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Broadcasting May 16

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NEWSPAPER



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KSTP-TV 
MINNEAPOLIS • ST. PAUL

Division of Hubbard Broadcasting Inc. Source: *Nielsen, February 1977 and **Arbitron, February 1977, 6 p.m./6-day and 10 p.m./7-day program averages.† Nielsen, Metro Households, 10 p.m. Estimates subject to limitations in said reports. For KSTP-TV information contact Jim Blake, General Sales Manager, or David Garvin, National Sales Manager, at 612-645-2724, or your nearest Petry office.

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*Projections from the Puerto Rico Planning Board.

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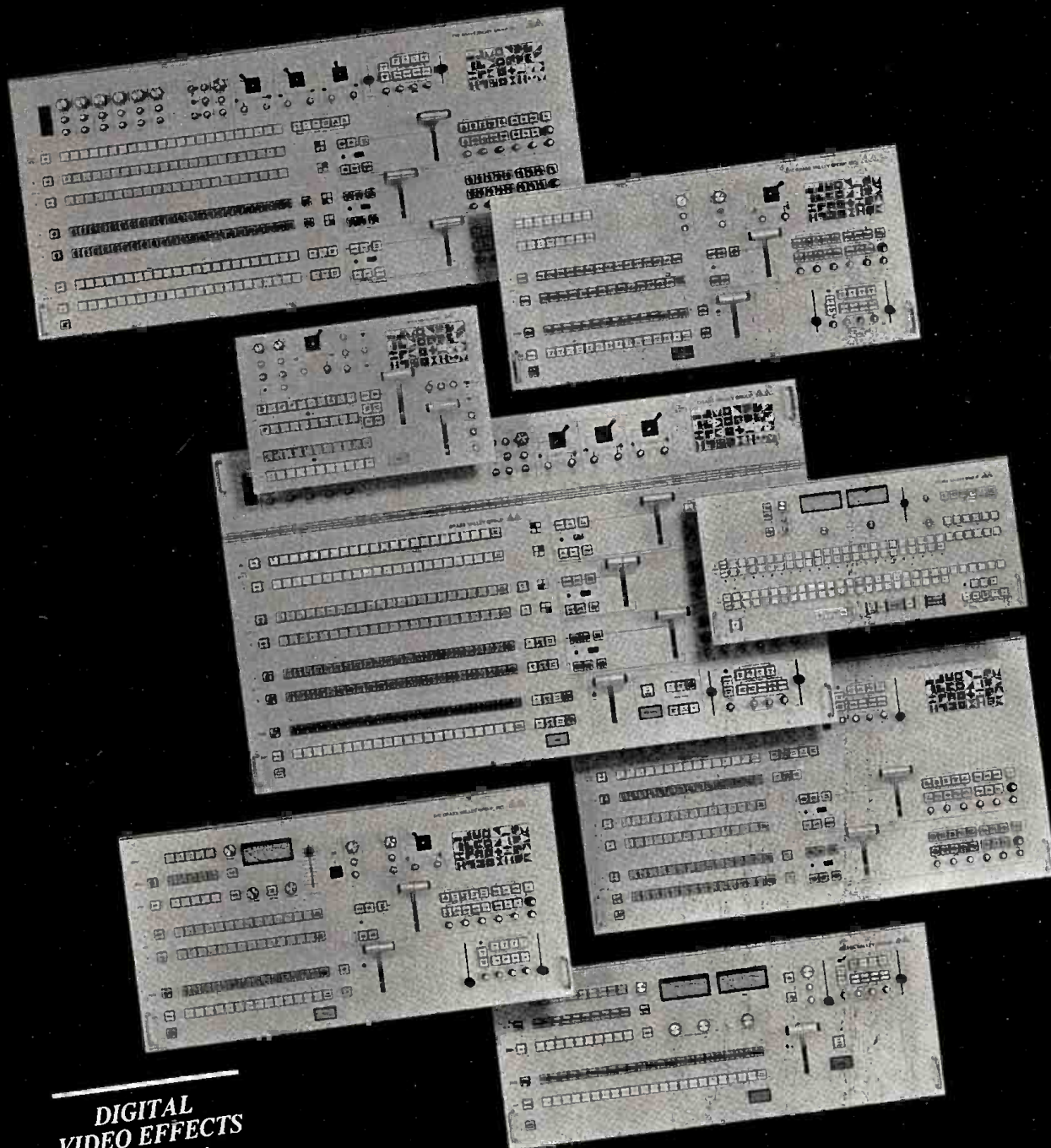
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The Week in Brief

IN THE VICTORY CIRCLE □ As expected, the ABC affiliates' annual convention proved to be an occasion to enjoy a glow of triumph and hear promises of even better things to come. **PAGE 21.**

MOUNTING VIOLENCE CONCERNS □ The Senate couldn't get its mind off the subject during three days of hearings on broadcasting by its Communications Subcommittee. Nothing was resolved, but it was clear that Congress will keep pushing for reforms. Elsewhere, there was a blizzard of paperwork on violence from two networks, a citizen group and a California medical group. **PAGE 22.**

SMORGASBORD □ In addition to the massive testimony on violence, the Hollings subcommittee got a variety of broadcast issues to chew on. **PAGE 23.**

THE PROFIT PRESSURE □ A special report examines the options of broadcasters who are diversifying, upgrading and expanding their operations following a boom year in 1976. **PAGE 28.**

GAO PRODS FCC □ The congressional watch-dog agency tells the commission to set up a new fees schedule and suggests that the FCC made an insufficient attempt to establish a revised system in accordance with court guidelines. **PAGE 34.**

HOOKS ON 315 □ The FCC commissioner contends inconsistencies of wgn and Martin-Trigona rulings will confuse broadcasters and cause the courts to have a lowered opinion of commission decisions. **PAGE 36.**

SETBACK FOR PERCY □ The senator's amendment to spin off the Voice of America runs into stiff opposition, is 'watered down' in a mark-up session. **PAGE 38.**

NBC'S CONSENT DECREE □ That proposed agreement in antitrust suit by Justice Department is turned over to a district judge. Changes include deletion of the section on the amount of feature-film exclusivity against pay cable. **PAGE 41.**

CONFLICT □ Despite a State Department statement that sought to dispel conflict-of-interest thoughts about two Carter appointees, an FCC judge rules that the two, who have been involved in the channel 3 Jackson, Miss., case,

have to be excised from consideration in the TV proceedings. **PAGE 44.**

TRUCE □ A New York court takes under advisement a proposed consent decree and agreement that will cost NBC \$2 million for back payment and training programs for some of its women employees. **PAGE 44.**

APPLAUSE □ ABC's affiliates appear to approve of everything the network is doing, but some have reservations about how *Soap* will be accepted in their markets. **PAGE 46.**

EXPECTATIONS □ NBC affiliates are gearing up for their convention this week, and most are optimistic about the network's 1977-78 schedule. **PAGE 49.**

TESTIMONIAL □ Operation Prime Time is off to a good start, with *Testimony of Two Men* raking in good preliminary Nielsen ratings. **PAGE 50.**

DIMMING □ Norman Lear's *All That Glitters* isn't shining as brightly in the ratings after a good first-week sampling. **PAGE 50.**

TO EACH HIS OWN □ NAB research finds that adults and children receive different messages from the same TV programs. **PAGE 52.**

MAN OF THE HOUR □ ABC is expecting big things from Roone Arledge, newly appointed president of the network's sports and news. **PAGE 53.**

ON WEST VIRGINIA AGENDA □ TV violence, government regulation and rising advertising costs will be discussed at this week's annual meeting of the American Association of Advertising Agencies. **PAGE 58.**

DEREGULATION □ NCTA President Robert Schmidt calls for the deregulation of the cable industry and rebuts NAB's charges of siphoning. He calls for establishment of a 'harm standard' as a basis for judgments. **PAGE 60.**

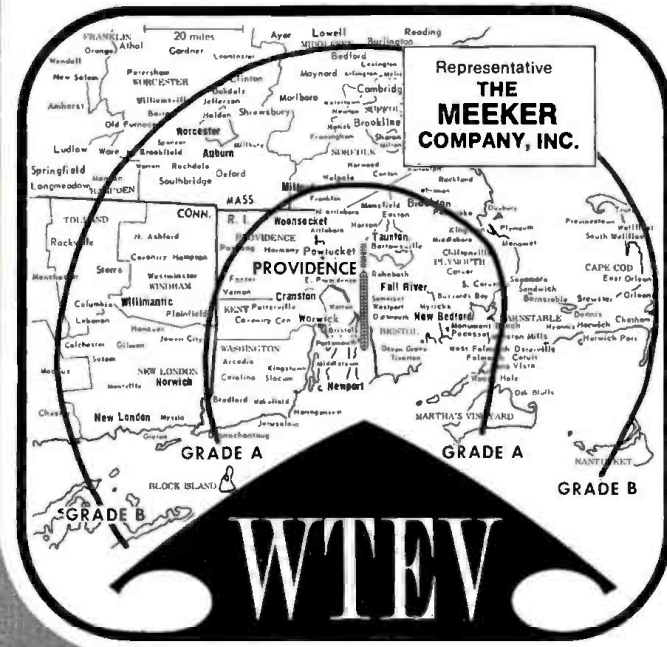
CHALLENGE OF A DAVID □ She grew up in Brooklyn, she likes to write and she constantly looks for improvement. Those are just three of the qualifications Madeline David takes into her latest challenge as NBC-TV vice president, daytime programming. **PAGE 81.**

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Insider report: behind the scene, before the fact

Sweep standings

NBC-TV affiliates may be in line for some good news: Network has vaulted to sizable lead in first 13 days of Nielsen's May sweeps (April 28-May 10) with 17.4 rating, compared to ABC's 16.1 and CBS's 15.5. NBC has fashioned lead from strong theatrical movies like "The Eiger Sanction" (Clint Eastwood), "Big Jake" (John Wayne), "Airport '75" and "In Search of Noah's Ark"; made-for-TV movies like "Snowbeast" and "Irwin Allen's Fire," and specials like *The National Survival Test* and *The Chevy Chase Show*.

May sweeps are important to stations because rating results are drawn on heavily when sales managers put together fourth-quarter prices.

Where'd everybody go?

Broadcasters and others who testified at three-day hearing before Senate Communications Subcommittee last week (see page 22) were disappointed at subcommittee turnout. Hearing, billed as classroom in broadcasting (six of 13 members are new to subcommittee this year), opened with eight senators present, but absenteeism struck at once. On Tuesday, when FCC (with chairman and five members present), presidents of National Association of Broadcasters and National Cable Television Association as well as others testified, only subcommittee member present much of time was Senator Howard Cannon (D-Nev.), subcommittee veteran.

Senators are quick to point out that they have other committee assignments requiring them to be many places at one time. They can catch up by reading record, but broadcasters wonder how many will.

No hurry

White House is yet to begin focusing on question of filling two upcoming FCC vacancies—Chairman Richard E. Wiley's and Commissioner Benjamin L. Hooks's. Aides say lists of possible candidates still contain more than 100 names and that final selection process is probably several weeks off. Chairman's job is still thought likely to go to Charles Ferris, general counsel to House Speaker Thomas P. O'Neill (D-Mass.), but White House aides still say that, to their knowledge, no decision on chairman has been made.

White House is under considerable pressure to name black to succeed Commissioner Hooks, who will leave commission in August to head National Association for Advancement of Colored People. One of number of blacks represented on unpaired lists is Ted

Ledbetter, television engineering consultant who is part owner of WBNB-TV Charlotte Amalie, Virgin Islands, and applicant for channel 50 Washington, which he hopes to use in pay television operation.

Faster, faster

NBC-TV sources say Herbert Schlosser, president of NBC, will make news today (May 16) by announcing that there'll be format changes in both *The Today Show* and nightly John Chancellor newscasts. Mr. Schlosser won't go into detail, but main purpose of changes will be to quicken programs' pace. He'll deliver his remarks as luncheon speaker at NBC's annual affiliates' meeting in Los Angeles.

Coincidental competition

A.C. Nielsen Co. has quietly begun offering its clients coincidental-ratings service. On two day's notice, Nielsen will make coincidental in any designated market area of U.S. for flat fee. Arbitron does metro-area coincidentals and charges extra for surveys of DMA's (or areas of dominant influence, in Arbitron idiom) if calls to different area codes are involved. Arbitron, however, says it's priced competitively.

Nielsen has made 50 coincidentals since first of year; Arbitron claims to have made 600. Nielsen uses full-time employees working out of WATS centers. Arbitron uses part-time interviewers hired locally.

Balloon shot down

Gamesmanship has disappeared from RCA corporate affairs under new president, Edgar H. Griffiths. Making rounds is story of circumstances under which Robert L. Stone, who once reportedly aspired to NBC top slot, severed association as head of Hertz Corp., also RCA subsidiary. Report is that Mr. Stone told Mr. Griffiths he had flattering offer from Hertz's chief competitor, Avis. Mr. Griffiths countered with immediate acceptance of Stone resignation which hadn't been offered. (Mr. Stone has been elected director of John Blair & Co., station representative, in which he holds stock.)

Heavy warm-up

House Communications Subcommittee appears to be doing unusually thorough job of preparing for FCC oversight hearing it will hold on May 23. For past couple of weeks, staff members have been circulating through commission offices, interviewing employees on wide range of

matters and collecting backup documents. One issue subcommittee staff is exploring is manner in which commission is implementing sunshine law—and on that, subcommittee counsel, Harry M. (Chip) Shooshan, says, "There are some legitimate questions to be aired."

Beyond that, subcommittee staff is delving into some areas explored in option papers it developed in connection with subcommittee's project of rewriting Communications Act. One area involves opening commission processes to public.

CPB ups ante

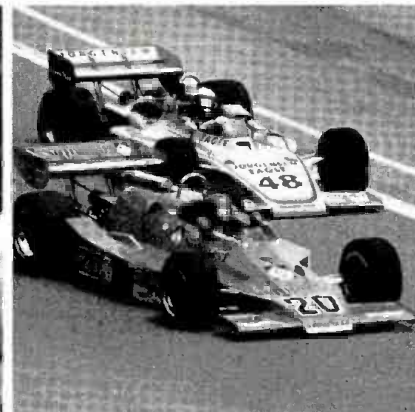
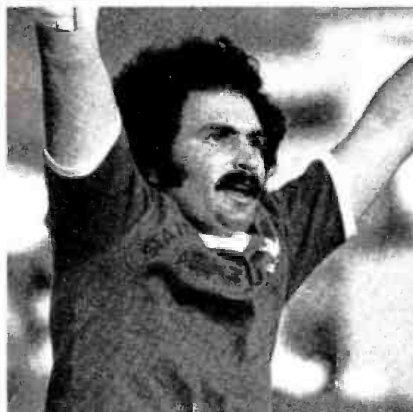
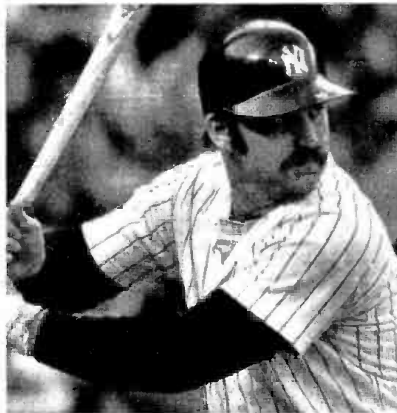
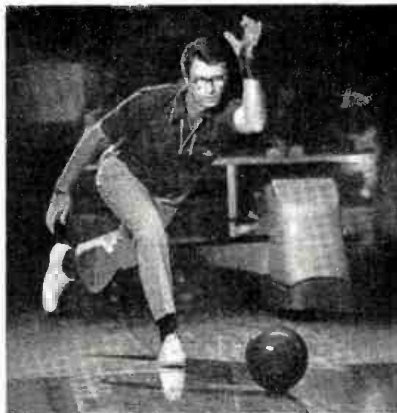
Corporation for Public Broadcasting is testing incentive formula of \$2.50 in nonfederal money for every federal dollar in long-range matching funds and, in process, is seeking additional \$12.2 million from government for fiscal 1978. When Congress passed long-range funding bill last year (authorizing 1978 \$121 million ceiling, but appropriating only up to \$107 million), it included caveat that supplemental appropriation request would be entertained if CPB could show it deserves more funds from match. CPB has come up with 1976 total nonfederal income collected (which determines 1978 funds), claims \$298-odd million in nonfederal dollars should bring in \$119.2 million in federal dollars. CPB has sent letter to Office of Management and Budget, with copies to congressional appropriations committees.

Buffalo shuffle

Barring unexpected, WBN-TV Buffalo, N.Y., channel 4 CBS affiliate, will be sold to Robert S. Howard, owner of 13 daily newspapers in eight states, for more than \$25 million. Mr. Howard, who headquarters at Oceanside, Calif., has no other broadcast interests and has promised no change in WBN-TV management under incumbent president, Leslie G. Arries. Vincent Manno, who holds exclusive brokerage contract for liquidation of *Buffalo Evening News* properties, previously had sold newspaper to Blue Chip Stamp Co., headed by Warren Buffet, for \$33 million.

Step by step

Investment group headed by Herb Saltzman, former vice president and general manager of WOR(AM) New York, is reported to have acquired option to buy WVNJ-AM-FM Newark, N.J., for about \$4 million. In related action Mr. Saltzman is joining stations as general manager and chief operating officer, reporting to Edward (Ned) Scudder Jr., president, whose family owns stations.



Some of the reasons why ABC Sports is recognized around the world as the leader in sports television.

Less than twenty years ago, ABC Sports was a small group of talented people—virtually unknown outside the young world of sports broadcasting.

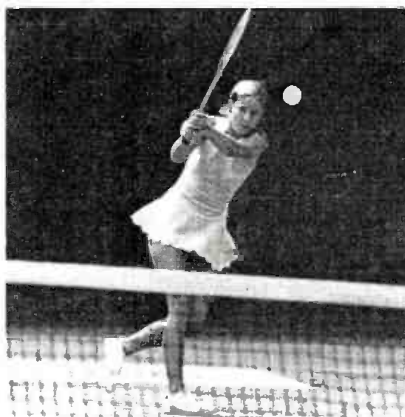
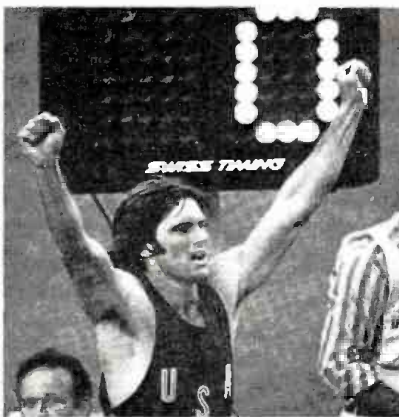
But they were audacious and they had exciting ideas. They had boundless energy—and they had the backing of ABC Television in their goal to make ABC Sports the unquestioned leader in its industry.

In the last two decades, these men and women

have created a new world of television sports. Today their technical innovations and their programming innovations are known throughout the world.

They introduced slow motion coverage and instant replay to sports. They dramatically raised the level of commentary and injected a new dimension of journalism to sports coverage.

Today, anyone who watches a televised sports



presentation anywhere in the world enjoys the fruits of the bold new ideas these people brought to television sports.

In programming, they made a series of Olympics presentations into memorable, living events for people everywhere. They created ABC's Wide World Of Sports, now in its seventeenth exciting year. And they brought variety to sports on television, introducing new sports forms year after year. Theirs is a record of innovation that stands alone in the industry.

Along the way, these people and their organization have been showered with awards. They've received 29 Emmy Awards, shared by 135 individuals.

This year they have 13 Emmy nominations, as many sports nominations as the other two networks combined. And, for the fourth time, they have just received the prestigious George Foster Peabody Award, this time citing ABC Sports for "reaching new heights in television sports journalism" with their remarkable presentation of the 1976 Winter and Summer Olympic Games.

ABC Television has no medals to bestow on these gifted individuals. All we can offer for the thrill of victory they've brought us so many times is... "Thanks for everything, ABC Sports. You're helping us change the face of television."

ABC Television Network

We're changing the face of television.

Business Briefly

Radio-TV

Gino's. □ Fast-food chain is scheduling 20-week spot-radio and TV drive beginning this month. Weightman Advertising, Philadelphia, will place radio spots in five markets and TV spots in four markets during prime and news periods, zeroing in on adults, 18-34.

TV only

Procter & Gamble. □ Company has spot-TV campaign set for its Pringles potato chips starting this month. Tatham-Laird & Kudner, Chicago, will place spots in approximately 50 markets to reach women of all ages.

Gulf Oil □ Company will launch four-week spot-TV promotion for its services starting in late May. Young & Rubicam, New York, will place spots in 39 markets,

gearing them to men, 18-49.

Carnation □ Company is arranging 12-week spot-TV promotion for various products beginning in late June. Erwin Wasey, Los Angeles, will schedule spots in about 100 markets during fringe and prime time to reach women, 25-54.

Frigidaire □ Appliance manufacturer is arranging four-week spot-TV promotion for its washers starting in late May. Needham, Harper & Steers, New York, will buy spots during daytime, fringe and prime time in 30 markets. Demographic target is women, 18-49.

Miller Brewing □ Brewery will launch three-week spot-TV campaign this month for its Miller High Life beer. McCann-Erickson, San Francisco, is planning spots in two markets during prime, sports and late news viewing periods, seeking men, 18-49.

Salada □ Division of Kellogg is planning three-week spot-TV campaign

for its Salada tea mix beginning in early June. Humphrey Browning MacDougall, Boston, will arrange spots in 22 markets during fringe and daytime viewing periods to reach women, 25-54.

Bonanza □ Restaurant chain is scheduling three-week spot-TV flight starting in early June. Media Investment Services, Chicago, is seeking spots in 16 markets during prime time. Spots are aimed at adults, 25-49.

Clarion Corp. of America □ Company has four-week spot-TV promotion set for its car stereos starting this month. Telecators, Los Angeles, will seek spots in at least five markets during fringe time, zeroing in on men, 18-49.

Wham-O □ Toy manufacturer will feature its Frisbee Flying Saucer and Trac-Ball in 11-week spot-TV campaign beginning this month. Mission Argyle Productions, Los Angeles, will select spots in 45 markets at early fringe time to reach adults, 18-34.

Stella D'Oro □ Biscuit company is scheduling three-week spot-TV test in one market, beginning later this month for its cookies. Firestone & Associates, New York, will place spots during daytime and early fringe time, seeking women, 25-49.

Church & Dwight □ Arm and Hammer baking soda will be featured in four-week spot-TV buy beginning in early June. Kelly, Nason Inc., New York, will arrange spots during daytime periods, zeroing in on women, 18-49.

Darworth □ Company will map four-week spot-TV test for its Cuprinol wood staining product slated to start in June. Mintz and Hoke, Avon, Conn., will place spots in eight markets during fringe time, daytime and prime time, searching for adults, 18-49.

Wm. Underwood □ Company is planning four-week spot-TV buy for its Underwood meat spreads starting in early June. Kenyon & Eckhardt, Boston, will seek spots in 35 to 40 markets in fringe and prime time to reach women, 25-49.

Household Research Institute □ Subsidiary of American Home Products company has five-month spot-TV drive scheduled for its rug cleaner later this month. Cunningham & Walsh, San Francisco, will buy spots in 40 markets during fringe, daytime and prime time. Demographic target is women, 18-49.

Treesweet □ Subsidiary of Di Giorgio Corp. will take four-week spot-TV flight for

The Phil Silvers Show

This series was decorated with 8 Emmys for demonstrating that barracks life can be a riot!

Phil Silvers stars as Sergeant Bilko, the loveable, scheming soldier with a taste for life's finer things.

80 uproarious half hours are available.

