay up to \$3,000 for playing records of Earth, Wind & Fire, Average White Band and the Commodores (BROADCASTING, April 11).

In reference to a September 1976 meeting between himself and Mr. Douthat, Mr. Wooten said, "No reference was made at all to playing anyone's records." Mr. Wooten said that he and Mr. Douthat met prior to the Sept. 11, 1976, AWB concert to discuss fees for acting as host for "a whole series of concerts." According to Mr. Wooten, he and another WOWI employe (not Mr. Young) told Mr. Douthat they wanted \$375 to act as MC's for the concerts. Mr. Wooten said Mr. Douthat "never returned a call" to him to confirm the deal. Mr. Wooten said that was the only meeting he had with Mr. Douthat.

Mr. Wooten also said that Mr. Douthat hired Leonard Ware, operations manager of co-owned WPCE(AM) there, for \$50.

Mr. Ware, who had agreed with Mr. Douthat's earlier story, told BROADCASTING that, prior to a Jan. 1 Commodores date, he had been unable to find the group's records in the WOWI studio. Citing what he said was the impossibility of records being removed by anyone but the station music director, and then "only if the playlist had been changed," Mr. Wooten denied Mr. Ware's charges. Mr. Young said he had told the station management about an ongoing problem of missing records at WOWI. "I approached them about the problem of pilferage," Mr. Young said, well before the complaint was made by Messrs. Douthat and Ware.

Mr. Wooten also disputed Mr. Ware's account of how he and another WOWI staff member were released by the station.

According to Mr. Wooten and Mr. Young, the station's owner, L. E. Willis Sr., suspended three station employes after a Dec. 22 staff meeting, at which he presented Mr. Douthat's charges. Mr.

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City _____

State _____

Zip _____

Wooten and Mr. Young were both suspended. The third suspended employee, Mr. Wooten said, returned to work the next day.

Wow! went to automated operation on Jan. 1, and, again according to Mr. Wooten, he and Mr. Young, who remained on suspension, were let go because of that. Mr. Young said, "I was offered another job at the station—programing the automation—which I turned down."

Mr. Willis has been unavailable for comment on his former employees' statements.

Mr. Wooten is now unemployed and living in Virginia Beach, Va. Mr. Young is living in New York, but he would not say where he is working.

Derailed in Hawaii

A committee of the Hawaiian House of Representatives has voted to table a bill that would have required television stations there to advise their viewers of criminal acts occurring during programs. The bill, which passed the state's Senate, would have required that "Any material publicly televised within the state, whether utilizing cable transmission or not, which contains incidences of criminal acts shall be preceded or followed by the following announcement:

"Viewers are advised that acts committed during the following (or preceding) program are criminal acts. Persons committing such acts are subject to criminal penalties and may be sentenced to imprisonment, fined or both."

A concerted lobbying effort by the Hawaiian Association of Broadcasters and appearances before the House's Committee on Consumer Protection and Commerce by several members of the association helped to convince the legislators to table the bill. The committee's vote to table the bill was unanimous.

Richard A. Weiner, vice president of HAB and executive vice president of KGMB-TV Honolulu, told the committee, "Passage of this bill would be tantamount to an indictment of the television industry as... the only cause of crime in our community..." Mr. Weiner added that the state of Hawaii had "no authority to enforce such a measure in an area where federal jurisdiction is predominant."

Richard Grimm, vice president of KITV(TV) Honolulu, told the committee that stations would need "a lawyer in attendance" to prescreen programs to determine whether the actions portrayed would be subject to the provisions of the bill. "Perhaps that's the real reason for the bill," Mr. Grimm said.

Phenomenological fairness?

The Committee for Scientific Investigation of Claims of the Paranormal, a group of scientists and academics formed to respond "to growing evidence of one-sided treatment of supposedly paranormal or occult phenomena" in various media, has



Christian communicators. On hand for the dedication service of the Southern Baptist Radio and Television Commission's new television production studio in Fort Worth last month were (l-r): Charles D. Tandy, chairman, Tandy Industries, Fort Worth; Dr. Paul M. Stevens, president of the radio-TV commission, for whom the new facility was named, and Dr. James W. Waters, chairman of trustees for the commission. The \$3.3-million center covers 34,500 square feet and will be used in producing the TV portion of the commission's 37 radio and television programs.

written to FCC Chairman Richard Wiley complaining of two NBC-presented documentaries, *Bigfoot* and *Outer Space Connection*. The committee says NBC presented the shows "as true, without sufficient attention to the preponderant scientific position, which is skeptical." The network, the committee says, is "not entitled to foist such outrageous claims on the public." The complaint also mentions a segment of NBC's *Today* show that dealt with precognition and dowsing. Committee members, including well-known scientists Isaac Asimov, B. F. Skinner and Carl Sagan, "believe the fairness doctrine should apply to such matters," and asked the FCC to see that NBC provide an "opportunity" to present opposing views.

They're yukking it up with more sex

Sitcoms, variety programs offer more of the spicy side of TV life than do action dramas, according to university researchers' study

Situation comedies and variety shows on TV contain far more sexual innuendo and "nonaggressive touching" than hard-action drama, according to new research purported to be the first detailed review of sex on television.

Researchers Susan Franzblau, Joyce N. Sprafkin and Eli A. Rubinstein of the State University of New York studied 61 prime-time programs shown the week of Oct. 11, 1975, and concluded: (1) that programs during family-viewing time contained more physical intimacy and innuendo than programs broadcast after 9 p.m.; (2) that situation comedies carried the most kissing, embracing and nonaggressive touching, while variety shows carried the most innuendo (for that reason they questioned the scheduling of variety

shows during hours when the most children are watching), and (3) that explicit sex was all but absent from drama and adventure programs, although sex crimes such as rape were discussed.

They said their data showed a mean total of 120.5 overt and verbal sexual acts per hour for situation comedies, compared to 60.18 acts an hour for crime-adventure programs.

The researchers concluded from their data that sex is a "disturbing topic" which TV has decided is best handled in humorous context. They also said, "The striking lack of physical intimacy on dramatic programs... conveys an incomplete picture of the lifestyles of policemen, detectives and doctors. Although heroes and heroines are portrayed as leading exciting and rewarding professional lives, they appear to have austere private lives."

An article on the research, entitled "Sex on TV: A Content Analysis," appears in a special edition of the *Journal of Communications* of the Annenberg School of Communications at the University of Pennsylvania.

OSU confers 23 awards in radio, 42 in television

Ohio State University has honored 65 radio-television winners with its 41st annual awards for "meritorious achievement in educational, informational and public affairs broadcasting."

Radio winners—*Whatcha Gonna Do, Whatcha Gonna Be, What About What I Want*, Saskatchewan Department of Education and Canadian Broadcasting Corp.; *Explorations in the Novel: James Joyce*, Ontario Educational Communications Authority; *Give Me Your Hand: Being Different*, Ontario Educational Communications Authority; *Physicians Radio Network*, Physicians Radio Network; *Kids' Radio* British Columbia Provincial Educational Media Centre; *Uppity Arts*, National Public Radio; *The Primal Flame*, CBS News; *The Selling Game*, NPR; *Campaign '76*, CBS News; *Give Me a Reason to Stop*, WASH(FM) Washington; *Chicago Radio Theater*, WFMT(FM) Chicago; *C-A-N-C-E-R*, WRFM(FM) New York; *The Criminal Justice System*, WCBS(AM) New York; *All the Broken Children*, WMAQ(AM)/WNIS-FM Chicago; *Edward Albee's Listening*, Earplay; *The Dreamer*, Borrowed Time Productions; *The Early Duke Ellington—Examples*, WHA(AM) Madison, Wis.; *Your Health*, KMOX(AM) St. Louis; *PS: We Love You—The Invisible Americans*, King Radio Public Affairs; *Helping Parents and Families*, Rutgers University Office of Educational Radio/Television; *PS: We Love You—Drinking Again*, King Radio Public Affairs; *Questions of Conscience*, KMOX.

Television winners—*The Artist as Historian*, Nova Scotia Department of Education and CBC; *Tyger, Tyger Burning Bright: The Three R's* WVIZ-TV Cleveland; *The Peach Gang*, WNET(TV) New York; *When and How to Do a Tracheotomy*, Network for Continuing Medical Education; *Parts of the Sum*, University Films of Canada; *American Enterprise Series: People*, Playback Associates; *Universe and I: The Interior Motive*, Kentucky Educational Television; *Our Changing Land*, Wisconsin Educational Communications Board; *Wings of Time*, Alberta School Broadcast/National Film Board; *Vegetable Soup: No. 16*, New York State Education Department; *Book, Look and Listen: Lesson 7*, Maryland State Department of Education; *Fantasies of a Not-So-Young Anymore School Teacher*, WTVI(TV) Charlotte, N.C., and Charlotte-Mecklenburg Schools; *Oral Language Development: Views of Five Teachers*, KTEH(TV) San Jose, Calif., and California

State Department of Education; *Towards Visual Learning*, New York State Education Department and Appalachian BOCES Consortium; *The Original Rompin' Stompin'*, *Hot and Heavy, Cool and Groovy All Star Jazz Show*, CBS-TV; *It Must Be Love 'Cause I Feel So Dumb*, ABC-TV; *Song of Myself*, CBS-News; *Orangutans: Orphans of the Wild*, CBS-TV; *A Matter of Ethics*, CBS News; *Rattlesnakes: Life and Death of a Western Gladiator*, Daniel Wilson Productions; *Bubble Gum Digest*, WMAO-TV Chicago; *The Camera and the Song*, Ontario Education Communications Authority; *Come Into My Parlor*, Survival Anglia Ltd.; *Welfare*, WNET New York; *Let's Hear It for the Patients*, WBBM-TV Chicago; *There's Something We've Been Meaning to Tell You*, WCVB-TV Needham, Mass.; *Industrial Cancer: Warning*, WCBSTV New York; *That Weird Classical Stuff*, WPBT(TV) Miami; *Carrascalendas*, KLRN-TV Austin, Tex.; *Land Beneath the Sea*, Mississippi Educational Television; *The Best Man Doesn't Always Win*, WFSB-TV Hartford, Conn.; *The Chair*, WFSB-TV; *A Day Without Sunshine*, WPBT; *All Out*, Paulist Productions.

Bicentennial awards—for TV: *Suddenly an Eagle*, ABC News; *The Adams Chronicles—John Adams, Louyer*, WNET; *If You Don't Come In Sunday, Don't Come In Monday*, WUSF-TV Tampa, Fla.; for radio: *This I Believe*, CBS News; *Words*, WABC(AM) New York; *Northwest Chronicles*, WCCO(AM) Minneapolis.

Home video game use high in prime time

Arbitron Television reported last week that video game usage in New York and Los Angeles is highest in prime time, based on measurements for the period of Jan. 15-21.

The analysis showed that 4% of the New York metered households and 4% of those in Los Angeles have video games and the highest usage (47% in New York, 65% in Los Angeles) was in the 9 p.m.-midnight period. Arbitron said caution should be exercised when drawing conclusions from these estimates because of the size of the sample—16 metered TV households with video games in New York and 18 in Los Angeles.

Seven households in the sample in each city (less than 2% of the total sample in each case) used the games during the measurement period, averaging 118 minutes per household in New York and 66 minutes in Los Angeles.

Christophers cite TV's contributions

Twenty-two specials earn honors along with CBS-TV's 'Bicentennial Minutes'

Producers, directors and writers of 22 TV specials were recognized by the Christophers, an ecumenical mass-media organization, as contributing "the highest values of the human spirit through their works." A special award was presented to CBS-TV for its *Bicentennial Minutes*.

Awards were presented to *ABC News Closeup on Gun Control: Pro and Con*, producer/director/writer: Richard Gerdau, producer/director: James Benjamin, writer: Debra Kram (ABC); *Beauty and the Beast*, executive producer: Thomas M.C. Johnston, producer: Hank Moonjean, director: Fielder Cook, writer: Sherman Yellen (NBC); *Belle of Amherst*, producers: Mike Merrick, Don Gregory, director: Charles S. Dubin, writer: William Luce (WCET(TV) Los Angeles/PBS), *Big*

Henry and the Polka Dot Kid, executive producer: George Heinemann, producer: Linda Gottlieb, director: Richard Marquand, writer: W. W. Lewis (NBC); *Blind Sunday*, producer: Daniel Wilson, director: Larry Elikann, writers: Arthur Barron, Fred Pressburger (ABC).

Children of Divorce, producer/director/writer: Mike Gavin (NBC); *Chinatown*, executive producer: David Loxton, producers/directors/writers: John Alpert, Keiko Tsuno, Yoko Maruyama (WNET(TV) New York/PBS); *Christmas Around the World*, executive producer: Lee Mendelson, producer: Karen Crommie, directors/writers: Lee Mendelson, Karen Crommie (NBC); *Come into My Parlor*, producer: Aubrey Buxton, filmed by John Cooke, John Paling, Peter Parks, Sean Morris, Gerald Thompson, writers: Colin Willock, James T. de Kay (NBC); *Doug Henning's World of Magic*, executive producer: Jerry Goldstein, producer/director: Walter C. Miller, writer: Buzz Kohan (NBC); *Dying*, executive producer: Michael Ambrosino, producer/director: Michael Roemer (WGBH-TV Boston/PBS).

Farewell to Manzanar, executive producer: George J. Santoro, producer/director: John Korty, writers: Jeanne Wakatsuki Houston, James D. Houston, John Korty (NBC); *Gypsy in My Soul*, executive producer: William O. Harbach, producers: Cy Coleman, Fred Ebb, director: Tony Charmoli, writer: Fred Ebb (CBS); *How Green Was My Valley*, producer: Martin Lisemore, director: Ronald Wilson, writer: Elaine Morgan (BBC/WGBH-TV/PBS); *Judge Horton and the Scottsboro Boys*, executive producer: Thomas W. Moore, producer: Paul Leaf, director: Fielder Cook, writer: John McGreevey (NBC); *Just an Old Sweet Song*, producer: Philip Barry, director: Robert Ellis Miller, writer: Melvin Van Peebles (CBS); *Liza's Pioneer Diary*, executive producer: Barbara Schultz, producer/director/writer: Nell Cox (KCET/PBS); *Orangutans: Orphans of the Wild*, executive producer: Aubrey Buxton, filmed by Dieter Plage, writer: Colin Willock (CBS).

Perry Como's Christmas in Austria, executive producer: Bob Banner, producer/director/writer: Stephen Pouliot (NBC); *The Puzzle Children*, producer/writer: Stephen Dick, director: Bill Davis (WOED(TV) Pittsburgh/PBS); *Sills and Burnett at the Met*, producer: Joe Hamilton, director: Dave Powers, musical writers: Ken Welch, Mitzie Welch, writers: Kenny Solms, Gail Parent (CBS); *With All Deliberate Speed*, executive producer: Joel Heller, producer/director: Robert Markowitz, writers: Bill Badalato, Jan Hartman (CBS).

Programing Briefs

Words for parents. Television Information Office has produced 30-second spot featuring Dr. Louise Bates Ames, president and co-director of Gesell Institute of Child Development, New Haven, Conn., in which she advises parents to watch TV with children. In this way, she said, parents can share ideas with children and help unlock their feelings. Spot is free to TIO members and may be bought by nonmembers at \$25 per print.

Money matters. Corporation for Public Broadcasting board has approved \$2,150,000 in programing funds: up to \$1 million in fiscal 1977 funds and \$150,000 in fiscal 1978 to assist KQED(TV) San Francisco in production of *Over Easy*, daily magazine show aimed at elderly; up to \$500,000 from fiscal 1977 for WGBH-TV documentary series *World*, and \$500,000 from fiscal 1977 for WETA-TV Washington-WNET(TV) New York co-production of *MacNeil-Lehrer Report*. Gathering of board last month also saw election of W. Allen Wallis as new CPB chairman (BROADCASTING, March 14).

Violation, but no penalty. FCC Complaints and Compliance Division Chief William Ray has told Gaylord Broadcasting Co. that

its WTVT(TV) Tampa, Fla., violated rules by running program (said "to depict America as having weakened its defense relative to the Russians") without announcing that it was furnished by American Security Council. Commission addressed issue of whether film was provided "as an inducement" for broadcast even though no monetary or other consideration was made. Since there was no sponsorship identification—Gaylord said it was editing error—FCC said, violation occurred. But since it was "isolated incident," FCC's letter said, "no commission action or sanctions deemed appropriate at this time."

French ETV connection. After few years of success with *Bonjour Sesame*, dubbed version of Children's Television Workshop's *Sesame Street*, TFI, major French television network, plans to nationalize show. TFI has scheduled January 1978 start for *1 Rue Sesame*, 208 half-hour programs to be broadcast daily on alternate weeks, featuring French puppets, real-life characters and locale more familiar to youngsters in that country. To continue show's present educative success, *1 Rue Sesame* will maintain certain *Sesame Street* elements such as (dubbed) puppet sketches, animated cartoons and live-action films.

Manhattan plans. ABC Inc. will spend \$3 million to turn old National Guard armory on Manhattan's upper West Side into new television studios. This remodeling was spurred by tax abatement from New York City government. Sources say ABC is waiting for city's decision on further tax abatement before it decides to build new office building in same neighborhood, which would bring together employees scattered in other buildings and permit ABC to hire additional 225 people.

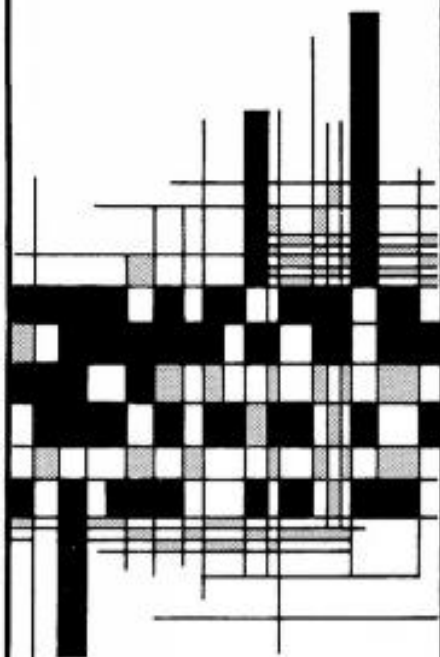
PBS cites gains in minority, low-income viewing of public TV

"If public television ever has been 'elitist,' it's become less so every year." Public Broadcasting Service President Larry Grossman made that remark with the release of A.C. Nielsen data said to show that PTV is being viewed in more minority and lower-income homes than ever before.

The Nielsen study for October 1976, released by PBS, shows a 47.5% increase over the past year in the number of nonwhite households watching. Furthermore, 4.4 million minority homes were said to have regularly tuned in a public station in October 1976, as opposed to three million a year earlier. In terms of total PTV audience, the percentage of minority-group households watching rose from 8.6% to 11.3%.

For families with less than \$10,000 per year in income, a 15.4% increase in households was reported, from 12.1 million to 14.0 million. Lower-income homes in October 1976 made up 36% of the total PTV audience, compared to 34.8% a year earlier, the report said.

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Broadcast Journalism®

KBTB, WMAL-TV get major shares of NPPA's TV honors

Photography awards to be conferred at Colorado convention in July

Winners have been announced in the 1977 Television News Photography Competition. Sponsored by the National Press Photographers Association, Eastman Kodak, Cinema Products and Arizona State University's communications department, the awards will be presented at the NPPA annual convention and business meeting July 3 in Vail, Colo. KBTB(TV) Denver was named the TV news photography station of the year, and Sam Allen, KBTB, was selected as TV news photographer of the year.

Spot news—first place (tie), *Thai Coup*, Josep Lee, ABC-TV News, and *A Miracle for Kevin*, John Elder, WKRC-TV Cincinnati; third place, *Ammonia Accident*, Locky Bryan, KTRK-TV Houston; honorable mentions, *Hamilton Hotel Fire Rescue*, Ben Gray, KETV(TV) News, Omaha, and *Lebanon Fighting*, John Lower, ABC-TV News.

Minidocumentary—first place, *Aging*, Sam Allen KBTB Denver; second place, *Carolina Beach*, John Murphy, NBC-TV News; third place, *Mexican Drugs: Heroin*, Steve Stanford, ABC-TV News; honorable mentions, *Child Birth*, Richard Armstrong, WBAL-TV Baltimore; *Home Birth*, Louis Tiranoff, WRC-TV Washington, and *Heart Attack*, Walter Dombrow, CBS-TV News.

Feature—first place, *Celebrate America*, Paul Fine, WMAL-TV Washington; second place, *Wagon Train*, Roger Thompson, KOIN-TV Portland, Ore.; third place (tie), *They Walk Alone*, Peter Hakel, WTVY(TV), and *Fort Sill Bootcamp*, Darrell Barton, KTVY(TV) Oklahoma City; honorable mention, *Air-Nastics*, Roger Thompson, KOIN-TV.

Sports—first place, *This Is Making It*, Peter Hakel, WMAL-TV; second place, *Grass Skiing*, Mike Elwell, KGW-TV Portland, Ore.; third place, *Olympics*, Mike Elwell; honorable mention, *Shark Hunt*, Nels Anderson, WSB-TV Atlanta.

Documentary—first place (tie), *Eye on ... A Slice of Night*, Mykola Kulish, WCAU-TV Philadelphia, and *The Second Battle of Britain*, Jan Morgan, CBS-TV; special commendation for excellence in documentary production, *Suddenly an Eagle*, Ross Lowell, ABC-TV News.

General news—first place (tie), *Texas Cyclone*, Scott Berner, NBC, and *Battle Auction*, Paul Fine, WMAL-TV; third place, *Last Day of Oyster Season*, Paul Fine, WMAL-TV.