Viacom

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

Take Charles Moody,
Augusta station . . .
Assistant Production
Ballet for ten years;



Production Manager at Rust Craft's
WRDW-TV. Charlie has been
Manager for the Augusta Civic
but he still finds time to play

softball with the Industrial League. Or take Frances Wright,
Business Manager at WRCB-TV, Chattanooga. Frances completed a 2-year engineering course
seven weeks and became the seventh woman
a first-class license by the FCC. She's also an



In 1963,
in just
granted
accomp-

lished stage actress and recently played female lead in the
Backstage Theater's production of "Tobacco Road." Then there's
Steve Rondianaro.

at WROC-TV in
Steve directing the
Drum and Bugle



When he's not in the newsroom
Rochester, you'll probably find
championship Watkins Glen Junior
Corps. Or

a Rust Craft employee at WSTV-TV in
Charlie has his own country music band
for dances, wakes, weddings . . . you



Charles Goode,
Steubenville.
and is available
name it. And

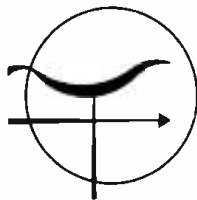
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operations
ved in her
the United



Ruby Singleton who not only runs WJKS-TV's
Traffic Desk at top efficiency; she gets invol-
church and community. Ruby's active in
Fund Boy's Club, and is President of the

Friendly Sympathy Club. Rust Craft people . . . professionals
who care! . . . about their jobs and about their communities.

No wonder we say that right on down the line, people make the
difference at Rust Craft.



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

its citrus juices beginning in May. Botsford-Ketchum, Los Angeles, will schedule spots in 28 markets during fringe time to reach women, 25-49.

Georgia Pacific Corp. □ Material company, through McCann-Erickson, Portland, Ore., will sponsor TV broadcast of *The Grand Floral Parade*, event of annual Portland Rose Festival on June 11, 10 a.m. to noon PT. Program will be carried by TV stations in Washington, Utah, Oregon, California, Colorado and Arizona. Other major sponsor is Rose Milk Skin Care Cream, Parkson Advertising, New York.

Radio only

Bristol-Myers □ Company has scheduled two spot-radio campaigns; one is four-week run for Clairol's Long & Silky hair conditioner and other is three-week promotion for Clairol's Quiet Touch hair paint. Both will start this month and will be placed in about 30 markets, including Philadelphia, Pittsburgh, Buffalo, Chicago and Seattle, by Foote, Cone & Belding, New York. Women and teen-agers are target audience.

Kraft □ Food company will take two two-week spot-radio flights for its barbeque sauce in mid-May and mid-June. Foote, Cone & Belding Communications, Chicago, will arrange spots in four markets to attract women, 25-49.

Renault □ Car manufacturer is arranging nine-week spot-radio drive for its Le Car starting later this month. Marsteller Inc., New York, will place spots in seven markets, including Boston and Chicago, gearing them to adults, 18-34.

Bank of America □ BA Check Corp. has eight-week spot-radio buy set for its

Rep appointments

- WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., and KIFM(FM) San Diego: Selcom Inc., New York.
- WSGF(FM) Savannah, Ga., and WTOB(AM) Winston-Salem, N.C.: Eastman Radio, New York.
- WGUD(FM) Pascagoula, Miss.; WBAQ(FM) Greenville, Miss.; Jack Bolton Associates, Atlanta.

travelers cheques starting this month. D'Arcy-MacManus & Masius, San Francisco, will place spots in 44 markets, including Atlanta, Dallas and Miami, reaching men, 25-49.

Borden □ Food company has scheduled seven-week spot-radio flight for its yogurt beginning later this month. Tracy-Locke Advertising, Dallas, will place spots in 10 markets, seeking women, 25-49.

Johnson & Johnson □ Pharmaceutical company will introduce OB tampons in 13-week spot-radio promotion starting later this month. Compton Advertising, New York, will map spots in 35 West Coast markets, including Los Angeles, Honolulu and Seattle, reaching for women, 12-34.

Standard Brands □ Food company will feature its candy in 26-week spot-radio buy beginning this month. Lee King & Partners, Chicago, will slot spots in 48-50 markets, including Houston and Omaha, aiming for teen-agers.

ITT Continental Baking □ Company is arranging three-week spot-radio flight for its Wonder whole wheat bread starting

later this month. Ted Bates, New York, will place spots in three markets to reach women, 18-49.

Ace Hardware □ Company is planning one-week spot-radio push starting in mid-June. D'Arcy-MacManus & Masius, Chicago, is placing spots in about 18 markets, including San Francisco, to reach men, 25-49.

International House of Pancakes

□ Restaurant chain is mapping three-week spot-radio campaign beginning in late May. Brooke Advertising, Chicago, will place spots in about seven markets, to reach adults, 25-49.

Menley & James □ Subsidiary of SmithKline Corp. will feature its Sea & Ski suntanning lotion in six-week spot-radio campaign starting this month. Ogilvy & Mather, New York, will gear spots in 16 markets, including Boston and Phoenix, to reach women, 18-34, and teen-agers.

San Miguel International □ Beer will be featured in six-week spot-radio drive starting this month. Grey Advertising, San Francisco, will buy spots in 14 markets, including Los Angeles and San Diego, to reach men, 18-34.

Kampgrounds of America □ Camping grounds organization will launch seven-week spot-radio drive starting in early June. Barickman Advertising, Denver, will map spots in 44 markets including Atlanta, Minneapolis and Phoenix, searching for men and women, 25 and over.

Saucy Mate □ Division of Kim Lan Foods will introduce line of seven kinds of bottled sauces in six-week spot-radio promotion beginning in late June. Dreyfus Agency, Los Angeles, will handle spots in 15 markets, including Dallas and San Francisco. Spots will be geared to women, 18-49.

Tuffy Service Centers □ Automotive franchise service is planning four-month spot-radio promotion for its Tuffy muffler starting in late May. Jackson & MacLean, Oak Park, Mich., will place spots in 10 markets, including Cleveland and Dallas. Demographic target is men, 18 and over.

Dial □ Finance company has 11-week spot-radio campaign set to start in late May. Marvin H. Frank & Co., Chicago, will use spots in 36 markets. Adults, 25-49, are target audience.

Almay □ Cosmetic firm has eight-week spot-radio campaign for late May, set to reach women, 18-34. Hicks & Griest, New York, is agency.

Fram □ Automotive division has four-week spot-radio drive scheduled for various products starting in late May. SFM Media, New York, is placing spots in approximately six markets, aiming at men, 25-49.

BAR reports television-network sales as of April 17

ABC \$335,985,300 (34.1%) □ CBS \$347,623,200 (33.3%) □ NBC \$340,998,700 (32.6%)

Day parts	Total minutes week ended April 17	Total dollars week ended April 17	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.	164	\$ 1,097,500	2,220	\$ 13,375,400	\$ 11,060,900	+ 20.9
Monday-Friday						
10 a.m.-6 p.m.	985	15,323,900	14,870	223,991,900	186,590,300	+ 20.0
Saturday-Sunday						
Sign-on-6 p.m.	349	7,900,800	5,250	131,324,200	103,506,700	+ 26.9
Monday-Saturday						
6 p.m.-7:30 p.m.	106	4,158,300	1,549	59,047,100	46,207,500	+ 27.8
Sunday						
6 p.m.-7:30 p.m.	22	1,004,200	345	18,412,300	15,063,300	+ 22.2
Monday-Sunday						
7:30 p.m.-11 p.m.	432	37,543,400	6,392	532,395,700	427,856,300	+ 24.4
Monday-Sunday						
11 p.m.-Sign-off	203	5,215,300	3,074	66,060,600	57,437,200	+ 15.0
Total	2,261	\$72,243,400	33,700	\$1,044,607,200	\$847,722,200	+ 23.2

Source: Broadcast Advertisers Reports

Four Peabody Awards. Each one a little different.



Investigative Reporting

Sy Pearlman, producer of two "Weekend" segments on Lonnie and Sandy Sawyer, two young brothers from North Carolina who were convicted of kidnapping. These August 7 and December 4, 1976 reports uncovered strong evidence of their innocence, resulting in an official re-examination of the case. Reuven Frank is the executive producer of NBC News' "Weekend."



Musical Variety

Perry Como, for "Perry Como's Christmas in Austria," a holiday musical, telecast on December 13, 1976, with Sid Caesar, Senta Berger, Olympic skier Karl Schranz and the Vienna Boys Choir. A Roncom Production in association with Bob Banner Associates and ORF.



Multi-part Drama

"Sybil," a two-part drama — starring Sally Field and Joanne Woodward — about a young woman whose childhood traumas caused her to develop 16 personalities. This Lorimar Production was telecast on November 14 and 15, 1976.



Made-for-TV Movie

"Judge Horton and the Scottsboro Boys," starring Arthur Hill — a Tomorrow Entertainment Production based on the controversial trial involving nine young black men accused of raping two white women. It was telecast on April 22, 1976.

Our thanks to the Board of Directors of the George Foster Peabody Awards — and our congratulations to all the men and women responsible for the high standard of excellence achieved in each of these programs.

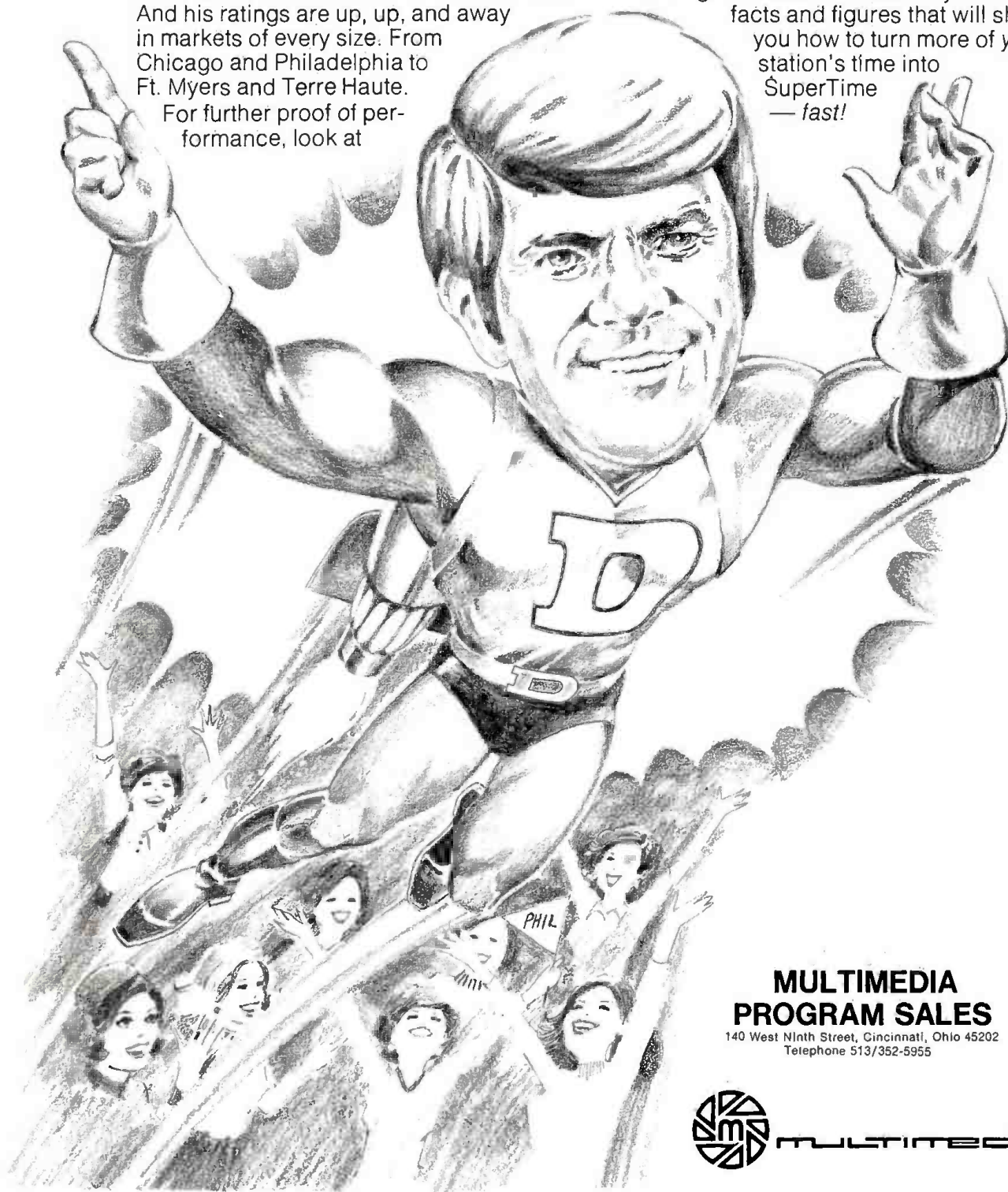


SUPERPHIL

Donahue does it again! His SuperSuccess with women audiences — especially young women — continues to grow by leaps and bounds. He's in more than 95 markets now. And his ratings are up, up, and away in markets of every size. From Chicago and Philadelphia to Ft. Myers and Terre Haute.

For further proof of performance, look at

some of Donahue's SuperRatings on the next page. Even better, call 513/352-5955 and ask for Don Dahlman, Lee Jackoway or Roger Adams — *now*. They have the facts and figures that will show you how to turn more of your station's time into SuperTime — *fast!*



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MULTIMEDIA



Donahue is #1 again with women.* And the trend is up, up, up!

Over 50% of these women are 18-49!

Sta.	Market	Total Women	Rank for Time Period
WTEN	Albany-Schenectady	36,000	#1
WBAL	Baltimore	47,000	#1
WBNG	Binghamton	7,000	#1
WKBW	Buffalo	38,000	#1†
WCIA	Champaign	20,000	#1
WCBD	Charleston, SC	13,000	#1
WOWK	Charleston-Huntington	31,000	#1
WBTW	Charlotte	48,000	#1
WTVG	Chattanooga	27,000	#1
WGN	Chicago	143,000	#2
WLWT	Cincinnati	60,000	#1
WEWS	Cleveland	86,000	#1
WTVM	Columbus, GA	15,000	#1
WCMH	Columbus, OH	58,000	#1
WDTN	Dayton	33,000	#1
KOA	Denver	34,000	#1
WJBK	Detroit	131,000	#1
WTVW	Evansville	27,000	#1
WBBH	Ft. Myers	12,000	#1
WPTA	Ft. Wayne	17,000	#1
KFSN	Fresno	17,000	#1
WLUK	Green Bay	32,000	#1
WSPA	Greenville-Spartanburg	36,000	#1
WTNH	Hartford-New Haven	37,000	#1
WJXT	Jacksonville	23,000	#1
WTJL	Johnstown-Altoona	16,000	#1
KODE	Joplin	14,000	#1
WLIO	Lima	5,000	#1
WMAZ	Macon	8,000	#1
WPLG	Miami	56,000	#2
WITI	Milwaukee	47,000	#1
KMSP	Minneapolis-St. Paul	48,000	#1
KETV	Omaha	23,000	#1
WESH	Orlando-Daytona Beach	57,000	#1
WRAU	Peoria	16,000	#1
WPVI	Philadelphia	181,000	#1
WICL	Pittsburgh	54,000	#2
WJAR	Providence	40,000	#1
WTVB	Raleigh-Durham	26,000	#1
KOTA	Rapid City	10,000	#1
WTVR	Richmond	24,000	#1
WSLS	Roanoke-Lynchburg	21,000	#1
KCRA	Sacramento	48,000	#2
KTVI	St. Louis	40,000	#2
KCST	San Diego	19,000	#2
WJCL	Savannah	9,000	#1
KTIV	Sioux City	8,000	#1
WSJV	South Bend-Elkhart	17,000	#1
KXLY	Spokane	18,000	#1
WWLP	Springfield, MA	16,000	#1
KYTV	Springfield, MO	26,000	#1
WTWO	Terre Haute	18,000	#1
WSPD	Toledo	40,000	#1
WTRF	Wheeling-Steubenville	37,000	#1
WBRE	Wilkes Barre-Scranton	29,000	#1
WHIZ	Zanesville	3,000	#1

*Source: NSI February 1977. Audiences and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

†Tie

This Week

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—Spring convention of Connecticut Broadcasters Association. Yale University, New Haven.

May 17—Illinois-Indiana Cable Television Association broad meeting. Holiday Inn, Decatur, Ill.

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—Annual meeting of International Radio and Television Society. New officers and board members will be installed. David Brinkley, NBC-TV, will accept "Broadcaster of the Year" award. Americana hotel, New York.

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—National Broadcasters Club, Washington, reception honoring FCC Commissioner Robert E. Lee, 6-8 p.m.

■ **May 19**—Southern California Broadcasters Association luncheon at which Wells, Rich, Greene will make presentation, "Radio—The Real Success Story of Midas." Michael's Restaurant, Hollywood.

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

May 20—Pacific Pioneer Broadcasters luncheon and presentation of Carbon Mike Award to Don McNeill, who conducted Breakfast Club for 35 years on NBC Blue and later ABC radio network. Sportsmen's Lodge, Studio City, Calif.

May 20—Meeting on CATV test equipment with the Southeastern chapter Society of Cable Television Engineers as host. Scientific-Atlanta, Atlanta. Contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

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**—California Association of Latins in Broadcasting luncheon honoring Representative Lionel Van Deerlin (D-Calif.) who also will speak. University Hilton, Los Angeles.

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

Also in May

■ **May 23**—FCC's deadline on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due June 2, FCC, Washington.

May 23-24—Common Carrier Association for Telecommunications annual meeting and multipoint distribution service seminar. Mayflower hotel, Washington.

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

May 23-25—Central Educational Network instructional television utilization/awareness workshop. Fawcett 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—Session on amplifier update and testing of existing equipment by the Mid-Atlantic/Appalachia chapter of the Society of Cable Television Engineers. Carlisle, Pa. Contact: Jim Grabenstein, Potomac TV Cable, (301) 722-6540.

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 27**—Federal Communications Bar Association luncheon, with Steve Bell, ABC News, as speaker. Army-Navy Club, Washington.

May 30—Revised starting date for Canadian Radio-

Television and Telecommunication Commission hearing on pay television, Ottawa.

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

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

June

June 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 programing 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. FCC Commission Margita White will be Friday luncheon speaker. 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 3-5—*Annenberg School of Communications at the University of Southern California* conference on "Arts and Communications Media." University Park, Los Angeles.

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

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 6-9—*Electronic Industries Association* summer conference in conjunction with the Summer Consumer Electronics Show. Palmer House, Chicago.

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

Major meetings

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. 1978 convention will be at Stouffer's Twin Towers, Cincinnati, June 1-3.

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

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.

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 Button, 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 11-12—The Polish-American educational and cultural quarterly, *Perspectives Inc.*, ethnic press conference on "The Media: Image Makers or Image Breakers?" American University, Washington.

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 "Winding." 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 13-15**—*Senate Communications Subcommittee* oversight hearings on cable. Washington.

June 13-July 1—*University of Evansville's* second annual summer media institute. Guest lecturers will cover topics ranging from film to cable. Evansville, Ind.

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 14-17—*Public Service Satellite Consortium* first workshop to help public service satellite experimenters discuss and refine their needs and requirements that are responsive to telecommunications technology. Kiandra/Talisman Lodge, Vail, Colo.

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.



How do you sell \$125,000 worth of powerboats with a 30-second spot? Get the creative film look.

Hess Marine of Pensacola, Florida, reeled in a lot of sales in a 10-day promotion to the powerboat market.

Jack McAndrews, owner of Hess Marine, took a friend, a camera and a lockerful of ideas out for four days of filming boats doing what boats do best.

He brought back a catch of running shots with all the beauty and color of white hulls against a blue-water background, flashy turns and foamy wakes—everything that could turn a landlubber into an old salt.

The footage was edited for broadcasting and an exciting

30-second spot resulted. It brought in prospects from more than 100 miles away—as many as 1000 prospects on one Sunday alone.

"The promotion made big waves," says Jack. "We sold about \$125,000 worth of Hess merchandise, two months before my regular season.

"Using film for my commercial gave me a lot of confidence. I knew I could do the job with film because it gives me creative freedom. It's easy to handle. I get bright colors, and I've found it's the least-expensive, most reliable medium for my purposes."

It's solid proof that you don't

need a million-dollar budget to look like a million dollars.

For more on the film look and how it's bringing in business for retailers and clients, call or write your local Kodak office.

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If you'd like to find out more about the power of film for your clients' TV commercials, send for more information, today.

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Company _____

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City _____

State _____ Zip _____

The creative film look. It sells.



Nemo nominations

EDITOR: Tsk, tsk to all the radio scholars, the editors of BROADCASTING and Webster's for not knowing the origin of the word "nemo," meaning remote broadcast ("Open Mike," May 2). Any first-year Latin student could have told you it means "no one" (the studio is empty).—*Quentin C. Sturm, WTEL(AM) Philadelphia.*

EDITOR: Re the origination of the term "nemo." It is, as I recall, an acronym for "not emanating from master operations," thus denoting any broadcast that does not originate from the main studio complex.—*Sid Schweiger, production engineer, WTSV(AM)-WECM(FM) Claremont, N.H.*

EDITOR: I've always accepted the following explanation given me many years ago by a radio oldtimer:

"Nemo" is reputedly an acronym for "not emanating from main office." A lot of early radio technology was adapted from existing telephone-company equipment and the patch panels of circuits from beyond the main office were labeled "nemo." Hence the term came to be applied to any program origination outside a station's immediate studios.—*Donald R. Smith, information service representative, Veterans Administration, Washington.*

EDITOR: A possible explanation for the term "nemo":

Several years ago, I read the following account provided by a couple of oldtimers who were being interviewed on the origins of radio. They agreed in large measure on the following tale:

Circa 1930, a Boston radio station attempted to label each of the switches on its control console with small gummed labels. There was room for up to four characters on the label; when it came to the remote switch, "remo" was selected.

At this point in the story, the two oldtimers couldn't agree on whether the ink ran on the "R" to make it appear like an "N" or if lower-case lettering had been used. But once the label appeared to say "nemo," the term was cute enough to be picked up by the staff and by others who heard about it.—*John D. Bowker, Princeton Junction, N.J.*

Reddy for radio

EDITOR: Something happened at the Helen Reddy concert at the Westchester Premier Theater that you might want to make mention of:

About midway through her show, neon signs of radio call letters drop from the ceiling of the stage. Helen then goes into a five-minute dissertation on how important

radio is and how it's come on so well in the past couple of years. She makes a strong point of the fact that if not for radio, the audience wouldn't have been familiar with her big hits—at which point she goes into a medley of her biggest hits.

This radio guy appreciates her appreciation. Thanks for the plug, Helen.—*Charlie Colombo, senior vice president, Eastman Radio, New York.*

On target

EDITOR: As the National Cable Television Association convention chairman, I want to congratulate your staff for the excellent job they did in covering our 26th annual convention. The articles were concise and reflected what transpired at the sessions. Keep up the excellent job of journalism.—*Marc Nathanson, Falcon Communications, Los Angeles.*

EDITOR: I just thought I'd take the time to thank you for adding the music chart to your magazine. Over the past year or more I've noticed a consistent accuracy in predicting hits. I've found this to be quite valuable in assisting me in selecting new additions to our playlist.

In fact, the chart is what keeps me subscribing at home as well as at the stations.—*Jeff Salgo, director of operations, KFXM(AM)-KDUO(FM) San Bernardino, Calif.*

Renumbered

EDITOR: An article in the May 2 issue reports that representation of women and minorities in the ranks of officials/managers at National Public Radio had declined. This conclusion was drawn from incorrect statistics included in a preliminary EEO report submitted to Congress by the Corporation for Public Broadcasting. The report has since been corrected by CPB, and now shows that as of March 1977, of NPR's 17 officials/managers, 24% are women and 18% are minorities. These figures represent significant increases, rather than decreases, over June 1976 figures.—*Carol J. McCabe, deputy general counsel, NPR, Washington.*

Recommended

EDITOR: By way of "Open Mike" I'd like to compliment the National Association of Broadcasters research department for the factual publication, "Radio in 1985" [BROADCASTING, April 4]. It should open many eyes and be used by every interested radio executive to plan his course of action.—*Jerry Duckett, vice president-general manager, WKAP(AM) Allentown, Pa.*

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Harriette Weinberg, advertising assistant.
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Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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Monday Memo[®]

A broadcast advertising commentary from Robert T. Haller, vice president-management supervisor, Ogilvy & Mather, New York

Watching it: Longines takes to television to stand out from the crowd

When Ogilvy & Mather developed its 1976 marketing program for Longines Wittnauer, we recommended extensive use of television—a first for the company. Our recommendation was the result of a very comprehensive marketing analysis that recognized the dynamic changes occurring in the watch market.