Satellites, electronic darkroom on tap for AP

Associated Press is proceeding with plans for a communications system based on satellite transmission and receiving with roof-top antennas at locations of broadcast stations and newspapers.

Paul Miller, chairman of the AP and of the Gannett Co., Rochester, N.Y. (group station owner), told the annual meeting of the news cooperative in San Francisco that the proposal is being pursued because of developments in tariffs. He was referring to growing costs in leased lines which satellite communications would eliminate.

(An AP spokesman in New York said a communications committee of the AP and

UPI and the American Newspaper Publishers Association has been formed to survey the communications field and recommend steps to be taken in the near future.)

Both UPI and AP are now making limited use of the RCA Americom satellite for their audio news feeds from New York to Los Angeles (BROADCASTING, March 21).

Mr. Miller also reported that the AP will install its first prototype electronic darkroom in August. He said this development will permit electronic storage of pictures in a computer; picture cropping on a cathode ray tube video terminal (CRT) and enhancement of picture quality under program control and transmission in either analog or digital form.

Mr. Miller retired as chairman of the AP last week and was succeeded by Jack Tarver, publisher of the *Atlanta Journal and Constitution*.

Journalism Briefs

Upbeat by Beaton. Roderick W. Beaton, United Press International president, said in annual progress report that UPI Audio now has 900 subscribing stations, which he called largest independent radio service in world. UPI also added 37 cable systems to its cable news service last year, he said, for total of 275 installations. Mr. Beaton also reported UPI has 6,972 subscribers worldwide, of which 1,131 are newspapers and 3,650 are broadcast stations.

Join freedom unit. Executives of three major networks have been named to World Press Freedom Committee at San Francisco convention of American Newspaper Publishers Association. Herbert S. Schlosser, president of NBC, Richard Salant, president of CBS News, and Leonard H. Goldenson, chairman of ABC, are members of new group which will institute program aimed at curtailing trend toward increased government control of news media in world. Jack R. Howard, chairman of Scripps-Howard Broadcasting, was named chairman of group. Committee plans to raise \$1 million to promote and defend free communications all over world. Other members include: Arch L. Madsen, Bonneville International Corp.; Leonard Marks, Cohen and Marks, Washington; Paul Miller, Gannett Newspapers, and William R. Hearst Jr., Hearst Corp.

Best of abroad. Winners of Overseas Press Club's 1976 awards for excellence in reporting and interpretation of foreign news in television and radio: Mike Lee, CBS News, best TV spots news; John Chancellor, NBC News, best TV interpretation of foreign affairs; ABC-Radio and CBS Radio, best radio spot news; Jerry King, John Cooley, Bill Blakemore and Charles Glass, ABC News, for their coverage of siege of Palestinian refugee camp at Tel Zattar; Mike Lee and Doug Tennell, CBS, coverage of Lebanon's civil war, and CBS

News, best radio interpretation of foreign news.

Free news. Visualscope Inc., New York, division of Reeves Teletape, is producing radio series of news programing segments running from 30 seconds to 90 seconds based on material appearing in *U.S. News and World Reports*. Called *Public Information Programing* (PIP), series is being offered free to stations via Owen Public Relations, New York.

National news post. Broadcasting Post 5 (Explorers) handled news dissemination responsibilities for National Presidents' Congress of BSA last month in Washington Post, which has specialized in TV production under auspices of WRAL-TV Raleigh, N.C., fed news stories, sound film and radio feeds to stations around country.

Analyzing Nixon-Frost

Westinghouse Broadcasting plans to carry *Nixon/Frost—an Overview*, a series of 30-minute supplements to the TV interviews of former President Richard Nixon by British talk show personality David Frost. The programs will air live on Westinghouse stations at 11:30 NYT on the same nights as the interviews (May 4, 12, 19 and 25) and will feature journalists and historians discussing subjects raised in the interview. The shows may be made available to non-Westinghouse stations if demand is sufficient, a spokesman said.

Mutual Broadcasting System, which will simultaneously carry the radio portion of the interviews, last week announced it would do special post-program analyses. Each will be 28½ minutes and will be conducted by commentator-columnists Jack Anderson and Jeffrey St. John.

Mutual also plans to do 10-minute highlight programs throughout the day following each of the four interviews. In addition, it will rebroadcast in full the interviews on each of the subsequent Sundays.

Finance

TV network sales help propel ABC to boom in quarter

Net income hits \$18.9 million in period with per-share earnings up 88%; Goldenson, Rule see it as harbinger of a strong '77

Fortified by the strong sales performance of the ABC-TV network, ABC Inc. reported last week that its first quarter net income, earnings per share and revenues were at record levels.

Leonard H. Goldenson and Elton H. Rule, chairman and president, respectively, of ABC, said net income for the first quarter rose 94% to \$18,901,000; per-share earnings climbed 88% to \$1.05 and revenues rose 20% to \$33,997,000.

"The gains we are reporting were principally provided by the continued audience ratings and advertising sales growth of the ABC Television Network," Mr. Goldenson and Mr. Rule said. "The network led its competition in prime-time audience during every week of the first quarter, and also showed considerable strength in other parts of the day. The fall prime-time schedule we announced earlier this week is being well received by the advertising community, and we are confident our network's momentum will carry well into 1978."

"Our owned television stations retained their commanding positions in their local markets, with the result that their revenues and profits rose modestly in the face of the general current softness in the national spot advertising marketplace. Our radio operations—network, AM and FM stations—again showed impressive revenue and profit growth from year-earlier levels."

They were bullish about the remainder of 1977, saying "the strength we've seen

across the board in our basic business of broadcasting reinforces a conviction we stated earlier—that 1977 will be an exceptionally strong year for ABC."

Finance Briefs

Caused by Canada. Wometco first-quarter report (see "Week's Worth," below) blames decline in earnings in part on impact on Wometco's KVOS-TV Bellingham, Wash., of Canadian law denying tax break to Canadian companies advertising on American media. "If it were not for the decline experienced by KVOS-TV, primary per-share earnings would have been up 13%," said President Mitchell Wolfson.

Grey shares. Grey Advertising Inc., New York, reports it has bought about 226,000 shares of its common stock, including private block from Idanta Partners, limited partnership in Texas, amounting to 107,103 shares at \$21 per share, over past three months. Grey said it does not intend to make additional purchases at this time as it has achieved goal of minimum of 200,000 shares it originally sought in tender offer.

Capcities has good quarter

Capital Cities Communications Inc., New York, reported that its net income increased 22% in the first quarter of 1977 to \$8,339,000 (\$1.11 per share) from \$6,848,000 (89 cents per share) in the comparable period last year. Net revenues climbed 36% to \$63,034,000 from \$46,207,000 in the 1976 quarter.

Thomas S. Murphy, chairman, said a major portion of the revenue increase resulted from the inclusion of the operations of six medical publications acquired in December 1976 and of the Kansas City Star Co. newspapers, acquired last Feb. 15. Revenues from broadcasting and other publishing activities were up 14%.

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
American TV and Communications....	9 mo. 3/31	38,689,779	+27.2	4,350,828	+55.2	1.12	30,409,623	2,802,495	.74
Cohu.....	3 mo. 3/31	4,295,563	+22.1	117,234	+174.2	.07	3,517,825	42,746	.02
Cox Broadcasting.....	3 mo. 3/31	29,797,000	+7.7	3,802,000	+17.9	.64	27,642,000	3,224,000	.55
Eastman Kodak.....	12 wks. 3/20	1,197,390,000	+4.7	94,173,000	-20.3	.58	1,142,856,000	118,067,000	.73
Kingslip Communications.....	6 mo. 3/31	1,248,849	+17.7	105,053	-23.5	.22	1,060,512	137,191	.29
Lee Enterprises.....	6 mo. 3/31	38,681,000	+14.6	4,977,000	+31.7	.99	33,474,000	3,779,000	.75
LIN Broadcasting.....	3 mo. 3/31	8,624,000	+14.9	1,089,000	+35.9	.38	7,500,000	801,000	.30
Marvin Josephson.....	9 mo. 3/31	23,067,700	+9.5	3,601,000	+16.8	1.90	21,066,200	3,081,400	1.58
McGraw-Hill.....	3 mo. 3/31	32,743,000	+12.5	6,686,000	+82.1	.77	117,904,000	3,671,000	.15
Media General.....	3 mo. 3/31	45,243,000	-7.6	3,227,000	+2.5	.44	48,923,000	3,147,000	.42
3 M.....	3 mo. 3/31	935,200,000	+12.9	86,700,000	+25.8	.75	827,900,000	68,900,000	.60
Post Corp.....	3 mo. 3/31	7,165,621	+32.4	454,312	+178.5	.51	5,408,182	163,097	.19
Scientific-Atlanta.....	9 mo. 3/31	36,317,000	+11.5	1,885,000	+38.6	1.13	32,562,000	1,360,000	.91
Teleprompter.....	year 12/31	41,014,000	+22.1	445,000	*	.03	33,583,000	(5,325,000)	(.32)
Warner Communications.....	3 mo. 3/31	253,241,000	+39.1	18,032,000	+16.0	1.26	181,975,000	15,537,000	.92
Washington Post.....	13 wks. 4/3	94,559,000	+18.2	5,019,000	+31.6	.57	79,960,000	3,812,000	.42
Wometco.....	12 wks. 3/26	45,806,000	+6.8	2,453,000	-7.2	.27	42,854,000	2,643,000	.29
Zenith Radio.....	3 mo. 3/31	238,600,000	+6.9	6,000,000	-22.1	.32	223,100,000	7,700,000	.41

*Change too great to be meaningful.

The Broadcasting PlaylistTM May 2

Contemporary

Over-all-rank		Title (length) Artist—label		Rank by day parts			
Last week	This week			6-10a	10a-3p	3-7p	7-12p
1	1	Southern Nights (2:58) Glen Campbell—Capitol		2	1	1	1
6	2	Hotel California (6:09) Eagles—Asylum		1	2	3	2
5	3	When I Need You (4:11) Leo Sayer—Warner Bros.		4	3	2	4
2	4	Rich Girl (2:23) Hall & Oates—RCA		3	5	5	3
3	5	Don't Give Up on Us (3:30) David Soul—Private Stock		5	4	4	7
4	6	Things We Do for Love (3:32) 10cc—Mercury		6	6	6	5
7	7	So Into You (3:19) Atlanta Rhythm Section—Polydor		7	7	7	6
13	8	Sir Duke (3:52) Stevie Wonder—Tamla/Motown		9	8	9	8
12	9	Right Time of the Night (2:53) Jennifer Warnes—Arista		10	9	8	9
8	10	I've Got Love on My Mind (4:20) Natalie Cole—Capitol		8	13	11	13
9	11	Love Theme from "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia		11	10	13	15
21	12	I'm Your Boogie Man (3:58) K.C. & the Sunshine Band—TK		15	11	12	10
11	13	Lido Shuffle (3:40) Boyz n the Bunch—Columbia		14	17	10	11
14	14	Trying to Love Two (3:05) William Bell—Mercury		13	12	15	14
16	15	I Wanna Get Next to You (3:29) Rose Royce—MCA		12	16	14	19
10	16	Don't Leave Me This Way (3:35) The Jacksons—A&M		16	15	16	16
15	17	Dancing Queen (3:50) Abba—Atlantic		19	14	19	12
23	18	Theme from "Rocky" (2:44) Bill Conti—United Artists		21	19	17	17
26	19	Dreams (4:10) Fleetwood Mac—Warner Bros.		20	22	18	18
22	20	Whodunnit (3:35) Tavarez—Capitol		17	20	20	22
17	21	Your Love (3:30) Marilyn McCoo & Billy Davis Jr.—ABC		18	18	23	23
19	22	Couldn't Get It Right (3:14) Climax Blues Band—ABC		22	21	21	20
20	23	Calling Dr. Love (3:02) Kiss—Casablanca		24	23	22	21
25	24	Can't Stop Dancin' (3:18) Captain and Tennille—A&M		23	26	24	24
27	25	Angel in Your Arms (2:57) Hot—Big Tree/Atlantic		25	25	25	26
18	26	I Like Dreamin' (3:29) Kenny Nolan—20th Century		27	24	26	33
24	27	Carry on, Wayward Son (3:26) Kansas—Kirschner/Epic		26	31	27	25
28	28	Hello Stranger (3:09) Yvonne Elliman—RSO/Polydor		28	27	30	31
—	29	Lonely Boy (3:54) Andrew Gold—Asylum		29	30	29	32
—	30	Got to Give It Up (3:58) Marvin Gaye—Tamla/Motown		31	29	28	28
35	31	Lucille (3:39) Kenny Rogers—United Artists		30	28	34	34
37	32	Ain't Gonna Bump No More (3:25) Joe Tex—Epic		32	36	31	35
38	33	Main Street (3:32) Bob Seger—Capitol		36	32	37	30
—	34	Undercover Angel (3:24) Allan O'Day—Pacific/Atlantic		34	33	36	40
—	35	Feels Like the First Time (3:15) Foreigner—Atlantic		*	37	33	27
34	36	Life in the Fast Lane (4:30) Eagles—Elektra		33	39	35	37
32	37	Fly Like an Eagle (3:00) Steve Miller Band—Capitol		35	40	32	36
—	38	Slow Dancin' Don't Turn Me On (3:12) Adriano Bardi—Buddah/RCA		37	38	39	42
40	39	Jet Airliner (3:06) Steve Miller Band—Capitol		38	*	*	39
29	40	Dancing Man (2:25) Q—Epic		40	*	40	38

Playback[®]



Up the ladder. Charlie Lake is leaving Bartell Media's KSLO(FM) St. Louis for bigger things: New York City and a job as program director for the six radio stations in the Bartell group: KSLO, WADO(AM) New York (Spanish format), WDRQ(FM) Detroit, WMJX(FM) Miami, KCBQ(AM) San Diego and WOKY(AM) Milwaukee. Mr. Lake describes his new role as more than a plain PD, however. He says he'll be a "common man in the field," as well as "talent scout and corporate public relations man." In other words, he says, he'll "do what needs to be done to help our stations improve their positions in their markets." But he won't be ignoring the music, however. Day-to-day record-programming responsibility for Bartell will continue under Mary Kay Anthony, national music director, but Mr. Lake will still keep his "ear to the ground" as well as on the latest releases. At KSLO he was involved in music directing in addition to his management functions as program director. Now in his more nationally oriented job, he will watch larger trends, which in top-40 today are toward albums and basic rock and roll, he says.

Country

Over-all-rank		Title (length) Artist—label		Rank by day parts			
Last week	This week			6-10a	10a-3p	3-7p	7-12p
2	1	I'll Do It All Over Again (2:52) Crystal Gayle—United Artists		1	1	1	1
3	2	Southern Nights (2:58) Glen Campbell—Capitol		2	3	2	2
11	3	You Can Never Tell (C'est La Vie) (3:27) Emmylou Harris—Warner Bros.		4	2	3	5
4	4	Some Broken Hearts Never Mend (2:43) Don Williams—ABC/Dot		3	5	4	6
6	5	She's Got You (3:04) Loretta Lynn—MCA		5	4	7	4
1	6	Lucille (3:39) Kenny Rogers—United Artists		6	6	8	3
7	7	Play Guitar Play (3:20) Conway Twitty—MCA		7	8	6	7
9	8	Let's Get Together (2:27) Tammy Wynette—Epic		8	9	5	8
17	9	If We're Not Back in Love... (3:13) Merle Haggard—MCA		9	7	10	10
12	10	The Rains Came (2:17) Freddie Fender—ABC/Dot		11	10	11	9
5	11	Yesterday's Gone (3:11) Vern Gosdin—Elektra		13	11	9	11
8	12	She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy		10	12	12	14
18	13	Right Time of the Night (2:53) Jennifer Warnes—Arista		12	14	13	13
—	14	Luckenbach, Texas (3:18) Waylon Jennings—RCA		14	13	14	15
16	15	I Can't Help Myself (3:10) Eddie Rabbit—Elektra		15	15	15	12
13	16	Paper Rosie (3:56) Gene Watson—Capitol		18	16	16	17
10	17	Slide Off of Your Satin Sheets (2:57) Johnny Paycheck—Epic		16	19	18	16
15	18	It Couldn't Have Been Any Better (3:00) Johnny Duncan—Columbia		17	20	17	18
21	19	I'm Sorry for You My Friend (2:22) Moe Bandy—Columbia		19	21	19	19
24	20	Love's Explosion (2:43) Margo Smith—Warner Bros.		20	17	21	21
14	21	Mockingbird Hill (2:58) Donna Fargo—Warner Bros.		22	18	20	24
—	22	Light of a Clear Blue Morning (4:53) Dolly Parton—RCA		23	22	23	20
19	23	Anything But Leavin' (2:42) Larry Gatlin—Monument		21	24	22	23
—	24	Bluest Heartache of the Year (3:15) Kenny Dale—Columbia		24	23	*	*
23	25	She's Just an Old Love... (2:33) Charley Pride—RCA		*	*	24	22

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.

**There's
something
special***

*about May and

May 9 □ ABC-TV: The Network Whose Time Has Come. Coincident with the Los Angeles convention of its joyous affiliates, this special report will take the measure of the new competition in network television—across the nation and market by market.

May 9 □ The Balance of Trade in Television Programing (Part II). From over there (in Cannes), a special report on MIP-TV—the international program(me) market. Showcasing the newest entries in the worldwide competition for the viewer's attention.

May 30 □ The International Market for Broadcast Equipment (Part I). What the NAB convention is to the American broadcaster, Montreaux (The International Television Symposium and Technical Exhibit) is to the world. Every two years—June 3-10, 1977—the leading manufacturers and engineers assemble in that Swiss city to examine the state of their art. Part I will preview what to expect in Montreaux (and list all exhibits and exhibitors), and will be distributed to delegates there.

*about July and

July 18 □ The 50th Anniversary of CBS. A special report documenting the first half-century of the company William S. Paley and a near legendary group of executives, programmers and newsmen brought to preeminence in broadcasting.

*about September

September 12 □ The RTNDA Convention (Part I). The nation's leading news directors will assemble in San Francisco (September 15-17) for their annual assessment of the problems and opportunities of broadcast journalism. Both will have been anticipated in this advance report.

September 19 □ The RTNDA Convention (Part II). After the fact, in this post-convention special, BROADCASTING will report back to all broadcast journalists on what their colleagues did, said and pondered in San Francisco.

September 26 □ Radio: Where It's At. Annual report on where things stand on the sound side of the broadcast business—from AM stereo to FM quad, from long-haired rock to long-hair classics. And with a special section on formats and syndicated product: how many there are, and how they succeed.

June...

June 13 □ **First Annual Awards Issue.** Recapitulating one full year of the best in broadcasting, in the opinion of awards juries from coast to coast. All the leading national honors for which radio and television broadcasters vie, in a special report that will be *the* book of record of who did what when, and won national recognition for doing so.

June 20 □ **The International Market for Broadcast Equipment (Part II).** This post-Montreaux report, prepared on the scene, will report that worldwide state of the art for BROADCASTING's own international audience of broadcast engineers.

June 27 □ **Up to Speed with Computers.** Automation is everywhere in broadcast operations these days, and conspicuously on the business side. By whatever name you call them—business information systems, computer automation, computerized availability systems, computer networks—this report will track them down.

August...

August 1 □ **Football!** Annual wrap-up of broadcast rights and coverage plans for the nation's professional and college teams.

August 22 □ **Local TV Journalism.** Annual survey of outstanding local television news commitment and performance. Documentaries. Investigative reporting. Live, filmed and taped coverage of breaking news. Where the news leaders are, and who's setting the pace in news innovation.

September and October...

October 10 □ **The NRBA Convention (Part I).** The National Radio Broadcasters Association has been coming on strong since it shed its once-FM-only identity to represent all in radio. This report will preview this year's (October 9-12) meeting in New Orleans, with complete listing of exhibitors.

October 17 □ **The NRBA Convention (Part II).** Still another example of what BROADCASTING is famous for: the most comprehensive report anywhere of what went on last week.

**indeed,
there's
something
special
about every
weekly issue
of Broadcasting** 

You belong in Broadcasting  **Every Week**

Fates & Fortunes[®]

Media



Atherton



Cagle

Kelly Atherton, president/general manager, WFIE-TV Evansville, Ind., named manager of co-owned WMT-AM-FM Cedar Rapids, Iowa. **Conrad Cagle**, director of television operations for co-owned WAVE-TV Louisville, Ky., succeeds Mr. Atherton at WFIE-TV. All are Orion Broadcasting stations.

Bob Ardrey, VP, Merv Griffin FM Group, New York, joins Pacific FM Inc., operator of KIQIA(M)-KIOI(FM) San Francisco and KIKI(AM) Honolulu, as VP, Pacific division, based in Honolulu, where firm also has construction permit for KHUI(FM).

James R. Houghton, vice chairman of Corning Glass Works and chairman and president of Corning International Corp., elected to board of CBS. He succeeds **Robert A. Lovett**, who did not seek re-election after 24 years as board member.

Richard R. Ferry, general manager, WIQT(AM)-WQIX(FM) Horseheads, N.Y., named president and general manager of WEOK Broadcasting, operator of WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y.

Richard B. Belkin, executive VP, McClatchy Broadcasting, Sacramento, Calif., named VP of broadcast operations, Lee Enterprises, Davenport, Iowa, replacing **Lloyd D. Loers**, VP/general manager of Lee's KGLO-TV Mason City, Iowa, who has been assigned to Honolulu as corporate coordinator of Lee's KGMB-TV there.

Robert C. Fauser, general manager, KRBE(FM) Houston, elected VP of licensee, G.C.C. Communications there.