Last year was one of uncertainty. The digital watch had become a major factor in the market. Within 18 months, the sales of digital watches had climbed from a zero base to an approximate 20% share of the jewelry-store and department-store watch market. There was probably more turmoil in the industry last year than the past 10 years combined.

New types of digital watches were launched by every important watch company and supported by large advertising and publicity campaigns. New companies entered the field, some from consumer products, others from the semiconductor field, still others from abroad.

Competition was intense. Price-cutting took its toll, similar to what had happened in the calculator business several years ago. The average price for a digital watch plummeted downward from \$300 in 1974 to \$50 in 1976. And during the fall of 1976 it declined further, to \$19.95, with the bottom not in sight.

The traditional jewelry-store channels of distribution were ignored as the new kids on the block became mass merchandisers, selling through discount stores, major chains, catalogue stores, electronic specialty stores and other outlets. Meanwhile, service problems began to increase, with returns reported as high as 35%.

Both the consumer and trade were confused. The economy was soft. Inflation was increasing. Inventories were low. The attitude was clearly wait-and-see.

Longines, on the other hand, was forging ahead. On the basis of a client/agency reassessment, a new marketing strategy and product positioning was developed. Longines knew exactly what it was as a company and what segments of the market it wanted to capture. As a result, Longines introduced one of the largest digital-watch lines in spring 1976. It also restyled its analog line, which still accounts for 80% of watch sales, improving the quality, styling, pricing and service. Longines product strategy was broad and flexible, encompassing the entire spectrum of watches.

Longines' product positioning soon became a battle-cry: "We are the jewelers' watch." While a watch is a functional



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timepiece, it is also a fine piece of jewelry. And with over 800 different watches in its line, Longines Wittnauer is everybody's watchmaker.

Longines' target audience was redefined on this basis, broadening its market to reach more "mass than class."

Our decision to use television was based on the need to be more intrusive—to reach more people both efficiently and effectively. The lessons learned from a television test, conducted the previous year, indicated that television could generate greater levels of awareness for specific watches. The question remained, however: Could it generate sales for the entire line?

Longines doubled its advertising budget in 1976 to \$4 million, funding the largest budget in the history of the company. Television was selected to exploit those markets that afforded the greatest sales potential. National consumer magazines were used in a supporting role.

We were confident that television would deliver our target audience efficiently. Our task, therefore, was to develop a superior creative product, one that would generate the required levels of awareness and preference to accomplish our objectives.

We used a number of Ogilvy & Mather disciplines, starting with a review of all available marketing and consumer research. Different product positions were developed for each of the Longines and Wittnauer brands. And to maximize our budget, we advertised each brand for the

first time under a unified Longines Wittnauer umbrella.

Longines was positioned as the "Premier Presentation Timepiece," implying that it was a mistake to give anything less or get anything less. Since gift-giving accounts for approximately 66% of all watches sold in the U.S., this was the critical element that led to the successful campaign: "I was hoping for a Longines."

Wittnauer was positioned as a leader in technical excellence and styling innovation, its watches a much-imitated but never equalled timepiece. "People watch Wittnauer" was how the idea was expressed.

To emphasize the jewelry-store styling, a slogan was developed for both brands: "Time can be beautiful."

To retain our objectivity, we tested the campaign prior to air date. Using the Burke On Air Recall Test, we determined that the Longines campaign scored in the top 1% among men, top 2% among women. It was a record breaker—one of the highest scoring commercials to be produced by Ogilvy & Mather.

Longines was on the move. In the spring, we purchased a saturation flight in fringe and prime time in Longine's top-11 markets. Sales results were so good that Longines expanded its list for the fall/holiday season to the top-19 markets, which accounted for two-thirds of its business.

In addition, we negotiated a network syndication buy with Mizlou Sports TV Productions, becoming the official watch of the Tangerine Bowl, the Blue-Gray Bowl and later college basketball's National Invitational Tournament. We were seen on New York baseball broadcasts (Yankees and Mets) and on college football. We also produced 25-second dealer versions of each commercial.

OK, how did we do? At the end of 1976, we conducted the second phase of a tracking study. While increases in our print-only markets were modest, increases generated in the TV-and-print markets were outstanding. Top-of-mind awareness increased 125%, brand awareness increased 109%, brand preference increased too.

From a sales point of view, the TV commercials not only sold the advertised item, but served as a catalyst for the entire line. The Longines sales force was most enthusiastic. Distribution expanded. Turnover increased. There was positive feedback from the trade. Sales were up.

What's ahead for next season? A continuation of the Longines success story—doing more of the same things we did for our client in 1976, only better.

And TV is definitely one of those things.

WPIX

NEW YORK/NEW YORK CHANNEL 11

announces the appointment of

TELEREP

as national sales representative

effective May, 1977

Broadcasting May 16

Vol. 92 No. 20

Top of the Week

ABC affiliates in triumph in Los Angeles

Network leaders promise stations that there's no stopping them now

ABC-TV affiliates, basking in a prime-time leadership their network had never attained before, closed out an almost euphoric annual convention last week amid repeated assurances that they hadn't seen anything yet.

That message was implicit in the words of ABC speaker after ABC speaker, and if the affiliates had any doubt, they didn't show it. As one long-time affiliate put it, recalling that less than three years ago ABC-TV was mired in third place in the prime-time race, "These guys have pulled off a miracle. Who's to say they can't go all the way?"

If affiliates were at all divided, it was on the local acceptability of *Soap*, the soap-opera takeoff scheduled for the new season (story, page 46). At a closing news conference Thursday afternoon, ABC-TV Network President James E. Duffy said "a handful" of affiliates had indicated that as of "this moment" they would not clear the series. He also said ABC-TV was considering a dual feed so that affiliates in the Midwest and mountain zones could flip-flop *Soap* and the following program, *Family*, letting *Soap* play at 9:30 instead of 8:30 p.m. local time.

He did not say how big the "handful" was, but reported that only two affiliates had spoken to him directly about not clearing the program. Their reason, he said under questioning, was that they didn't consider *Soap*'s subject matter appropriate for television. He also said he felt some of the skepticism might have been cleared up by discussion of the program and the flip-flop possibilities in Thursday morning's closed meeting between affiliates and network officials.

Soap was only one of several subjects discussed at the closed meeting, and the affiliates' mood on all of the others was "positive," according to John Conomikes of WTAE(TV) Pittsburgh, retiring chairman of the affiliates board, and William F. Turner of KCAU-TV Sioux City, Iowa, the newly elected chairman, who participated in the news conference.

ABC's plans to strengthen its "presence" in news (story page 53) was one of the subjects of apparently lengthy discussion. The session also produced a reaffirmation of the affiliates' commitment to participate with ABC "in telling the story of free broadcasting in Washington" on a "know-your-senator-and-congressman" basis by broadcasters individually, Mr. Turner reported.

Mr. Conomikes summed up the affiliates' attitude: "Things could never be better between the network and the affiliates than they are right now."

The affiliates convened in Los Angeles's Century Plaza hotel in record numbers and a state of jubilation. Among all the other superlatives heard during the week, one speaker tentatively injected a new one: Dick Savage, ABC-TV vice president for affiliate services, suggested in opening the session that next to the National Associa-



Elton Rule, the president of ABC Inc., was cited by that company's TV network affiliates last week as "the first man to run any network who understood—or even tried to understand—the station side of things." They praised him, moreover, for turning "adversity to triumph, and the number three into number one."

tion of Broadcasters convention and this year's meeting of the National Association of Television Program Executives, the ABC affiliate gathering just might be the largest in American communications history.

The turnout, certainly a record for ABC-TV, was estimated by network sources at more than 750 station people, including wives but not counting the scores of executives on hand from ABC-TV, ABC Inc. and other ABC divisions. More than 1,500 delegates and guests

were present for the convention-closing banquet Thursday night.

In an address Wednesday, going into the home stretch of the four-day convention, Frederick S. Pierce, president of ABC Television, recapped the themes of many speakers—the story of ABC's rise—and told the affiliates flatly: "Our goal is to be number one in every daypart."

Being "both responsive and responsible" had helped lift ABC to where it is now, he said, and would continue to be its policy—"responsive and responsible to the viewing public above all, to our affiliates, to our advertisers, to the creative community, to our shareholders and to ourselves."

In television, he said, having to deal with criticism "goes with the territory."

"What is really important," he continued, "is the ability to be responsive to valid criticism—and to be responsible enough not to cave in to mistaken criticism. If you can't do that, you'll make nothing but mistakes."

What many critics of TV violence overlook, Mr. Pierce said, is what television has done and is doing to contain violence and curtail it. "When the responsiveness of the industry is ignored, then the criticism becomes irresponsible," he asserted, naming the current campaign by the American Medical Association and the national Parent-Teacher Association specifically. Of the latter, he said:

"I respect the PTA, certainly as it functions in local chapters in school districts across the nation. But what the national organization is doing is setting an example of how to (1) distort an issue, (2) set up a censorship program and (3) engage in an act of scapegoating."

Mr. Pierce called on the affiliates to "get involved with the PTA on this issue locally. Not to be defensive, because we've got nothing to be defensive about. But in order to help restore some balance and perspective to an issue that badly needs it."

He also encouraged the stations to look for an even better network year in 1977-78, promising that "the same determined, aggressive attitude that enabled us to turn the leadership of the television industry around" will be applied to "build our audiences in the sweep periods and throughout the year," and in all dayparts.

"The sweep periods are important," he said, "but the rest of the broadcast year is just as important."

The spirit of jubilation was as evident among the ABC speakers as among the affiliates. To all the other firsts claimed or promised during the week, for example,

ABC Inc. President Elton Rule added a pair of his own.

"This is the first time I have ever addressed the entire affiliate body of the nation's number-one television network—and it is the first time I have addressed the entire family of the world's largest single advertising medium," he said.

To long applause, of course.

BROADCASTING'S coverage of last week's ABC-TV affiliates convention continues in this issue's "Programing" and "Broadcast Journalism" departments, on pages 46 and 53, respectively. On page 49 is an advance on the next of the affiliates conventions, NBC's, which begins this week in Los Angeles.

Senate can't get violence off its mind

Subject dominates three days of hearings on broadcasting; nothing is resolved, but it's clear that Congress won't relent until change is evident

The preoccupation of the U.S. Congress with the subject of TV violence was demonstrated again last week as the Senate Communications Subcommittee set out to

educate itself on all issues of consequence to the broadcast industry. The opening questions last Monday (May 9) were on that subject, and four hours into the third day (Wednesday, May 11) the members were still talking about it.

Subcommittee Chairman Ernest F. Hollings (D-S.C.) was concerned about the cumulative effect of televised murders on the young. The networks, he said, "certainly can take it all and add it up and say this is too much."

(Later, Senator Hollings likened the problem of TV violence to the sale of fireworks. "Shall we as a national policy say there shall not be a firecracker?" He answered his own question in the negative, adding that "there are certain dangers they're [children are] going to have to be faced with. And there are going to be tragedies all up and down the line." But he told one critic of TV violence: "We agree with you that there is a problem.")

Senator Bob Packwood (R-Ore.): "We probably have the constitutional power to prohibit broadcasters [from airing violence] now. We can jerk licenses. . . . The question is: Should we?"

Senator Harrison Schmitt (R-N.M.) asked why the hearings were not being covered by the networks. "Maybe the chairman and I should fight," he said.

Senator Donald Riegle (D-Mich.) said he was pleased to hear the networks are moving away from violent TV depictions, because seeing murders on television "is the next closest thing . . . to seeing it in person."

Senator Howard Cannon (D-Nev.) said "I was impressed" by the networks' demonstrations of improvement, but not so Senator Ted Stevens (R-Alaska), who said to FCC Chairman Richard Wiley: "Something ought to be done and if you can't do it, then I think we should try to find through some form of government in



Leading the leaders. The new ABC-TV affiliate board of governors was elected during last week's convention (l-r): Lawrence Pollock, WIPV TV Philadelphia; Richard Green, KRCR TV Redding, Calif.; George Wallace, KGUN TV Tucson, Ariz.; William F. Turner, KCAU TV Sioux City, Iowa (chairman); Eugene Bohi, WGHM TV High Point, N.C.; Jane Dowden, WIVC-TV Chattanooga; Jeff Davidson, WXIA TV Atlanta; Terry Shockley, WKOW TV Madison, Wis.; John Conomikes, WTAE TV Pittsburgh (outgoing chairman); Robert Bennett, WCVB TV Boston (vice chairman).

A blizzard of paper on violence

ABC devises its own index, CBS report says NBC-TV has most, NCCB has its tongue in cheek, CMA blames TV for crime

Not all the talk of TV violence was on the Hill last week.

ABC-TV affiliates convening in Los Angeles were told of a new in-house violence index that is said to be more realistic than the so-called Gerbner Index and will be used for the network's upcoming season. CBS released the results of its 13-week monitoring of prime-time shows, which show the amount of violence on CBS-TV declining slightly from 1975-1976, NBC-TV's level rising substantially and ABC-TV's remaining about the same. The National Citizens Committee for Broadcasting put forth its verdict on how many years each network would have to spend in prison if convicted of a week of prime-time crime it portrayed. And the California Medical Association accused

television of becoming "a school of violence and a college for crime."

■ Alfred R. Schneider, vice president of ABC Inc., told affiliates that, unlike the "mechanical counting" systems used by compilers of the Gerbner Index and similar measurements by the NCCB, ABC's new approach makes distinctions among different types of violence—between comedic and brutal violence, for example—and takes into account the context in which violence occurs. It was developed after months of research and testing by Dr. Mel Heller, an outside consultant, and Marvin Mord, ABC Television's vice president for research services.

"It would hardly seem necessary to belabor this distinction were it not for the fact that the Gerbner Index and the NCCB make no distinction between the comedic pratfall and a serious violent assault, and count both equally," said Mr. Schneider.

Mr. Schneider said ABC's working definition of violence is: "force or compelling threat of force resulting in harm to

life. Violent force may also be exerted against valued objects. Violence involves harmful or antisocial consequences."

This, he said, is broader than the Gerbner definition because "it takes into account force exerted against valued objects, property. A vandalized home or an unoccupied auto being booby-trapped are incidents we will also evaluate."

But the ABC approach, he said, also takes into account the difference between, for example, pushing a man into the path of an on-coming car and pushing him out of the car's path—actions which, he said, would be counted identically in the Gerbner and NCCB systems.

Mr. Schneider said ABC's goals were both to reduce the number of programs dealing with violence and to reduce the incidence of violence within those programs. The number of such series, he said, has already been reduced "by 50% or 60%, depending on the season measured against— from five or four programs to two [in the coming season]."

■ The CBS report claims that as a result of the increase in violence on NBC-TV,

teraction what we can do."

Senator Stevens said he is planning to introduce a bill to establish an independent agency to review the TV violence controversy and recommend to Congress what can be done. He includes obscenity in the probe because he said in his opinion it and violence cannot be "compartmentalized." Chairman Wiley objected to the formation of such an agency. "I have hope there are some lasting and meaningful solutions on the horizon in the private sector," he said.

Mr. Wiley said that in light of the appeals court's overturning the FCC decision against the airing of comedian George Carlin's "Seven Dirty Words" monologue by WBAI(FM) New York, the FCC will revise and resubmit legislation to Congress to clarify FCC authority over obscenity and indecency on radio, TV and cable. But Mr. Wiley questioned Congress's concern, noting there had been no action on the FCC's bill in the last Congress.

In further discussion of violence on TV, National Association of Broadcasters President Vincent Wasilewski said the NAB TV code board's decision not to revise and strengthen the anti-violence guidelines in the code was based on the board's belief that the networks' fall schedules are positive steps and that it is impossible to draft definite guides in an area "so subject to subjective interpretations."

Representatives of the three networks had wielded those new schedules to beat back criticism about TV violence.

Robert T. Howard, NBC-TV president, said his network "has lived up to its commitment" with a "substantial reduction in hard action" (he avoided the word violent) in its new fall schedule.

Everett H. Erlick, ABC senior vice president and general counsel, pointed out

that all six of ABC's new prime-time program offerings are comedies, and stood by ABC's past record, too. In 1976-77, ABC's entire program schedule contained but 10.8% detective action programs, he said, "not really out of bounds, I would think."

John Schneider, president, CBS/Broadcast Group, defended his network's sensitivity to the concerns of its affiliates and viewer critics, whom he numbered among 5 key influences that also included public interest groups, the ratings ("...to broadcasters as votes are to elected officials as an indication of success or failure") and the competition.

Among the other witnesses testifying on the problem of TV violence and children:

■ Dr. Michael Rothenberg, professor of psychiatry and pediatrics at the University of Washington School of Medicine and director of the Children's Orthopedic Hospital and Medical Center, Seattle, whose article in the *Journal of the American Medical Association* in December 1975 condemning TV violence, is considered largely responsible for AMA's current campaign against TV violence.

Dr. Rothenberg's review of available research into the effects of TV violence on children concluded that viewing of violence does produce increased aggressive behavior in children and requires "immediate remedial action." He told the subcommittee "I technically and literally consider [TV violence] a health hazard," and he expressed dismay that "the broadcasters for many years refused to accept that there is a correlation."

■ Archa Knowlton, director of media services for General Foods, among the three largest TV advertisers, said broadcasters who charge that advertisers are engaging in censorship by refusing to advertise on violent programs "overlook the fact that we're all in this together. Adver-

tisers use the airwaves to help market their products just as broadcasters use the airwaves to entertain, inform and thus earn a profit from selling commercial time."

Mr. Knowlton said General Foods has a policy against advertising on shows "which exploit appeals to violence," and said the company's ranking among the 10 "most violent sponsors" in a study by the National Citizens Committee for Broadcasting was "due to a 'difference in interpretation.'"

■ Van Gordon Sauter, CBS vice president for program practices, told the subcommittee "there is no doubt in my mind that the vast majority of viewers have no basic difficulty with [violence], but are far more concerned about how television portrays personal relationships [sex]." Mr. Sauter showed examples of violent scenes excised from movies before airing and was congratulated by Senator Hollings for the quality of his statement and his willingness to use the word violence. "We must discuss the subject with candor," Mr. Sauter replied.

■ Ted Carpenter, executive director of NCCB, said it appears the networks indeed are turning away from violence in their new fall schedules, but found it "disturbing that it took such a broad orchestration from the public, from groups like the AMA which funded NCCB's fall violence study... to get action from the networks." He said, "We will wait until we actually measure the new schedule in our fall study to see how serious the networks are."

■ Loring Mandel, president of the Writers Guild of America, East, told the subcommittee that the problem is not violence but rather the way violence is handled on television. "In my view, the destructive effect of violence on television is due to the isolation of the physical act of violence from all of its context and consequences... We are being taught that the

the combined network total has risen this season over last season (136.2 incidents, as compared with 120.0 last season). In terms of number of incidents of dramatic violence per week in prime time, CBS-TV's average over the 13 weeks was 31.0, as against 32.5 for 1975-76, while ABC-TV's was 49.3 to last year's 49.5 and NBC-TV's 55.9 compared to 37.9 last year.

The monitoring of the programming was conducted by the Office of Social Research of CBS Inc. As in the 1975-76 season, 13 individual weeks of prime-time television were monitored, spread throughout the fall, winter and spring periods and up through mid-March.

CBS's analysis of the average number of incidents of dramatic violence per week shows that CBS-TV's total dropped from 48 in 1972-73 to 31.0 this season; ABC-TV's rose from 40.5 to 49.3 while NBC's climbed from 49.5 to 55.9 over the past four years.

CBS said violence was defined as follows: "the use of physical force against persons or animals, or the articulated, expressed threat of physical force to compel

particular behavior on the part of a person." CBS said the monitoring showed there has been very little violence on CBS-TV in the family-viewing period.

The Office of Social Research pointed out that action programming this season accounts for less than its usual share of total violence. Only slightly more than half (56%) of the incidents of dramatic violence occurred in "action" programs (crime, mystery, adventure series), as compared to 71% in the 1975-76 season.

"This season was notable for the development of several nonaction dramatic series, such as dramatizations of popular novels, which included some violence in their story lines. While the number of incidents of violence in 'action' programs on the three networks combined declined, the number of incidents in other programming showed a marked increase," the CBS office said.

■ The NCCB has devised a new way to demonstrate the degree of crime and violence on television. With the aid of Howard University, Washington, law students under the supervision of Vaughn A.

Carney, associate professor of law, who used the California Penal Code, NCCB figured out how many years each network would spend in prison if convicted of the crimes it portrayed in prime time during the week of Feb. 28. According to NCCB, NBC would have the longest stretch in the slammer—1,485 years. CBS would have the second longest term, 1,085 years, and ABC third, with 1,063 years.

■ The CMA filed a friend-of-the-court brief at the California Court of Appeal in San Francisco, siding with an 11-year-old girl who claims the NBC made-for-TV movie, "Born Innocent," led to her being raped in 1974. A San Francisco superior court judge last year dismissed the \$11 million suit against NBC and its affiliate there, Chronicle Publishing Co.'s KRON-TV, on First Amendment grounds (BROADCASTING, Sept. 20, 1976).

The CMA sought "to offer constructive medical guidance to this court regarding the potential health dangers should broadcasters be vested with any form of absolute immunity from liability for irresponsibly violent programming."

physicality of violence exists with no unpleasant aftereffects."

■ Senator Strom Thurmond (R-S.C.) spoke for his bill to ban TV portrayals of "nudity, obscenity, explicit sexual activity, gross physical violence and morbid torture." He said "a near crisis situation of major proportions confronts the American people and the quickest response possible is absolutely necessary."

■ Robert Choate, president of the Council on Children, Media and Merchandising, spoke not so much against TV violence as broadcast insensitivity to advertising's effects on children, particularly over-the-counter drug advertising. He said that NAB's TV code is crafted so as not to impede advertisers from their selling effort during late afternoon and early evening programming, when most children are watching television. And he called for splitting off the NAB code authority from NAB, opening it to public participation, "particularly if it is to be the congressionally condoned private substitute for a government agency [the FTC]."

Hollings unit gets smorgasbord of issues to chew on

Witnesses at last week's hearings take one side or another on wide range of subjects

The three days of hearings conducted by the Senate Communications Subcommittee last week were intended to bring it—and especially its freshmen members—up to speed on the complex matters that fall within its jurisdiction. Although those hours were dominated by the subject of TV violence (see preceding story), other key issues were aired as well; among them, cable TV, license renewal legislation, network practices, the networks themselves, equal time and the fairness doctrine, minority access, independent stations and UHF television. These were the key points made in relation to each.

Cable and pay cable. In the wake of the appeals-court decision overturning the FCC's pay-cable restrictions, the networks and the National Association of Broadcasters pressed their predictions of future harm from pay-cable "siphoning" with renewed vigor.

"The clear and present danger is to sports," John Schneider, president of CBS/Broadcast Group, said. NAB President Vincent Wasilewski said the same: In the immediate future, he said, it is local sports events that might be siphoned from TV, and in the long run—"particularly where many teams are now in financial trouble and athlete's salaries continue to soar"—the big events. "We are fully aware," Mr. Wasilewski said, "that cable interests state that they are not interested in the broadcasters' product, but if that's the case, one must wonder why the cable industry has spent such vast sums of

money to fight antisiphoning restrictions."

Henry Harris, president of Cox Cable, Atlanta, who represented the National Cable Television Association, countered, "I can tell you that the cable industry has no desire to restrict the availability of sporting events. Our intent is just the opposite. We want to offer more games, games which for various reasons are not covered by broadcast television."

NCTA President Robert Schmidt, replying to a suggestion from Senator Hollings that viewers of over-the-air TV might be left with "junk" if siphoning were not contained, suggested that Congress step in with corrective action if over-the-air TV content "diminishes so that the public is ill-served."

License renewal. While Mr. Wasilewski repeated NAB's plea for congressional passage of license-renewal legislation with longer license terms and greater stability for the radio and television broadcasters, the networks' representatives appeared uniformly unenthusiastic about renewal reform.

They have no complaints about the length of the license term, they said, because unlike small broadcast stations, they have sufficient time and staff to handle renewal applications and they are not a great burden. Besides, Mr. Schneider said, "We consider it such a privilege to be in the broadcasting business that it is not something that we think is appropriate to complain about."