John F. Sturm, legal assistant to FCC Chairman Richard E. Wiley, joins NBC as senior attorney, based in Washington. He will report to NBC's general attorney, Howard Monderer.

Doug Moore, sales manager, KGVO-TV Missoula, Mont., named general manager.

Norman S. Schrutt, general sales manager of Capital Cities Communications WKBW(AM) Buffalo, N.Y., named general manager, replacing **R. Thomas Cronk**, who was named publisher of *Capcities' Arlington* (Tex.) *Citizen-Journal*.

Jules Mayeux, general manager, WBRZ-TV Baton Rouge, assumes additional duties as general manager of co-owned WBO(AM) there.

Jarrett N. Day, broadcast and commercial manager, KEYH(AM) Houston, named station manager.

John Jay Regan, VP/operations, WTKO(AM) Ithaca, N.Y., promoted to VP/station manager.

Steven C. Bloom, benefits administrator, Midwest Radio-Television, licensee of WCCO-AM-FM-TV Minneapolis, appointed personnel director. **Daniel R. Bormann**, business manager, KFSN-TV Fresno, Calif., joins WCCO-TV in same post.

Ramsey Elliott, manager, KOVR(TV) Stockton, Calif., appointed director of broadcasting, Western division of parent, McClatchy Newspapers. He will continue to manage KOVR until FCC approves transfer of that station to Multimedia (BROADCASTING, March 7).

Kathleen E. McCraw, senior administrative assistant to general manager, WMAL-TV Washington, appointed director, personnel administration.

Tom Miller, assistant sales manager, WGBG(AM) Greensboro, N.C., promoted to station operations manager, succeeding **Ralph M. Lambeth**, who remains as company president and general manager.

Geri Leonhardt, with WJDM(AM) Elizabeth, N.J., promoted to operations manager.

Richard Hunter, account executive/minority affairs coordinator, WLW(AM) Cincinnati, elected president, Association of Black Broadcasters. **John Anderson** of WCPO-TV there and **Maurice McCall** of Clermont College there were elected VP and secretary/treasurer, respectively.

Newly elected officers, Florida Hurricane chapter, American Women in Radio and Television: **Colleen Bergquist**, W. M. Zemp and Associates advertising, St. Petersburg, president; **Peggy Pendergrass**, WLCY-TV Largo, Fla., VP; **Barbara Harkins**, WTVT(TV) Tampa, treasurer, and **Evelyn Cole**, Tampa/St. Petersburg representative, Merchandising Group, secretary.

Elizabeth Plovnick, promotion coordinator, WLVI-TV Cambridge, Mass., appointed promotion manager, WCVB-TV Boston.

On board.

Broadcasters named to National Association of Broadcasters radio code board: **Enzo DeDominicis**, WRCO(AM) New Britain, Conn.; **Ron Gomez**, KPFL(AM) Lafayette, La.; **H. Wayne Hudson**, WMPX(AM) Memphis, and **Roy Robinson**, KFQD(AM) Anchorage. Remainder of code board, under newly named chairman **Michael Lareau** of WOOO-AM-FM Grand Rapids, Mich., comprises: **Erica Farber**, WXLO(FM) New York; **Richard P. Gitter**, ABC, New York; **Walter Rubens**, KOBE(AM) Las Cruces, N.M.; **Steve Shannon**, KCMO(AM)-KCEZ(FM) Kansas City, Mo.; **Jack Stuppler**, CBS, New York, and **James Wesley Jr.**, KFI(AM) Los Angeles.

Broadcast Advertising

Don Johnson, president and chief executive officer of J. Walter Thompson Co., New York, takes on additional title of chairman at end of year, succeeding **Edward B. Wilson**, 56, who is taking early retirement. **John A. Treasure**, 52, vice chairman of JWT, will also retire at end of 1977 to begin new career, perhaps in politics, in his native England. **Peggy Pilas**, consultant to White House during 1976 presidential campaign, and **Mike Adamle**, running back for Chicago Bears, join JWT, Chicago, as account representatives.

David B. Williams, director of public relations, Warwick, Welsh & Miller, New York, appointed assistant manager of corporate communications, NW Ayer ABH International there. **Lawrence A. Grossberg**, account executive on Miller High Life account, McCann-Erickson, New York, joins NW Ayer as network negotiator.



Guarascio



Lepiner

Phillip Guarascio, manager of media department, and **Michael Lepiner**, director of broadcast programming, Benton & Bowles, New York, elected senior VP's.

Larry Stillman creative director; D'Arcy-MacManus & Masius, St. Louis, named VP.

Fran Decker, VP; **Bern Klapper**, creative director, Frankfurt, Germany, and **Susan Spindler**, VP, named creative directors at Compton Advertising, New York.

Deborah Lynn Hayes, associate media director, Kircher, Helton & Collett, Dayton, Ohio, joins Needham, Harper & Steers there as media supervisor. **David Cantor**, senior copywriter, Grey Advertising, New York, joins Needham, Harper & Steers there in same capacity.

Harvey A. Bailey, VP/associate creative director, Foote, Cone & Belding, Communications, Chicago, joins Tatham-Laird & Kudner there as creative director. **E. Reynold Petray** and **Thomas W. Schafer**, partners/account supervisors, Tatham-Laird & Kudner, Chicago, promoted to management supervisors.

Jim Scalfone, art supervisor, Doyle Dane Bernbach, New York, named VP.

Robert E. Iglei, VP, network group supervisor, BBDO, New York, joins Young & Rubicam International there, as group supervisor, network nighttime purchasing.

Stanley I. Tannenbaum, vice chairman of Kenyon & Eckhardt Advertising and chairman of Kenyon & Eckhardt Enterprises, New York,

moves to agency's Chicago office.

Larry Martin, senior art director, Grey Advertising, Los Angeles, joins Jennings and Thompson/FCB Advertising, Phoenix, in same capacity.

George W. McGuire, VP/senior management supervisor, Grey Advertising, New York, named president of Main Street Advertising there, wholly owned subsidiary of Grey.

Colleen Bergquist, broadcast traffic coordinator/associate producer, W.M. Zemp & Associates advertising, St. Petersburg, Fla., appointed manager, broadcast department.

Joseph Cifarelli, account executive, RKO Television Representatives Inc., New York, promoted to group sales manager. **John B. Poor Jr.**, director of marketing and research at RKO's WNAC-TV Boston, moves to rep firm as director of marketing, and **Carol Strond**, firm's research manager, advances to director of research. **Jo Seekins**, office manager and secretary to rep firm's president/general manager, named assistant to general manager.

Earl Overton, sales manager for Katz Television Continental, Chicago, named sales manager of Continental's Bronze team in New York, which has been added to existing Gold and Silver teams. Succeeding Mr. Overton in Chicago are **Tom Olson** and **Bob Swan**, who will be managers, respectively, of newly formed Gold and Silver teams.

James Lannin, Detroit office manager, HR Television, named New York sales manager, HR's Television Two, succeeded by **Robert D. Silva**, account executive at Detroit branch.

Ed Forester, sales executive, Major Market Radio, Detroit, joins Bernard Howard & Co., rep firm, New York, as eastern sales manager.

Roy Weinstein, account executive, Katz Radio, New York, and **Craig Vickers**, account executive, Eastman Radio, Detroit, join CBS/FM Sales, New York, in same posts.

Gary Isaacs, from Lotus (radio) Reps, Los Angeles, appointed Midwest sales manager for Chicago office.

Phil Sweeney, manager of ABC Spot Sales's Detroit office, named national sales manager, ABC's WXYZ-TV there.

Jesse Pevear, general sales manager, WBOC-TV Salisbury, Md., named general manager, WICZ-TV Binghamton, N.Y.

Paul D. Arnzen, general sales manager, KDFW-TV Dallas, joins WCCO-TV Minneapolis as national sales manager. **Marcia Rae Carrocci**, account executive, KQRS-AM-FM Golden Valley, Minn., named to same post, WCCO-TV.

Ernest Jackson, account executive, WTKO(AM) Ithaca, N.Y., promoted to assistant VP/sales manager.

Gary Maricle, on sales staff, KRKE(AM) Albuquerque, N.M., named sales manager.

Helen Feinbloom, account executive, WTOP-TV Washington, named sales manager WTOP(AM) there.

Stuart H. Barondess, general sales manager, WRAP(AM) Norfolk, Va., joins WOWI(FM) there in same capacity.

Jack Wamsley, sales manager, WOL(AM) Washington, named to same post WOOK(FM) there.

Robert W. Dunn, account executive, WTC(AM) Hartford, Conn., appointed local sales manager.

Jim Furman, sales manager, WIBW-AM-FM Topeka, Kan., named sales manager, KGBX(AM) Springfield, Mo., succeeded by **Ray Perry**, WIBW salesman.

Dan Forth, account executive, WAAF(FM) Worcester, Mass., promoted to sales manager.

Mike Goldman, account executive, WPJB-FM Providence, R.I., joins WAAF in same capacity.

Jim Smith, general manager, WSAI(AM), Cincinnati, joins WWEZ(FM) there as sales manager.

Programming

Tom Robertson, executive producer of children's programs, Multimedia Program Productions, Cincinnati, named VP, special programming. **Donald L. Dahlman**, sales VP; **Mr. Robertson**; **Richard C. Thrall**, production VP, and **Karl M. Wiener**, secretary-treasurer, Multimedia Program Production, elected to board of directors.



Robertson



Kaplan

Cy Kaplan, director of special projects, ITC Entertainment, New York, promoted to VP, special projects.

Barry Shear, TV producer-director, Los Angeles, signs with Columbia Pictures Television, Burbank, Calif., to direct and develop television series and long-form programming.

Harold Brown, VP/sales manager, American International Television, Beverly Hills, Calif., named senior VP in charge of television sales and syndication.

Mark Ovitz, director of advertising and budget for Cine Artists Pictures Corp., joins Paramount Television, Hollywood, as manager, daytime programming.

Mary Lou Jennerjahn, director of overseas business affairs, CBS News, London, named director of commercial clearance, program practices, CBS-TV, New York.

Joseph A. Adelman, VP of West Coast business and legal affairs, United Artists Corp., Culver City, Calif., named executive VP, Association of Motion Picture and Television Producers, Hollywood, replacing **Edward P. Prelock**, who has held post on interim basis since November 1975 and is expected to remain in top executive position with association.

Bernie Hoffman, director, CBS Sports, New York, named to newly created post of director of production, CBS Sports, New York.

David Halliburton, from Cardinal Associates, Charlotte, N.C., named assistant director, Walter J. Klein production company there.

James C. Humphrey, director of news programs and documentaries for Avco Broadcasting, named associate director, TPC Communications, television production center, Pittsburgh.

Fran Freedman, production supervisor, Burbank Studios, Burbank, Calif., joins ABC Picture Holdings Inc., West Coast, as manager, contract services.

Mac Allen, national program director, Sonderling Broadcasting, Houston, transfers to Sonderling headquarters in Miami.

Beth Forcelledo, producer of *A.M. Los Angeles* program, KABC-TV there, appointed executive producer, responsible for all live programming except news. **James P. Taylor**, assistant program director, promoted to program development producer.

Andrew Wilk, creative consultant, *CBS New York Philharmonic Young People's Concerts* and assistant producer for CBS-TV's *Camera Three*, joins WOR(AM) New York as producer of *The Patricia McCann Program*, succeeding Margaret Digan, director of promotion and advertising (BROADCASTING, April 18).

Craig Simon, operations administrator, WYNY(AM) New York, named program manager.

George Gilpin, from WTON(AM) Staunton, Va., joins WSAV(AM)-WQPO(FM) Harrisonburg, Va., as production assistant/announcer.

Sandhi Kozsuch, news producer/director, WJHL(TV) Johnson City, Tenn., named production manager.

Dan McReynolds, sports director, KIII(TV) Corpus Christi, Tex., named director, sports and recreation department, WGHP-TV High Point, N.C.

Bill Orwig, assistant sports director, KTVX(TV) Salt Lake City, named director of sports.

John Allen, with WHIM-AM-FM Providence, R.I., promoted to program director.

James R. Walker, announcer, WTKO(AM) Ithaca, N.Y., appointed program director.

Alex King, chief engineer, WNAR(AM) Norristown, Pa., assumes additional duties as program director.

Barry Bomzer, graphic arts director, WOR-TV New York, joins WNAC-TV Boston, as graphic arts director.

Stan Levy, production manager, Connecticut Public Television, Hartford, named program manager, succeeded by **Ken Horsemann**, producer. **Kathleen Papisian**, from WLVI-TV Cambridge, Mass., named CPTV traffic coordinator.

Bob George, on production staff, noncommercial WVXU-FM Cincinnati, named program director. **Dave Heidrich**, assistant production director, promoted to production director.

Broadcast Journalism

Mitch Farris, director of television consulting, Frank N. Magid Co., Marion, Iowa, joins KRON(TV) San Francisco as news director.

Jerry Liddell, reporter/anchorman, KING-TV Seattle, joins WBZ-TV Boston as reporter/co-anchor.

Carl Twentier, executive news producer, KABC-TV Los Angeles, promoted to assistant news director.

William O. West, city editor, *Greenville (S.C.) Piedmont*, rejoins WSPA-TV Spartanburg, S.C., as news director.

Neil Cotiaux, reporter, WRVA(AM) Richmond, Va., joins WTVR-TV there as reporter/co-producer.

Ken Codeglia and **Bill Bryan**, floor managers, KNTV(TV) San Jose, Calif., promoted to staff directors of station's early and 11 p.m. news, respectively.

Stan Bohrmann, anchorman, KPIX(TV) San Francisco, joins KHJ-TV Los Angeles as co-anchor.

Walter Dibble, news director, WDRC(AM) Hartford, Conn., joins WTIC-AM-FM there in same capacity.

Stephen Grissom, news director, WWBT(TV) Richmond, Va., named to same post, WBBH-TV Fort Myers, Fla.

Mark Effron, editor, WTOP(AM) Washington, promoted to assistant news director.

Bruce Webster, news director, KIRL(AM) St. Charles (St. Louis), Mo., named news director, WAKC(AM) Normal, Ill.

Cynthia A. Brucato, reporter, WDIO-TV Duluth, Minn., joins WCCO-TV Minneapolis in same capacity.

Peter Hackes, Washington correspondent for NBC News, joins NBC's WRC(AM) Washington as host of weekday afternoon all-news segment. He will continue to handle special assignments for NBC News and will anchor two NBC radio network *News on the Hour* broadcasts from Washington each weekday beginning in June.

Jess Smith, morning editor, KRLD(AM) Dallas, joins WRR(AM) there as news director. Reporters **Ray LaPere** and **Tom Tully** from KRLD join WRR in same capacity. **Sharon West**, from KLIF(AM) there, named WRR reporter/special features writer.

Andy Barton, reporter/anchorman, KSLA-TV Shreveport, La., joins WFTV(TV) Orlando, Fla., as reporter.

Roger Mann, news director, WLFI-TV Lafayette, Ind., returns to WKOW-TV Madison, Wis., in same post he left in 1972—news director/anchorman.

Paula Pittman, reporter/editor, WCTV(TV) Thomasville, Ga., joins WJCT(TV) Jacksonville, Fla., as member of *Feedback* team, responsible for conducting interviews, investigating, writing and reporting news stories for news and public affairs program.

Nancy Magnus, in news production and research, WXYZ-TV Detroit, joins KBTB(TV) Denver as news writer.

Rob Kress, reporter/weatherman, WJRT-TV Flint, Mich., joins WXYZ-TV Detroit as weather reporter.

James Sharpe, from WLIP(AM) Kenosha, Wis., joins WISN-AM-FM Milwaukee as co-anchor.

Len Hart, from KILT-AM-FM Houston, joins KEYH(AM) there as investigative reporter. **Scott Arthur**, host of all-night movie program, KDOG-TV there, joins KEYH as local reporter.

Newly appointed officers, Nebraska Associated Press Broadcasters: **David Ahrendts**, KLMS(AM) Lincoln, president; **Larry Casey**, KHUB-AM-FM Fremont, radio VP, and **Bert Sass**, KHGI-TV Kearney, TV VP.

Sam C. Nelson, editor, Farm Radio News, Kansas City, Kan., named manager, broadcast services, Commodity News Services there.



Brotherhood recognition. ABC President Elton H. Rule (l) was honored April 21 at a banquet in New York's Waldorf Astoria by the National Conference of Christians and Jews with its Gold Brotherhood award "for distinguished service in the field of human relations." Allied Stores Corp. President (and ABC board member) Thomas M. Macioce (r) made the presentation.

Patricia Bernie, CBS News Rome bureau chief, suffered fractured tibia when shot in leg April 21 while covering student demonstration in Rome.

Byrce H. Rathbone, VP, station sales and marketing, Arbitron, New York, joins ABC-TV News Advisory Service, New York, as director of research.

Bob Rogers, professional poet and fiction writer, joins Earth News Service, San Francisco, as chief editor of *Earth Starship*, daily music and entertainment news service to radio stations.

Larry Ashcraft, member of news staff, non-commercial WVXU-FM Cincinnati, promoted to news director.

Cable

Joshua Balgley, director of advertising and promotion, New Line Cinema, and **Ira Neaman**, assistant circulation director, *Fortune* magazine, join Home Box Office, New York, on film acquisition staff. Both have account supervision responsibility.

Stephen M. Saferin, chief, hearing unit of FCC's Cable Television Bureau, Washington, joins Viacom International Inc., New York, as attorney.

Frank Blas, engineering VP, Tele-Vue Systems, subsidiary of Viacom International, named Member of Year by Society of Cable Television Engineers.

Equipment & Engineering

Mort Fujii, VP/general manager, Cetec Audio division of Cetec Corp., North Hollywood, Calif., elected president of division.

Jack L. Tucker, manager, production and inventory control, Oak Industries, Crystal Lake, Ill., named director, production and inventory control.

Scott Bosen, international applications engineer, Telemation Inc., Salt Lake City, appointed Austral-Asian sales manager.

Howard A. Raphael, product manager of low-end microcomputers, Intel Corp., joins National Semiconductor, Santa Clara, Calif., as director of product marketing for microprocessors.

Pat Baccarella, regional sales manager, Plastic Reel Corp. of America, Carlstadt, N.J., appointed national sales manager.

John Quinn, AM products manager, Belar Electronics Laboratory, Devon, Pa., appointed sales manager.

Hugh J. Cleland, technical operations supervisor, noncommercial WCNV-TV Syracuse, N.Y., appointed engineering supervisor, WNAC-TV Boston.

Martin DeFilippo, from Gerber Scientific Instrument Co., joins engineering department, Connecticut Public Television, Hartford.

Allied Fields

Ronald H. Laufer, manager, Northwestern Television and Radio Sales, appointed VP, Arbitron Television Sales, New York.

Phillip B. Melemed, controller, Comsource division of Control Data Corp., named to same post, co-owned Arbitron, Beltsville, Md., office.

Francis S. Ronalds, director of Radio Liberty division of RFE/RL Munich, returns to Washington as assistant to president of RFE/RL.

Thomas Houser, former director of Office of Telecommunications Policy, joins Washington attorney **Stephen Weitzman** in forming Weitzman & Houser, law firm specializing in (among other things) telecommunications, food and drug and Federal Trade Commission. Offices: Suite 1200, 1735 K Street, N.W., Washington 20006; (202)467-5424.

Ronald O. Jacques, manager of Nielsen Station Index analysis/information department, New York, appointed to sales/service staff.

Fred Silverman, president, ABC Entertainment, has received National Achievement Award for "outstanding contributions to television programming for several years" from Syracuse University chapter of Alpha Epsilon Rho, National Honorary Broadcasting Society. Veteran broadcaster **Lowell Thomas** received Dr. A. William Bluem Memorial award for excellence in broadcast news and documentary. Both were given with honorary membership in society.

John Charnay, director of public relations, Four Star International, and news editor of *The Hollywood Reporter*, joins ICPR, public relations, Los Angeles, as account executive.

Bradley S. Greenberg, professor of communications and telecommunications, Michigan State University, East Lansing, and consultant to Corporation for Public Broadcasting, named chairman of MSU's Department of Communication. Dr. Bradley is currently researching effects of TV violence on children and has testified before congressional subcommittee on findings.

Jack Geller, VP-media, Weiss & Geller, New York agency, elected president of Advertising Lodge of B'nai B'rith.

William L. Bright, in consumer behavior and

attitude research for number of organizations, joins D. Parke Gibson International, management/marketing consulting firm, New York, as account executive.

Robert D. Gordon, VP/general manager, Scripps-Howard's WCPO-TV Cincinnati, awarded American Advertising Federation's Silver Medal by Cincinnati Advertisers Club.

James E. Duffy, president of ABC-TV, received 1977 JEA Media Citation award for his support of high school journalism studies at eighth annual Journalism Education Association-National Scholastic Press Association convention in San Francisco last week.

Joan Ganz Cooney, president, Children's Television Workshop, New York, was among 1977 Catalyst Award winners, women honored by New York-based nonprofit organization of

same name for outstanding achievements in business community. Mrs. Cooney also serves on boards of First Pennsylvania Bank, First Pennsylvania Corp., May Department Stores Co. and Xerox Corp.

Juan C. Cappello, manager of public information, ITT, New York, named VP/director, public relations and advertising, American Cable & Radio Corp. there, ITT subsidiary.

Deaths

Viola G. Berk, 79, director of Group One Broadcasting Co., Akron, Ohio-based station group, died April 25 at Good Samaritan hospital, West Palm Beach, Fla., where she had been admitted April 15 after suffering stroke. Mrs. Berk and her late husband, S. Bernard Berk, founded WAKR(AM) Akron, original sta-

tion in what became group. Survivors include sons, Roger G. Berk, president of Group One, and Dr. James L. Berk, of Cleveland, Group One treasurer.

Dorothy Boyle, 58, director of broadcast information, CBS-TV Network research, died of cancer April 25 at Memorial hospital in New York. She had served CBS since 1942 in various research capacities.

Alexander Semmler, 76, composer, pianist and musical conductor for CBS from early 1930's until 1951, died of heart failure in Benedictine hospital in Kingston, N.Y., on April 24. Mr. Semmler once said he had composed musical scores for hundreds of motion pictures, radio and television programs, including *Armstrong Circle Theater*, *Desilu Playhouse* and *Studio One*. He is survived by daughter, Illiana Hastings; sister and three brothers.

For the Record

As compiled by BROADCASTING for the period April 18 through April 22 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

■ *Mountain View, Ark.—Arkansas Educational Television Commission seeks ch 6 (82-88 mhz): ERP 100 kw vis., 10 kw aur., HAAT 1370.8 ft.; ant. height above ground 898.1 ft. P.O. address: 350 S. Donaghey St., Conway, Ark. 72032. Estimated construction cost \$817,047; first-year operating cost \$55,600. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey. Applicant is division of state department of education. Lee Reavis is director.

Ann. April 22.

■ *Lake Charles, La.—Louisiana Educational Television Authority seeks ch. 18 (494-500 mhz): ERP 1440 kw vis., 144 kw aur., HAAT 1537 ft.; ant. height above ground 1575 ft. P.O. address: 626 N. Fourth St., Baton Rouge 70804. Estimated construction cost \$205,850; first-year operating cost \$205,850. Legal counsel Patton, Boggs & Blow, Washington; consulting engineer Coy F. Simmons. Applicant is state agency, A. Fred Frey, executive director.

■ *Harlingen, Tex.—Texas Consumer Education and Communications Development Committee seeks ch. 44 (650-656 mhz): ERP 745 kw vis., 111 kw aur., HAAT 774 ft.; ant. height above ground 803 ft. P.O. address: 741 E. Bowie St., Alamo, Tex. 78516. Estimated construction cost \$612,500; first-year operating cost \$120,000. Legal counsel none; consulting engineer Hatfield & Dawson. Applicant is non-profit educational corporation, Francisco Briones, chairman. Ann. April 22.

TV actions

■ *Jacksonville, Ill.—West Central Illinois Educational Telecommunications Corp.—Broadcast Bureau granted ch. 14 (470-476 mhz): ERP 4020 kw vis., 407 kw aur., HAAT 1,608 ft.; P.O. address: c/o Dr. Leslie F. Malpass, 900 W. Adams St., Macomb, Ill. 61455. Estimated construction cost \$908,000; first-year operating cost \$125,000. Legal counsel Dow, Lohnes & Alberston, Washington; consulting engineer Steel, Andrus & Adair. Principals are four colleges and universities: Western Illinois University, licensee of WIUM(FM) Macomb; Bradley University,

WCBU(FM) Peoria; Black Hawk College; and Sangamon State University. WSSR(FM) Springfield. Also, Illinois Valley Public Telecommunications Corp., licensee of WTVP(TV) Peoria, Ill. (BPCT-4979). Action April 5.

■ *Moline, Ill.—West Central Illinois Educational Telecommunications Corp.—Broadcast Bureau granted ch. 24 (530-536 mhz): ERP 446.7 kw vis., 55.8 kw aur., HAAT 586 ft.; P.O. address: 900 W. Adams St., Macomb 61455. Estimated construction cost \$459,000; first-year operating cost \$640,000. Legal counsel Dow, Lohnes & Alberston, Washington; consulting engineer Steel, Andrus & Adair. Principal: Dr. Richard L. Milkman, director of office of instructional technology (BPET-554). Action April 8.

AM applications

■ Phoenixville, Pa.—Suburban Communications seeks 690 khz, 500 w-D. P.O. address: 20 S. Main St., Phoenixville 19460. Estimated construction cost \$107,800; first-year operating cost \$80,000; revenue \$100,000. Format: contemporary. Principals: Suburban Cable TV Inc., Abington, Pa. (31.5%), Earl C. Heicher (34.6%), Lawrence I. Fawber Jr. (28.8%) and two others. Suburban Cable operates systems in 17 Pa. communities. Messrs. Heicher and Fawber are former employees of Jerrold Electronics Corp., Horsham, Pa. Suburban Cable is owned by Mr. and Mrs. H.F. Lenfest. Mr. Lenfest is former publisher of *Seventeen* magazine. Ann. April 1.

■ Alvin, Tex.—Ellison Broadcasting Co. seeks 1110 khz, 500 w-D. P.O. address: Box P, Bellingham, Wash. 98225. Estimated construction cost \$195,247; first-year operating cost \$40,000; revenue \$100,000. Format: religious. Principals: Richard Ray Ellison and son, Michael (50% each). Ellisons are account executive and president, respectively, of Bellingham advertising agency. Ann. April 1.

AM licenses

Broadcast Bureau granted following licenses covering new stations: KBCR(AM) Steamboat Springs, Colo. (BL-14,202); WPRY(AM) Perry, Fla. (BL-14,209); KCTE(AM) Southwest City, Mo. (BL-14,302); KMTX(AM) Helena, Mont. (BL-14,223); KERR(AM) Poison, Mont. (BL-14,117).

FM application

■ Fort Walton Beach, Fla.—White Sands Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT 195 ft. P.O. address: 1000 Spruce St., Terre Haute, Ind. 47807. Estimated construction cost \$56,500; first-year operating cost \$92,500; revenue \$95,000. Format: variety. Principals: Raymond A. and Mary R. Feiler (80%), Paul Dean Ford (15%) and R. Jerome Kearns (5%). Mr. and Mrs. Feiler own Terre Haute taxicab and automobile leasing firm. Mr. Ford has interests in WPFR(FM) Terre Haute, WPDF(AM) Corydon and WWY(FM) Columbus, all Indiana; WKZI(AM) Casey, Ill.; WSYX(AM) London, Ohio, and KCKY(AM)

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301—652-3766



Coolidge, Ariz. Mr. Kearns is Terre Haute attorney. Ann. April 14.

FM actions

Broadcast Bureau granted following CP modification to extend completion time to date shown: WBES(FM) Charleston, W. Va. (BMPH-14,936), Sept. 1.

■ Prattville, Ala., Hagler Broadcasting—Chief, Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Joe F. Hagler, 2137 Campbell Rd., Montgomery, Ala. 36111. Estimated construction cost \$63,019; first-year operating cost \$51,400; revenue \$75,000. Format: Top 40, contemporary. Principals: Joe F. Hagler (98.8%), et al. Mr. Hagler owns WQSI(FM) Union Springs, Ala., WPXC(AM) Prattville, Ala. (BPH-9763). Action April 14.

■ Douglas, Ariz., KAPR Inc.—Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 45 ft. P.O. address: Box 243, Douglas 85607. Estimated construction cost \$8,450; first-year operating cost \$10,782; revenue \$21,500. Format: MOR. Principals: Paul (66.7%) and Helen (33.3%) Knowles. Knowles have interest and positions in KAPR(AM) Douglas (BPH-10,104). Action April 11.

■ Lake Village, Ark., Jack A. Carpenter—Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 407 Scotts Way, Augusta, Ga. 30904. Estimated construction cost \$37,347; first-year operating cost \$33,360, revenue \$96,000. Format: Gospel music. Principal: Mr. Carpenter has small interest in WAUG(AM) Augusta, Ga. (BPH-9918). Action April 7.

■ Salem, Ark., Salem Broadcasting Co.—Broadcast Bureau granted 95.9 mhz, 2.5 kw, HAAT 320 ft. P.O. address: 101 S. Court Sq., Salem 72576. Estimated construction cost \$29,694; first-year operating cost \$41,300; revenue \$80,000. Format: C&W. Principal: Ronald E. Plumlee owns real estate and does public relations work (BPH-9989). Action April 11.

■ *Middlefield, Conn., Connecticut Educational Television Corp.—Broadcast Bureau granted 90.5 mhz, 2.5 kw, HAAT 578 ft. P.O. address: 24 Summit St., Hartford 06106. Estimated construction cost \$227,307; first-year operating cost \$190,000. Format: educational. Principals: Paul K. Taff is president. John W. Kean is vice president, engineering, and John C. Lennhoff is vice president, financial affairs. Action April 12.

■ Valdosta, Ga., Ev-Co Broadcasters Inc.—Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1001 W. Gordon St., Valdosta 31601. Estimated construction cost \$61,638; first-year operating cost \$15,246; revenue \$80,000. Format: general popular 70%. Principals: Al H. (80%), Al Jr. (10%) and Lynn C. (10%) Evans own WVLD(AM) Valdosta (BPH-9589). Action April 5.

■ West Branch, Mich., Ogemaw Broadcasting Co.—Broadcast Bureau granted 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 185, West Branch 48661. Estimated construction cost \$33,586; first-year operating cost \$35,450; revenue: none given. Format: Standards, C&W. Principals: Robert Marshall (50%), Jack Kauffman (37.5%) and Gene Flowers (12.5%). Mr. Marshall is pub.-of newspaper in West Branch. Ogemaw Broadcasting is licensee of WBMB(AM) there. Mr. Kauffman is also general manager of WDBC(AM) Escanaba, Mich. (BPH-10,106). Action April 11.

■ Shalotte, N.C., Media Group Inc.—Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 120 Forest Hills Dr., Monroe, N.C. 28110. Estimated construction cost \$64,768; first-year operating cost \$42,000; revenue \$80,000. Format: C&W. Principal: Five owners: one, Joe Ross (22½%) has broadcast interests: WIXE(AM) Monroe (30%) (BPH-10,071). Action April 7.

FM licenses

Broadcast Bureau granted following licenses covering new stations: *KSUT(FM) Ignacio, Colo. (BLED-1555); KSWI(FM) Clarinda, Iowa (BLH-7252); KVLRFM) Detroit Lakes, Minn. (BLH-6920); KDOM-FM Windom, Minn. (BLH-7218); KUBC-FM Montrose, Colo. (BLH-7238); KAOH-FM Duluth, Minn. (BLH-7075); KRAD-FM East Grand Forks, Minn. (BLH-6990); *KLME(FM) Battle Mountain, Nev. (BLED-1620); WSBM(FM) Jefferson City, Tenn. (BLH-7288); WRRF-FM Ranelle, W. Va. (BLH-7285); WTMF-FM Tomah, Wis. (BLH-7292); KQSW(FM) Rock Springs, Wyo. (BLH-7250); WWAV(FM) Auburn, Me. (BLH-7294); WQTE(FM) Adrian, Mich. (BLH-7225); WRCI(FM) Midland, Mich. (BLH-7301); *WVKR-FM Poughkeepsie, N.Y.

(BLED-1611); KMAV-FM Mayville, N.D. (BLH-7247); *KSOR(FM) Ashland, Ore. (BLED-1618); WFAR-FM Sharpsho, Pa. (BLH-7240); WZOL(FM) Luquillo, P.R. (BLH-7306); KVVPI(FM) Leesville, La. (BLH-7260); WMDM-FM Lexington Park, Md. (BLH-7275).

Ownership changes

Applications

■ WDAN(AM)-WMBJ(FM) Danville, Ill. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 102.1 mhz, 11 kw)—Seeks assignment of license from First Danville Radio Inc. to Sangamon Broadcasting-Danville Inc. for \$555,000 including \$70,000 covenant not to compete. Seller is principally owned by J. Max Shaffer, who has no other broadcast interests. Buyer is owned by Shelby T. Harbison (32.5%), Robert V. Prather (25%), Noah M. Dixon Jr. (17.5%) and Mr. and Mrs. Oliver J. Keller Jr. (17.5%). Mr. Harbison is president of WTAX(AM)-WDBR(FM) Springfield, Ill. Mr. Prather is president of Springfield printing firm, and Dr. Dixon is physician there. Mr. Keller is professor, University of Florida, Gainesville. Two other stockholders own less than 10% each. Ann. April 20.

■ WIXN-AM-FM Dixon, Ill. (AM: 1460 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Seek transfer of control of Farm Belt Radio Inc. from Harry Campbell and others (100% before; none after) to F.R.B. Inc. (none before; 100% after). Consideration: \$119,000. Principals: Mr. Campbell (66.8%), Joseph E. Moen (11.19%), Robert O. Moran (11.19%) and Russell G. Salter (9.75%). Mr. Salter owns WKKD(AM)-WFVR(FM) Aurora, Ill., and WBEL(AM)-WRWC(FM) Beloit, Wis. Buyer is wholly owned by Gazette Printing Co., Janesville, Wis., which publishes *Janesville Gazette* and owns WJVL(FM) there; WCLO(AM) Janesville, WBKV-AM-FM West Bend, all Wisconsin and KIJV-AM-FM Huron, S.D. Principals are Robert W. Bliss and Josephine B. Ross (one-third each), brother and sister. Remaining stock is divided among members of their families. Ann. April 20.

■ KMED(AM) Medford, Ore. (1440 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Radio Medford Inc. to Northstar Broadcasting Inc. for \$476,000. Seller is owned equally by J.L. DeArmond, George R. Johnson and John R. Dellenback, who also own KMED-TV-KTMT(FM) Medford. Buyer is owned by Martin and Gary Hawke, brothers, (25.5% each) and James and William Friden, brothers, (24.5% each). Hawkes own KSYC(AM) Yreka, Calif. Fridens are students with no business interests. Mr. James Friden's stock will be held in trust by his father Stanley, Fort Jones, Calif., rancher. Ann. April 20.

■ WKFD(AM) Wickford, R.I. (1370 khz, 500 w-D)—Seeks assignment of license from Radio Lighthouse Inc. to Live Broadcasters Co. for \$270,000. Seller is owned by Ronald L. Hickman, who also owns WTOB(FM) Middletown, R.I. Buyer is owned by five members of H.W. Livingston family and two others. Principals are Gary L. Livingston (33.5%) and H.W. Livingston II (32%). Other members of family own total of 27.5% of buyer. Remaining stock is held by two others. Livingston family also owns WCNL-AM-FM Newport, N.H. Ann. April 20.

■ WLBG-FM Laurens, S.C. (100.5 mhz, 100 kw)—Seeks assignment of license from Laurens-Clinton Broadcasting Co. to Towers South Inc. for \$300,000. Sellers: Mr. and Mrs. C.W. Hogan (75%) and C.M. McCuen (25%). They also own WLBG(AM) Laurens. Buyer is owned equally by Mr. and Mrs. Monty DuPuy and Mr. and Mrs. Graham G. Phillips, all of Greenville, S.C. Messrs. DuPuy and Phillips are announcer and sales manager, respectively, of WFBC-AM-FM-TV Greenville. Ann. April 20.

Actions

■ WENN-AM-FM Birmingham, Ala. (AM: 1320 khz, 5 kw-D; FM: 107.7 mhz, 58 kw)—Broadcast Bureau granted transfer of control of Booker T. Washington Broadcasting Service Inc. from Dr. A.G. Gaston Sr. to Booker T. Washington Insurance Co. Transfer represents corporate restructuring (BTC-8296). Action April 7.

■ KCTB-FM Flagstaff, Ariz. (93.9 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Christian Towers Broadcasting Inc. from Thomas Machamer et al. as directors to Robert J. Ward et al. as directors. Consideration: \$25,000 line of credit. Principals: Christian Towers is non-profit corporation. New directors, other than Mr. Ward, will be Norman G. Juggert and

Sydney Wakeling. Mr. Juggert is director of KLLA-TV Fontana, Calif. (BTC-8267). Action April 8.

■ KLRB(FM) Carmel, Calif. (101.7 mhz, 630 w)—Broadcast Bureau granted assignment of license from Monterey Bay Area Media Inc. to Carmel Communicative Co. for \$370,000. Seller is principally owned by L.E. Johnson Jr., his father, L.E. Johnson Sr., and William M. Oates, none of whom has other broadcast interests. Buyers are Frederick L. Vance, William E. Moore and Jay C. Adair. Mr. Vance formerly owned KHOS(AM) Tucson, Ariz. Mr. Moore was formerly with Avery-Knodel, station rep, and Mr. Adair is San Francisco manager of Meeker Co., another rep (BALH-2443). Action April 14.

■ KLIP(AM) Fowler, Calif. (1220 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Morris Mindel to Eleanor Mindel, administrator of estate of Morris Mindel (BAL-8960). Action April 11.

■ KUTY(AM) Palmdale, Calif. (1470 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Mende Inc. to Bates Hall Communications Inc. for \$225,000. Seller is owned by Kay Mende, who has no other broadcast interests. Buyer is owned by Laurens C. (Bates) Hall, who was formerly with Noxell Corp., Baltimore (Noxema, other products). Mr. Hall has no other broadcast interests (BAL-8909). Action April 19.

■ KZEN(FM) Seaside, Calif. (107.1 mhz, 680 w)—Broadcast Bureau granted assignment of license from Big Sur Broadcasting Corp. to Arrowhead Broadcasting for \$225,000. Seller is principally owned by Leonard N. Kesselman, who also owns KZON(AM)-KXFM(FM) Santa Maria, Calif. Mr. Kesselman is also director of licensee of KVAN(AM) Vancouver, Wash. Buyer is owned by George D. Franklin, who is director of communications-electronics, U.S. Army Communications Command (western area). He has no other broadcast interests (BALH-2430, BALST-342). Action April 8.

■ KDGO(AM) Durango, Colo. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Basin Broadcasting Co. from Jerry Fitch et al. (100% before; none after) to Broadcast Management Inc. (none before; 100% after). Consideration: \$335,000 plus \$25,000 covenant not to compete. Principals: Mr. Fitch and his wife Marcie own 98% of licensee. Kenneth Balcomb owns balance. Buyer is owned equally by Ronald E. Ford and M. Douglas Jennings. Mr. Ford has farming interests, and Mr. Jennings has real estate and banking interests. Neither has other broadcast holdings (BTC-8265). Action April 11.

■ WBIS(AM) Bristol, Conn. (1440 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Radio House Inc. from Robert H. Baker et al. (100% before; none after) to David A. Rodgers (none before; 100% after). Consideration: \$293,153. Principals: Sellers are Robert H. (51%) and Robert J. Baker (16%) and Marsh R. (16%) and Thurston B. Howard (16%). Mr. Rodgers owns KWTY-AM-FM Salinas and KZZZ(AM)-KOTE(FM) Lancaster-Palmdale, all California (BTC-8264). Action April 14.

■ WINQ(AM) Tampa, Fla. (1010 khz, 50 kw-D)—Broadcast Bureau granted transfer of control of Rand Broadcasting of Tampa-St. Petersburg Inc. from Rex Rand to Ruth Greenburg and Southwest First National Bank of Miami, co-curators of estate of Rex Rand (BTC-8291). Action April 7.

■ KSYL(AM) Alexandria, La. (970 khz, 1 kw-U)—Broadcast Bureau granted transfer of control of KSYL Inc. from Sylvan R. and Edna G. Fox (100% before; none after) to Melvin L. Wheeler, G. Russell Chambers et al. (none before; 100% after). Consideration: \$462,489. Principals: Mr. Sylvan Fox is son of Mrs. Edna Fox. They have no other broadcast interests. Buyers, other than Messrs. Wheeler and Chambers (30% each), are: Albert H. Smith, James J. Smithwick, Herman Lee Reavis and John F. Willett (10% each). Mr. Wheeler owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex.; KFDW-TV Clovis, N.M.; KRQD(AM)-KUDE(FM) El Paso (25%) and KITT(FM) San Diego (50%). Mr. Chambers owns 50% of KITT San Diego and has various other business and manufacturing interests. Messrs. Reavis and Willett are employed by Mr. Wheeler. Messrs. Smith and Smithwick are officers of KPLC-TV Lake Charles, La. (BTC-8261). Action April 11.

■ WSMW-TV Worcester, Mass.—Broadcast Bureau granted assignment of license from State Mutual Life Assurance Co. of American to Sibos Inc. for \$550,000. Seller is mutual insurance company which also owns majority of WNIC-AM-FM Dearborn, Mich., which has been sold, subject to FCC approval, for \$4 million to Marvin Josephson Associates (BROADCASTING, April 11). Buyer is owned by Melvin Simon (45%), Ir-

win Katz as trustee (45%) and Fred Simon (10%). Mr. Katz holds trust for children of Herbert Simon, brother of Melvin and Fred. Simon brothers also have interests in application for new television station with subscription television authority on channel 20 in Houston and have interests in corporation which would lease Teleglobe encoding/decoding equipment to station. Purchase of WSMW-TV also includes pending application for STV authority with Teleglobe system. Herbert Simon is also minority stockholder in WIFE(AM) Indianapolis, purchased when FCC revoked licenses of Don Burden-owned Star Stations (BROADCASTING, Apr. 5, 1976) (BALTC-615, BALRE-3130, BALTI-179, BALTS-428). Action April 21.

■ **KWFA(AM)** Merkel, Tex. (1500 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Harold D. Nichols to Big County Broadcasting Co. for \$100,000. Seller: Harold D. Nichols has no other broadcast holdings. Buyers are Ted C. Connell and Gaylon Wayne Christie, who, as KOVE Broadcasting Co., have applied for FM CP for new station at Copperas Cove, Tex. Mr. Connell owns automobile dealership and has other retail interests. Mr. Christie has real estate and insurance interests and is former general manager of KXOL(AM) Fort Worth (BAL-8921). Action April 14.