Nor is there any longer great concern about license stability, Everett H. Erlick, ABC senior vice president and general counsel, said: "I feel that due to case processing and various cases which have taken place since WIDH-TV [Boston] that this whole question of stability and licensing process has been greatly improved... I think it is fair to say that a poor operator is not going to be saved by legislation in our judgment, so that the presumption of renewal which really would go to the credit of a first class bonafide operator probably exists already... Other than the administrative problem which I quite properly bring up with regard to small stations, we do not see a significant over-all problem."

Network inquiry. Donald McGannon, president and chairman of Westinghouse Broadcasting and author of the petition that prompted the FCC's current inquiry into network practices, told the subcommittee the opportunity the networks give local stations to prescreen entertainment programs is a case of "too little too late.... Most of these programs come into the station within a day or two of their scheduled broadcast dates. This does not give the average broadcaster the necessary time to arrange for the best possible substitute program in the event the station decides that the network program is unsuitable."

The networks' representatives admitted to regularly missing production deadlines on weekly programs, which they said is the reason affiliates do not receive shows for prescreening sooner, but they excused the

problem as inevitable when dealing with creative people. "We're not stamping out nuts and bolts here," Mr. Erlick said. Added Mr. Schneider, "the human condition steps in and everybody [writers, producers and actors] puts it off until the last moment.... The joke in the business is 'Do you want it funny or do you want it Tuesday?'"

Another witness, former FCC Commissioner Glen O. Robinson, said he thinks the FCC's network inquiry is a misdirected effort. The examination of network contracts with producers and relations with affiliates is too tight a focus in the hunt for ways to reduce network dominance, he said, and erroneously presumes that the industry structure is not going to change in the future.

Mr. Robinson, now a professor of law at the University of Virginia, said the FCC should be looking at alternative delivery systems to break up the network oligopoly—cable television and fiber optics ("which I think will shortly replace cable"), for examples.

Equal time and fairness doctrine. Senator William Proxmire (D-Wis.) spoke for his legislation (S. 22) to abolish the fairness doctrine, equal time and any form of government intrusion into broadcast programming decisions. "Newspapers are fair without government control," he said. "And I maintain that radio and television would also be fair without government control. Simply put, it is not necessary to deny freedom in order to gain fairness."

(Mr. Proxmire also said, however, that his argument is intended to apply to political expression, not necessarily to depictions of sex and violence. Under questioning, he said he does not know where he would draw a line on violence, but said the "obscenity laws should be the same" for broadcasters as they are for newspapers.)

Minority opportunity. FCC Chairman Wiley's testimony about the hiring and participation of minorities and women in the broadcasting industry was upbeat. "Many broadcasters are making affirmative efforts to open doors to people to whom they have been previously closed," he said. "I do think we have to recognize that there has been progress in the broadcasting industry and that sometimes all the criticism obscures that fact."

But his view was contradicted by the much less favorable picture given by minority spokesmen at the hearing. Pluria Marshall, chairman of the National Black Media Coalition, said, "Though Chairman Wiley... commended himself and the FCC for daring to take the first step (as far as regulatory agencies are concerned) in addressing the critical area of discrimination in employment, the record is nonetheless clear that the FCC's commitment falls far short of the need."

Ulysses W. Boykin, vice president and general manager of WGPR-TV Detroit, the nation's only black-owned operating television station, charged there has been a "conspiracy" to keep black owners out

of broadcasting, with the FCC, the ratings services, advertising agencies and lending institutions the co-conspirators. Mr. Boykin decried the FCC's refusal to grant WGPR-TV's request for a waiver of the \$22,500 license fee, saying "there are significant and special public-interest and social considerations here. The commission should extend every reasonable effort to encourage the viability of the nation's first black-owned TV station."

Kathy Bonk of the National Organization for Women said the blacks' complaints about hiring and ownership apply to women, too, and added a complaint about the stereotyping of women in TV programs.

UHF. Two broadcast groups, the Association of Maximum Service Telecasters and the Council for UHF Broadcasting, argued that the government's commitment to the improvement of UHF TV is apparently wavering in the face of competing demands for UHF spectrum space.

Richard Block, chairman of CUB, said "the biggest obstacle we face ... is a two-fold tendency on the part of some to ignore UHF's solid real-world achievements in favor of blue-sky speculations about the potential of other technologies and the demands of other spectrum users for frequencies now allocated for UHF."

Jonathan D. Blake, counsel for AMST, said the demands of land mobile users for UHF space poses one of the biggest threats, as does the government's demand for some UHF frequencies in international spectrum allocations for the 1979 World Administration Radio Conference.

Communications Act rewrite. The broadcast witnesses, including the network representatives, were uniformly hostile toward the House Communications Subcommittee's effort to rewrite the Communications Act. "The over-all act is all right," Robert Howard, president of the ABC Television Network, said. Westinghouse's Mr. McGannon said he thinks "we must be better able to assess" the past and future advances in communications technology, but "I do not suggest that [the act] be discarded carelessly or arbitrarily."

Network profits. The network representatives, as they always have in the past, refused to disclose their financial information for public consumption. The request this time came from Senator Riegle, who after listening to the networks' arguments against pay-cable siphoning, wondered aloud if "free TV is really free." He said he is convinced consumers bear the cost of over-the-air television in increased prices for the products advertised on TV. Disclosure of their profit information, he said, might strengthen the networks' antipay arguments.

TV for the deaf. All three network representatives expressed skepticism about the feasibility of providing TV captions for deaf viewers. CBS's Mr. Schneider said the



Members of the Senate Communications Subcommittee present at the opening of the three-day hearing on broadcasting included Senators Harrison Schmitt (R-N.M.), Bob Packwood (R-Ore.), Robert Griffin (R-Mich.), Chairman Ernest Hollings (D-S.C.), Howard Cannon (D-Nev.), Wendell Ford (D-Ky.), Donald Riegle (D-Mich.) and Edward Zorinsky (D-Neb.).



The networks' spokesmen were (l-r) Everett Erlick, ABC senior vice president and general counsel; John Schneider, CBS Broadcast Group president, and Robert Howard, NBC-TV president (shown here listening to NBC's vice president-general counsel, Corydon Dunham).



Critics of the networks included (l-r) Donald McGannon, president and chairman of Westinghouse Broadcasting, and Bill Bradbury, news director, KCBY-TV Coos Bay, Ore., who said too much of the networks' programming is from Los Angeles and New York and not enough from other regions of the country. Representing the cable industry were Robert Schmidt, president of the National Cable Television Association, and Henry Harris, president of Cox Cable Communications, Atlanta.



The impact of TV violence and advertising on children was the subject debated by (l-r) Robert Choate, president of the Council on Children, Media and Merchandising; Van Gordon Sauter, CBS vice president for program practices; Archa Knowlton, director of media services, General Foods; Loring Mandel, president of the Writers Guild of America, East, and Ted Carpenter, executive director of the National Citizens Committee for Broadcasting.

Public Broadcasting Service, which is doing captioning now on a limited scale, "thinks it's simpler and more economical than we think." CBS, he said, did a captioning experiment with an episode of *The Waltons* and found "it cost us 20 times what public broadcasting said it cost them to do it." The technology is not yet avail-

able, he said to perform the service economically.

Independent television. Herman Land, president of the Association of Independent Television Stations, said independents are making strides toward becoming a fourth market for TV programming and

advertising, but "this progress is by no means inevitable." Potential obstacles, he said, include the so-called Bell bill, passage of which, in INTV's estimation, could stifle competition in the satellite and microwave fields, driving costs up for independents that are attempting to form regional networks.

In Brief

U.S. Court of Appeals in Washington has reversed FCC in 13-year-old case involving what is now seven-sided contest for 1110 khz frequency of **KRLA(AM) Los Angeles**. Commission in December 1973 had awarded grant to Western Broadcasting Corp., whose principals include Bob Hope, on ground it would make "most efficient use" of frequency (BROADCASTING, Dec. 10, 1973). Court said that was unacceptable basis for decision. Applicant within scope of commission's rules, court said, may not be refused, "ad hoc," comparative hearing simply because rival appears "who is somewhat more 'efficient.'" Commission, court said, should weigh "other applicant characteristics normally explored in comparative hearings." Decision was written by Spottswood Robinson III and joined in by Circuit Judge George E. MacKinnon and District Judge Robert H. Merhige Jr., of Eastern District of Virginia, sitting by designation.

Plan to stretch National Association of Broadcasters annual convention from traditional four days to six **will be scrapped** if—as is expected—NAB board accepts recommendation of special convention study committee that met in Washington Friday. But committee did approve plan to tack on **two-day radio program "college"** at end of Las Vegas gathering April 9-12, 1978. That is intended to be separate program expressly for radio programmers. NAB also plans to meet with representatives of National Association of Television Program Executives within month to discuss NAB's proposal to merge two associations' annual conventions.

Ratings for second **Richard Nixon-David Frost** interview last Thursday (May 12) **dropped by almost half** from Watergate program week earlier, according to Arbitron and A.C. Nielsen overnights in New York, Los Angeles and Chicago. Highest share found was 26 in Los Angeles, while Watergate scored as high as 50 there. Watergate interview wiped out network competition, but interview on foreign policy came in second to ABC's sitcom line-up. Syndicast Services sold all national ad time, adding 30-second spots by Datsun and Certs, reports one minute left in each of two remaining interviews.

ABC Inc. executives **Elton H. Rule**, president, and **Leonard H. Goldenson**, chairman, rank 5th and 7th, respectively, on *Business Week* magazine's **list of 15 highest-paid U.S. executives** in 1976. Totals—unlike those used in BROADCASTING's May 2 report of 16 highest-paid broadcasting executives—include calculation of gain from stock options exercised in year, putting Mr. Rule's compensation at \$1,233,000 and Mr. Goldenson's at \$1,060,000.

CBS and National Football League agreed to delay Super Bowl broadcast from New Orleans until 6 p.m., EST Jan. 15, 1978. CBS will pay for right to pick up prime time rating, reportedly as much as \$500,000 more than original \$3.5 million. Frank Smith, CBS vice president of sales, said almost all 18 minutes of ad time for game were already sold for about **\$288,000 a minute** (about \$38,000 more than NBC got last year). He said price for remaining minutes would go up, but he doubted network would recoup additional fee in sales alone.

ABC-TV marched off with 10 daytime Emmys, compared to only two for CBS and one for NBC, in fourth annual daytime-awards telecast (NBC, May 12, 3-4:30 p.m., NYT) under aegis of National Academy of Television Arts and Sciences. ABC ended up with best soap opera, *Ryan's Hope*; best game show, *Family Feud*; best one-shot drama special, "The American Woman: Portraits of Courage";

and best informational children's special, "My Mom's Having a Baby." Metromedia's syndicated **The Merv Griffin Show** was named best daytime talk show, although **Phil Donohue** was picked as best talk-show host. (Mr. Donohue's series is syndicated by Avco Program Sales, Cincinnati.) Other awards included: best soap-opera actor, Val Dufour, *Search for Tomorrow* (CBS); best soap-opera actress, Helen Gallagher, *Ryan's Hope* (ABC); best entertainment children's series, *Zoom* (PBS); best informational children's series, *The Electric Company* (PBS); and best "instructional children's programming series and specials," *Sesame Street* (PBS).

Select group of ABC News correspondents, producers and senior executives met over weekend with new boss, News/Sports President **Roone Arledge**, and his boss, ABC Television President **Fred Pierce**, at Montauk (N.Y.) Yacht Club. Invitation came from William Sheehan, now senior vice president for news, for "seminar to discuss our future prospects."

NBC is challenging CBS violence report (page 22) that claims three-network violence total is up over-all because of increase in violence on NBC. Later calls it "misleading," says that, using CBS's own formula for counting violence, it finds no statistically significant difference among three networks.

By 5-to-4 vote, U.S. Court of Appeals in Washington rejected FCC request that full bench rehear case in which three-judge panel overturned commission in **WBAI(FM) New York indecency case**. Still to be decided at FCC is whether to seek Supreme Court review.

House Subcommittee on Labor, Health, Education and Welfare has sent full appropriations committee recommendation that **CPB receive up to \$145 million** in fiscal 1980.

Among actions in Congress last week: House Government Operations Committee narrowly passed (21-22) bill to establish **agency for consumer protection**, but without provision prohibiting proposed consumer advocate's involvement in FCC license renewal proceeding, section which has been sought by National Association of Broadcasters and which is contained in similar bill that passed Senate Government Affairs Committee 10-2. NAB hopes to win FCC exemption when bill gets to conference between House and Senate—if it passes both houses, something not considered assured at moment. Also in House, Judiciary Committee turned back to subcommittee bill to authorize agencies such as FCC to award attorneys fees to indigent participants in agency proceedings. Subcommittee meets Tuesday to work out problems, which are numerous.

Boards of directors of **Cox Broadcasting Corp.**, Atlanta, and **Cox Cable Communications Inc.** have approved agreement to merge two companies. Shareholders of cable company will receive 43% of share of Cox Broadcasting common stock and \$10.83 in cash for each share of Cox Cable common stock held. Value of transaction is in vicinity of \$38 million (BROADCASTING, Feb. 28).

CBS Inc. board made it official last Wednesday (May 11), naming **John D. Backe**, president, as **chief executive officer** succeeding **William S. Paley**, who remains chairman.

Philip H. Geler Jr., vice chairman-international of Interpublic Group of Companies Inc., New York, named president and chief operating officer, and **Carl Spielvogel**, vice chairman, adds responsibility as chairman of executive committee of Interpublic. **Paul Foley**, who has been president-chairman, continues as chairman and chief executive officer.

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After the boom year of 1976, broadcasters are putting their money elsewhere or into improving and building on their present properties; publishing attracts big groups

Now that broadcasters have all that money, what are they going to do with it?

Superlatives to describe the radio-TV boom year of 1976 are running out, but a few figures will suffice: The CBS/Broadcast Group exceeded \$1 billion in sales for the first time, producing \$215 million in pre-tax profit, a 20% gain over 1975. Capital Cities Communications' net broadcasting revenues reached \$104 million, and its operating income from broadcasting reached \$48.9 million, 29% above income in 1975. ABC's broadcasting revenues exceeded \$1 billion, up more than \$234 million from 1975, and pre-tax earnings of \$150 million were more than double those of 1975.

The list goes on. And, as if 1976 weren't enough, first-quarter revenues for 1977 are bigger than ever, and advertisers are lining up to buy for next season at prices predicted to be as much as 17% higher than 1976's record rates. In a traditionally high cash-flow business, broadcasters' cups are running over.

The natural consequence has been a wave of expansion. The money managers would rather put their profits into the acquisition of new businesses than let cash collect in taxable corporate reservoirs.

Witness CBS's purchase in January of Fawcett Publications for \$50 million in cash; Capital Cities Communications' purchase of the Kansas City Star Co. for \$142 million, twice book value, or Storer Broadcasting's offer to buy Viacom International for an estimated \$57 million in cash—an offer that was turned down despite its being 50% higher than the going price of Viacom stock.

So the big broadcast companies are keeping their eyes, wallets and doors open, and the offers are walking in. "Offers come from investment bankers, employees, uncles, cousins and aunts," said CBS's vice president in charge of acquisitions, Nathan Snyder. "There are many, many deals that come across this desk from all sorts of places."

But despite the unprecedented money they have to spend, broadcasters today are, for a variety of reasons, more particular in

spending it than they sometimes have been in the past.

Chief among the reasons for the caution is that some broadcasting-oriented companies have been burned in the acquisition-diversification game. ABC wrote off \$10 million on a wildlife park in Maryland, and RCA spent hundreds of millions in an unsuccessful attempt to challenge IBM in the computer market, to name but two examples. Many of the failures occurred in the late 1960's and early 70's, when the consensus in moneyed circles called for a broadening of the corporate base.

"Back in the 60's, there was all this synergism about communications and education conglomerates," said Ellen Berland Sacher, vice president of Mitchell, Hutchins Inc. "But people are generally more conservative now. The whole conglomerate idea just didn't work out."

The reason it didn't work out, analysts and broadcasters agree, is that broadcasters often were unprepared to assess good acquisition opportunities outside broadcasting, or to manage them properly once acquired. "The problem has been that an understanding of broadcasting doesn't really qualify you to understand anything else, because it's such a different world," said Anthony Hoffman, vice president of Shields, Model, Roland Inc. "I think that has stood in the way of successful acquisitions by broadcasting people."

Another problem has been that in looking to spend money to make money, it's hard to find anything that looks quite as good as broadcasting. "Broadcasters who

are up to their full station complements find themselves in the position of having to downgrade the over-all quality of their company by investing in businesses that are generally less attractive than the one they're in," said Mr. Hoffman. "There is nothing as lucrative as broadcasting."

The result of these realizations has been a tightening of the boundaries of potential expansion as defined by today's broadcast financial planners. The era of the "comfortable fit" has arrived, in which broadcasters prefer to capitalize on the resources they know they can count on—those they already have.

One way to make the most of what is already owned, of course, is to improve it, and many companies are planning to do just that in 1977 (see individual company reports that follow).

Another option is to increase dividends to parallel earnings growth. Broadcast executives, when asked about the possibility of major dividend increases, all said something to the effect that dividend rates are "periodically reviewed." Several pointed out that dividends are double taxed, as corporate income when earned and as personal income when received by stockholders. As long as that condition obtains, it was pointed out, stockholders would as soon take a chance on appreciation of the value of their stock and the proceeds of selling at a capital gain, taxable at lower rates than income, as to demand increases in dividends. Unless tax laws are changed and stockholders begin clamoring for bigger dividends, the attitude of broadcasters is likely to remain, as one analyst described it, that "they can do more with your money than you can." And that means acquisitions.

Corporate attitudes toward acquisition vary with corporate experiences. As Charles Mechem Jr., chairman of Taft Broadcasting, put it, "It's been seven years now since we made our last diversification [into program production and amusement parks]. We like the businesses we're in, and we feel that we've gained an expertise in them. As long as you've got room to expand in the businesses you know the like, I think it's kind of silly to go into new businesses where you may not know what you're doing."

Taft found success in the amusement park business and plans to keep acquiring in it. ABC, which has been considerably less successful with its parks, feels differently. "The company has no intention at this point to get further involved in the theme-park business," according to Michael P. Mallardi, ABC's chief financial officer.

Publishing, on the other hand, is viewed by ABC and some other broadcasters as an increasingly attractive field. Like broadcasting, it is an advertising-based business, and predictions for growth in ad revenues are almost as optimistic in publishing as they are in broadcasting. Also, the risks of publishing ventures are significantly reduced for the giant corporations once they take the initial plunge, since they can afford to absorb early losses and to share their facilities for data pro-



"Broadcasters who are up to their full station complements find themselves in the position of having to downgrade the over-all quality of their company by investing in businesses that are generally less attractive than the one they're in. There is nothing as lucrative as broadcasting."

—Shields, Model, Roland's Hoffman

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cessing, production, promotion and distribution (which is why "start-ups"—new publications launched by publishing companies—are so popular).

The network-owning companies all diversified in the late 60's into consumer and text books and trade journals. ABC and CBS recently began moving into special-interest consumer magazines, and both plan further development in that field. (CBS, in fact, expects to derive half of its publishing profits from consumer magazines this year.) Capital Cities Communications diversified into trade and special-interest publishing with the acquisition of Fairchild Publications in 1968 and into newspapers in 1969 with the purchase of the *Oakland Press* in Pontiac,

Mich. In 1976, the company realized 33% of its operating income from publishing, and more publishing acquisitions are anticipated.

Further indications of the importance of publishing to these companies—and of the importance placed on assuring a knowledgeable growth in nonbroadcasting expansions—is the careful cultivation of executives with publishing expertise.

John D. Backe, president of CBS Inc., is the most obvious example: With 10 years of experience in publishing behind him, he led the CBS Publishing Group as its president to a 40% annual gain in profits from 1973 to 1976.

Capital Cities promoted the head of its publishing division, Daniel B. Burke, to

president, and with the purchase of the Kansas City Star Co. was able to shift as many as five top managers among its papers without hiring outside the company. Thomas Murphy, Capital Cities chairman, called that depth of publishing expertise one of the "most stimulating" aspects of the company's development. "Five years ago we wouldn't have been able to do that," he said.

There are those who note that the acquisition game in fields natural to broadcasters is fiercely competitive. "The market is getting tighter and tighter," said Mr. Burke of Capital Cities, "and the relative prices continue to go higher. The trend is toward a reduction in opportunities, no question about it. But it's hard to say when publishing will cease to be a viable area for us to work in. We don't think that day has come yet."

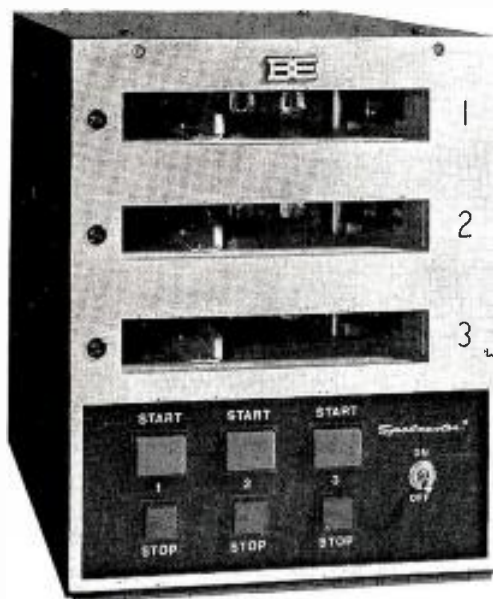
The search for the comfortable fit also applies to acquisitions outside publishing. CBS, for example, acquired the Wonder Products Co. in December of last year, not only to add its Wonder Horse product to the CBS Toys Division, but also to take advantage of its plastics molding plant in Collierville, Tenn. The plant will be used for making plastic products that CBS now contracts out to private concerns. Taft Broadcasting is testing a new five-acre "minipark" in Jackson, Miss., based on a *Flintstones* theme. Taft's Hanna-Barbera subsidiary owns the *Flintstones* trademark. Other company parks also use Hanna-Barbera characters as attractions.

Most of the officials interviewed for this report indicated that their present plans covered only the "short" term which was variously defined as spanning six months to five years. Long-range planning is being left to the visionaries. What follows is a series of snapshots of current policies and actions of some major broadcasting corporations.

■ CBS Inc.: The shift in acquisition attitudes among the major broadcast companies is perhaps most distinctly illustrated by the contrasting styles of former CBS President Arthur Taylor and his successor, John Backe. Mr. Taylor was a strong advocate of diversification to reduce the company's dependence on broadcasting; Mr. Backe is "a strong believer in internal development," according to Nathan Snyder.

Mr. Snyder assumed his post as head of acquisitions in February 1976 and has worked under both men. One of his first tasks at CBS was to create an internal task force charged with identifying and researching potential new areas of business outside the company's four existing groups—broadcasting, records, retailing (which includes mail order operations, musical instruments, stereo stores and toys) and publishing. Reports on various industries were in turn reviewed by a senior management committee for further refining and research.

Both the task force and the committee still exist, Mr. Snyder said. But an additional project has been initiated under Mr. Backe: an "intensive review" of possibilities of expansion and develop-



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“People are generally more conservative now. The whole conglomerate idea just didn't work.”
—*Mitchell Hutchins' Sachar*

ment within CBS's present lines of business. “Mr. Taylor was significantly interested in the possibility of a fifth group,” said Mr. Snyder. “Mr. Backe has indicated that, at least for the present, the urgency to develop a fifth group has diminished. The current climate of the company is that we really ought to focus our energies on the development of our existing businesses. So it is less likely to envision a major thrust in any new direction at this point.”

That does not mean, however, that CBS will decrease its acquisition activity. “The acquisition business is a very opportunistic business,” Mr. Snyder said. “You're either in it, and standing there waiting all the time, or you're out of it.” And with a corporate cash balance placed in the company's 1976 annual report at \$335 million, CBS is definitely in the business. “They've looked at hundreds of deals, literally hundreds,” said one industry analyst.

■ **Capital Cities Communications:** In contrast to its neighbor at Black Rock, there's “nothing fancy” about the acquisition search at Capital Cities, according to President Burke. “Our acquisitions program is Mr. Murphy's [Chairman Thomas Murphy] responsibility and mine,” said Mr. Burke. “We don't delegate it to anybody.”