■ **WQTC-AM-FM** Two Rivers, Wis. (AM: 1590 khz, 1 kw-D, FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Twin C. Inc. to Paragon Radio Network Inc. for \$415,000. Seller is owned by Edgar Daniel Crilly, who also owns KSJB(AM)-KSJM(FM) Jamestown, N.D. Buyer is owned by Leonard K. Kitchen (33.1% subscribed), Thomas L. Stringer, Thomas L. Stewart and Donald R. Flick (16.75% each now held). Messrs. Kitchen and Stringer are law partners. Messrs. Stewart and Flick are account executives with WAAM(AM) Ann Arbor, Mich. (BAL-8904, BALH-2421, BASCA-794). Action April 14.

Facilities changes

TV actions

■ **KHJ-TV** Los Angeles—Broadcast Bureau granted request to operate trans. by remote control from 5515 Melrose Ave. (BRCTV-356); granted CP for changes; ERP 162 kw (H&V); ant. height 2,960 ft. (H&V) (BPCT-4977). Action April 8.

■ **KDUB-TV** Dubuque, Iowa—Broadcast Bureau granted authority to change studio location to Ninth Floor, One Dubuque Plaza, and operate by remote control (BRCTV-326). Action April 15.

■ **KATC(TV)** Lafayette, La.—Broadcast Bureau granted CP to change trans. location; change type of ant.; ant. height 1740 ft. (BPCT-5012). Action April 15.

■ **KBMT(TV)** Beaumont, Tex.—Broadcast Bureau granted CP to change type of trans.; ERP 214 kw, 316 kw max.; ant. height 1000 ft. (BPCT-4999). Action April 15.

AM actions

■ **KCGS(AM)** Marshall, Ark.—Broadcast Bureau granted CP to increase daytime power to 5 kw, change type trans. (BP-20,176). Action April 13.

■ **KTHO(AM)** South Lake Tahoe, Calif.—Broadcast Bureau granted CP to increase daytime power to 2.5

FCC tabulations as of March 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total "authorized"
Commercial AM	4,464	6	26	4,496	40	4,536
Commercial FM	2,821	1	85	2,907	145	3,052
Educational FM	856	0	31	887	77	964
Total Radio	8,141	7	142	8,290	262	8,552
Commercial TV	719	1	5	725	40	765
VHF	511	1	3	515	8	523
UHF	208	0	2	210	32	242
Educational TV	242	3	12	257	7	264
VHF	93	1	7	101	2	103
UHF	149	2	5	156	5	161
Total TV	961	4	17	982	47	1,029

*Special temporary authorization

**Includes off-air licenses

kw; change type trans. (BP-20,222). Action April 11.

■ **KCEY(AM)** Turlock, Calif.—Broadcast Bureau granted mod. of license to change studio location to 4043 Geer Rd. outside corporate city limits of Turlock (BML-2621). Action April 12.

■ **WFEC(AM)** Harrisburg, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to south of Sycamore near Ninth Street; conditions (BP-20,610). Action April 8.

■ **WNBT(AM)** Wellsboro, Pa.—Broadcast Bureau waived provisions of rules to extent of permitting relocation of main studio beyond corporate limits of Wellsboro at WGC(RFM) transmitter site (BML-2623). Action April 12.

■ **KUEN(AM)** Wenatchee, Wash.—Broadcast Bureau granted mod. of license covering change in studio location to 106 Rock Island St., East Wenatchee; waived provisions of rules to permit relocation of main studio outside corporate limits of Wenatchee (BML-2622). Action April 7.

FM actions

■ **WQLT(FM)** Florence, Ala.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 100 kw (H&V); ant. height 700 ft. (H&V); remote control permitted (BMPH-15,076). Action April 12.

■ **KHOP(FM)** Modesto, Calif.—Broadcast Bureau granted CP to change trans. and studio location; remote control permitted; install new trans. and ant.; make changes in ant. system; ERP 50 kw (H&V); ant. height 500 ft. (H&V) (BPH-10,082). Action April 11.

■ **KTCL(FM)** Fort Collins, Colo.—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; make changes in ant. system; ERP 100 kw (H&V), ant. height 1330 ft. (H&V); remote control permitted; conditions (BPH-9864). Action April 7.

■ **WCKO(FM)** Pompano Beach, Fla.—Broadcast Bureau granted license covering changes; studio-trans. location and remote control redescribed as 4431 N.W. Rock Island Rd., Tamarac, Fla.; ERP 100 kw (H&V); ant. height 350 ft. (H&V) (BLH-6891). Action Aug. 31, 1976.

■ **WYLD-FM** New Orleans—Broadcast Bureau

granted mod. of CP to change trans. and ant.; ERP 100 kw (H&V); ant. height 360 ft. (H&V); install new transmission line; remote control permitted (BMPH-15,085). Action April 7.

■ **KOWH-FM** Omaha—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; add circular polarization; ERP 100 kw (H&V); ant. height 510 ft. (H&V); remote control permitted; condition (BPH-10,462). Action April 7.

■ **KAFG(FM)** Oklahoma City—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location; ERP 25 kw (H&V); ant. height 900 ft. (H&V); remote control permitted (BPH-10,453). Action April 7.

■ **KQIV(FM)** Lake Oswego, Ore.—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; make changes in ant. system ERP 94 kw (H&V), ant. height 880 ft. (H&V); remote control permitted; condition (BPH-10,362). Action April 12.

■ **WWVA-FM** Wheeling, W. Va.—Broadcast Bureau granted CP to change trans. location to Woods Rd., 1.1 mile N. of National Rd., near Brookside, Ohio; change trans.; change ant.; make change in ant. system (BPH-10,126). Action April 4.

In contest

Designated for hearing

■ **Athens, Tenn., FM proceeding:** James C. Sliger and Cumberland Broadcasting Corp. competing for 101.7 mhz (Doc. 21,132-3)—Chief, Broadcast Bureau designated for hearing to determine efforts made by Cumberland to ascertain community problems, whether it interviewed labor leaders, leaders of civic and women's organizations and leaders of organizations for elderly. Action April 15.

Fines

■ **KTRT(AM)** Truckee, Calif.—Broadcast Bureau notified licensee that it incurred apparent liability of \$500 for failing to take and enter required trans. and ant. readings within three hours of previous reading; and no standard broadcast station shall operate at times or with modes or powers other than those specified in station authorization. Action April 20.

■ **WCCC-FM** Hartford, Conn.—Broadcast Bureau relieved licensee from \$100 forfeiture liability. Action April 18.

■ **WCKC(AM)** Milton, Fla.—Broadcast Bureau ordered licensee to forfeit \$250 for failing to keep maintenance logs between Aug. 1 and Nov. 14, 1975. Action April 18.

■ **KNEI(AM)** Waukon, Iowa—Broadcast Bureau ordered licensee to forfeit \$2,000 for repeated violation of rule which states that no standard broadcast station shall operate at times, or with modes or powers, other than those specified in station authorization or presunrise authorization. Action April 18.

■ **WNKY(AM)** Neon, Ky.—Broadcast Bureau ordered licensee to forfeit \$300 for not having available equipment performance measurements during period July 10 to Aug. 3, 1975. Action April 14.

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■ WEQO(AM) Whitley City, Ky.—Broadcast Bureau rescinded notice of apparent liability for forfeiture of \$500, dated Jan. 27. Action April 13.

■ WHSY-AM-FM Hattiesburg, Miss.—Broadcast Bureau ordered licensee to forfeit \$50 for repeated failure to observe that renewal applications were filed with FCC before first day of fourth full calendar month prior to expiration date of licenses. Action April 14.

■ KTTN(AM) Trenton, Mo.—Broadcast Bureau ordered licensee to forfeit \$500 for failure to see that logs shall be kept by employees competent to do so having actual knowledge of facts required. Action April 19.

■ KHAS(AM) Hastings, Neb.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$500 for overpower operation; for failing to see that logs be kept by employees competent to do so having actual knowledge of the facts required. Action April 14.

■ KECQ-FM Geneva, N.Y.—Broadcast Bureau notified licensee that it incurred apparent liability of \$500 for failing to respond to official violation notice within 10 days. Action April 20.

■ KLPR(AM)-KATT(FM) Oklahoma City—Broadcast Bureau ordered licensee to forfeit \$250 for logging violations. Action April 19.

■ KSPI(AM) Stillwater, Okla.—Broadcast Bureau notified licensee that it incurred apparent liability of \$500 for operating at more than five percent above authorized daytime operating power of 250 w. Action April 19.

■ KCLE(AM) Cleburne, Tex.—Broadcast Bureau rescinded notice of apparent liability dated Nov. 5, 1976. Action April 14.

■ KGRO(AM) Pampa, Tex.—Broadcast Bureau notified licensee that it incurred apparent liability of \$500 for operating with power exceeding limits permitted, for failing to see that remote ammeters shall be calibrated within 2% of regular (base) meter. Action April 20.

■ KZEE(AM) Weatherford, Tex.—Broadcast Bureau ordered licensee to forfeit \$500 for repeated violation of rule which requires that indications of all parameters whose values are affected by modulation shall be read without modulation. Action April 18.

Allocations

Petitions

■ Norfolk, Neb.—Central Media Inc., Norfolk, requests assignment of FM ch. 234 (RM-2873). Ann. April 18.

■ Antigo, Wis.—Antigo Broadcasting Co. requests substitution of FM ch. 287 for ch. 285A (RM-2874). Ann. April 18.

Actions

■ Lihue, Hawaii—Broadcast Bureau proposed assignment of *ch. 67. Action was response to petition by Hawaii Public Broadcasting Authority. Comments are due May 31; replies June 21 (Doc. 21.205). Action April 15.

■ Federalsburg, Md.—Broadcast Bureau proposed assignment of ch. 296A as community's first FM. Action was response to petition by Philip G. D'Adamo. Comments are due May 31; replies June 21 (Doc. 21.206). Action April 15.

■ Florence, Ore.—Broadcast Bureau proposed assignment of FM ch. 284 as community's first aural assignment. Action was response to petition by Charles Graham of Gentle Shepherd Broadcasting Co. Comments are due May 31; replies June 21 (Doc. 21.200). Action April 15.

■ Altoona, Pa.—Broadcast Bureau proposed substitution of TV ch. 23 for ch. 38. Action was response to petition by permittee of WOPC(TV) Altoona. Comments are due May 31; replies June 21 (Doc. 21.207). Action April 15.

■ Bloomington, Highland, Kigler, all Wisconsin—Broadcast Bureau proposed assignments of *chs. 49, 51 and 46, respectively. Action was response to petition by Educational Communications Board of Wisconsin. Comments are due May 31; replies June 21 (Doc. 21.208). Action April 15.

■ LaCrosse, Wis.—Chief, Broadcast Bureau denied request by Dwight Carver to assign ch. 269A (RM-2789). Action April 15.

■ Lancaster, Wis.—Broadcast Bureau assigned ch. 249A as community's first FM. Action was response to petition by Joy Broadcasters. Effective May 31. Action April 15.

Rulemaking

Petition

■ Merrill T. See, Kalamazoo, Mich.—Requests amendment of rules to require all frequency recommendations by frequency advisory committee be furnished on standard forms prescribed by commission (RM-2872). Ann. April 18.

Translators

Applications

■ Greasewood, Ariz.—Greasewood Community Club seeks ch. 10 with 1 w rebroadcasting KOOL-TV Phoenix. Ann. April 14.

■ Hanover, Kan.—City of Hanover seeks ch. 2 with 1 w rebroadcasting KTSB Topeka. Kan. Ann. April 19.

■ Hanover, Kan.—City of Hanover seeks ch. 8 with 1 w rebroadcasting KHNE-TV Hastings, Neb. Ann. April 19.

■ Grass Range, Mont.—Grass Range Television Tax District seeks ch. 7 with 10 w rebroadcasting KRTV Great Falls, Mont. Ann. April 19.

■ Heart Butte, Mont.—School District No. One seeks ch. 8 with 1 w rebroadcasting KFBB-TV Great Falls, Mont. Ann. April 19.

■ Heart Butte, Mont.—School District No. One seeks ch. 10 with 1 w rebroadcasting CJOC-TV Lethbridge, Alta. Ann. April 19.

■ Heart Butte, Mont.—School District No. One seeks ch. 12 with 1 w rebroadcasting KRTV Great Falls, Mont. Ann. April 19.

■ Mining Site, Utah—Hydro Jet Services Inc. seeks ch. 2 with 1 w rebroadcasting KUTV Salt Lake City. Ann. April 19.

■ Mining Site, Utah—Hydro Jet Services Inc. seeks ch. 4 with 1 w rebroadcasting KTVX Salt Lake City. Ann. April 19.

■ Mining Site, Utah—Hydro Jet Services Inc. seeks ch. 7 with 1 w rebroadcasting KUED-TV Salt Lake City. Ann. April 18.

Cable

Certification actions

■ Hellam Township, Pa., H.C. Ostertag Cable Television Co.—Chief, CATV Bureau granted certificate of compliance to commence cable television service at Hellam Township, Pa., which is located within the Harrisburg-Lancaster-York, Pennsylvania, major television market (CAC-7032). Action April 14.

■ West Leechburg Borough, Pa., Liberty TV Cable Inc.—Chief, CATV Bureau granted application for certification and petition for special relief filed Aug. 6, 1976, and appropriate certificate of interim authorization will be issued, to begin cable television service in West Leechburg borough, Pa. (CAC-07114). Action April 14.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Valley Cable Television, for Browns Valley, Minn. (CAC-07025); Cardinal Telecable Corp., for Marshall, Ill. (CAC-07098); Teleprompter County Cable TV Corp., for Mount Vernon, New York, both New York (CAC-07508-9); Citizens Cable of Allen County Inc., for St. Joseph, Adams, both Indiana (CAC-07563-6); Taylor TV Cable Co., for Taylor, Tex. (CAC-07584); Newport Cable TV Inc., for Newport, Pa. (CAC-07590); Sammons Communications Inc., for Eagle, Ill. (CAC-07683); Buckeye Cablevision Inc., for Oregon, Washington, both Ohio (CAC-07777-8); Tahoe Systems Inc., for Placer, Calif., Incline Village, Nev. (CAC-07813-4); Rockford Cablevision Inc., for Winnebago, Tahoe Systems Inc., for Placer, Calif., Incline Village, Nev. (CAC-07813-4); Buckeye Cablevision Inc., for Rossford, Walbridge, Perrysburg, Maumee, Per-

rysburg, Sylvania, Sylvania, Springfield, Ottawa Hills, Monclova, all Ohio (CAC-07888-97); Delaware Teleservice Co., for Camden, Dover, Smyrna, Wyoming, Kent, all Maryland (CAC-07909-13); Franklin County CATV Inc., for Winchester, Decherd, both Tennessee (CAC-07921-2); Potomac Valley Television Co., for Cumberland, Bowling Green, Ellerslie, Eckhart, Corriganville, Rawlings, La Vale, Mount Savage, Cresaptown, all Maryland, Ridgeley, Wiley Ford, Fort Ashby, all West Virginia (CAC-07925-36); Sullivan Cable TV, for Olney, Ill. (CAC-07938); Laurel Cable TV Inc., for Laurel, Mont. (CAC-07940); Texas Telecable Inc., for Conroe, Tex. (CAC-07975); Sunflower Cablevision, for Lawrence, Kan. (CAC-08029); Colville TV Cable Co., for Chewelah, Wash. (CAC-08030); Indevideo Co., for Tuba City, Ariz. (CAC-08032); Colville TV Cable Co., for Colville, Wash. (CAC-08036); Cable TV Inc., for Linton, Ind. (CAC-08038); Shasta Cable TV, for Siskiyou, Calif. (CAC-08051).

Call letters

Applications

Call	Sought by
	New TV
KTUX	Western Broadcasting Corp., Rock Springs, Wyo.
	New AM's
KBWA	Coconia Media Inc., Williams, Ariz.
WSRG	Todd County Enterprises Inc., Elkton, Ky.
KNEU	Golden Circle Broadcasting Inc., Roosevelt, Utah
	New FM's
*KFSK	Narrows Broadcasting Corp., Petersburg, Alaska
*KISY	Wrangell Radio Group, Wrangell, Alaska
KFAM	Oroville Radio Inc., Oroville, Calif.
*WBCX	Brenau College, Gainesville, Ga.
*KSLP	Independent School District No. 283, St. Louis Park, Minn.
	Existing TV
WTVZ	WFBC-TV Greenville, S.C.
	Existing AM's
KKEE	KOLM Rochester, Minn.
WJJO	WYYS Tomahawk, Wis.
	Existing FM's
KROO	KXEW-FM Tucson, Ariz.
WAOR	WNIL-FM Niles, Mich.
KEEZ-FM	KEYC-FM Mankato, Minn.
KZZY	KSAO San Antonio, Tex.
WKKW	WRGT-FM Clarksburg, W. Va.

Grants

Call	Assigned to
	New FM's
KYLO	Dorf and Horrigan, Davis, Calif.
KAVO	Max L. Burdick Jr, Fallbrook, Calif.
WGEK	Ellingham Enterprises, Springfield, Ga.
*WCHC	College of Holy Cross, Worcester, Mass.
WBLE-FM	Panola Broadcasting Co., Balesville, Miss.
*WORP	Broadcast Workshop Inc., West Carrollton, Ohio
KARB	Eastern Utah Broadcasting Corp., Price, Utah
KSXT	STL Inc., Walla Walla, Wash.
	Existing TV
KTVL	KMED-TV Medford, Ore.
	Existing AM's
WKBX	WSAV Savannah, Ga.
WJAK	WOZO Jackson, Tenn.
	Existing FM's
WYNF	WLCY-FM Tampa, Fla.
*WMEH	WMEH-FM Bangor, Me.
*WMEM	WMEM-FM Presque Isle, Me.
WWMD	WJEJ-FM Hagerstown, Md.
WSRB	WWVA Walpole, Mass.
KKHJ	KKLS-FM Rapid City, S.D.
KMJO	KLYX Clear Lake City, Tex.
KITE-FM	KEXL San Antonio, Tex.
WOAW	WKYG-FM Parkersburg, W.Va.
WCPI	WWVA-FM Wheeling, W.Va.

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HELP WANTED ANNOUNCERS

Talk. Florida radio station seeks experienced, well-informed, provocative talk host. Good production voice. Resume. Box D-170.

92-FM (Wpro-FM) Capital Cities Communications in Providence, Rhode Island has a rare opening for a high energy night air talent. This is our first opening in three years, and the person you'll replace is now on the air in Boston. If you have experience in Top 40, a Third Class License, and impeccable references, send a tape and resume to: Gary Berkowitz, Program Manager, wpro-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Experienced Announcer for Georgia Association of Broadcasters Station of the Year 1972. Come with us and grow. Send tape and resume to Tom Cordell, PO Box 569, Carrollton, GA 30117.

Beautiful Music WBNY, Buffalo has immediate opening for Announcer with production talent. Send tape, resume, salary requirements to: Stu Cohen, WBNY, 2500 Rand Building, Buffalo, NY 14203. Minorities are encouraged to apply.

Quality MOR in western North Carolina seeks solid announcer with possible sales, news ability. References, resumes to: Box D-205.

Telephone-Talk-MOR! Midwest medium market. Are you a team person? Good pay with bonus possibilities. Send tapes and resumes to J.C. Smith, WJPS AM, Box 3636, Evansville, IN 47735. E.O.E.

Suburban Chicago MOR needs strong personality morning person. Heavy on production. Send tape, et al to WWMW, 120 W. University Drive, Arlington Heights, IL 60004.

Bright, alive, intelligent disc jockey for easy listening. Call S. Lubin, WVOS, Liberty, NY

KEZK Radio in Saint Louis will pay up to \$18,000.00 for a top professional announcer with a successful beautiful music background. Good company benefits. If you feel you're among the best in the country and are ready to move, send tape and resume to fill immediate opening to Tom Sanders, KEZK, 1780 South Brentwood Blvd., St. Louis, MO 63144 or telephone 314—968-5550.

Central Illinois' most powerful fulltime AM modern country facility needs 7-midnight personality. Must be personable, strong on production, take supervision, willing to grow with organization, excellent benefits. send tape and resume to WMAV P.O. Box 460, Springfield, IL 62705.

Producer-Cultural Programing for non-commercial KVCN-FM. Responsible for production and broadcasting classical and fine arts programming. Salary 9K plus excellent fringes. Write for application: Winston Carl, San Bernardino Community College District, San Bernardino, CA 92403. Deadline May 6, 1977.

Expanding Again. Adding another production news person. Must be experienced with resonant commercial voice. If you want to live in beautiful Southern California and work for a solid growing concern, have excellent advancement opportunities, then contact Lyle Richardson, KUDE/KJFM, Oceanside, CA 92054. Telephone 714—757-1320.

Well known Muskegon, Michigan contemporary M.O.R. needs your talent. Growing chain. Excellent opportunity. Send tape and resume. Box 238, Muskegon, MI 49443.

Mid-Atlantic small market AM/FM needs staff announcer for 7PM to 2AM shift. News, production and automation experience needed. EOE. Send complete resume to Box E-66.

Maryland-MOR station—immediate opening—fulltime announcer with 1st class FCC lkt for 7pm. to midnite shift-Mon-Sat ... \$160 pr week to start. Send voice tape only-no music to Box E-30.

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

HELP WANTED TECHNICAL

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.

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.

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 rf 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-WMMS Cleveland Plaza Hotel Cleveland OH 44115. An equal opportunity employer.

Radio Transmitter Engineer Growing West Coast based radio broadcast company seeking experienced transmitter engineer. This position calls for engineer with proven background in both tube type and solid state radio transmitters. Individual will have responsibility for design as well as technical supervision. Salary commensurate with experience. For confidential consideration, send resume with salary history and requirements. Box D-177.

Engineer for 2 AM 1 FM small group. Audio very important. 13,000 starting salary. South, E.O.E. Immediate opening. Reply to Box D-204.

Highly regarded AM in medium Alabama Market looking for chief engineer. Must be experienced—no beginners, please. Excellent working conditions. Good fringe benefits. No air work. Starting salary \$10,000—\$12,000. Box D-195.

WQXI AM/FM Radio, Atlanta, Georgia, has an opening for an experienced Maintenance Engineer. Applicants must have valid First Class License, knowledge of R.F., audio, and digital systems. Minimum of three to five years experience in broadcasting. Excellent growth potential. Interested persons, please send resume to: Tom Giglio, Chief Engineer WQXI AM/FM Radio 3340 Peachtree Road, N.E. Suite 240, Tower Place, Atlanta, GA 30326. Applicants and resumes by mail only. WQXI is an Equal Opportunity Employer.

Experienced Chief Engineer for Non-Directional 5KW AM and 56KW FM Stereo with storecast maintenance. New studios, 1975, good equipment, atmosphere, group insurance, stock option possibility. Progressive, clean, small town on large lake away from big city problems. Give references, background first letter. Box E-21.

Combo Chief Engr.—Announcer; College community; single station mkt; midwest; excellent recreational area. Reply Box E-26.

C.E. For Northeast AM DA-2. Must be experienced in directional construction. Salary commensurate with experience. Reply Box E-65.

Chief Engineer for AM/FM combo, FM automated. Contact William B. Chesson, GM, WSTV/WRKY, 320 Market St., Steubenville, OH 43952. EOE.

Florida. First phone chief operator. Maintenance. Send resume. Manager WKXY Box 2500 Sarasota, 33578.

HELP WANTED NEWS

Opening for radio journalist who can gather, write, edit, and deliver news—assign edit staff members and stringers. Box D-174.

Heavy News Commitment and we want it done right by the right person. Are you creative? Can you really communicate? Do excellent features? It's important that we find the right person. Ohio station with statewide coverage. Send resume to Program Director, Box D-130.

Sconnix Group Broadcasting has expanded to 8 stations. We're seeking a take charge, experienced News Director with plenty of drive, and 3 newsmen who can take direction and want the opportunity to move up in this fast growing corporation. Tape, Resume, Writing Sample, Salary Requirements, and brief statement of news philosophy in first letter to: William W. White, Parade Road, Laconia, NH 03246. EOE.

Our News Department is No. 1, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130.

Experienced Newsmen Wanted for field and anchor work. Join staff of four. Tapes and resumes to: Neil Carmean, N.D., WSPD Radio, 125 S. Superior, Toledo, OH 43602. EOE.

Local News Oriented Medium market station offers tremendous opportunity with group operation for news director. Must be community oriented, have quality delivery and ability to produce total information news. Salary open. Equal Opportunity Employer. First phone helpful. Call Bob Brewer, 918-756-3646.

WARE Radio serving suburban Springfield-Worcester area wants experienced news person for gathering, writing and airing news. At this station news is number one. Person will also do talk show. Send audition and resume to Mr. Ellery, WARE Radio, Ware, MA 01082.

Medium Mkt AM/FM in mid-south University community needs solid newsmen with emphasis on local news reporting. Excellent climate & opportunity. Send tape, resume to Box E-54.

Established FM Independent is developing a separate Public Affairs Department. We're looking for someone to take charge, get involved and produce top-notch programs dealing with needs and interests of our major Northeastern metropolitan market. Terrific opportunity for the right person. If you want to show the world what you can do, tell us first. E.O.E. Send complete resume, references and salary requirements to Box E-51.

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. P.O. Box 1343, Lafayette, IN 47902. EOE.

Three Faculty Positions, assistant professor or instructor, for Fall, 1977. (1) Teach news-editorial skills and undergraduate theory courses. Law, history or photojournalism teaching experience helpful. Professional experience necessary. (2) Broadcast news writing and general broadcast courses, including basic journalism, broadcast issues and theory courses. Radio background particularly helpful. Professional experience necessary. (3) Introductory and advanced undergraduate speech and broadcast courses. Radio or television background useful. For all, Ph.D. preferred, M.A. required. Some assignment recombination possible. Salaries to \$14,000 depending on qualifications. Write before May 6 to: Dr. Lee Brown, Department of Journalism, Broadcasting and Speech Communication, Buffalo State College, Buffalo, NY 14222. Affirmative Action/Equal Opportunity Employer.

Program Director: FM classical format; Pacific N.W. Commercial board experience, supervisory background required. EOE. Box D-181.

Do you want more money? Opportunity for MOR PD that has proven record of ratings and strong on management. Will meet or better your present wages, plus bonuses. In beautiful Midwest medium market. Let's talk now! E.O.E. Write Box D-215.

Creative Radio Producers—this is your chance! National News Network needs an imaginative producer with major market voice and rock background interested in informing, not selling. Send production tape and resume: Progressive Radio Network, Box 172, Bronx, NY 10451.

Journalism-Public Relations: Assistant Professor with Ph.D. and practical experience in journalism and public relations on a professional level, to teach basic courses in both areas. Salary negotiable; start September 1. Send credentials to: Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. Equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Dedicated Radio Professional seeks new management challenge. Have come up thru the ranks as Ann., 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.

25 Years Exp All phases Southeast only. If financial rewards were in order Southwest. First ticket construction exp. as well. Box D-64.

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.

Management: 35 yrs old with 21 yrs experience in all aspects of radio. Dependable, hardworking, sales-oriented. Looking for a position with a challenge and an opportunity to grow. Salary negotiable. Box D-216.

G.M. currently employed in major market. Experienced in sales-programming! Young(30's) aggressive, creative, versatile with 14 yrs. experience seeks small/medium market. Family oriented and seeking permanence. Box D-194.

Mature Professional radio salesman with large market experience desires management in small market. Young. Family. Prefer Missouri or Arkansas. Box E-20.

An unbeatable team. Station Manager who sells and loves it. Sells own news and talk shows plus all other station shows. Former station owner with eight years of Certified Public Accountants reports to verify success. Willing to invest. Married to Bookkeeper/Office Manager. Experienced all facets of broadcast receivables, payables and collections. Computer expert. Excellent references, charm, personality and lovely appearance. Will travel anywhere. Full details upon request. Interview welcomed. Box E-13.

Solid Broadcast Professional looking for new opportunities. Ready for GM, but will consider SM or Sales if the dollars are right. Quality background includes all aspects of broadcasting. Box E-3.

San Diego and Southern California Broadcasters: I'm looking for sales opportunity in your area. Creative sales background is with rate card under \$10. Looking for rate card over \$40. You'd go out of the market for top flight air personality. How about top flight sales? Box E-4.

SITUATIONS WANTED SALES

PD 150,000+ Mkt. Seeks sales opportunity at a winner. Box E-5.

Currently employed sales manager with 3rd endorsed, wants to move up in a small or medium market sales position in Indiana, Ohio, Illinois, Michigan or Kentucky. Box E-12.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 607-273-4000.

Are you looking for a highly trained Announcer, D.J. Newscaster (or 1st phone) available for immediate relocation? Phone 212-221-2703 Ext. 152 or Box D-214.

D.J.-3rd Phone—school grad—good news, commercial, personality—looking for start—go anywhere. Box D-211.

5 Years Experience with 3rd Endorsed, have spent last 2 years at the Number 1 station in a major Southeastern market. Know all areas of Country music. Looking for something good in a medium, or major market out West. Country, or MOR. Box D-210.

Announcer DJ, 29, 3rd endorsed, reliable dependable, presently on air 7 days a week. Box D-200.

Announcer, wants DJ shift, Rock or MOR, 2 years experience, 3rd endorsed, Midwest preferred. 312-639-7882, after 5 p.m. or Steve Karley, 55 Bufton Ave., Cary, IL 60013.

Sports Announcer Seeks promising radio position. College grad; experienced in PBP, voiceovers, interviewing, features, and program prod. Northeast preferred, but will consider relocation. Call Joel Coran at 617-484-1779.

Hi, I'm 27, have 3rd ticket, 8 years experience, and want full-time air shift in small or medium market MOR, AOR, C&W, or Easy Listening in West or S.W. Good pipes, no screamer, tight board, good news & production. Excellent References, Will Relocate. Call or write Frank Cordell, 26353 Columbia Street, Hemet, CA 92343. 714-658-1094.

Play By Play Major College level football-basketball-baseball, 5 years radio experience B.A. in Communications with Journalism background. Also interview and production experience. Willing to relocate. PO Box 5250 Flushing NY 11352.

Looking to move to medium or large market in MOR or Beautiful Music. 3-1/2 years experience with morning drive. Will sell too! Ref. and tape available on request from 703-777-1290 or contact Mike Berry, 9315 Hamilton Dr. Fairfax, VA 703-273-6713. I love my work and will work hard for you! Will relocate too. Call collect anytime.

Attention Station Managers! Now hire a pro voice for all your commercials. Professionally produced with sound effects and/or music for as little as \$25.00 a week. Will write copy too. If so desired at no extra cost. Including ID's and Promo's. Automated stations a specialty. Send for sample tape with your copy or send background information and I'll take it from there. Please send \$1.00 for postage and tape. Limit 2 commercials. Gordon Walsh Productions, P.O. Box 356, Stuart, FL 33494, or call 305-287-5599. No social security, retirement, insurance or taxes to pay—only \$25 a week.

Wanted Announcing Position in medium or major market station. Tight board, strong production, good references any format. Available immediately, any location. Call 919-342-3986 or write 1619 Withers Ln., Reidsville, NC 27320.

Cleveland, Ohio DJ with friendly style & 10 years experience available now. Any major market considered. Ed Brady 216-398-5346.

KIIS Workshop (Hollywood) Grad. DJ, PBP, Copywriting. 3rd endorsed seeking 1st chance in West. Jerry, 213-390-4798.

Versatile, Young D.J. Good voice, personality, 3rd endorsed, 2 yrs experience at 2250 W College St. Good board, news, production. Runs a smooth show. Looking for 1st break. Frank Collins, 46 Lincoln Ave., Kearsburg, NJ 07734. 201-787-3860.

D.J., Smooth delivery, not a screamer, contemporary/Top 40 style, entertainer, 3rd w/endorsement. Experienced. Tape available. Dave Caulk, 1010 W. Clark, Urbana, IL 61801. 217-384-0158.

3rd phone, DJ, 22; TV-Radio news, weather & commercials; tape editing; tape & resume available. Prefer east coast. 201-943-5816 Tom Sisti, 44 Roff Avenue, Palisades Park, NJ 07650.

Third Endorsed, college trained, production, tight board. Guy Plude, Whitehall, NY 12887. 518-499-1883.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced professional, knows music inside-out, especially rock. Good production, news. Good voice, no screamer. Steve Scheiber, 427 Morris Street, Ogdensburg, NY 13669.

Young, experienced 3rd phone available immediately for Top 40, MOR, Contemporary position. Production also. Frank Rybicki, 412-224-4052.

Beautiful Music announcer now working Washington DC. Looking for another major market—Prefer Top 5. Great pipes, 3rd. From Mutual, NBC, Metromedia. 35, single, sober. Call 703-684-8030.

Morning Drive Team—Dick and Ellen Stout, warm friendly communicators, excellent references. 703-437-4881.

College Grad., 26, single, broadcasting school—third endorsed, light board, good voice, tapes upon request—sales background, too. Box E-67.

Experienced, older, 6 years, 3rd, CW announcer, MC, versatile, also performer. Been away, want to return. Box E-59.

Jock, 3rd, endorsed 7 years major market, prefer medium top 40 or progressive soul. Box E-57.

D.J.-Talk Show Host with L.A.-Boston Background, B.S. in Broadcasting, 3rd, endorsed seeks full time top 40 or talk format air shift in medium market. Will relocate anywhere. Resume, tape available. Box E-56.

First phone AM drive personality, 8 years, top flight production, presently employed. Looking for a real pro? Listen to me! Box E-49.

Bright, ambitious, 5 year pro. Needs professional operation in which to grow. Can communicate well with your audience. If you're concerned about your operation and want an eager, single broadcaster who's concerned about his, write for resume and tape. Box E-48.

Get 30 Years Experience with first phone for practically nothing. Recently retired, rather be semi-retired. Experience in every area of broadcasting. Ideal for station experiencing financial difficulty. Will relocate. Box E-37.

P.D. Seeks, new challenge. Interested in winning. Degree. Good References. Box E-7.

D.J. Strong on Commercials and news, available now. Honest, energetic, hard working—3rd endorsed—all markets! Phil Anthony, 239W, 117th St. Chgo. IL 60628. Call: 312-264-3159, between 9A.M. and 5 P.M.

Seeking Medium Market Top 40-contemporary gig. Good pipes, 1st ticket. Very hard working-dedicated. Martin, 615-374-2029.

Do You Believe in Magic? The Magic is in the music and the music is in me! I'd like to bring my magic to your station. I'm licensed and endorsed and I understand your business. I'd prefer Colorado or California, but your town would be fine. If you need a DJ that's more than a DJ I'm ready immediately. Barry Schecter, 101 Mitchell Ave., Long Beach NY 11561. 516-889-7373.

Play by Play Major College level football-basketball-baseball. 5 years radio experience, B.A. in Communications with Journalism background. Also interview and production experience. Willing to relocate. P.O. Box 5250, Flushing, NY 11352.

Good pipes, 3 months commercial experience plus university degree, seeking small to medium market. Very hard working. Robert, 615-374-3830.

SITUATIONS WANTED TECHNICAL

Experienced, capable Broadcast Engineer; 12 years AM Directional Chief. SBE Sr. Certification, AS degree. Seeking heavy, hands-on experience in FM stereo, automation and STLs. Box E-16.

1st Phone: part/full time available in east central Ohio. Experience in management, programing, teaching, educational radio. Currently heading large educational FM as engineer/manager. Box E-43.

SITUATIONS WANTED NEWS

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.

1st Phone 1-1/2 yrs experience, PBP—Sports Reporter—DJ. I know sports; anywhere 216-336-3925. Mark.

Experienced female, small market news, 3rd endorsed. Single, young, willing and able. Public Affairs, relocate; Marcy, 405-848-7707.

5 year professional journalist with nearly 4 years commercial broadcasting—2½ years as news director—seeks job in news in top 80 markets. Willing to go anywhere, but prefers the West. Experience includes radio, television, newspapers and college. Talk to my station manager about me at 602-779-0336. Write me: Jack Penland, 616 Campus Hts., Flagstaff, AZ 86001.

Sports Minded Female, knows baseball, football, hockey, basketball etc., local news experience, BA Communications, 3rd, enthusiastic, will relocate. JAB 540 Richfield Ave. Kenilworth, NJ 07033.

Washington, DC working newsman seeks other major. NBC, Mutual, Metromedia background. Digs, writes, understands. Good pipes, 35, single, sober. Any delivery. Will consider news directorship of medium market. Call 703-684-8030.

Sports Pro. Sports director looking for medium market job. Have done major college play-by-play. Reporting, writing, all sports. Degree. Box E-64.

Need a slave? Aggressive female wants challenging position. Experienced. June graduate. Box E-63.

Trained newsman who is saddled with a board shift at an understaffed AM/FM. Needs rein. You want an aggressive producer? Let's talk. News only. Box E-50.

Washington Stringer. Localized coverage your congressmen, visitors, regional issues. Award winning correspondent, 5 years experience. Per spot/month. Ann. 202-882-8348, Box E-35.

Network Journalist wants move. Prefer news/public affairs directorship, but willing to play second fiddle in top-notch shop. Warm on-air, stable. Box E-34.

Experienced Black Newspaper reporter (10 years Associated Press and others). Recently Broadcast trained. Mature, resonant performance. Box E-32.

Urge to direct sm-med news staff growing. Currently Top 50 Market News. Want results, let's talk. Box E-1.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Eight years experience, heavy production, first, married, stable. Looking for adult contemporary or contemporary MOR format. Call Pete 503-648-5580.

Programmer For contemporary station, BS radio, First Phone. PBP, solid internal background, including management. Prefer Midwest or Midsouth. Contact Fred Leemhuis, 919-537-5814, after 7 p.m.

Not Afraid to Work Hard. 3-1/2 years experience in major market working up from sweeping floors. Experienced in Traffic, Production, and Engineering. Will relocate. P. Chin, 1687 Robinwood Avenue, Cleveland, OH 44107. 216-226-8587.

Programming/Production Manager; three years experience seeking Northern California position. Donna Parker, 188 San Andreas Drive, Menlo Park, CA 94025.

Young, ambitious woman seeking Directing position. Solid 2 year production background. For resume write Box E-2.

P.D. seeks new challenge. Interested in winning. Degree. Good references. Box E-6.

Creative, Award Winning Program Director. Network, major and small market experience. Rating builder with books to prove it. Paul Mitchell, 215-638-9425.

Licensed Music Masseuse—Third endorsed. Late night musicologist takes listeners to sensual journeys in sound. The sounds center on jazz, contemporary and soft rock "mood music". 3 years college and commercial radio. B.S. communications and public relations. Good production. Great Promoter! Box E-55.

Bright, dedicated, college, announcing, writing and producing experience. Management and financial background a bonus. Female, 3rd endorsed, seeks production position. Will work hard for you! Cheryl Barish, 510 N. Walnut St., West Chester, PA 19380. 215-696-0539.

Broadcast lab teaching—MA; BSJ; 4 years TV-radio experience. Cheryl Moore, 2778 Center Rd., Poland, OH 44514.

Creative writer/producer looking outside of radio for challenge in audio production ... programs, features, film/sound sync. Prefer to work freelance in my own studio but will travel for exceptional opportunity. Midwest based. Jay Roberts, Progressive Radio Network, Box 172, Bronx, NY 10451.

TELEVISION

HELP WANTED MANAGEMENT

University of Tulsa College of Arts and Sciences seeks an individual to fill the position of Chairperson of the Faculty of Communication, effective Sept. 1, 1977, or when a suitable candidate is chosen. Communication has programs in Advertising/PR, Communication Studies, Mass Media News, Speech, and Telecommunication. Person must be a publishing scholar with a Ph.D., have significant teaching and some administrative experience. Salary and rank open. Send resume to: Chairperson, Search Committee, c/o Dr. John Kamp, Faculty of Communication, 600 S. College, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action program for students and employees.

HELP WANTED SALES

Sharp, aggressive salesperson needed for medium but complex market. Must be familiar with ratings, retail and creative selling. Live and work in Vermont! Send complete resume and income requirement to: Bob Groothand General Sales Manager WPTZ Television, P.O. Box 249 Plattsburgh, NY 12901. An equal opportunity employer.

Tenth ranked Indy in U.S. looking for experienced, aggressive A.E. Good list, excellent draw, high commissions for Fresno, California Market. An equal opportunity employer. M/F. Contact Sam Horel, GSM KMPH-TV, 2600 So. Mooney Blvd., Visalia, CA 93277 209-733-2600 or Gary Waller, Fresno Manager, 209-486-2600.

Florida based, national sports network offers good opportunity for experienced national network sales representative. Salary-plus, good weather, good living. Applicant must be experienced in calling on national accounts. All replies confidential. Box E-22.

Wanted Account Executive. Experienced, local television salesman to work good local market. Aggressive, bright and willingness to improve billing with good agency list and to develop new business. CBS affiliated station. Excellent opportunity with sales oriented station for knowledgeable sales directed individual. Send resume and references to Ray Coleman, General Sales Manager, WBEN Television, 2077 Elmwood Ave., Buffalo, NY 14207. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Maintenance Engineer—With first class FCC license for equipment maintenance in Eastern top market television station. Experienced need only apply. Send resumes to Box D-207.

TV Maintenance Engineer: studio and VHF transmitter maintenance. Must have FCC license. An equal opportunity employer. WSTV-TV, Altamont Hts. Steubenville, OH 43952. Call Bob Welch 614-282-0911.

Video Tape Maintenance—Immediate opening for experienced engineer to work with TR4, TR60 and TCR 100 machines. One of Midwest's top hardware stations. Contact Chief Engineer. KCRG AM-TV, 2nd Avenue at Fifth Street, SE, Cedar Rapids, IA 52401. 319-398-8407. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Opportunity in "Sparkling City by the Sea" for UHF Maintenance Engineer. Require someone with a 1st class license and desire for experience. Trend-setting Network and dynamic crew. Resume to Tom Weems, Chief Engineer, KORO-TV, 600 Building Corpus Christi, TX 78401.

TV Maintenance Engineer with first phone. Experience with studio, microwave, ENG, and transmitter equipment. Send resume to KTHI-TV, 1350 21st Avenue South, Fargo, ND 58102.

Experienced video-tape operators and experienced first class TV engineers. Inexperienced need not apply. Contact Kyle E. Goodman, Director of Engineering Savannah Broadcasting Company, P.O. Box 8086, Savannah, GA 31402, 912-232-0127.

Immediate opening for First Phone TV engineer. EOE, Contact Karl Black, KRTV, Box 1331, Great Falls, MT 59403.

Hands-on Chief Engineer for network VHF. GE transmitter, two translators, 3-site microwave, quad tape. Supervise switchers. KIVA-TV. 505-327-9881.

Transmitter Technicians—Voice of America has opportunities for qualified technicians at VOA stations in California, North Carolina, and Ohio. Duties include operations/maintenance of high power shortwave transmitters and related facilities on shift basis. Minimum qualifications: 3-years broadcast chief engineer 5 to 50 KW, or 3-years supervisor of operations/maintenance high power military transmitting plant, or equivalent. U.S. citizenship required. Salary \$15-19,000. Submit standard government application form, SF-171 to: VOA Personnel Office, Code 05-77, 330 Independence Avenue, S.W., Washington, DC 20547. E.O.E.