Indeed, Capcities has been one of the most active and perhaps the most consistently successful acquirer in broadcasting. The company has achieved revenue and earnings gains for 22 consecutive years, reinvesting all its profits in acquisitions until 1975, when it offered the first common-stock dividend in its history. Asked recently when the company would boost its dividend rate of five cents quarterly, Mr. Murphy answered, “I think it would be a mistake for anyone to buy us as a yield for a while.”

The company's most recent acquisition, the Kansas City Star Co., cost a total, including sale expenses, insurance and loan fees, of \$142,200,000. About \$80 million of that amount was borrowed, Mr. Burke said, in keeping with the company's policy

to make “judicious use of debt.” The cost of the Star Mr. Murphy estimated, may equal as much as 33 times the newspaper's earnings.

Analysts have had a high opinion of Capcities judgment, but some were openly skeptical of the Star acquisition. So, breaking somewhat with its tradition of keeping a low profile in financial circles, in March the company's executives presented to about 100 analysts their rationale behind the move. In essence the explanation was that they saw a lot of room for improvements in management of the Star which, once, accomplished, will make the deal profitable despite the price. “Sales are fine,” Mr. Murphy said. “Margins are not what we consider satisfactory.” The Star, which also owns a paper mill and a paper-products distributing company, had 1976 margins of between 10% and 11% on sales of \$64 million, according to Mr. Murphy. Capital Cities' other publishing operations realize an average margin of about 22%.

For the future, Daniel Burke sees more acquisitions in newspapers—when he can find them. “But I would say our search will not be quite as passionate and as intense as it was,” he said. “We feel a little more relaxed about that now because we just made a major acquisition which will take plenty of time and attention. But we're still trying.” Understandably so, with \$38,058,000 of working capital remaining on the company's year-end balance sheet.

And what about broadening the company's corporate base? “At the moment,” said Mr. Burke, “we are not seriously considering a move into another business.” In fact, Capital Cities is also going the start-up route. Last October it introduced through its Fairchild Publications *Energy User News*, a weekly newspaper for executives who must manage their company's energy consumption.

■ **Taft Broadcasting:** Taft is typical among broadcast companies in its current emphasis on development within its present lines of business. It is unusual in that it



“It's hard to say when publishing will cease to be a viable area for us to work in. We don't think that day has come yet.”
—*Capcities' Burke*



“The preponderance of our resources for the short term will be dedicated to the broadcast side.”
—*ABC's Mallardi*

has chosen as its favorite acquisition area a business considered by many broadcasters and analysts as extremely risky: theme parks. The company entered the field in 1969 and now runs three regional theme parks, Kings Island in Cincinnati, Kings Dominion near Richmond, Va., and Carowinds at Charlotte, N.C. It expects to realize half its profits from parks within two years.

Charles Mechem Jr., Taft's chairman, was asked about the frequently expressed opinion that theme parks are too expensive to build and operate and too dependent on the elements and on energy supplies. Before the question was finished, he was laughing.

“I'm chuckling because there is that feeling among some people, and there's absolutely no evidence of it. It's been a very stable business.”

So Mr. Mechem and his associates are looking for more acquisitions in theme parks. The company also is seeking more production properties for its Hanna-Barbera subsidiary and plans “lots of new kinds of shows, both live and animated” this year. Also on the shopping list: two more AM's and one more FM to fill out its broadcast complement. With a cash balance of \$5,180,000 (up from \$3,062,000 in 1975) and \$14,770,000 in marketable securities (up from \$3,496,000 in 1975), Mr. Mechem says, “we're in a pretty strong position as far as acquisitions go.”

■ **ABC:** 1976 was a comeback year for ABC, bringing the company an income of \$71,747,000 after 1975's \$17,096,000—a jump of 319%. The 1975 figure reflected, among other problems, losses of about \$38 million in two of the company's previous expansions, ABC Records and a wildlife park in Maryland. So the attitude at ABC toward acquisitions has changed somewhat less dramatically than profits, from a “sit-tight” position in 1975 to a “flexible” posture today, according to Michael P. Mallardi, vice president and chief financial officer since December of 1975.

“There is no program at this time and

probably won't be for six months to a year to make a concerted effort to go out and beat the bushes to seek out acquisition or expansion opportunities," Mr. Mallardi said. "The preponderance of our resources for the short term will be dedicated to the broadcast side. This involves improvement and modernization of studios, stations, network properties and equipment."

The company is preparing to spend about \$3 million to turn an old National Guard armory in New York into new television studios. At least two other major projects are being contemplated in New York—a new headquarters for WABC-TV and a new office and technical facility. Mr. Mallardi would not specify the amounts allocated for physical improvements, but he did say that more would be spent than in previous years. Capital expenditures for property and equipment amounted to \$28,565,000 in 1976 and \$31,219,000 in 1975. The company's working capital was listed in its 1976 financial report as \$378,551,000.

Besides internal improvements, Mr. Mallardi said, "the only other area in the short term that will receive serious attention will be the publishing area." The company recently reached an agreement in principle with CHC Corp. of California to buy a number of CHC's special-interest consumer publications for \$13.2 million in cash. CHC also owns nursing homes and a record company, but those assets will not be included in the deal.

ABC recently purchased WMAL-AM-FM Washington for \$16 million in cash, an acquisition that resulted more from a feeling that available major market broadcast operations (owner Joe L. Allbritton was under FCC decree to sell) were not to be passed up than from an anxiousness to acquire, according to Mr. Mallardi. The purchase filled ABC's radio complement.

■ **RCA:** Like CBS under Mr. Taylor, RCA had at its helm an avid diversificationist in the late 60's to mid 70's—Robert W. Sarnoff. But consolidation programs were initiated by Mr. Sarnoff's successor, Anthony Conrad, and "pursued with special vigor" in 1976 by Edgar Griffiths, successor to Mr. Conrad.



"You're always better off in fields you truly understand."
—Storer's Michaels



"As long as you've got room to expand in the business you know and like, I think it's kind of silly to go into new businesses where you may not know what you're doing."
—Taft's Mechem

Projects that have been written off or phased out at RCA include a computer-manufacturing division, a furniture business, manufacturing facilities for television receiving tubes, an electronics distribution company in Germany and other foreign manufacturing plants and operations. Substantial trimming of product lines has taken place as well, especially in the electronics division.

RCA until recently had been negotiating the sale of its Random House division to the Times Mirror Co. According to Peter Jones, vice president in charge of treasury planning at RCA, those negotiations were opened because Times Mirror approached RCA with substantial cash offers, and Mr. Griffiths thought it worthwhile to "hear them out." Now that the negotiations have halted, Mr. Jones said, RCA has no plans to divest Random House. Plans to sell the company's United Kingdom food subsidiaries, Oriol Foods, were abandoned last year due to the depressed state of the British economy.

Mr. Jones said that the consolidation process at RCA is now virtually completed. "But we don't have any formal acquisition program at this time," he said, "nor do we have knowledge of any anticipated program. The company is leaning very strongly on Mr. Griffiths for direction, and he hasn't indicated a strong preference to get into new areas at this time."

RCA does plan to spend some \$300 million on capital improvements this year, mostly in its electronics divisions.

RCA's NBC subsidiary operates "sort of independently in terms of acquisitions," according to Aaron Rubin, chief financial officer for the network. "Obviously, though, we have to keep in mind that we're part of RCA, and therefore we're looking mostly to our own businesses rather than having an aggressive acquisitions policy," he said.

■ **Storer Broadcasting:** "We've learned our lesson in diversification," said Bill Michaels, chairman of Storer. "You're always better off in fields you truly understand if possible."

Storer's lesson came when the airline business "went to hell in a handbasket" in 1969, Mr. Michaels said. The airlines had just purchased fleets of 747's which, because of the money pinch, were flying with too many empty seats. Storer was forced to sell Delta Airlines (merged with Storer's Northeastern Airlines in 1972) and Storer Leasing, which owned 11 jets leased to Delta. Today, Mr. Michaels said with some relief, "We're a broadcast company, period."

Storer is looking, with the help of an investment banking firm, for acquisitions in two areas: cable, in which it holds substantial interests, and larger broadcast holdings ("if we could find them, but they're virtually impossible to find," Mr. Michaels said). The company now owns 58 cable systems and can acquire two more AM's and six FM's. It has retired all of its debt and at year's end had a cash balance of about \$15 million. Asked if he found himself with a lot of cash he'd like to invest, Mr. Michaels said simply, "Yes."

"We would much prefer one large move to several small ones," he said, "but we have to look at the opportunities as they present themselves, not compared to what we would like." One particularly large move was unsuccessful for Storer this year—the attempt in January to buy Viacom International for \$57 million.

Although Storer is not now considering expansion into new lines of business, Mr. Michaels is more openly concerned than most broadcasters about broadcasting's dependence on advertising, and he considers Storer's investment in cable to be a protection for the company in lean times.

"Nobody knows for sure yet how much this bad winter and this bad drought are going to affect the economy," he said, "it's still very much an unknown entity. Why are people going to advertise if you close up the whole city of Buffalo for 10 days?"



"Offers come from investment bankers, employees, uncles, cousins and aunts."
—CBS's Snyder

GAO tells FCC to set up new fee schedule

Agency suggests that FCC did not make much effort in trying to develop new system and that the task of doing so to meet court guidelines is not as overwhelming as FCC has attested; GAO offers interpretation of court decision

Although the FCC has, in effect, thrown up its hands over the matter, the General Accounting Office said the job of establishing a new fee schedule in accordance with court guidelines is well within the realm of possibility. And it has suggested the FCC get to work on a "good-faith effort" to develop a new schedule.

GAO, Congress's watchdog agency, dug into the problem of fee collections at the request of Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications

Subcommittee, after FCC Chairman Richard E. Wiley made it clear the commission had virtually determined to abandon the court fight over fees and refund the money collected since 1970 (BROADCASTING, March 7).

The commission began focusing on refunding money in December after the U.S. Court of Appeals in Washington held that the fee schedule adopted in 1975 did not comply with the guidelines the Supreme Court laid down in March 1974 in overturning the 1970 schedule. The commission suspended its collection of fees on Jan. 1, and established a task force to develop plans covering options on refunding most of the \$164 million collected since 1970, \$31.9 million from broadcasters.

Chairman Wiley has held that the commission lacks the accounting capability to recalculate its fee schedule in a manner the court would accept. (Thus, the commission is considering refunding all fees collected over \$5.) And he has said that the commission has been unable to determine the "value to the recipient"—the standard the Supreme Court said should be used in determining the fees to be charged—as opposed to the public interest benefits. He has also said congressional action is needed to clarify the commission's fee-collecting authority.

GAO, however, does not find the task of

recalculating the fee schedule based on the courts' decisions overwhelming. And it suggested that the commission did not make much of an effort to develop a new schedule. It said that four days after the Dec. 16, 1976, court decision, the commission's general counsel and the executive director prepared a memorandum stating it would be extremely difficult to comply with the decision and recommended that the commission suspend the collection of fees and make refunds. The task force on refunds, GAO added, "made no concerted attempt" to calculate "partial refunds," those that would be based on a fee schedule constructed in accordance with the courts' instructions.

GAO said that the commission need not, as it believes, measure separately the "value conferred" upon those paying the fees. GAO said the appeals court used the term to make clear that "value derived," which is a measure of a tax, is to be distinguished from "value conferred." And the court, GAO said, would base fees on costs, thus avoiding a requirement that the commission establish a fee schedule "that impermissibly taxes payers."

GAO interprets the court's decision to require the commission to:

- Separate those it regulates into "recipient classes," that is, the smallest practical unit.

- Calculate the cost basis for each fee to be assessed against each class by identifying all "necessary" expenses and excluding any that is incurred to serve an independent public interest. (The "necessary" expenses incurred by the FCC are those that aid licensees and others it regulates in complying with statutory requirements—tariff filings and hearings that are an integral part of an application for an operating license, for instance.)

- Apportion, with respect to each fee, the identified necessary costs against the members of each class. GAO noted that the court held that the commission need not calculate the exact cost of servicing each party—that computation must necessarily be based on approximations.

And although it agrees that "some additional cost data would be needed to comply with the court's orders," GAO does not view the job of obtaining it with the same degree of concern as does the commission. Indeed, GAO noted it has turned out a manual on cost accounting for federal agencies—"Policy and Procedures Manual for Guidance of Federal Agencies, Title 2"—which deals with the question of cost accounting for federal agencies. It expresses the view the court would be willing to wait "a reasonable length of time" for the commission to implement a cost-accounting system.

GAO also acknowledged there is some basis for the commission's concern that any action taken to recalculate fees and refund certain amounts may be challenged in court. But, it said, that is always the possible consequence of a rulemaking, and it "should not impede FCC's good-faith efforts to implement a fee schedule consonant" with the court's orders.

To determine whether the commission



Both points of view. The Pennsylvania Association of Broadcasters held its 1977 convention in Bermuda May 5-9. Speaking at a panel discussion titled "The Cable Invasion" were Robert Schmidt (l), president of the National Cable Television Association, and Vincent Wasilewski (r), president of the National Association of Broadcasters. Mr. Schmidt, who later said that this was the first time he'd been invited to a state broadcasters' convention, argued against the broadcasters' and Mr. Wasilewski's charge that cable "siphons" programs, especially sports, from commercial TV, as he did in a letter to Mr. Wasilewski the next week (see story page 60).

PAB acted on a number of resolutions including supporting ones reaffirming broadcasting's First Amendment rights, supporting congressional hearings on the inclusion of AM-FM radios in cars, supporting longer license-renewal terms, but turned down one supporting the Bell bill.

New officers elected at the meeting: Leonard A. Swanson, WHC-TV Pittsburgh, president; Victor C. Diehm, WAZL(AM) Hazleton, first vice president; David Crantz, WTAE-TV Pittsburgh, second vice president; Jerry Duckett, WKAP(AM) Allentown, secretary, and Art Greiner, WSHP(AM) Shippensburg, treasurer.

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should implement a new fee schedule and recalculate and refund fees or to reject the concept of collecting fees and wait for Congress to enact specific legislation, GAO said, three questions should be considered: Which course is least costly to the government, which is most likely to provide for fee assessments in a timely manner, and which is likely to allow for maximum flexibility when cost or other circumstances change?

Given those questions, GAO said, the commission "should proceed to establish a new fee schedule based on guidance provided [by the existing statute authorizing fees] as interpreted by the courts."

However, GAO also said Congress may wish to provide additional guidance, rather than permit the amount of cost recovery to be resolved through repeated litigation. But if Congress should act, GAO added, it should not do so "at the exclusion of the FCC's making a good-faith attempt to comply with the orders of the court..."

Regardless of whether GAO is correct in its estimate as to whether the court provided adequate guidance for developing a legal fee schedule, the time for appealing the court's decision and thus holding off the effectiveness of the court order requiring refunds is fast running out. The deadline for seeking Supreme Court review was May 15, and commission lawyers last week indicated there was no change in the commission's decision not to seek review. Still to be heard from,

however, is the Justice Department, which Senator Hollings and Representative Van Deenlin asked to consider the matter of Supreme Court appeal.

Aides to Senator Hollings and Representative Van Deenlin said their bosses felt the study confirmed their view that a fee schedule could be constructed within the guidelines provided by the court. And, the aides said, the senator and congressman felt annoyed with the commission for failing to have reached that conclusion on its own. The issue is sure to be aired at the FCC oversight hearing Mr. Van Deenlin's subcommittee will hold next week.

Commission officials had no comment on the report last week. However, FCC attorneys were preparing written comments for submission to the Senate and House subcommittees that are expected to express sharp disagreement.

INTV opposes compulsory license in copyright law

Full copyright liability for distant-signal importation and elimination of the FCC's ability to restrict distant-signal importation would be a better solution to the problem of cable television's copyright liability than the compulsory license system adopted in the new copyright law. This is the opinion of Stanley M. Besen, Willard G. Manning Jr. and Bridger M. Mitchell,

in a Rand report on the subject. Among problems with the compulsory license, according to the report, is its "detrimental impact on the program supply market." The report said fees generated in this manner "are likely to fall short" of the value consumers place on imported signals. The report was filed with the FCC by Independent Television Stations Inc. to buttress its position in the commission's inquiry into syndicated program exclusivity rules.

Hooks wants FCC off the fence on Section 315

He says inconsistencies of WGN and Martin-Trigona rulings will cause confusion among broadcasters, low opinion by courts of commission rulings

"To err is human," FCC Commissioner Benjamin L. Hooks is willing to concede. But "to err regularly tends to sap the confidence." And that is what he says the commission is doing in connection with the equal-time law.

First, he says, there was the commission's decision last year to reverse itself and rule that candidates' news conferences and political debates are exempt from the equal-time law. And now, he notes, there

SPEAKERS: NEWMAN, SMALL, WILEY, COMPTON PANELS: TERRORISM, KIDNAPPING AND THE MEDIA ... FUTURE OF THE MEDIA...WEATHER & FORECASTING...SPORTS-AT THE AP BROADCASTERS CONVENTION

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is the commission's decision, by a 4-to-3 vote, to confess error in connection with the lowest-unit-charge provision that was grafted onto the equal-time law in 1971 (BROADCASTING, May 9). The commission now holds that the provision entitles a candidate to parity with advertisers only as to price, not as to the length of commercials they might purchase.

Commissioner Hooks was on the losing side in both reversals. And in a dissenting opinion he issued last week, he held to the view that the commission was right last year in overruling the refusal of WGN-AM-TV Chicago to sell the President Ford Committee commercial time of less than five minutes duration. The commission held that the lowest-unit-charge provision required stations to make available to candidates any length commercial they sell to commercial advertisers.

For the commission "to have construed Section 315(b) [the lowest-unit-charge section] otherwise," Commissioner Hooks said, "would have nullified the right of a political candidate to the commercial parity with nonpolitical advertisers that Congress intended and it would have permitted a licensee to circumvent the statute by merely refusing to sell commercials for time durations other than those dictated by the licensee."

The commission reached its decision two weeks ago in affirming a staff decision rejecting a complaint Anthony Martin-Trigona filed against WMAQ-TV and WBBM-TV,

both Chicago, for denying him the opportunity to buy program-length commercials in prime time during Chicago's Democratic mayoralty primary. Mr. Martin-Trigona had based his appeal on the WGN decision as well as a declaratory ruling issued last year taking the same position.

The commission's decision to reverse itself on the lowest-unit issue was largely the result of work done by Commissioner Margita White and her legal assistant, Steve Sharp. When the staff last month circulated a proposed order denying Mr. Martin-Trigona's appeal, Commissioner White found it difficult to accept.

The staff had based its draft order principally on the ground that, as a nonfederal candidate, Mr. Martin-Trigona was not entitled to the reasonable-access protection of Section 312 A7 of the Communications Act. And that argument did find its way into the final commission order.

However, the staff also sought to refute the lowest-unit-charge argument while at the same time asserting that the earlier rulings were not being reversed. And Commissioner White thought these positions inconsistent. But the fault, she felt, was not in the ultimate judgment.

Accordingly, Mr. Sharp, a former member of the general counsel's office specializing in political broadcasting matters, drafted a concurring opinion that called the two 1976 rulings "faulty." In a passage echoed in the commission's opinion, the concurring opinion said the

legislative history of the act indicates that Congress intended to require only that that "if a station were to make available to a candidate a particular length of time . . . the station could charge the lowest-unit charge to commercial advertisers for the same length of time."

Commissioner White's concurring opinion went into circulation among her colleagues late in the week of April 11, and began picking up votes. Indeed, it seemed likely to collect a majority of the commission. Finally, Commissioner Joseph Fogarty, who approved it, said that if the commission was about to abandon a previously held position, it should do so in a meeting. So with the Chicago primary scheduled for April 19, the staff simply notified Mr. Martin-Trigona that his appeal was being denied and that a formal opinion would follow. Over the next several weeks, the general counsel's office prepared an order based on Commissioner White's concurring opinion.

Commissioner Hooks was joined in dissent by Commissioners Robert E. Lee and Abbott Washburn, who made it clear their concern was with the rationale; they concurred in the result the commission reached.

Commissioner Lee's vote was a surprise, since he had indicated support for Commissioner White's statement.

But Commissioner Hooks left his colleagues with this thought: "Unless I am mistaken, the commission is mistaken in

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its belief that it is mistaken so frequently about the correct meaning of Section 315. But, if the majority is correct, and we do continually fumble the ball in administering political equal time, it is sure as sin (a) impossible to expect our licensees to interpret accurately Section 315 or for the public to have any confidence in our rulings and (b) unreasonable to expect the courts to give 'greater deference' to our 'administrative expertise' when we ourselves do not."

Percy amendment to spin-off VOA 'watered-down' in mark-up session

Reconstituted measure will ask Carter to weigh four different plans for broadcast news policy

Senator Charles Percy's (R-Ill.) amendment to spin off the Voice of America from the United States Information Agency left a Senate Foreign Relations Subcommittee mark-up session last week with changes engendered by strong opposition from Senators Jacob Javits (R-N.Y.), Frank Church (D-Idaho), Hubert Humphrey (D-Minn.) and Clifford Case (R-N.J.).

The Percy language that would have required President Carter to come up with a plan establishing VOA as a separate agency (BROADCASTING, May 9) now heads to the Senate floor as a request (in Senator Javits's substitute language) for President Carter to consider four studies—two pro and two con—and "give [VOA] a clear mandate to broadcast accurate, objective and comprehensive news."

As one Percy staffer put it, it was a "watering down," after "a massive lobbying effort." The Senate Foreign Relations Committee also agreed to give the President a month longer than Mr. Percy wanted to come up with the plan, extending the deadline from Sept. 30 to Oct. 30. Part of the opposition to Mr. Percy's amendment had been based on the belief that by requiring a specific reorganization objective, Congress would be pre-empting President Carter whose staff is working on its own plan.

Another amendment also attached to a foreign relations authorization bill to eliminate the Radio Free Europe/Radio Liberty board and give its responsibility to the Board for International Broadcasting, the presidentially nominated RFE/RL funding conduit, barely made it through committee by an 8-7 vote (members had to be polled after the meeting to break a 6-6 tie). Senator Humphrey opposed its introduction by Senators George McGovern (D-S.D.) and Claiborne Pell (D-R.I.), claiming it would mean a "fundamental change" and closer government control for the stations.

The four reports that President Carter has been asked to consider regarding inter-

national broadcasting structure include that of the Panel on International Information, Education and Cultural Relations, led by former CBS Inc. Vice Chairman Frank Stanton, and that of the Murphy Commission, led by senior career diplomat Robert Murphy. The Stanton panel report two years ago, backed up later by the Murphy Commission, recommended an end to the USIA, giving VOA separate agency status and turning over its cultural and educational affairs to the State Department.

The two reports opposed to a VOA spin-off include one from the Advisory Commission on Information, released last week, which said "journalism and diplomacy can, do and must mix at USIA and at the Voice of America." Furthermore, it suggested increasing VOA's clout within the agency by making the VOA director also the USIA deputy director with more control over budget and personnel ("Closed Circuit," May 2).

The other study, which surfaced earlier this month, comes from the General Accounting Office, which reviewed the Stanton panel report and concluded that "considerations . . . weigh strongly against disturbing the present structural relationship between the VOA, USIA and the Department of State" and that dissolving USIA "seem[s] more likely to hinder than to advance the efficiency and effectiveness of U.S. public policy."

Frank Stanton, now chief of the American Red Cross, offered his rebuttal to the GAO report even before it was publicly released. Concerning the GAO's VOA/USIA/State recommendations, he wrote U.S. Comptroller General Elmer B. Staats: "It would do nothing to protect the VOA against political pressure." And concerning his dissatisfaction with the GAO report: "It is time that we stopped studying and started addressing the real needs."

Let voices ring out

ABC's Erlick tells affiliates that they should make their presence be known in government proceedings, particularly FCC's network inquiries, cable issues

ABC-TV affiliates were urged last week by Everett H. Erlick, senior vice president and general counsel of ABC Inc., to make their voices heard in government proceedings that could affect their futures.

He cited the pending FCC investigation of TV network practices and new developments in cable TV regulation in particular.

"It is essential," he said, "that you ask yourselves what role you are going to play in the legislative process and in proceedings before the FCC. There is too much at stake for you as a licensee to rely solely upon us or the National Association of Broadcasters" because other interests are already pushing their cases aggressively.

The pending FCC investigation of TV network practices, he said, could become the most important network proceeding in

the past 25 years.

He assured the affiliates that "ABC has no present plans for significant expansion of its network schedule"—one of the issues, applicable to all networks, that prompted the call for the FCC investigation. But he urged the stations to reach their own conclusions "as to what is in your best interest" and then participate.

Speaking of the recent court decision overturning FCC restrictions on pay cable's acquisition of sports and movies, Mr. Erlick said: "Many people still don't realize that for the predictable future, pay cable will be available only to an affluent, urban minority of the U.S. population. We have long believed that legislation in this area is essential, particularly now since this [court] decision is incompatible with the views of many members of Congress responsible for national communications policy."

FCC freezes RKO spin-off

Commission wants to first make sure it will have no effect on WNAC-TV case; Dudley turned down on motion to consolidate proceedings

General Tire & Rubber Co. has been temporarily rebuffed in its plan to spin off its wholly owned RKO General Inc. to GT&R's 51,000 stockholders—a plan devised to shield RKO's 17 radio and television licensees from the problems of the parent involving allegations of illegal activities. The commission last week said it was deferring action on the spin-off until it was satisfied the change in ownership would not affect the outcome of the hearing in which RKO is seeking renewal of its WNAC-TV (ch. 7) Boston in the face of challenges by two competing applicants.

At the same time, the commission, which acted on a 4-to-3 vote, decided to hold in abeyance a motion by one of the two new applicants, The Dudley Station Corp., for consolidation of the transfer application with the comparative renewal case. The commission said that, in view of the deferral decision, consolidation would not serve a useful purpose.

GT&R announced the spin-off plan in September, in the wake of charges it had been involved in a long list of federal securities-law violations, including illegal payoffs to officials of foreign governments and political contributions in the U.S. Thomas F. O'Neill, chairman of GT&R, who, with the corporation, had consented in May to the entry of a court order restraining them from such activity in the future, said the spin-off would enable RKO to function in the broadcast area without the difficulties involved in being a subsidiary of GT&R, "including the problems involved in litigating issues before the FCC" (BROADCASTING, Sept. 27, 1976).

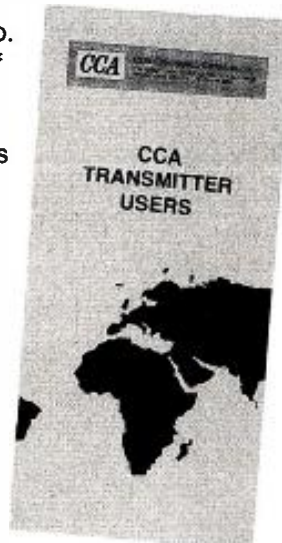
RKO and GT&R, in opposing Dudley's

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motion and a Broadcast Bureau recommendation that the transfer application be placed in deferred status, argued that the commission's immediate approval of the transfer could not prejudice the parties to the renewal proceeding. The commission, RKO and GT&R said, would be free to consider allegations against GT&R to the extent they were relevant to the WNAC-TV renewal application.

But the commission disagreed as to the question of possible prejudice. It noted that the renewal case is now before it following oral argument on the initial decision, which favored WNAC-TV's renewal. Pending, also, the commission said, are two petitions to reopen the record, including one, by the other new applicant, Community Broadcasting of Boston, which is based on charges of GT&R's alleged illegal, improper or unethical activities. And, the commission said, the possibility of additional issues based on CBB's allegations must be considered in order to analyze the impact of transfer of control of RKO could have on the renewal proceeding.

Such a combination of events—transfer of control of the licensee company and the enlargement of issues against RKO—would adversely affect the renewal proceeding, the commission said. For after the spin-off, the commission added, GT&R would no longer have ultimate control over RKO. As a result, the commission said, it believes the spin-off should be

deferred until it determines whether further exploration of GT&R's activities is necessary.

Chairman Richard E. Wiley and Commissioners Abbott Washburn and Margita White, with Commissioner James Quello concurring, formed the majority. Commissioners Robert E. Lee, Benjamin L. Hooks and Joseph Fogarty dissented.

Commissioner Hooks, in a dissenting statement, said the commission's decision runs counter to a policy statement, issued in 1973, dealing with basic qualifications of broadcast applicants. The statement, he said, would require deferral of a transfer only when an FCC investigation sparks a renewal or revocation proceeding, the prospective owner is being investigated in connection with serious criminal charges or a licensee under a hearing order chooses to sell the station. The present application, "which represents no more than a stock reorganization and a 'paper' change in ownership," Commissioner Hooks said, "would not warrant deferral" under the 1973 statement.

Turner to fight in court for Orlando UHF

Turner Communications Corp., Atlanta, will appeal a Florida circuit court's decision to sell the assets of WSWB-TV Orlando, Fla., to Omega Communications, a group

headed by Lawrence (Bud) Rogers (BROADCASTING, April 18).

Sun World Broadcasters, licensee of the bankrupt station, had asked the court to turn down a receiver's recommendation that Turner be awarded the right to purchase the station and accept Omega's proposal instead. Although Turner was the high bidder for the dark facilities, the court went along with Sun World and found in favor of Omega.

Hal Kantor, the attorney representing Turner in Orlando, said, the court "really doesn't have the authority" to turn down a receiver's recommendation except in instances involving misrepresentations. Mr. Kantor said the judge "abused his discretion" in making the award to Omega. He said, too, that there would be some procedural grounds for their appeal.

Changing Hands

Announced

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

■ KTVK(TV) Phoenix: Control of Arizona Television Co. sold by RCR Investments Ltd., 3W Investments Ltd. and Nowell Investment Co. to Ernest W. McFarland for \$5,906,880. RCR and 3W (10% each) are owned by R.A. Watkins Jr. Nowell (19%) is owned by L.M. Nowell. Neither has other broadcast interests. Former U.S. senator from Arizona, Mr. McFarland (now 84) owns 41% of ATC and is chairman of company. He was majority leader of Senate and chairman of Communications Subcommittee. His son-in-law, Delbert R. Lewis, is president of ATC and, with his wife, Jewell, 17% owner. Balance of stock is held by two others. KTVK is ABC affiliate on channel 3 with 100 kw visual, 15.1 kw aural and antenna 1,670 feet above average terrain.

■ WHLQ(FM)Canton, Ohio: Sold by Susquehanna Broadcasting Co. to North America Radio for \$465,000. Previously announced sale to John Bayliss (BROADCASTING, June 21, 1976) fell through. Seller is group owner of WQBA(AM) Miami; WKIS(AM) Orlando, Fla.; WLTA(FM) Atlanta; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron and WLQR(FM) Toledo, both Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, both Pennsylvania; WLQA(FM) Cincinnati, and KPLX(FM) Fort Worth. Susquehanna is principally owned by Louis J. Appell Residuary Trust (87%) and members of Appell family. Buyer is principally owned by Earle Wise and Jack Steenbarger, who also own WINW(AM) Canton. WHLQ is on 106.9 mhz with 27.5 kw and antenna 340 feet above average terrain. Broker: Ted Hepburn Co.

■ KCIA(AM)-KPOE(FM) Humble City, N.M.: Sold by Media Corp. to Noalmark Broadcasting Corp. for \$325,000, plus \$75,000 covenant not to compete. Sellers are John A. Perry (25%), Glen L. Houston (50.1%) and Theodore R. Johnson

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5/16

(24.9%). They also own KSDL(FM) El Paso. Buyer is principally owned by family of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russel Marks (10%) who also own KELD(AM)-KEZU(FM) El Dorado, Ark.; KXOW-AM-FM Hot Springs, Ark., and KOCA(AM)-KKTJ(FM) Kilgore, Tex. Mr. Alderson is El Dorado attorney, and Mr. Marks is automobile dealer there. KCLB is 1 kw daytimer on 1100 khz. KPOE is on 94.1 mhz with 100 kw and antenna 334 feet above average terrain.

■ WHBT(AM) Harriman, Tenn.: Folkways Broadcasting, licensee, sold by Kenneth J. Crosthwait to C. Phillip Beal for \$200,500. Mr. Crosthwait is applicant for new FM at Harriman. He has no other broadcast interests. Mr. Beal is principal owner (52%) of WRGS(AM) Rogersville, Tenn., and is 25% owner of applicant for new AM at St. Paul, Va. WHBT is 5 kw daytimer on 1600 khz.

■ KILQ(AM) Kirkland, Wash.: Sold by Glo-Lee Broadcasting Corp. to Monroe Broadcasting Co., for \$200,000. Sellers are brothers, Howard (66.7%) and Allan (33.3%) Slobodin. They also own KVAN(AM) Vancouver, Wash. Buyer is owned by 520 stockholders. Wesley L. Monroe (25%) is president and largest stockholder. Monroe also owns KGA(AM) Spokane, Wash., and KEED(AM) Eugene, Ore. KILQ is 5 kw daytimer on 1460 khz.

■ Other station sales announced last week by the FCC include: KHLO(AM) Hilo, Hawaii, and KHUI(FM) Honolulu (see page 67).

Approved

The following station sales were approved last week by the FCC:

■ WQMS(FM) Hamilton, Ohio: Sold by Trinity Broadcasting of Detroit to WLW Radio of Hamilton Inc., subsidiary of Queen City Communications for \$650,000, including \$25,000 covenant not to compete. Seller is principally owned by Joseph and Dan Ninowski, who also own WBFG(FM) Detroit. Principal in buyer is Jay C. Thompson. Queen City bought WLW(AM) Cincinnati last year. WQMS operates on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.

■ KOLE(AM) Port Arthur, Tex.: Sold by Gulf States Broadcasting Co. to Northstar Broadcasting Inc. for \$500,000 plus \$100,000 covenant not to compete. Sellers are Robert D. Hanna (one-third) and Joseph P. Driscoll (two-thirds). Mr. Hanna owns 49% of KRAM(AM) Las Vegas. Mr. Driscoll has no other broadcast interests. Buyer is wholly owned by Leighton Enterprises Inc., Alver G. Leighton, president and 67.9% owner. There are seven other stockholders. Buyer also owns KCLD-AM-FM St. Cloud, Minn., and KOUR-AM-FM Independence and KNLA(AM)-KRLS(FM) Knoxville, both Iowa. KOLE operates on 1340 khz with 1 kw day and 250 w night.

■ Other station sales approved by the FCC last week include: WMVG-AM-FM Milledgeville, Ga.; WFRL-AM-FM Freeport, Ill.; KEYC-FM Mankato, Minn.; WMER(FM) Celina, Ohio; WKTN-FM Kenton, Ohio;

and WKLX(FM) Portsmouth, Va. (see page 67).

■ Last week (May 9) "Changing Hands" transposed the sellers of KOAK(AM) Red Oak, Iowa, and those of WADR(AM) Remsen, N.Y. Sellers of KOAK are Dwain Munyon and his wife, Gloria, who have no other broadcast interests. Sellers of WADR are Joseph P. Uzdavinis, A. Richard Cohen and Richard Henry, who have no other broadcast interests.

Cable stricture out of revamped NBC consent decree

Feature-film exclusivity part nudged out of agreement in wake of appeals court's March ruling; network also concedes on deadline for release of unused pilots, its hold on exhibition rights

The proposed consent decree that is designed to resolve the antitrust suit that the Justice Department filed against NBC is now ready for consideration by U.S. District Judge Robert J. Kelleher, in Los Angeles. But it is not in the form that was originally approved by the two parties. A section aimed at limiting the amount of feature-film exclusivity NBC could obtain

against pay-cable systems has been dropped.

The section had drawn more criticism than any other from the 50-odd parties that filed comments on the proposed decree. Dozens of parties, including pay-cable companies, citizen groups, film producers and Senator Edward M. Kennedy, chairman of the Senate Antitrust Subcommittee, contended that the section would simply establish a standard adversely affecting the pay-cable industry. The section would permit NBC to negotiate for up to two years of exclusivity for two runs of a film and an additional 12 months for each subsequent run.

Justice attempted to persuade NBC to adopt a more stringent standard. And when it failed, Justice said, it considered withdrawing its consent to the proposed decree. But the proposed agreement was saved, in effect, by the decision of the U.S. Court of Appeals in Washington in the pay-cable case (BROADCASTING, March 28). Besides overturning those rules, the court directed the commission to resolve the exclusivity issue within six months. In view of that decision, Justice and NBC agreed simply to eliminate the exclusivity section.

Two other modifications were made in the proposed decree. To enable producers of pilots NBC does not buy to seek to make sales elsewhere for the so-called second season, NBC has agreed to release its

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hold on 65% of its fall season pilots on June 1 instead of July 1, the current practice. And because of complaints about what is said to be a growing network practice—particularly at ABC and CBS—of acquiring exclusive exhibition rights to talent or literary properties, NBC stipulated that the government could obtain further relief if it were later found that NBC engaged in that practice and that it impedes competition.

Among those whose complaints were rejected were ABC and CBS. Both are defendants in similar antitrust suits filed by Justice, and both objected to entry of the proposed decree, as well as to several specific provisions they said were anticompetitive. Both had argued that the issues involved are under the FCC's jurisdiction. Justice said, in a footnote, that "under the guise of filing comments on the NBC judgment, CBS apparently seeks to resurrect for reargument and reconsideration every motion it has made and lost during the pendency of its own case."

Following publication of the comments and responses in the *Federal Register*, Justice filed a certificate of compliance with the Antitrust Procedures and Penalties Act. That left the question of whether the proposed decree is in the public interest up to Judge Kelleher.

Three fears to combat

AMST'S Lindow tells NTA meeting that broadcasters must oppose cable, Communications Act rewrite and spectrum allocation

Three grave threats face broadcasters and "free broadcasting" that both commercial TV and translator operators will have to fight vigorously to defeat: cable television, the Communications Act rewrite and the 1979 World Administrative Radio Conference.

That opinion was offered to the National Translator Association by Lester Lindow, president of the Association of Maximum Service Telecasters, at NTA's convention last week in Salt Lake City.

"As a consequence of cable television's overwhelming effort and other developments," he said, "there is now in process a reevaluation of the role of television translators—whether they should exist at all or whether there should be further restrictions on their operation and growth."

Mr. Lindow criticized the National Cable Television Association's "white paper" on translators (BROADCASTING, Feb. 7) which called either for stricter FCC regulation of translators or deregulation of cable, since NCTA contended, the lack of regulation gives translators a competitive advantage over cable.

Mr. Lindow said of NCTA's complaints, "Coming from cable television operators—who exist today only because they can, without consent, grab television broadcast signals and charge for delivering them—that's really something."

Cable interests, he continued have peti-

tioned the FCC for prohibitions of:

- Importation of any distant TV signals.
- Crossownership or financing of TV translators and of translator networks.
- Multiple ownership of translators and of translator networks.
- Any commercial substitution.

"In short," Mr. Lindow claimed, "through regulatory manipulation, cable television seeks to impose such onerous burdens on translators that they would be forced to go off the air."

The "second major threat" to broadcasting, Mr. Lindow warned, is the Communications Act rewrite. "The underlying assumption of the rewrite appears to be that because the statute is more than 40 years old, it can't possibly be valid any longer," he said and asked, "Why is there a need to throw out this basic document along with its proven record of success?"

Concerning the recently released rewrite option papers of the House Communications Subcommittee staff, he said, "The papers do not provide objective analysis but rather concentrate on aspects which in the staff's opinion are undesirable. Little or no attention is paid to many of the positive things television has accomplished..."

Spectrum allocation is the third threat—especially fear that UHF TV space will be given to other communications services. In preparing for WARC'79, Mr. Lindow urged the translator operators to be aware of the "sharp and critical differences within our country among the various users of the radio spectrum as to who should utilize what frequencies, especially the UHF television band, channels 14-83."

Those competing for the UHF band, he said, include the government's executive branch and land mobile operators and equipment manufacturers.

There must be no encroachment into broadcaster's UHF territory, he said, since that band offers "the only hope for the future expansion, growth and development of regular and translator television broadcast services."

NAB lists seminar speakers

The National Association of Broadcasters has drawn from the cable, common carrier, satellite, newspaper and broadcast industries for speakers for its scheduled Airlie House seminar. A first for the association, the three-day seminar near Warrenton, Va., June 19-21, is designed as a forum for top broadcast executives to meet and learn from their counterparts in other communications industries that may have impact on their own business in the future.

The roster of speakers comprises: J.T. Ellington Jr., senior assistant postmaster general, administration group, U.S. Postal Service; Martin L. Ernst, vice president-management sciences, Arthur D. Little Inc.; Gustave Hauser, chairman, Warner Cable Corp.; William F. Kerby, chairman, Dow Jones; Clifford M. Kirtland Jr., president, Cox Broadcasting Corp.; Robert E. LaBlanc, general partner, Salomon

Brothers; Robert G. Marbut, Harte-Hanks Newspapers Inc.; John McLucas, president, Comsat; James E. Olson, executive vice president, AT&T; James T. Ragan vice president-broadcast services, Western Union Telegraph Co. and D.L. Solomon, deputy assistant secretary of defense (telecommunications).

The seminar will be available to 75 broadcast executives at \$425 each.

Decisions, decisions, at CPB board meeting

Formal go-ahead given for satellite project; WETA gets some hope for public affairs.

The Corporation for Public Broadcasting board, as expected, has given full approval to the proposed satellite interconnection plan for public broadcasting.

At its meeting during the seventh annual Public Radio Conference in New Orleans earlier this month, the board approved 17-point package authorizing its managers to proceed. Groundbreaking for the \$39.5 million project (BROADCASTING, Aug. 16, 1976) begins in July.

The board scheduled a June 2 Washington meeting for representatives of non-commercial television and radio licensees and other interested parties to coordinate policies for the satellite interconnection.

At the same board meeting, WETA-TV Washington was provided \$300,000 worth of hope that it may continue as a leading special-events producer for the Public Broadcasting System, despite PBS stations' rejection of WETA-TV's \$1-million proposal for a public-affairs package ("Closed Circuit," April 21). Based on feedback from station managers during a series of meetings CPB and PBS leaders conducted across the country a few weeks ago, the board voted the Greater Washington Educational Television Association \$300,000, provided the licensee can come up with the necessary additional funds estimated at up to \$1 million.

Tentative plans now call for PBS to enter the special-events proposal in the June minimarket where PBS stations will be given a chance to supplement their previous Station Program Cooperative buys. Instead of giving WETA-TV the control over the package, however, as in the original proposal, PBS now would have the final say, although it is assumed that WETA-TV would still get most of the funds. That plan is intended to satisfy stations that want more coverage outside Washington or their own slice of the special-events funding pie.

In other actions:

■ The board committed up to \$1 million to KCET(TV) Los Angeles for a third season of the Peabody Award-winning *Visions* series. Similar treatment was offered WNET(TV) New York's *Dance in America*—\$500,000 for a third season. WNET also received a \$261,000 commitment for a second *Live from Lincoln Center* season. All three commitments are contingent on



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Once the National Energy Policy is adopted, we must continue programs that allow the individual states the right to make their own determinations on water and air quality, land reclamation and other environmental standards.

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the stations raising more money.

■ KQED(TV) San Francisco was told that CPB will fund *Over-Easy*, whose target audience is the elderly. Certain CPB board members earlier had expressed displeasure with the proposal.

■ The board announced a May 25 presentation at the Mayflower hotel in Washington of the results of a Yankelovich, Skelly & White, New York, study of public participation in public broadcasting.

Carter appointees excised as factors in Jackson TV case

FCC's Ehrig feels statement from State Department does not totally remove conflict aspects

Two principals of Civic Communications Inc., one of five applicants in the drawn-out comparative hearing involving channel 3 Jackson, Miss., have in effect been retired from the contest, as far as any impact they might have on it is concerned, by FCC Administrative Law Judge Lenore Ehrig. The reason: their temporary resignations following their appointment to high State Department posts by President Carter.

The principals are Hodding Carter III and Patricia Derian, both 9% stockholders.

Mr. Carter resigned as vice president, director and a member of Civic's editorial board to avoid conflict with his new job as assistant secretary of state for public affairs; and Ms. Derian resigned her posts as secretary, director and community affairs director to avoid conflict with her new assignment as coordinator for human rights and humanitarian affairs. However, both said they intend to resume their offices and directorships when they leave government service.

Two of the competing applicants—Lamar Life Broadcasting and Dixie National Broadcasting Co.—opposed the application Civic filed to amend its application reflecting the resignations. Lamar Life and Dixie said that since Mr. Carter and Ms. Derian said they are retaining their financial interests and plan to return to Civic, their resignations do not remove a conflict (BROADCASTING, April 25). Civic responded with a letter from the State Department which asserted that the procedures Mr. Carter and Ms. Derian are following comply with its guidelines for avoiding conflicts of interest.

Judge Ehrig accepted the Civic amendment. But, she said, Civic will not be allowed to continue to claim a preference for Mr. Carter and Ms. Derian. "These individuals," she said, "will no longer be considered to be principals of Civic for any basic or comparative decisional purpose. Their projected return to the corporate fold at some indefinite date is completely

conjectural."

The State Department's ruling in the matter apparently carried little weight with Judge Ehrig. The fact that the department's conflict-of-interest rules permit Mr. Carter and Mr. Derian to retain their limited connection with Civic—through their stock subscriptions—"has no bearing on what can or cannot be considered in the comparative process," she said.

Court gets proposed settlement in case against NBC by women

Consent decree makes no admission, but sets out financial compensation, future policy, other concessions; question of similar action against other networks remains unanswered

The U.S. District Court for the Southern District of New York took under advisement last week a proposed agreement and consent decree that would cost NBC about \$2 million for back payment and training programs for some of its women employees.

The document was handed over to District Judge Lloyd F. MacMahon, whose approval is needed for the consent decree to take effect. It will become effective on the 65th day following its approval and will remain in effect until Dec. 31, 1981.

The decree makes clear that there is no admission by any party as to the validity or accuracy of any of the allegations, assertions, or claims made by any other party.

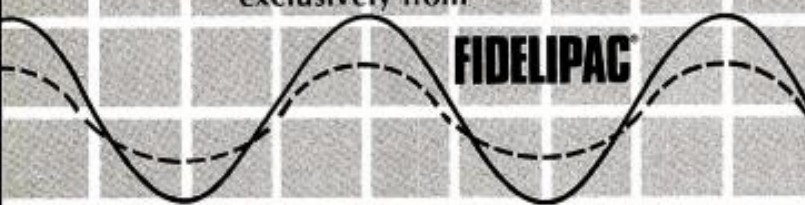
The settlement proposal was reached earlier this year (BROADCASTING, Feb. 21) and followed the filing of a suit in December 1975 charging NBC with discriminating against women employees. The action was taken by the Women's Committee for Equal Opportunity and 16 NBC women employees as a class action.

In addition to the financial terms, the proposal calls for an evaluation of women's positions; requires NBC to upgrade jobs for women and give them promotions, salaries and merit increases commensurate with their positions, and requires the network to start training programs in the technical and craft areas for women.

Under the decree the \$2 million would be spent along these approximate lines: \$540,000 for back pay to women employed at NBC since Dec. 31, 1972 (including some no longer at NBC); \$860,000 to women to equalize their salary with men in the same position; \$125,000-\$150,000 to set up system for monitoring complaints; \$50,000 for legal counsel to monitoring group; \$200,000 to the WCEO and the 16 women employees who started the suit and the remainder (up to \$225,000) to the law firm representing WCEO and other plaintiffs, Blank Goodman Rone & Stanley, New York.

An attorney for the feminist law firm was asked if women at other networks had indicated an inclination to file similar suits. She said that a tri-network committee of

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women recently had a meeting and there was considerable discussion on the NBC matter. But she could not say if there are plans for suits by women against ABC or CBS.

Media Briefs

Station exchange protest. Proposed swap of McClatchy Newspapers' KOVR-TV Stockton, Calif., for Multimedia Inc.'s WFBC-TV Greenville, S.C. (BROADCASTING, March 7), has run into trouble from California group, whose petition to deny may be sign of times. Swap, which involves effort to break up television-newspaper crossownerships in both communities, was seen as likely forerunner of similar agreements, as publisher-broadcasters got message from court decision overturning FCC rules grandfathering newspaper-broadcast combinations in same city. But Sacramento Community Coalition for Media Change is concerned about replacement of known with unknown quantity. Petition says that approval of swap would place second of three commercial VHF stations in Sacramento-Stockton area under "absentee ownership." And it says Multimedia "is completely unknown to the Sacramento community." Petitioners also say there is no reason to believe Multimedia understands employment pattern "unique" to Sacramento area. That McClatchy does, petition

adds is evidenced by its willingness to sign stringent affirmative action agreement. Petitioners expressed concern about fate of that agreement if transfer is approved.