Engineering Technician 1st Class FCC license required. Prefer experience in operation and maintenance of Broadcast Television equipment. Please send resume to King Harrison, WJXT, 1851 South Hampton Rd., Jacksonville, FL 32207.

Management Oriented Chief Engineer for leading network affiliate in Gulf Coast area. All new equipment and excellent facilities. Equal Opportunity Employer. Box E-52.

Need persons capable of studio maintenance and some operation of control room. Applications accepted from beginners up to fully experienced. Send resume to KAMR-TV, Box 751, Amarillo, TX 79105, or contact Robert Hardie, Chief Engineer, 806-383-3321, an equal Opportunity employer.

Growing Midwest production facility has opening for senior video position with maintenance experience necessary. Must know Norelco or RCA cameras. Position includes both studio and remote production. E.O.E. Send resume to Scott Kane, V.P.-Operations, Telemation Productions, 3200 W. West. Lake, Glenview, IL 60025. 312-729-5215.

Television Engineering technician needed for new corporate communications center. Must be capable of operation/maintenance of color studio, EFP, quad, helical and editing facilities. 30% travel required. Reply with salary history to R.J. Hope, P.O. Box 538, Allentown, PA 18105.

HELP WANTED NEWS

The Gulf Coast's Leading News Station is looking for a general assignment reporter, and a sports reporter who can also do straight news. Professional TV experience a must. Send a sample of your reporting work, and a resume to, Bob Grip, News Director, WKRG-TV, P.O. Box 2367, Mobile, AL 36601. An Equal Opportunity Employer.

Growing, aggressive Mid West TV news station looking for experienced, energetic street reporter. E.O.E. Box E-15.

Major Midwestern Journalism School seeks faculty/staff member. Prefer management/administrative background, proven TV news experience. Ability to work with young people. M.A. preferred or heavy professional experience. EOE. Box E-23.

Reporter with cam/film experience for West Coast, small market, affiliated station. E.O.E. Box E-38.

Producer needed in major west coast market as soon as possible. Equal Opportunity Employer. Box E-29.

Needed, two experienced general assignment and feature reporters—men or women—for medium market station. We want "people oriented" journalists who can communicate in natural conversational language and who can get at the "whys" of a story. Send writing samples, photo, resume. Box E-40.

News Director for Southern medium sized market. Must have proven management skills and the ability to motivate people. Resume and references required. All replies are confidential. Box E-41.

Pacific Northwest Group owner seeking to update files of qualified persons in areas of news, production and engineering. Qualified women and minorities are encouraged to apply. Reply to Box E-45.

Weekend Sports Anchor to work with top rated staff at CBS affiliate in the West. Some possibility of other work three other days of the week. Must have TV news or sports experience. An Equal Opportunity Employer. Salary open. Send resume to Jim Drennan, News Director, KXTV, Box 10, Sacramento, CA 95801.

Street Reporters for Top Ten, Eastern market ... small staff ... looking for hustling, versatile people who understand film and who know how to pursue multiple stories on any given day ... expect to work long hours regularly ... solid news credentials a must ... send resume to Post Office Box 6236, Washington, DC 20015. ... E.O.E. M/F.

Meteorologist/Weathercaster WTLV Television 12 Jacksonville Florida is interested in receiving applications for a qualified second meteorologist/Weathercaster with TV experience. Send resume, picture and video tape, if available. Great opportunity in a dynamic Florida City now the 59th US market. Contact: Mr. Gert Schmidt, President WTLV P.O. Box 1212 Jacksonville, FL 32201.

Sports Director (Jackson, Michigan). Minimum of six-months daily anchoring of television sportscast. E.O.E. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

News/Talk KCNW is expanding its successful Kansas City format. We're looking for a drive-time anchor-person and a talk show moderator. Excellent on-air presentation, a solid broadcasting background, and a desire to win are musts. Send aircheck and resume immediately to operations manager, 6230 Eby Street, Shawnee Mission, KS 66202. First Class license helpful. KCNW, a Starr Broadcasting Station is an Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Two faculty positions. (1) law, management, programming. Starts August, 1977; (2) production, sales, announcing. Starts January, 1978. Doctorates preferred. Apply by May 20 to Head, BCA, Central Michigan University, Mt. Pleasant 48059. Nondiscriminatory educational institution/employer.

Director Producer, minimum three years commercial producing and directing experience. Heavy involvement in film and videotape essential. Candidate must be experienced in commercial production, news, and quality public affairs. Major market, network affiliate. An equal opportunity employer. Box E-19.

Producer, special projects. Minimum three years film and studio production experience. Major market, network affiliate. An equal opportunity employer. Box E-18.

Promotion Manager: For top 70 midwest market TV station with radio affiliates. Looking for number two individual from large market who wants to run his own show. Must be experienced in all phases of promotion and public relations with strong emphasis on on-air promotion. If you think you are ready for responsibility with lots of work reply to Box E-17.

One Director Television Staff Director for Eastern PTV Production Center. Minimum 3 years full time directing experience. E.O.E. Box D-158.

SITUATIONS WANTED MANAGEMENT

Top 10 market Production Manager desires advancement to Program Director. Experienced in all phases of program and production management with management experience in major group operations. Young with 15 years experience in Broadcasting. Excellent background and references. Box D-182.

Group Administrator—Television/Radio/Cable/Pay TV/Etc. Outstanding credentials! Practicing 30 years. Pioneered television. Thoroughly experienced all phases: acquisitions, ownership, management, long-range planning, sales direction, programming, film-buying, promotion, etc. Nationally recognized leader, innovator, motivator. An aggressive, quality competitor. Producer of pleasing profits and prestige. Accustomed to challenges and total responsibility. Mid-40's. Also can build empire from scratch. Box E-53.

General Manager. Superlatives are a dime a dozen. Qualified experience is not Let's talk. Box E-25.

SITUATIONS WANTED SALES

Young-Articulate Person seeking position in TV Sales. Good background and education in media. Confidence. Qualifications, and Potential to match. Relocate. Patrick Kennedy, 6055 Kirkwood, Chicago, 60646. 312-283-3456.

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.

Daytime Talk Show Hostess: major Midwest market reporting experience. Heavy consumer/entertainment background Box D-213.

SITUATIONS WANTED TECHNICAL

Experienced Broadcast Engineer—Transmitter supervisor with 25 years installation and operation experience on VHF-UHF TV, FM, Microwave, Two-Way, Radar, seeking position in same capacity, assistant chief or field service representative. Box E-68.

3 Years Radio. Want break into TV Production. Engineering or Control. 1st ticket. Anywhere. Tom. 412-483-2269.

SITUATIONS WANTED NEWS

Top Rated Anchorman/News Director in top 80's market seeking anchor position in larger market. Qualified and Experienced. 417-744-2048.

News magazine/Documentary Producer seeks large market position. 12-year pro with heavy film, ENG, and editing experience. MA. Box D-190.

Nothing Cutesy, Nothing Clever, just the facts. Aggressive, creative Photographer/Reporter ENG and 16MM experience, now in market size 44. Florida. Seeking reporting position small/medium market. Ready to relocate now. Call 305-671-5932. Michael Glavich, 1843 Poinciana Road Winter Park, FL 32792.

Authoritative, Professional Reporter with flair for people-feature stories seeks news committed outfit. Anthony-717-347-1149.

News Management: Assistant News Director-Assignment Editor-Producer seeks position with solid TV news operation. Proven management record, plus on-air and field reporting (newfilm and ENG). Awards. BA, and 8 years TV experience. Box E-47.

SITUATIONS WANTED NEWS CONTINUED

Effective communicator currently working in major market, looking for new position. Experience—News, Weather, Sports. Box E-28.

Meteorologist: Four years television and radio experience forecasting for New England. Professional Member of A.M.S. VTR available. Box E-36.

Anchor-Producer looking for News Director spot. Currently second man in Number Two operation. My goal Number One. Salary upper teens. Box E-24.

Former NBC News Vietnam correspondent, writer/producer (Chicago) seeks Anchor or Anchor/ND slot California, Arizona, Nevada, Oregon, Utah or Colorado. Have looks and background, mid-thirty, married. Salary open. Cassette available. Replies confidential. Box E-62.

Superior individual: Seek break in TV news reporting/producing. Honor student at nationally prominent university (major in Public Policy Studies). ENG and film experience. Numerous TV, radio news internships. Excellent recommendations. Spent last year building and managing TV station where none previously existed! Call 404-233-1540 or write David Frey: 56 Laurel Dr., N.E., Atlanta, GA 30342.

Sportscaster. 8 years experience desires challenging Radio/TV opportunity. PBP. Prefer far West or Midwest. Box E-14.

Seeking Writer or Reporter? Experienced reporter will be June MSJ graduate. Medill. Can edit film or Sony 2850 videotape. Young, attractive, aggressive. 312-492-1618 evenings or Box E-11.

Reporter, heavy consumer, background would like to be general reporter on strong TV news operation. Resume, cassette available. Box E-10.

Seeking News Directorship, anchor, or large market reporting job. Prefer Midwest. Employed. Box E-9.

Meteorologist currently producing half hour daily weather show on PBS affiliate. Wishes return to local news. Tape on request. Box E-8.

Talk Program Producer/Host. Into all phases "talk" past ten years in St. Louis, New Orleans, Milwaukee plus NBC News Vietnam correspondence. Strong female demos! Can anchor/report too. Will audition my expense. Replies confidential. Box E-61.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Bright Young Network TV Newscaster seeks position, behind scenes/on air in Austin, Temple or Waco, Texas area. Box D-222.

Have Network News experience and Master's Degree in Television/Radio; Female NIS casualty seeking position in Television Public Affairs, News, Local Production. Big Bucks not necessary, willing to relocate. Box D-186.

Available Now. Experienced TV production personnel. Camera, audio, lighting, directing. Male/Female. Austin AVT1, Austin, MN 55912. 507-437-6681.

Eager female, First Ticket. TV production degree, seeks any TV work. Kathleen Wilcox 9 Victoria, Babylon, NY 11703 516-667-9665.

Versatile Producer—Director seeking interesting production position. 7 years extensive professional experience. If you care about quality television, we should talk. Graham Brinton, 215-664-3346.

Producer/Director: Female PD presently employed in top 10 market looking for a challenging position. Direct in studio-news, programming and public affairs shows & remote-film and ENG. Willing to relocate. Box D-3, BROADCASTING.

Studio Production. Camera operator experienced in floor management, set design, construction, staging, lighting. Plus film production experience. COMM. or PTV. Anywhere. Box E-39.

Production Specialist: Direct, switch, audio, lighting, camera, projection, film, ENG; BS, MS. 26. creative, ambitious, intelligent; management potential, excellent references. Now. Box E-46.

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Schafer 902 automation 96 position switch memory, interface cards, cables for 5 Ampexes, 7 car/ carousels. Rack. Price new \$13,000. Yours for \$6,500. Phone Schafer International 714-454-1154.

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4 IVC 1" 900 Rack-mounted VTR machines—Racks included, 1 IVC processor amplifier board, 1 Sync & Doc processor board, 4 IVC 1" 825 Rack-mounted VTR machines, 2 IVC time-base corrector Model 410 Z for VTR 900, 2 IVC program timer. Julio Brito, 809-783-4440. Make an offer.

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Want games and riddles that can be played on radio talk shows. Bill Schueler, KRXX, Box 2915, Fort Worth, TX 76101.

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- 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%. \$435,000 for 100%.
 - AM/FM in central Tenn. \$225,000. Terms.
 - Daytimer with real estate that covers Charlotte, N.C. metro area. \$300,000. Terms.
 - Black programmed daytimer in small town. Northern N.C. \$90,000.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
- BUSINESS BROKER ASSOCIATES**
615-894-7511 24 HOURS

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



You belong in

Broadcasting
The newsworld of broadcasting and allied arts

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, PD, 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 27	Closing Wed. April 20		Net change in week	% change in week	1977 High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting												
ABC	ABC	N	44	45	- 1	-	2.22	45	37	11	17,696	778,624
CAPITAL CITIES	CCB	N	45 5/8	48 1/4	- 2 5/8	-	5.44	57	44 3/4	10	7,739	353,091
CBS	CBS	N	58 1/2	60	- 1 1/2	-	2.50	60 3/8	55	10	28,395	1,661,107
COX	COX	N	28 3/8	29 3/8	- 1	-	3.40	33 5/8	28 3/8	8	5,872	166,618
GROSS TELECASTING	GGG	A	15 1/8	15	+ 1/8	+	.83	15 1/2	13 5/8	8	800	12,100
KINGSTIP COMMUN.	KTVV	O	4	3 7/8	+ 1/8	+	3.22	4 5/8	3 7/8	7	461	1,844
LIN	LINB	O	18	18 3/8	- 3/8	-	2.04	19 1/8	16 3/4	8	2,725	49,050
MOONEY	MOON	O	2 1/2	2 1/2			.00	2 1/2	1 7/8	9	425	1,062
RAHALL	RAHL	O	14 3/4	14 5/8	+ 1/8	+	.85	18 1/2	8 5/8	18	1,281	18,894
SCRIPPS-HOWARD	SCRIP	O	35	36 1/2	- 1 1/2	-	4.10	36 1/2	31 1/2	8	2,589	90,615
STARR**	SBG	M	6 3/4	6 1/2	+ 1/4	+	3.84	7	3 1/2		1,202	8,113
STORER	SBK	N	23 1/4	24 3/8	- 1 1/8	-	4.61	26 7/8	23 1/4	8	4,876	113,367
TAFT	TFB	N	27 1/2	28 3/4	- 1 1/4	-	4.34	33 7/8	27 1/2	7	4,070	111,925
TOTAL											78,131	3,366,410

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/8	5 3/8			.00	5 1/2	3 3/4	9	1,265	6,799	
AVCO	AV	N	14 1/8	14 5/8	-	1/2	-	3.41	16 5/8	13 3/8	3	23,792	336,062
JOHN BLAIR	BJ	N	16	15 1/4	+	3/4	+	4.91	16	11 1/8	6	2,407	38,512
CHRIS-CRAFT	CCN	N	4 5/8	4 5/8			.00	7 3/8	4 5/8	4	4,396	20,331	
COMBINED COMM.	CCA	N	22 1/4	22 7/8	-	5/8	-	2.73	23	19	8	6,644	147,829
COWLES	CWL	N	15 1/4	14 5/8	+	5/8	+	4.27	15 1/4	12 1/2	19	3,969	60,527
DUN & BRADSTREET	ONB	N	28 1/4	27 7/8	+	3/8	+	1.34	30 1/2	26 1/4	16	26,544	749,868
FAIRCHILD IND.	FEN	N	10	9 3/4	+	1/4	+	2.56	11 1/4	9 1/2	9	5,708	57,080
FUQUA	FOA	N	9 1/8	9 1/4	-	1/8	-	1.35	13	9 1/8	6	8,844	80,701
GANNETT CO.	GCI	N	33 5/8	34 3/4	-	1 1/8	-	3.23	40 3/4	33 5/8	15	21,629	727,275
GENERAL TIRE	GY	N	27	26 1/2	+	1/2	+	1.88	28 5/8	24 3/4	5	22,242	600,534
GLOBE BROADCASTING	GLBTA	O	4	3 1/2	+	1/2	+	14.28	4 3/8	2 1/8	44	2,783	11,132
GRAY COMMUN.	O	10	10 1/2	-	1/2	-	-	4.76	11	8	5	475	4,750
HARTE-HANKS	HHN	N	27 3/8	27 5/8	-	1/4	-	.90	29 3/8	26	11	4,470	122,366
JEFFERSON-PILOT	JP	N	27 1/8	28	-	7/8	-	3.12	32 3/8	26 5/8	10	24,079	653,142
KATSER INDUSTRIES	KI	A	17 3/4	18 5/8	-	7/8	-	4.69	18 5/8	14 3/4	9	28,119	499,112
KANSAS STATE NET.	KSN	O	5 5/8	5 5/8			.00	6	4 3/4	8	1,716	9,652	
KNIGHT-RIDDER	KRN	N	31	32 1/2	-	1 1/2	-	4.61	38 3/8	31	11	8,305	257,455
LEE ENTERPRISES	LNT	A	23 1/2	22 1/4	+	1 1/4	+	5.61	28 1/8	22 1/4	12	5,010	117,735
LIBERTY	LC	N	19 1/4	18 3/4	+	1/2	+	2.66	19 3/8	18	6	6,762	130,168
MCGRAW-HILL	MHP	N	17 1/4	17 3/8	-	1/8	-	.71	17 5/8	15 5/8	11	24,655	425,298
MEDIA GENERAL	MEG	A	16 1/2	16 5/8	-	1/8	-	.75	20	16 1/2	7	7,272	119,988
MEREDITH	MOP	N	17 3/4	18 1/4	-	1/2	-	2.73	20 1/4	17 3/8	4	3,067	54,439
METROMEDIA	MET	N	30 3/8	31 1/8	-	3/4	-	2.40	31 1/8	27 1/8	7	6,771	205,669
MULTIMEDIA	MMED	O	22	22 1/4	-	1/4	-	1.12	23 1/2	21 1/2	10	4,391	96,602
NEW YORK TIMES CO.	NYKA	A	18 7/8	18	+	7/8	+	4.86	18 7/8	15 3/4	10	11,207	211,532
OUTLET CO.	OTU	N	22 7/8	24 1/4	-	1 3/8	-	5.67	24 1/4	17 3/4	7	1,437	32,871
POST CORP.	POST	O	18	17 1/4	+	3/4	+	4.34	19 1/4	16 1/4	8	869	15,642
REEVES TELECOM	RBT	A	2 1/2	2 1/2			.00	3	1 3/4	16	2,380	5,950	
ROLLINS	RDL	N	17 3/4	17 7/8	-	1/8	-	.69	24 1/4	17 1/8	10	13,404	237,921
RUST CRAFT	RUS	A	11 1/8	11 5/8	-	1/2	-	4.30	11 7/8	8 1/2	8	2,291	25,487
SAN JUAN RACING	SJR	N	8 1/8	8 3/4	-	5/8	-	7.14	9 3/8	7 3/4	7	2,509	20,385
SCHERING-PLOUGH	SGP	N	33 1/2	34 3/8	-	7/8	-	2.54	44 3/4	33 1/2	12	54,047	1,810,574
SONDERLING	SDB	A	10	10 1/8	-	1/8	-	1.23	10 7/8	9	5	1,096	10,960
TECH OPERATIONS**	TD	A	2 3/4	2 1/2	+	1/4	+	10.00	3 3/8	2 3/8	1	1,344	3,696
TIME MIRROR CO.	TMC	N	22	22 1/8	-	1/8	-	.56	23	20 3/4	11	33,911	746,042
WASHINGTON POST CO.	WPD	A	21 3/4	21 7/8	-	1/8	-	.57	25 1/8	21 3/4	8	8,876	193,053
WOMETCO	WOM	N	11 1/4	11 1/4			.00	12 3/4	10 7/8	7	9,437	106,166	
TOTAL											398,123	8,953,305	

Cablecasting

ACTON CORP.	ATN	A	4	4 1/4	-	1/4	-	5.88	4 3/4	3 1/8	9	2,676	10,704	
MECO**	ACO	O		1/4		1/4		.00	1/2	1/4		1,200	300	
AMERICAN TV & COMM.	AMTV	O	20	1/4	20 1/2	-	1/4	-	1.21	25 1/2	19 3/4	15	3,374	68,323
ATHENA COMM.** *		O		1/8	1/8			.00	1/8	1/8		2,125	265	
BURNUP & SIMS	BSIM	O	3	1/2	3 3/4	-	1/4	-	6.66	4 1/8	3 1/2	23	8,319	29,116
CABLECOM-GENERAL	CCG	A	10	1/4	10	+	1/4	+	2.50	10 1/4	5 7/8	9	2,562	26,260
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	1/4	5 1/2	-	1/4	-	4.54	5 1/2	3 5/8	16	4,761	24,995
COX CABLE	CXC	A	21	5/8	21 5/8			.00	22 1/4	16 1/2	21	3,563	77,049	
ENTRON	ENT	O	1	5/8	1 5/8			.00	2	1 5/8	2	979	1,590	
GENERAL INSTRUMENT	GRL	N	19	1/2	20 1/4	-	3/4	-	3.70	21 3/4	18 1/2	21	7,178	139,971
GENEVE CORP.	GENV	O	7	1/2	7 1/2			.00	9 1/4	7 1/2	50	1,121	8,407	
ELE-COMMUNICATION**	TCOM	O	4	3/4	4 5/8	+	1/8	+	2.70	5 1/8	2 7/8	68	5,281	25,084
ELEPROMPTER	TP	N	7		7 1/8	-	1/8	-	1.75	9 3/8	7	233	16,785	117,495
EXSCAN	TEXS	O	1	1/2	1 1/2			.00	2	1 3/8	10	786	1,179	
TIME INC.	TL	N	34	1/4	34	+	1/4	+	.73	38 1/4	33	10	20,192	691,576
OCOM	TOCM	O	3		2 1/4	+	3/4	+	33.33	3	2 1/4	11	617	1,851
IA-COLUMBIA CABLE	UACC	O	17	1/2	17 3/4	-	1/4	-	1.40	18	15 1/2	13	1,700	29,750
NITED CABLE TV**	UCTV	O	4		3 7/8	+	1/8	+	3.22	4 5/8	3 7/8		1,879	7,516
IACOM	VIA	N	13		13 1/8	-	1/8	-	.95	15 5/8	9 1/2	13	3,707	48,191
TOTAL												91,176	1,317,378	