Top honor. Burton D. Harrison, who retired as station manager of noncommercial KWSU(AM) Pullman, Wash., last Sept. 1 received Corporation for Public Broadcasting's first Edward R. Murrow Award "for significant contributions to public radio" during seventh annual Public Radio Conference in New Orleans (BROADCASTING, May 9). Presentation was made by broadcast journalist's widow, Janet Murrow.

His name in lights. Joseph L. Allbritton not only sold WMAL-TV Washington for estimated \$100 million (BROADCASTING, April 4), but as of June 6, channel 7 facility will carry his initials as WJLA-TV. FCC approved call change last week, and Combined Communications Corp., which has bought station, has agreed to change.

If he only could

Carter tells RTNDA he'd welcome simplified renewal form; question is what he could do with one

President Jimmy Carter offered a vague answer to a vague question about the help government might offer broadcasters con-

cerned about FCC forms. It came in a question-and-answer session members of the Radio and Television News Directors Association held with the President (BROADCASTING, May 9).

After President Carter detailed some of the steps his administration was taking to review, simplify or eliminate government forms, John Salisbury of KXL(AM) Portland, Ore., drew a laugh from his colleagues by stating, "We are broadcasters, sir, as you know, so when the FCC one comes by, would you take a look at it?"

The President answered that if the National Association of Broadcasters devised a "simplified form" that meets the government's requirements, it would be welcomed. The NAB's product, he said, would be filed with Bert Lance, director of the Office of Management and Budget, who would bring it to the President. "And I will say," the President promised, "Why don't we put this into effect?" It wasn't clear, however, how the White House could direct the FCC, an independent agency, to adopt new forms for its licensees. The question about forms was the only one bearing specifically on broadcasters that was asked by the RTNDA members, whose questions covered a broad range of national and international issues. It wasn't until later, in a meeting with White House aides, that the members unburdened themselves of complaints about such matters as the equal-time law and the fairness doctrine.



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ABC-TV's 'Soap': Affiliates wonder if sex capers will turn off audience

Reaction at convention ranges from hit to 'nothing but trouble'; daytime line-up warmly applauded; details of Magid study reinforce network's bright image to public

Soap, a takeoff on daytime serials that invariably evokes comparisons with *Mary Hartman, Mary Hartman*, emerged as the talk of last week's ABC-TV affiliates convention, with some affiliates openly skeptical about carrying it, at least in its scheduled 9:30-10 p.m. NYT period.

The affiliates, shown two half-hour episodes of the new-season entry at their Wednesday-morning session, obviously and admittedly thought it funny, some hilariously so. But many privately expressed reservations about the reception it would get—with a cast that includes a homosexual son who wants a sex-change operation and a mother and daughter who as it turns out share the same lover, among other complications—among their local viewers.

Some from the Midwest in particular, where it will be seen at 8:30 local time, were particularly doubtful. "Nothing but trouble," said one. "I thought it was terribly funny," said another, "but I'm afraid a lot of our viewers just aren't ready for this." "I give it about two episodes in our market," another reported.

Though these were typical of many reactions, few affiliates seemed ready to reject it out of hand. And many said they thought it would be a hit in their markets, drawing relatively few objections, or at most causing a temporary uproar.

"Just like *Peyton Place*," one affiliate said, recalling the ABC-TV daytime serial that became a hit in prime time several years ago. "We got a lot of complaints at first, but they died down and it became the highest rated program in the market." A Southern broadcaster said he planned to carry it even though "we'll probably get a bomb threat every week or so, at first."

One station operator, who serves on a broadcasters advisory board to the House Communications Subcommittee undertaking a rewrite of the Communications Act, objected on more than local grounds. "It'll give us fits," he said of the advisory committee. "We'll hear about nothing but 'sex and violence.'" He was inclined to think his station would not carry the series.

For their part, ABC-TV officials tended to describe the program, which is scheduled for Tuesday nights, as "outrageous" but "done in good taste" and, in their opinion, obviously acceptable. They're already talking about the possibility of play-

ing it two nights a week beginning in January, if other new-season entries fall by the wayside.

Introducing it, Fred Silverman, president of ABC Entertainment and the chief architect of the new schedule, told the affiliates that ABC-TV salesmen said it had "created more advertiser excitement than anything in years."

"I think," he added, "it'll be the most talked-about new show of the season"—a conclusion that affiliates did not seem inclined to dispute.

Other new 1977-78 shows—*Operation Petticoat*, *Carter Country*, *San Pedro Bums*, *Redd Foxx Show* and *Love Boat*, all comedies—and the new-season line-up in general appeared to get widespread affiliate approval. If any new show seemed to draw more reservations than the others, it probably was *San Pedro Bums*, a slapstick affair that several affiliates said they didn't personally care for, though several added that they wouldn't be surprised if it became a hit.

Plans for new Monday-Friday daytime programing, the new schedule for children and changes to be made in late night, all of which had been previously disclosed, were also greeted with warm applause.

So were reports on progress made in early morning by *Good Morning, America*, a review of accomplishments by and projected for ABC Sports and a rundown on 38 specials planned for the new season.

Among the specials, officials said, are *Mary White*, a drama based on the late editor William Allen White's editorial tribute to his daughter; an adaptation of actress Liv Ullman's autobiography, *Changing*, with Miss Ullman as star; a docu-drama based on the book *Scarlett, Rhett and a Cast of Thousands*, about the making of "Gone With the Wind"; two new animated holiday specials for children, *Nestor, the Long-Eared Christmas Donkey* and *Halloween Is Grinch Night*; a long list of personality specials and a variety of special-events programs including a three-hour celebration of ABC's 25th anniversary (BROADCASTING, May 9).

Other projected specials, among them some for 1978-79, includes a two-hour se-

quel to the high-rated *Roots* based on author Alex Haley's forthcoming book, *My Search for Roots*, and, for 1978-79, a multi-part series based on research Mr. Haley compiled for *Roots* but was unable to use in the first volume, according to Brandon Stoddard, ABC Entertainment's vice president for dramatic programs and motion pictures for television.

There also will be two installments based on the life of Dwight D. Eisenhower, starting with four or five hours of *Ike: The War Years* in the coming season and four hours of *Ike: The White House Years* in 1978-79. Specials for 1978-79 will also include a long-form adaptation of Gail Sheehy's best-selling *Passages*, Mr. Stoddard reported.

The affiliates were given frequent statistical reminders—in reports by Marvin Mord, ABC-TV vice president for research services, and by others—that their network not only is clearly first in prime time but is in strong contention and growing stronger in other dayparts as well.

They responded with long applause when Mr. Silverman, opening the program presentation, assured them that "we have the best team of program people ever assembled at any network." Edwin T. Vane, vice president and national program director; Bob Shanks, vice president for specials, and Squire D. Rushnell, vice president for children's programing, were among the principals in the presentations.

More heartening news was provided in additional details of a study of public attitudes by Frank N. Magid Associates, which found that people now tend to look upon ABC-TV as the leading network, the one with the most popular shows, the one the others tend to copy (BROADCASTING, May 9).

Mark Cohen, ABC Television's senior vice president for finance and planning, laid out the details.

Where a Magid study in 1975 found ABC most often considered third, he said, a follow-up study in February of this year found that "ABC has improved its image and that of the competition has slipped [so that] the distinction of being third is now much more unclear in viewers' minds ...



Soap's cast of off-beat characters.

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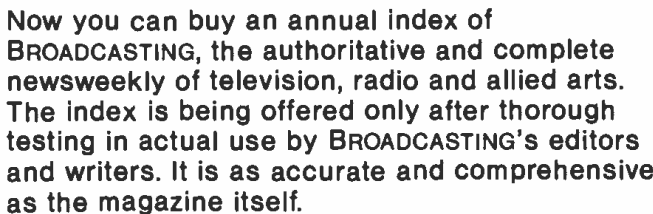
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Second time around. ABC will hold a second workshop on children's programming late this year, with some of the leading critics of contemporary TV programming for children—including Action for Children's Television, the National Parent-Teachers Association and the American Medical Association—invited to participate along with educators, government officials, producers and others "who are also conscientiously working to upgrade the level of children's programming."

The plans were announced by Edwin T. Vane, ABC Entertainment's vice president and national program director, at last week's convention of ABC-TV affiliates. He said the workshop will be scheduled sometime between October and January and will emphasize parental participation in children's TV viewing. The participants, he said, will represent "a balanced forum on children's television."

The first such ABC-sponsored workshop, in 1972, led to an ABC "corporate commitment to foster such innovative program forms as *ABC Schoolhouse Rock*, *ABC Afterschool Specials*, *Make a Wish* and *Animals, Animals, Animals*," Mr. Vane recalled. It also led, he said, to ABC's being the first network to reduce commercial time in children's programming, to its introduction of nutritional messages addressed to young people and to an on-going dialogue with such critics as ACT.

a strong indication that this stigma once attributed to ABC is rapidly disappearing."

In 1975, he continued, NBC was most often considered the network without new ideas, but "now CBS has joined [NBC] and together they share the lead as the least innovational networks."

In both studies, he said, viewers ranked ABC first for movies, adventure-mystery and sports, and in 1977 ABC moved up to a first-place tie with CBS in news and moved into first place in children's programming. The most dramatic ABC gains, he said, advanced that network from third to first place in viewers' perceptions as to variety, comedy, drama and special programming.

The affiliates were also assured that ABC has no intention of easing up. ABC-TV Network President James E. Duffy, told them, "We came up the hard way. We have very sharp memories of what it was like back there. And we know what it is like up here. We like it up here a whole lot better."

NBC affiliates ready to take their turn at bat

Running back of ABC and CBS in prime-time race, affiliates at Los Angeles convention will be looking for some bright news in network's strategy for fall

A record number of 650 executives of stations allied with NBC-TV are expected to touch off lively discussion at the NBC Television Network affiliate convention in Los Angeles this week, particularly on NBC-TV's prime-time programming for 1977-78.

NBC-TV's drop into third place in prime-time ratings after many years in second place, closely behind then-leader CBS-TV, has understandably disturbed many affiliates. They will be eyeing critically the prime-time presentation that is to be a highlight of the convention on Tuesday (May 17).

Ancil Payne, president of KING-TV Seattle and chairman of the affiliates

board, acknowledged that the chief concern of the affiliates is the prime-time programs for next fall. He said a recent poll of the board of delegates, indicated that NBC's prime-time direction for 1977-78 is "highly encouraging."

Mr. Payne said the board was buoyed by two ingredients in the new schedule: an increase in variety and comedy and a decline in violence, and the retention of event programming on a regular basis.

"Of course, we haven't seen all of the new programming and I'm sure we'll have a lot of reaction at the convention," he added.

Another affiliate executive said his "quick impression" of the new prime schedule is that it "is not as competitive" as ABC's or CBS's, but he hastened to say: "We'll all know better after we've seen some of the programs at the convention."

Although affiliates have become discouraged by NBC's rating decline this year, several mentioned their stations had had a long-standing relationship with NBC and they admired NBC's news, sports and special programming efforts throughout the years. They felt the new programming team of Irwin Segelstein and Paul Klein must be given an opportunity to succeed or fail.

Donald J. Mercer, vice president of affiliate relations, NBC, said affiliates seem to be "encouraged" by the prospects for next year. He said stations have had exposure to some of the programs via closed-circuit presentations and pilot showings on the network. He said there was a feeling that "NBC is on the move and possibly can move into second place" in 1977-78.

The convention was to open with a reception last night (May 15) at the Century Plaza hotel, where most of the sessions will be held. It will be attended by station executives, special guests, performers, and representatives of production companies associated with NBC-TV programs. Hosts will be Julian Goodman, NBC board chairman, and Herbert S. Schlosser, NBC president and chief executive officer.

A presentation focusing on programming outside of prime time will be given today (May 16). Speakers will be Richard C. Wald, president, NBC News; Al Rush, executive vice president; Chet Simmons,



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vice president, sports; Robert Mulholland, executive vice president, Olympics; Madeline David, vice president, daytime programs and Irwin (Sonny) Fox, vice president, children's programs.

Mr. Schlosser will speak at today's luncheon. The afternoon will be devoted to an organizational meeting of affiliate representatives. Universal Television will be host at a reception and dinner at its studios this evening.

Tomorrow morning's presentation will be given over to the prime-time schedule, with Robert T. Howard, president, providing the commentary. Business meetings will follow lunch. The convention ends tomorrow night with a banquet at the Century Plaza with Johnny Carson as host. The entertainment will include Ed McMahon, Doc Severinson and his orchestra and singers Lola Falana and John Davidson. The entertainment will be produced by Fred de Cordova, producer of NBC-TV's *Tonight* program, and David Tebet, senior vice president.

Good numbers for OPT's 'Testimony' spark talk of more such efforts

Los Angeles gets record ratings, New York, Chicago hold their own

KCOP(TV) Los Angeles continued its record-setting Nielsen pace (BROADCASTING, May 9) with the second two-hour telecast of Operation Prime Time's *Testimony of Two Men* (Monday, May 9, 8-10 p.m.) by logging an 18 rating and 25 share.

In New York and Chicago, which ran the first two *Testimony* hours on May 9, WPIX(TV) New York averaged an 11.8 rating and 17 share in the Nielsen overnights for the 8 to 10 p.m. time period and WGN-TV Chicago averaged a 12.9 rating and 19 share during its 8 to 10 p.m. telecast.

KCOP researchers said the May 9 *Testimony* finished second in its time period, with KNBC-TV's telecast of the network first-run theatrical movie, "The Eiger Sanction" (starring Clint Eastwood), taking the 8:30 to 10 p.m. slot with a 19.6 rating and 27 share.

Statisticians at WPIX New York said that after a slow start in the first half hour (a 9.8 rating and 15 share at 8 p.m.), where it finished fourth in the time period, *Testimony* increased its audience during each subsequent half hour, finishing the evening from 9:30 to 10 with a 13.5 rating and 20 share. The final 90 minutes of *Testimony* wound up third in the time period, with "The Eiger Sanction" on WNBC-TV in first place (21.5 rating, 31 share) and WCBS-TV's *The Nurses* sitcom at 8:30 (19.5 rating and 29 share) and *America's Junior Miss Pageant* from 9 to 10 (19.2 rating, 28 share) in second place.

According to WGN-TV Chicago's head of

programming, Jack Jacobson, *Testimony* finished fourth in the time period behind "The Eiger Sanction" on WMAQ-TV (24.3 rating), the CBS network programming on WBBM-TV (including *Junior Miss*, with a 16 rating) and WLS-TV's live network baseball game (the Chicago White Sox vs. Texas Rangers, with a 16 average rating).

Initial reaction to these numbers is so positive that some of the principals are already talking in general terms about follow-up projects with both MCA/Universal, which produced *Testimony*, and other major studios. But OPT sources say that the detailed discussions will probably not be entered into until the rating results from all of the stations are totted up next month.

One of the other major studios that has pitched a project or two to the OPT steering committee is Paramount, whose Vice President Richard H. Frank says that *Testimony's* early numbers "are proving the point" that first-run programming can be floated outside the structure of the three networks. Mr. Frank was hired by Paramount last month to head a new division that will use the Paramount-owned Hughes Television Network to develop series and multipart novels for distribution directly to stations (BROADCASTING, April 11).

Mr. Frank says he's particularly impressed that *Testimony* is holding its own against strong network programming like "The Eiger Sanction" and *America's Junior Miss Pageant*.

One thing Mr. Frank didn't say was that the ratings are surprisingly good considering the questionable quality of *Testimony*. John J. O'Connor, television critic of *The New York Times*, found the production deficient in "ingredients such as adequate preparation and rehearsal, technical care and artistic imagination..."

"There is a slapdash quality to things," Mr. O'Connor wrote. "Costumes are rumpled, make-up is caked, actors appear distracted or confused. It is hardly surprising to discover that three production units were shooting simultaneously and that some actors had to be transported from location to location, with time added or subtracted from their faces by make-up men."

Now CBS has problems with sports promotion

'Winner-take-all' tennis matches apparently weren't as advertised

CBS Sports has apparently promoted as many as three "Heavyweight Championship of Tennis" matches as "winner-take-all" showdowns co-sponsored by the network, when in fact both winners and losers received substantial amounts of money based on contracts signed long before the matches took place.

The *Washington Post* quoted tennis promoter Bill Riordan, former manager for player Jimmy Connors, as saying that in a 1975 "winner-take-all" match, Mr. Con-

nors was guaranteed 47% of the net receipts and his opponent, John Newcombe, 33%. It was reported that Mr. Connors actually received \$450,000 and Mr. Newcombe \$280,000, and that Mr. Connors had a similar agreement for the 1976 version of the event.

On March 5 of this year, Mr. Connors faced Ilie Nastase in another installment of the heavyweight series. Announcer Pat Summerall described it on the air as a "winner-take-all" match for \$250,000. In reality, the winner (Mr. Connors) did take \$250,000, but he also received a guarantee of \$500,000 for agreeing to participate, the *Post* and *New York Times* reported. Mr. Nastase received \$150,000.

Barry Frank, president of CBS Sports, was reported to have heard Mr. Summerall's "winner-take-all" announcement near the beginning of the broadcast and to have called his control booth and notified the crew not to use the term again.

Mr. Summerall reportedly based his announcement on information received from Mr. Riordan, who promoted the event, and from a CBS press release. CBS Sports last week refused to provide copies of its pre-match releases, and would not say whether Mr. Summerall's description had been corrected later in the broadcast.

All requests to CBS for information on the matches were referred to Mr. Frank who, when reached, said that the network's lawyers were reviewing tapes of the programs and promotional material for them and that he would make no comment.

'All That Glitters' falters in ratings

Lear show's numbers are off in three top markets after fast start, but there is not total unhappiness

Norman Lear's controversial soap-opera satire, *All That Glitters*, after solid first-week sampling in the Nielsen overnights in New York, Los Angeles and Chicago, has dropped off in all three markets, tumbling particularly severely in New York.

Glitters, according to researchers at WPIX(TV) New York, which plays the series each weekday evening from 11:30 to midnight, started off its first week (April 18-22) with a 5.1 average rating and a 16 share. From April 25 to 29, it fell to a 4.1 rating and a 12 share. And for the week of May 2, *Glitters* managed only a 3.3 rating and 9 share. That's only a shade higher than the numbers WPIX was getting for the umpteenth reruns of *The Honeymooners*, the old Jackie Gleason half-hour. If *Glitters* doesn't rebound, WPIX sources say the station will be forced to cancel it, on the theory that anything below a 5 average rating would drop the rate-card price (now a reported \$1,000 a minute) too low for WPIX to make a profit on it.

KCOP(TV) Los Angeles' statisticians say that *Glitters*, which KCOP strips at 8 p.m., went from an 8 rating and 11 share for the premiere week of April 18 to a 6 rating and

Big contributor. President Carter's inaugural committee reports a profit of about \$280,000 on the televised gala concert held at Washington's Kennedy Center for the Performing Arts. CBS paid the committee \$1.3 million for the right to broadcast the event. The company's Columbia Records also will market recordings of the event, but profits from that will go to the National Endowment for the Arts. David Smoak, committee controller, said that the committee turned a \$700,000 profit on all the inaugural events.

9 share the next week to a 4 rating and 6 share the third (and most recent) week. But, in mitigation, Pete Schlesinger, the KCOP program director, says that the networks have frontloaded specials in the last two weeks to take advantage of the May sweeps and that he expects *Glitters'* audience to grow in June.

"The networks orient their programming to children at 8 o'clock," Mr. Schlesinger says. "We've got the adult show that's perfect counterprogramming, so we'll get a higher concentration of the 18-to-49 year-olds."

On WFLD-TV Chicago, *Glitters*, at 10:30 every weeknight, kicked off with an 8 rating and 16 share average for April 18 to 22. It fell to a 5 rating and 11 share from April 25 to 29. But the show appears to have at least temporarily stabilized, hanging on to a 5 rating and 10 share for the week of May 2. "We're delighted with the numbers," says Dave Kenin, the program director of WFLD-TV, despite the fact that *Glitters* runs fifth in the time period, with WMAQ-TV Chicago's Johnny Carson network talk show (which averages about a 13 rating and 27 share) and WLS-TV Chicago's combination of off-network cop shows, made-for-TV-movie reruns and specials (which average 11 ratings and 23 shares) number one and two at 10:30.

Line-up shuffled for payola/plugola probe

Edwards is excused; three others may be recalled by FCC

The FCC's payola/plugola hearings, scheduled to reconvene today (May 16), will go on without another appearance by Mel Edwards, the former WOL(AM) Washington disk jockey who headed the now-disbanded DJ Productions. According to Mark Fowler, Mr. Edwards's attorney, the FCC has decided to release his client from the subpoena he has been under since the hearings recessed in March. Ted Kramer, the chief FCC counsel for the investigation, confirmed Mr. Fowler's statement.

At the same time, the commission is expected to announce that it will recall another WOL DJ, Bobby Bennett, and two former air personalities, Carroll Hynson and Bill Haywood, according to Mr.

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Fowler's partner, David Meyers.

If the FCC does call Mr. Haywood, who is now a resident of Chicago, it will be the first solid indication the commission has given that it will be moving the hearings there (BROADCASTING, May 9).

Others scheduled to testify at the new round of hearings are: James Kelsy, WOL general manager; Cortez Thompson, WOL program director, and Sonderling Broadcasting Vice President John W. Doubleday.

Grown-ups, kids see different things in TV shows

NAB research attempts to quantify varying perceptions of children and adults in watching television

Children and adults often perceive different messages in watching the same television program, according to research done for the National Association of Broadcasters.

One of the implications probably not new to producers and programmers of children's TV and advertising would seem to be this: Maybe they aren't getting through to their young viewers, at least not with the messages they intended.

For instance, the study by Mariann P. and Charles Winick, researchers at the City University of New York, says there was very little relation between the way the test-group children identified with the characters and settings in TV programs and the way adults did. "This very high rate of noncongruence for identification between children and adults," the researchers said, "suggests that adult programmers might be cautious in trying to guess the type of people, settings, and characters which are most likely to elicit children's involvement."

Identification was one of six program types the study isolated (others were fantasy, believability, humor, morality and violence), and it was the category that consistently showed the least similarity between child and adult perceptions, regardless of the age of the child.

The fantasy category was a close second for least congruence between adult and child perceptions. On a scale from zero (children's answers were the same as adults) to three (they were completely different), congruence scores in fantasy programming were 2.8 for 2-to-3 year-olds, 2.5 for 4-to-6-year-olds, 2.3 for 7-to-9-year-olds and 1.7 for 10-12-year-olds (for a mean of 2.3).

"For the young viewer the boundary between reality and fantasy is less distinct," the researchers said. "What the programmer intends to be reality may be perceived by the young viewer as fantasy and vice versa."

Data for the study, done under sponsorship of the NAB TV code review board, was collected in 309 households in New York, Indiana and New Jersey by adult interviewers recording children's reactions

to programs of their own choosing (Saturday morning and prime time). The adults, all female teachers, also recorded their own reactions to the same shows.

Among the Winicks' conclusions from the study were that adults are usually bored by something repetitive, but children enjoy it; adults see programs as wholes, with beginning, middle and end, but children do not.

They also discovered, they said, that there was no significant difference between the reactions of white and minority children, between lower-class and middle-class children, and between suburban children in Indiana and New York.

They did find, however, that children perceived humor more as adults do in urban areas than in suburban areas.

A finding they stressed was that children's reactions to the same programs change as they grow older. "A young viewer can relate only to what his/her development has made it possible to understand. In this study, the children viewing educational programs were the youngest. Cartoons and situation comedies attracted the next oldest group. Dramatic programs had the oldest viewers."

The authors express disapproval that the difference among children's age groups has not been recognized in TV, "even by groups who presume to speak on behalf of the best interests of children," and suggest that future discussions of television and children should take those differences into account.