	Stock symbol	Exch.	Closing Wed. April 27	Closing Wed. April 20	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	N	9	9 5/8	-	5/8	-	6.49	11 3/4	7 3/8	3	6,748	60,732
DISNEY	DIS	N	34 1/2	35 7/8	-	1 3/8	-	3.83	47 5/8	34 1/2	15	31,917	1,101,136
FILMWAYS	FWY	A	8 1/2	8 3/4	-	1/4	-	2.85	9 7/8	6 7/8	7	2,397	20,374
FOUR STAR			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 1/4	13 3/4	-	1/2	-	3.63	18 3/8	13 1/8	3	48,269	639,564
MCA	MCA	N	37	36 3/4	+	1/4	+	.68	42 1/2	36 3/8	7	17,974	665,038
MGM	MGM	N	19 3/8	19 7/8	-	1/2	-	2.51	20 1/8	16	8	13,102	253,851
TELETRONICS INTL.	O		5 1/4	5	+	1/4	+	5.00	6 1/2	5	8	968	5,082
TRANSAMERICA	TA	N	13 7/8	14 1/8	-	1/4	-	1.76	15 1/4	13 5/8	8	65,148	903,928
20TH CENTURY-FOX	TF	N	11 3/8	10 5/8	+	3/4	+	7.05	12 1/4	10	8	7,583	86,256
WARNER	WCI	N	29 1/8	29 1/2	-	3/8	-	1.27	29 5/8	26 1/4	7	14,436	420,448
WRATHER	WCO	A	5 5/8	5 7/8	-	1/4	-	4.25	6 3/4	4 1/2	9	2,229	12,538
TOTAL										211,438		4,169,614	

Service

BBDO INC.	BBDO	O	27 1/2	27 1/4	+	1/4	+	.91	27 1/2	22 1/2	8	2,513	69,107
COMSAT	CO	N	35 1/8	35 3/4	-	5/8	-	1.74	35 3/4	29 3/8	9	10,000	351,250
DOYLE DANE BERNBACH	DOYL	O	19 1/4	19 7/8	-	5/8	-	3.14	19 7/8	16 3/4	6	1,820	35,035
FOOTE CONE & BELDING	FCB	N	16	16 1/8	-	1/8	-	.77	16 5/8	14 3/4	8	2,304	36,864
GREY ADVERTISING	GREY	O	20 1/2	21	-	1/2	-	2.38	21	16 1/2	6	729	14,944
INTERPUBLIC GROUP	IPG	N	33	34	-	1	-	2.94	34	28 1/2	7	2,387	78,771
MARVIN JOSEPHSON	MRVN	O	12	12 1/2	-	1/2	-	4.00	14	10 1/4	5	1,896	22,752
MCI COMMUNICATIONS**	MCIC	O	2	2 1/4	-	1/4	-	11.11	2 1/2	1 3/4		19,985	39,970
MOVIELAB	MOV	A	1 3/8	1 1/2	-	1/8	-	8.33	2	1 1/4	6	4,409	1,937
MPO VIDEOTRONICS	MPO	A	6 3/4	6 7/8	-	1/8	-	1.81	9	4	8	520	3,510
NEEDHAM, HARPER	NDHMA	O	12 1/4	12 1/2	-	1/4	-	2.00	12 1/2	11 1/8	7	823	10,081
A. C. NIELSEN	NIELB	O	20 1/2	21	-	1/2	-	2.38	22 1/8	20 1/8	12	10,762	220,621
OGILVY & MATHER	OGIL	O	31 1/4	32	-	3/4	-	2.34	33 1/2	31	8	1,805	56,406
J. WALTER THOMPSON	JWT	N	15 3/4	16 1/2	-	3/4	-	4.54	18 1/2	15 1/8	8	2,649	41,721
TOTAL												59,602	982,969

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4	4 1/4	-	1/4	-	5.88	4 1/4	2 3/8	18	1,672	6,688
AMPEX	APX	N	7 3/4	8	-	1/4	-	3.12	9 3/8	7 3/8	11	10,885	84,358
ARVIN INDUSTRIES	ARV	N	15 1/4	15 3/4	-	1/2	-	3.17	19 1/4	15	4	5,959	90,874
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CETC	A	2 3/4	2 5/8	+	1/8	+	4.76	2 3/4	1 3/4	11	2,244	6,171
COHU, INC.	COH	A	2 5/8	2 1/2	+	1/8	+	5.00	3 1/8	2 1/8	15	1,779	4,669
CONRAC	CAX	N	26 1/8	27 1/4	-	1 1/8	-	4.12	27 1/4	23 3/4	7	1,433	37,437
EASTMAN KODAK	EASKO	N	63 1/8	68 3/8	-	5 1/4	-	7.67	86 3/4	63 1/8	16	161,371	10,186,544
FARINON ELECTRIC	FARN	O	8 1/2	8 1/2				.00	12	8	10	4,267	36,269
GENERAL ELECTRIC	GE	N	52	53 7/8	-	1 7/8	-	3.48	55 7/8	49 1/4	13	184,581	9,598,212
HARRIS CORP.	HRS	N	36 1/2	37 5/8	-	1 1/8	-	2.99	37 5/8	28	14	12,216	445,884
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	1 1/4	1 3/8	-	1/8	-	9.09	2 3/8	7/8		2,701	3,376
MICROWAVE ASSOC. INC	MAI	N	21 1/2	23	-	1 1/2	-	6.52	24 1/2	20 1/4	10	1,320	28,380
3M	MMM	N	48 1/2	50 3/4	-	2 1/4	-	4.43	57	48 1/2	16	115,265	5,590,352
MOTOROLA	MOT	N	43 1/2	44 7/8	-	1 3/8	-	3.06	56 7/8	43 1/2	14	28,353	1,233,355
N. AMERICAN PHILIPS	NPH	N	32 1/2	33 5/8	-	1 1/8	-	3.34	36	31 5/8	7	12,033	391,072
OAK INDUSTRIES	OAK	N	17 3/8	16 1/2	+	7/8	+	5.30	17 7/8	9 5/8	13	1,639	28,477
RCA	RCA	N	29	30 3/8	-	1 3/8	-	4.52	30 3/8	25 3/8	13	74,753	2,167,837
ROCKWELL INTL.	ROK	N	31 5/8	33 5/8	-	2	-	5.94	34 5/8	30 7/8	8	32,300	1,021,487
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4				.00	2	1 5/8	8	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	17 3/4	17 3/4				.00	21 1/8	16 3/4	12	1,668	29,607
SONY CORP.	SNE	N	9 5/8	9 3/4	-	1/8	-	1.28	10 3/8	8 1/8	18	172,500	1,660,312
TEKTRONIX	TEK	N	58 1/4	60	-	1 3/4	-	2.91	68 1/2	56 1/2	13	8,671	505,085
TELEMATION	TIMT	O	5/8	5/8				.00	3/4	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	18 3/4	18 1/8	+	5/8	+	3.44	19 3/8	14 3/4	13	6,838	128,212
WESTINGHOUSE	WX	N	20 1/2	19 7/8	+	5/8	+	3.14	20 1/2	16 1/4	8	87,492	1,793,586
ZENITH	ZE	N	21 7/8	24 3/8	-	2 1/2	-	10.25	28	21 7/8	11	18,818	411,643
TOTAL											955,875	35,497,310	

GRAND TOTAL 1,794,345 54,286,986

Standard & Poor's Industrial Average 108.8 111.4 -2.8

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.

WFTV's Walter Windsor: stalking the rating firms

It's hard for the general manager of a television station to complain about the best ratings book it had ever received, but Walter Windsor felt he had to. Mr. Windsor, a 41-year veteran of broadcasting who has spent his last nine years as the "temporary" general manager of WFTV(TV) Orlando, Fla., just couldn't accept the "substantial differences" between Arbitron's and Nielsen's ratings accounts in last year's November books. It was, says Mr. Windsor, the "last straw" that pushed him into a role as gadfly of the rating services.

"I hate to have it appear now that all of a sudden I'm a celebrity because of this," says Mr. Windsor. But like it or not, he has become a force to reckon with for the rating firms.

He admits that the November 1976 report was "the best our station ever had" and that differences have always cropped up between Arbitron and Nielsen for the Orlando-Daytona Beach market, but this time, he says, the variation was too extreme.

"Why," he asked Arbitron and Nielsen, "on our *Dialing for Dollars* Movie does Nielsen give us half the rating we receive from Arbitron, 40% fewer households and 31% fewer women 18-49?" The February books, he discovered later, told essentially the same story.

After huddles with representatives of the rating services, Mr. Windsor is convinced the variations between the two arise principally from the different household universes and different weights assigned to heads of households each service uses.

People joke that Mr. Windsor's channel-9 ABC outlet "ought to have two rate cards—one for Nielsen and one for Arbitron," he says.

One top-level staffer at a rating service said that he expects the Walter Windsor situation to blow over—a little controversy and bad press, but not much more. Aside from a few other complaints from other general managers (BROADCASTING, Feb. 11), Mr. Windsor's cause has not been a rallying point for the industry.

Mr. Windsor himself, dissatisfied with the answers he has received—or not received—from Nielsen and Arbitron, has taken his case to the Broadcast Rating Council, the Advertising Research Foundation and the National Association of Broadcasters. All's quiet now, however, and he waits and works on a "complete dossier" that he plans to send shortly to all parties involved.

Realistically, Mr. Windsor also admits that it all may well blow over—"I've been



Walter Michael Windsor—general manager, WFTV(TV) Orlando, Fla.; b. Sept. 22, 1918, New York; attended Long Beach City College, 1936-38; various broadcasting positions in various states, late 1930's to early 1940's; U.S. Army, 1942-46; general manager WKNB(AM) New Britain-Hartford, Conn., 1946; WDVA(AM) Danville, Va., 1947-48; WGBA-AM-FM Columbus, Ga., 1948-54; KCMC-TV Texarkana, Tex. (now KTAL-TV Shreveport, La.), 1954-63; executive vice president, West Texas Network, Lubbock 1963-67; Bluegrass Broadcast Group, Lexington, Ky., 1967-69; present post since April 1, 1969; member, ABC-TV Affiliates Board, Broadcast Pioneers; m. Mary Johnson, 1947; children—William, 28; Tony, 27; Wendy, 23, and Martha, 18.

exercised on this subject before."

Mr. Windsor had his first taste of broadcast fame—however limited—as a 17-year-old budding baritone on *Daddy Rango's Midnight Frolic* on KGER(AM) Long Beach, Calif., in 1935. He also worked at KFOX(AM) Long Beach as a writer-actor on *Bobby and Betty and their Magic Boots*. Among his other experiences in the southern California area was a stint as comedy writer on J. Walter Thompson's *Chase and Sanborn Hour*. One of those on that show who depended on Mr. Windsor's imagination was W. C. Fields.

When World War II broke out, he joined the Armed Forces Radio Service, ran a station in Iran and helped develop a "Bedside Network" at McGuire Army hospital in Richmond, Va.

Mr. Windsor after the war took advantage of his Ruptured Duck—a lapel pin given to those with honorable discharges—which opened the agency and network doors to those seeking announc-

ing or acting auditions. Mr. Windsor received no call-backs and with "the mustering-out pay ending," started sending letters to those receiving FCC construction permits for radio stations. A call came from WKNB(AM) New Britain-Hartford, Conn., where he applied for the program manager's post and, although inexperienced, ended up being hired as general manager.

He handled it and went on to similar posts at WDVA(AM) Danville, Va. (where he hired, fired and married the receptionist, Mary Johnson), then to WGBA-AM-FM Columbus, Ga., and KCMC-TV Texarkana, Tex. (now KTAL-TV Shreveport, La.). In 1963 he joined the West Texas Network as executive vice president, and in 1967 took over the reins of the Bluegrass Broadcast Group, which included WHOO-AM-FM Orlando. He moved to WFTV two years later as "selected temporary manager" reporting to five potential licensees operating under an interim arrangement. As Mr. Windsor commenced his ninth year at the station last month—after years of litigation in forums ranging from the FCC to the Supreme Court—the arrangement is still interim (having set records in the broadcast industry) and Mr. Windsor's job officially still temporary. Despite the different philosophies of those vying for the license, Mr. Windsor says it's his "very liberal delegated authority" that has led to the success WFTV has achieved (it's number one in prime time, thanks to ABC-TV's ratings coup). Just keeping the station at full-power hasn't been easy; shortly after a new tower went up in 1973, it collapsed and WFTV, aside from being an "interim" operation, was a limited-power one as well for three and a half years.

Out in the community, Mr. Windsor is likely to be attending or running PESO (Participation Enriches Science, Music and Art Organizations—an acronym "coined before I got there") activities. He also appears in theatrical productions; his most recent role, for the Central Florida Civic Theater, was as William Jennings Bryan in *Inherit the Wind*.

At 58, Mr. Windsor's foremost professional love remains acting—"sometimes I wonder," he says, "if I haven't been acting the part of a manager for 31 years?" But he's satisfied even considering the pressures and his spastic colon.

"Some guy wrote in my high school yearbook that if I ever made up my mind whether I wanted to be a writer or an actor, salesman or musician or a politician or whatever, that I would succeed in the world. But as long as I couldn't make up my mind among all these things, I'd be a certain failure. That guy is now working for about 100 bucks a week and I found a profession that involves all those things."

Editorials

Option No. 1

The House Communications Subcommittee has been given a clue to the magnitude of its assigned mission of rewriting the Communications Act. It has been presented with staff option papers numbering about 800 more pages than the average congressman will read and contained in three volumes with a gross weight of six pounds, three ounces.

Those who find the time and interest to go through these works will wonder at the sheer profusion of things they are told they can do to reshape the future of American communications. The thoughtful ones may also wonder at the paucity of references to the first option of all—living with the act that has defined communications regulation during the most astonishing advances in technology and systems since the dawn of man.

It was probably not to be expected that an eager staff would search for merit in the status quo: Indeed the assignment was to brainstorm changes. Still, the deficiency in the mound of option papers now confronting subcommittee members is the absence of a defense of the existing Communications Act. Where current law or regulation is mentioned, it is mostly without comment or, where opinion is expressed, the opinion is adversely critical.

The feeling here is that the Communications Act of 1934, as amended, ought not to be cavalierly dismissed as obsolete. During its existence there have come into being national radio and television systems that provide their audiences with more program choices than any other people can command, a national telephone system that is the envy of the world and personal communications that accommodate a ceaseless din of messages ranging from the useful to inconsequential.

Unquestionably there are repairs to be considered—mostly, we suggest, in the form of simplification—but the subcommittee will find its assignment infinitely eased if approached as a modernization of existing law, not an act of original creation.

Perhaps the subcommittee will write its own option paper to fill the blanks left by the staff.

Two-way street

It had to happen. The question came at President Carter's most recent news conference.

Was there the possibility of overexposure, what with three full-dress presidential appearances on the energy problem covered by all the networks during a five-day period? Yes, Mr. Carter replied, but attendance at his press conferences is voluntary.

That was a good response. The unwritten rule works both ways. It is the prerogative of the news media, too, to make their own judgments as to coverage of any event. They stand or fall on their editorial decisions sooner or later, like the *Literary Digest*, *Colliers*, *Life*, a dozen New York newspapers and other metropolitan dailies and several press associations.

President Carter, presumably without misgiving, said the only time he had ever requested television or network coverage was for the first appearance on Monday, April 25. This after CBS had said it would sit it out, but then plugged in because of the President's expressed wish.

We would not presume to tell one so adept in public and media relations how to best employ his television skills. We do suggest that, until circumstances dictate otherwise, he consider his twice-a-month news conferences as basic. When something transcendental comes along, the networks won't have to be "invited." They will be there with greatest possible dispatch.

Enough is enough

The television code review board of the National Association of Broadcasters has, in a recovery of its senses, abandoned the pursuit of a set of guidelines that would magically wipe violence from the air. As reported in this publication a week ago, the code board decided that the present language in the code was clear enough.

The correctness of the board's decision may be demonstrated by a recital of excerpts from the existing code:

"Violence, physical or psychological, may only be projected in responsibly handled contexts, not used exploitatively. Programs involving violence should present the consequences of it to its victims and perpetrators.

"Presentation of the details of violence should avoid the excessive, the gratuitous and the instructional.

"The use of violence for its own sake and the detailed dwelling upon brutality or physical agony, by sight or sound, are not permissible.

"The depiction of conflict, when presented in programs designed primarily for children, should be handled with sensitivity."

That language had been in the code for years before the NAB television board sternly decreed at its winter meeting last January that "revised and strengthened" program guidelines be prepared. What more is there to say?

If Hollywood producers and network program executives and station operators cannot understand the language now existing in the code, there is no way to save the American television system from ultimate corruption. If producers and broadcasters choose to ignore the guidelines, they will have no one but themselves to blame when the public perceives what it believes to be excessive violence on the tube.

No centralized code apparatus can relieve the networks and stations of the final choice: deciding what does and does not go on the American air. It is an individual responsibility, and there may be disagreements about judgments.

At best the code functions to outline general principles to which all broadcasters with a decent regard for their craft can accommodate themselves. When the code moves toward regulation, as it has moved too often in the past, it demeans the very enterprise it pretends to serve.

The television code review board got that message.



Drawn for BROADCASTING by Jack Schmidt

"Hey, Bernie, if this guy's right, shouldn't we take it live instead of taping it?"



Big brother to big brothers

It was nearing Christmas time and the Big Brothers of Wexford and Missaukee Counties of Northern Michigan needed toys and things for their little friends. The director placed a call to "Tell and Sell" a daily Monday through Friday "Swap-Shop" type program broadcast by the Fetzer Radio Station WWAM in Cadillac.

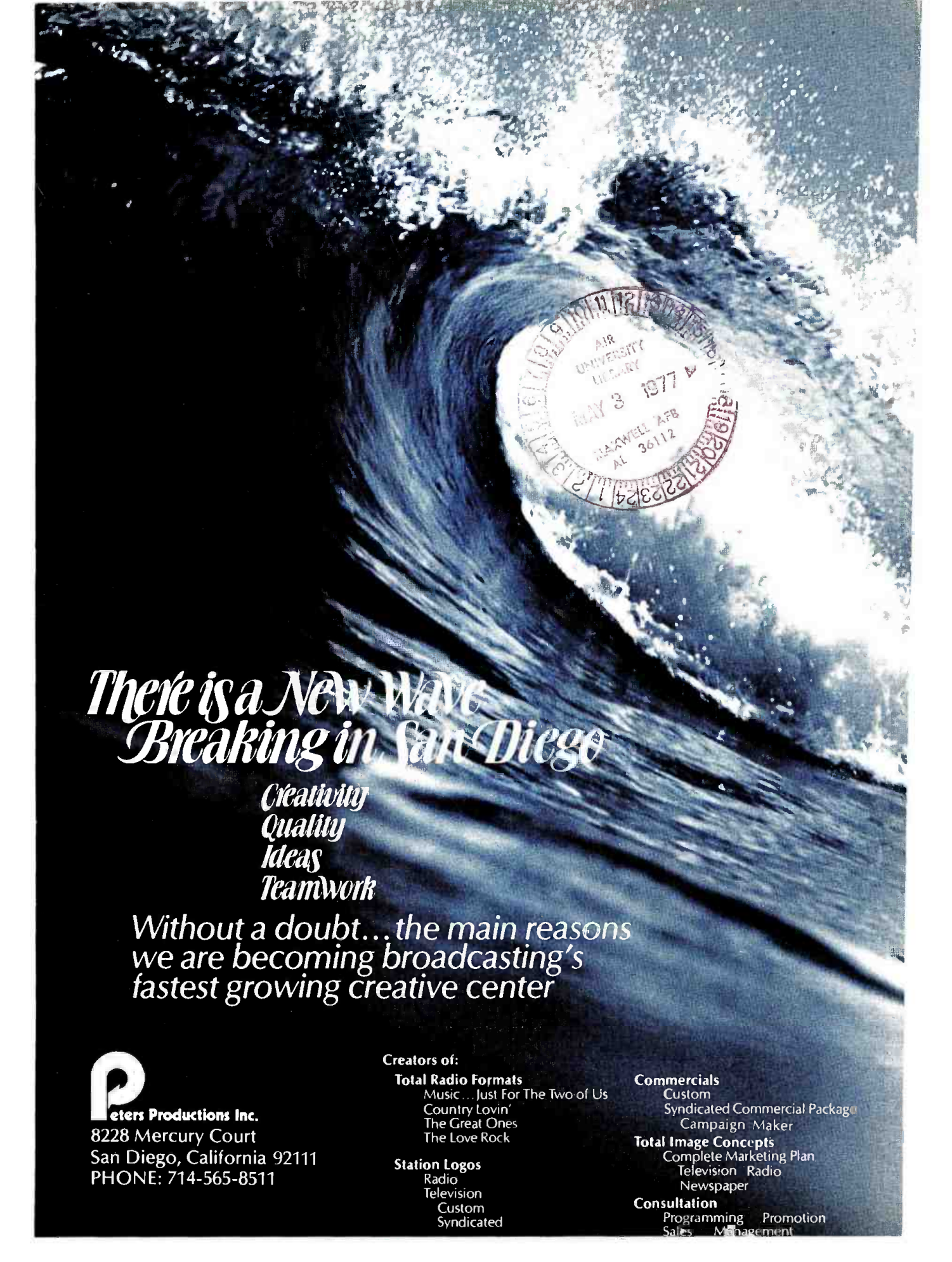
Within three weeks, sufficient toys were garnered to meet the needs of the organization, and the director called in and personally thanked the "Tell and Sell" audience for its efforts in "making the project a complete success."

Helping with projects like this is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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