SAG and AFTRA begin talks with producers

The Screen Actors Guild and the American Federation of Television and Radio Artists will be seeking substantial pay-scale increases in negotiations that open this week in Hollywood with representatives of major production studios.

The unions conduct negotiations with two rival producer's groups—the Alliance, which represents Universal and Paramount, and the Association of Motion Picture and Television Producers, which is agent for other major producers. Talks with the AMPTP are set to begin today (May 16) and with the Alliance on Thursday (May 19). The unions are seeking a three-year pact, effective July 1.

SAG and AFTRA are understood to be asking for an average 35% boost in the minimum pay scale and an increase of 100% and more in rerun compensation for prime-time network performances. The unions also are demanding substantial upgrading of rerun formulas in the syndication and non prime-time network sectors. They are asking for approximate 40% increases above the levels now in force.

For example, the minimum pay scale per day for a performer in a TV series is now \$172.50. This would go up to \$233 under the SAG-AFTRA proposals. Network prime-time rerun payments for performers who work at above-minimum levels now receive top pay of \$1,000 for

a half-hour program; \$1,100 for an hour and \$1,200 for 90 minutes or longer. The unions are asking that this re-run compensations be lifted to \$2,500, \$3,500 and \$4,500 respectively.

Court is asked to lower fees radio pays ASCAP

Broadcasters' petition asserts all music sources are overpriced

The All-Industry Radio Music License Committee, representing some 2,100 AM and FM stations, has formally petitioned the U.S. Southern District Court in New York to determine a reasonable fee for stations' use of the music of the American Society of Composers, Authors and Publishers (BROADCASTING, May 9).

The committee proposed a new ASCAP commercial fee rate for the next five years that would be 24.6% lower than the present rate and asked in addition for a stair-step formula that would lower the rate further when annual industry revenues of stations exceed \$1.385 billion (BROADCASTING, Feb. 14).

The base rate proposed by the committee, 1.3% of specified station revenues as compared with 1.725% now, would itself represent a saving of almost \$5.3 million a year based on radio station payments of \$21.5 million to ASCAP in 1975. Based on the committee's estimate that station payments reached \$24.7 million in 1976, the proposed new rate would represent an annual saving of \$6 million.

The committee also asked for elimination of ASCAP's sustaining rate, and for changes that would make it advantageous for all-talk stations and others that use little music or little copyrighted music to take out per-program licenses. ASCAP's present per-program requirements are so onerous, the committee said, that it knows of no station that has such a license. All, or virtually all, have blanket licenses.

The committee's motion and accompanying affidavit of Committee Chairman Elliott M. Sanger, retired chairman of WQXR-AM-FM New York, asks that in the blanket license the proposed 1.3% commercial rate be reduced to 0.65% on revenues in excess of \$1.385 billion. The \$1.385-billion base, according to the committee, would produce \$18 million a year in fees to ASCAP.

The court papers, filed by Emanuel Dannett and Bernard Buchholz, New York counsel to the committee, argue that ASCAP's rates are "excessive" on many grounds. Among them:

- That radio's use of ASCAP music has dropped by 50% since 1941, when ASCAP controlled 98% of all radio music, but in the same period ASCAP rates have declined by less than 25%.

- That due to proliferation of stations and the advent of TV, radio has become

Correction. A reporting error in May 2 issue of BROADCASTING identified Herbert A. Terry as assistant professor at University of Florida instead of Indiana University and a typographical error had him urging the FCC to "chance [instead of "change"] the syndication market, not PTAR [prime-time access rule]." Mr. Terry called for contractual limits for off-network programs—two years in advance and within six months of air date—and said stations not in the top-50 markets on the day the contracts are signed should be permitted to air shows no matter what the position is at later time.

"far less profitable" than when the present fee structure was set up in 1941, and yet payments for ASCAP music have risen from 9.1% of local radio's pre-tax income in the 1940's to 25.4% of pre-tax income in 1975. At the original ratio of fees to pre-tax income, the committee said, ASCAP's rate now would be 0.62%.

■ That radio stations use less ASCAP music than music licensed by Broadcast Music Inc., but are charged by ASCAP at higher rates than BMI's. The difference in the charges on an "absolute" basis, the committee said, was about 17% in 1975 and will be 21% this year.

■ That radio, though "much less profitable" than TV, is charged at a higher rate than TV. In 1975 the stated rates for radio were about 17%, and "effective rates" 48% higher than for TV, and this year the disparity in effective rates will rise to 75%. "That radio may have more musical programs than TV," the committee argued, "does not justify radio paying 75% more."

Though the court case is directed against ASCAP, the papers left little doubt that the committee also intends to seek reductions in rates of other copyright owners later on: "In 1975 local radio, in addition to the \$21.5 million paid to ASCAP, paid fees to BMI of \$18.2 million and to SESAC of \$1.8 million, making a total of \$41.5 million, a sum equal to nearly 50% of radio's pre-tax income of \$84.5 million. There is again no economic basis on which fees of this magnitude can be justified."

WPGC DJ's out on strike

Announcers for WPGC-AM-FM Morningside, Md., a leading Washington-area rocker, are on strike in a protest over automation.

Supervisory personnel are filling in for striking disk jockeys who are members of the Washington-Baltimore local of the American Federation of Television and Radio Artists. Evelyn Freyman, executive secretary of the local, claimed the station is trying to automate in a "union-busting" effort. She said WPGC wants the right to use pre-recorded tapes in the future, which would turn full-time announcers into part-time.

According to Marshall Berman of WPGC's law firm, Dow, Lohnes &

Albertson, the company has promised that no members of the staff will be laid off or income reduced because of automation.

The case has been turned over to federal mediators.

Programing Briefs

Joins NBC-TV. KMVT(TV) Twin Falls, Idaho, has become primary affiliate of NBC-TV, switching from ABC-TV ("Closed Circuit," May 9). KMVT is owned by Western Broadcasting Co., whose other NBC affiliated stations are KGVO-TV Missoula, KTYM(TV) Butte and KCFW-TV Kalispell, all Montana.

Big sellers. MGM TV's six-hour miniseries, *How the West Was Won*, which raked in \$900,000 from all five ABC-owned stations at NATPE three months ago, has been bought by 27 stations to date, including WFAA-TV Dallas, WXIA-TV Atlanta, KIRO-TV Seattle and WTTV(TV) Indianapolis. MGM also reports brisk sales for three-hour documentary, *The Rise and Fall of the Third Reich* (46 markets), six hours of *Conquest* documentaries (18 markets), 60-minute one-shot, *An Evening With Gene Kelly* (eight markets), and two separate TV-movie packages called *Tailor-Mades* (first package of 13 titles in 17 markets and second package of eight titles in nine markets).

Broadcast Journalism®

Rule sees Arledge as catalyst in ABC's bid for news supremacy

ABC president says leadership in that area will provide last piece to be fitted into puzzle of excellence for the network; late-night magazine-type show will be part of that opening bid

ABC-TV is making a major "corporate commitment to innovation" to establish ABC-TV as "the leader" in news, and especially to win over millions of viewers who do not now watch news on any network, Elton H. Rule, president of ABC Inc., told the ABC-TV affiliates convention in Los Angeles last Tuesday. His pledge, in a luncheon address on the convention's business day, followed a morning session at which Roone Arledge, the long-time head of ABC Sports who was named two weeks ago to be president of ABC News and Sports, described the opportunities for reaching nonviewers of news by offering an alternative service that also provides "more coverage and better

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coverage and more lively and interesting coverage" than any network does now.

The morning also brought the word that ABC News plans to introduce a weekly magazine type of show that will be scheduled initially in late night to avoid "the pressures of prime-time competition" and which will be "either 60 or 90 minutes depending on which way it works out best."

Mr. Arledge said the magazine show "is going to be more contemporary, it's going to deal more with what's happening right now," will have "the usual features" but also deal with "what's going on this week." He said he hoped to announce the starting date in the relatively near future.

Mr. Rule told the affiliates that ABC-TV had gotten to where it is through innovation. "Over and over again," he said, "ABC has made its greatest strides when it has broken away from business-as-usual, when it has sensed a public demand for new approaches and channeled the forces of innovation in that direction."

"Following other people's proved example can sometimes be productive—it can, for example, bring you to that state of 'parity' which was once so important to us. But parity isn't part of our vocabulary any longer—we've traded it in for the goal of leadership. Followers don't become leaders. Innovators become leaders."

Ratings figures, he said, show that the three network evening news shows together get a 74% share of audience, meaning that a fourth of all viewers—and more than half in some markets where independent-station programming is also available—elect to watch entertainment programs when network news is on.

This is not because the news programs are poor, he said, but because of their "sameness."

He praised the contributions of James Hagerty, Elmer Lower and William Sheehan—who have headed ABC News over the last 16 years—in building it into what "we think [is] the equal of any other broadcast news organization in sheer professional ability."

But now, he said, it is time to, in Mr. Lower's phrase, "bleed a little more" and ABC will do it in terms of "very substantial" increases in ABC News's budget, not only for *ABC Evening News*, but also for "all our other news programs [and] additional personnel and support services," plus "a major capital spending program for network electronic news-gathering equipment over the next five years."

ABC News today, he said, "is in some ways very like ABC Entertainment not so very long ago—all it needed to achieve a visible level of excellence was the right catalyst. We believe we now have that catalyst [in Roone Arledge]. The last piece of the puzzle is in place. We are ready to start our drive for leadership in television news. As Roone mentioned in his remarks this morning, leadership really means 'to be the best.' That is our pledge to you. We will be the leader."

Some specifics of ABC News's plans for getting there were outlined by Mr. Arledge, who drew an enthusiastic round of applause with his presentation. ABC News,

“Following other people's proven example can sometimes be productive—it can, for example, bring you to that state of 'parity' which was once so important to us. But parity isn't part of our vocabulary any longer—we've traded it for the goal of leadership. Followers don't become leaders. Innovators become leaders.”

—Elton Rule

he said, is not looking for ratings, "because ratings follow excellence—we're going to be the best," not only in the evening news but "by establishing a reputation that if the world comes to an end people are going to tune in to ABC to see if it really did or did not."

The important thing, he said, is to make the news relate to the viewers, tell what it means to them. This will be done, he said, without "show business techniques." He said the anchor-person concept is outmoded but that this "doesn't mean that we're going to eliminate anchor people" or "that people are going to tune away from Walter Cronkite right away, because he's the best there is . . . but we can offer an alternative and I think we will."

It'll take time, Mr. Arledge emphasized. He said CBS News Correspondent Morley Safer had told him it would take seven years, NBC News Correspondent John Chancellor had suggested five years and ABC President Elton Rule had told him "we don't look for anything quick—it might even take a year."

Barbara Walters, co-anchor of *ABC Evening News* with Harry Reasoner, told the affiliates that the outlook with Mr. Arledge at the helm was "very new, very exciting, very fresh," but also asked for no miracles in terms of a fast ratings turnaround.

She also referred to persistent reports that she and co-anchor Reasoner don't get along. She recalled that NBC sports commentator Joe Garagiola once told her that "there's no such thing as a good Amos and a bad Andy," and she added, "we'll make it work."

Miss Walters also announced that she was leaving within a few days to do a full-scale television interview with Cuba's Fidel Castro. He promised her an exclusive two years, ago, she said, and has now said he is ready to make good on the promise. The interview will be shown May

26 at 9:30-10 p.m. NYT.

If affiliates seemed to wonder whether there was any truth to recurrent reports that Mr. Reasoner might leave the *ABC Evening News*, Bill Sheehan, who moved from president of ABC News to senior vice president under Mr. Arledge, seemed to try to provide reassurance. Mr. Reasoner, he said, has been in Europe with President Carter and was going next to Israel, but "will be here with us next year."

Mr. Sheehan received prolonged applause from the affiliates when introduced by Mr. Arledge as a man who "is going to continue in news as my right-hand guy," and again for a film he presented showing the range and depth of ABC News programming in addition to *Evening News*.

In other presentations Paul Sonkin, vice president of affiliate research, stressed the parallels between local and network news ratings. And Al Ittleson, vice president in charge of the ABC News advisory service for affiliates, designed to serve affiliates who want help in strengthening their local news operations, reported that some 75 stations indicated interest in getting assistance.

"We must work together," Mr. Sonkin concluded, "to become the dominant force in broadcast journalism."

Mr. Arledge, meanwhile, had a word about another form of cooperation—the inevitable network request for better station clearance of news programs.

"We are going to put down eventually," he said, "the argument on the part of all the stations that when you get your [network] news in order then we'll give you better clearance. I think there is some validity to that. But I think we are going to prove to you that our news is going to be so good that you're going to have to clear it in the best positions and I think that when you do that, you and we are both going to have great results."

NBEA rounds out its Atlanta agenda

Men prominent in today's and yesterday's news slated to discuss wide range of subjects

The National Broadcast Editorial Association, whose members frequently tell local, state and federal governments how to conduct their business, is going to get feedback from present and former representatives of those three tiers of political power at NBEA's annual convention June 15-17 at the Peachtree Plaza hotel, Atlanta.

Among those scheduled to speak are former Secretary of State Dean Rusk, former Secretary of Health, Education and Welfare David Matthews, Georgia Governor George Busbee, Alabama Governor George Wallace and former Cleveland Mayor (now with NBC) Carl Stokes. Others invited to speak include Lowell Thomas and a very-long-shot, President Carter. Among the issues to be treated in workshop sessions are urban affairs, the

"New South," mass transit and human and energy resources.

During the convention, the association's awards for editorial excellence will be presented, and at a banquet June 17, NBEA's James Madison Awards will be presented to CBS's Eric Sevareid and Judge Howell Heflin, former Alabama chief justice, who drew up guidelines for allowing cameras in state's courtrooms.

Misinterpretation

RTNDA says Commissioner Hooks missed main points of survey on equal-time law when he cited report at FCC vote on issue

The president of the Radio Television News Directors Association said that FCC Commissioner Benjamin L. Hooks "missed the point of RTNDA's argument against the equal-time law" when he cited an RTNDA survey to support his argument against repeal of the law. The news directors' principal concern, according to RTNDA President Wayne Vriesman, is the "self-censorship" he says the law engenders.

Commissioner Hooks, in a debate preceding the commission's 4-to-3 vote not to recommend to Congress complete repeal, referred to the survey, published in the association's newsletter, which showed that only 4% of television news directors and 2% of radio news directors described the equal-time law as a "major problem" (BROADCASTING, May 9).

Mr. Vriesman of WGN-AM-TV Chicago told the commissioner in a letter last week that the association's "principal objection" is not that the statute is a major problem in a news director's everyday operations but that news directors "learn to avoid" the programming—campaign documentaries, station-arranged debates and other campaign specials—"that would trigger unreasonably burdensome requirements for equal-time treatment of candidates."

The result, "through self-censorship," Mr. Vriesman said, "is the minimization of a problem area for stations ... at the cost of the stations' use of certain traditional formats for the presentation of political candidates to the public." Mr. Vriesman also said the time the survey was completed—in late February 1976—was a factor in the results. That was "a time of generally inactive political campaigning."

Journalism Briefs

Frawley cited. Corporate board of AP has adopted resolution of appreciation for services of Tom Frawley, vice president, Cox Broadcasting, Washington, and one of first broadcasters to sit on AP's corporate board. Others are Walter Rubens, president and general manager, KOBE(AM) Las Cruces, N.M., who replaces Mr. Frawley as president of Associated Press Broadcasters

at organization's national convention in St. Louis, June 2-4, and Julian Goodman, chairman, NBC.

News expansion. UPI Audio Network expanded its five-minute, top-of-hour newscast programing from 22 to 24 hours per day, starting May 15. It also increased number of news feed roundups daily to 18 but also continues to send present number of six feeds to stations that don't want feeds of 18.

Prelude to APB. Workshop for presidents of state Associated Press Broadcasters Associations is scheduled for afternoon of June 2 at Chase-Park Plaza hotel, St. Louis, preceding annual APB convention. State awards and meetings will be discussed.

PBS still entertains notion of newsman based in Washington

WGBH-TV experiment with reporter in capital may be revived if station interest picks up

Former *New York Times* political writer Christopher Lydon has stopped pounding the Washington pavements for WGBH-TV Boston and other Public Broadcasting Service member stations, but the idea of a PBS Washington news correspondent or a formal story-swapping procedure among PBS outlets hasn't been abandoned.

Despite the problems WGBH-TV encountered—lack of interest from stations and lack of funds—with its experiment in covering President Carter's first 100 days in office, PBS staff last week was calling on its 30-odd member stations that do daily local news shows, hoping to assemble their representatives for a mid-June Washington brainstorming session.

The WGBH-TV 100-day experiment began with a PBS grant of \$10,000. Earlier, the Corporation for Public Broadcasting, although it said it liked the idea, turned down a funding request with the claim that not enough stations had a "vehicle" for carrying the Washington material. And when only about 15 stations offered to share the costs with WGBH-TV, the Boston station decided to go it alone with help from PBS.

Mr. Lydon, now back in Boston with WGBH-TV's half-hour 10 p.m. news, began his Washington stint with nightly reports that eventually dwindled to weekly ones as dollars ran out. Tapes were flown from Washington to Boston for editing and transmitted back to PBS in Washington for system feed during nonprogram hours. The amount of clearance Mr. Lydon's reports earned has not yet been determined and that is one answer PBS hopes to gain from the mid-June meeting.

Over-all, WGBH-TV estimates that it invested \$24,000 for the experiment including camera-crew costs and Mr. Lydon's salary.

Broadcast Advertising*

The who-how much of advertisers in network TV's \$3-billion year

62 newcomers were among the 554 that helped to reach that total; P&G's \$193.4 million was tops

Network television in 1976 attracted a record number of 554 advertisers who invested \$3 billion, as compared with 513 clients spending \$2.4 billion in 1975.

The figures were released by the Television Bureau of Advertising using compilations of Broadcast Advertisers Reports. TVB noted that the number of advertisers new to the medium continued to increase. It was 62 in 1976 as compared with 59 in 1975.

Topping the list of newcomers(*) were National Automotive Parts Association, with an expenditure of \$3,150,000; Ethan Allen Inc. (furniture), \$1,676,000; National Semiconductor Corp. (calculators, games), \$1,590,400; Tropicana Products Inc., \$1,460,400; International Nickel Co., \$1,460,100 and TRW Inc. (corporate), \$1,363,600.

Procter and Gamble continued in its leadership in network TV with a 1976 investment of \$193,424,300, up 20% from 1975. Following P & G were General Foods Corp., \$128,955,200, up 53%; Bristol-Myers Co., \$102,673,400, up 14%; American Home Products Corp., \$97,467,600, up 19%; General Motors Corp., \$72,022,300, up 31%; Lever Bros., \$60,314,400, up 27% and General Mills, \$57,949,600, up 92%.

Rank Parent Company

Rank	Parent Company	
102	Abbott Laboratories	\$ 6,003,200
264	Ace Hardware	1,238,100
421	Adidas Sport Shoe	242,200
426	Aero Mayflower Transit	226,900
169	Aetna Life & Casualty	2,908,000
244	AFL-CIO	1,424,200
408	Aladdin Industries	272,300
98	Alberto Culver	6,170,600
385	Allegheny Ludlum Industries	390,500
490	Allis-Chalmers	75,000
294	Aluminum Co. of America	1,000,100
548	Amerace	10,600
470	American Airlines	108,000
160	American Bankers Association	3,102,400
86	American Brands	7,523,700
296	American Can	990,400
43	American Cyanamid	17,151,200
261	American Dairy Association	1,260,700
80	American Express	8,498,200
172	American Gas Association	2,832,300
4	American Home Products	97,467,600
*493	American International Pictures	67,500
322	American Luggage Works	843,200
34	American Motors	21,359,100
539	American Optical	16,300
33	AT&T	22,243,900
145	AMF	3,465,500
356	Amway	618,000
187	Anderson Clayton	2,353,800
496	Anderson for President Campaign	65,000
55	Anheuser Busch	14,617,300
*403	Archway Cookies	306,100
239	Armstrong Cork	1,495,400

Rank Parent Company

367	Armstrong Rubber	506,800
508	Ashland Oil	48,300
178	Associated Mills	2,636,900
210	Atlas Supply	1,914,000
65	Avon Products	12,199,400
476	Azrak-Hamway International	95,200

B

540	Ball	15,800
*256	Banki Products	1,296,500
354	Bankamerica	619,800
457	Bankers Life of Des Moines	148,000
295	BASF Wyandotte	994,900
189	Beatrice Foods	2,277,500
146	Beecham Group	3,438,900
497	Bellone Electronic	63,400
135	Bendix	3,773,000
162	Beneficial	3,041,200
339	Benjamin Moore	713,000
369	Berol	500,500
285	Bethlehem Steel	1,057,700
97	Bic Pen	6,242,900
*514	Bicentennial Commission and Commonwealth of Pennsylvania	42,600
384	Binney & Smith	391,900
143	Black & Decker	3,553,900
39	Block Drug	17,940,000
184	Blue Bell	2,385,300
363	Blue Cross	578,400
271	Boeing	1,155,000
47	Borden	15,765,800
450	Borg Warner	155,500
142	Milton Bradley	3,558,100
544	Brioschi	13,000
3	Bristol Myers	102,673,400
83	British Leyland Motors	7,796,800
202	British-American Tobacco	2,056,200
390	Brockton Footwear	375,100
442	Brown Group	180,700
291	Brunswick	1,029,700
290	Bulova Watch	1,032,800
272	Burlington Industries	1,133,400
313	Burlington Northern	906,200

C

266	Calif. Oregon-Wash. Dairyman Association	1,201,800
216	California Raisin Advisory Board	1,811,800

Rank Parent Company

38	Campbell Soup	19,483,400
362	Canadian Department of Trade and Commerce	589,600
*549	Candlelight Records	10,000
305	Canon USA	953,600
471	Capitol Industries-EMI	105,800
37	Carnation	19,507,500
489	Carrier	75,200
144	Carter for President Committee	3,474,500
71	Carter Wallace	10,315,700
378	Carter William	437,400
488	Carters Ink	78,200
*364	Carver Pump	561,200
192	Castle & Cooke	2,242,300
484	CBS	84,800
325	Champion International	811,400
186	Champion Spark Plug	2,355,400
344	Chanel	695,200
401	Charms	319,900
352	Chatterm Drug & Chemical	633,300
*547	Cherry Growers	10,800
36	Chesebrough Ponds	20,209,300
25	Chrysler	26,668,000
73	Church & Dwight	9,795,600
438	Church for President Committee	196,900
388	Ciba-Geigy	384,900
247	Citicorp	1,383,800
440	Citizens for Reagan	188,800
432	Clark Arnold	213,300
*481	Cling Peach Industries of California	90,200
30	Clorox	23,883,100
305	Coca Cola Bottling of New York	949,900
42	Coca Cola	17,409,400
361	Coleman	592,500
498	Colen Sideny	60,000
15	Colgate Palmolive	41,680,300
472	Colorforms	105,700
329	Columbia Pictures Industries	778,900
106	Combe	5,618,800
*402	Conair	314,800
434	Connecticut General Insurance	208,000
148	Consolidated Foods	3,349,600
495	Continental Oil	65,600
279	Control Data	1,082,000
*350	Cooper Industries	646,000
318	Copersucar	893,700
174	Corning Glass Works	2,762,500

Rank Parent Company

156	Cosmair	3,143,900
333	Cotter	728,900
137	Colton Inc.	3,690,100
337	Sarah Conventry	719,100
62	CPC International	12,866,300
348	Craig	660,000
307	Credit Union of North America	943,500
*492	Creomulsion	68,400
480	Crown Zellerbach	90,200
119	Culbro	4,740,700
382	Curtice Burns	410,700

D

218	Dunbee Combex Marx	1,796,400
240	Daimler-Benz	1,484,700
351	Dana Perfumes	635,600
130	Dart	4,021,200
407	Dazey	288,400
359	De Beers Consolidated Mines	599,400
*371	Dean Witter	478,800
417	Del Labs	258,300
211	Del Monte	1,903,400
535	Deil Publishing	19,100
461	Democratic National Committee	127,200
444	Diamond International	179,600
437	Diamond-Sunweet	197,700
112	Walt Disney Productions	5,025,100
168	Dr. Pepper	2,939,400
506	Doubleday	50,000
99	Dow Chemical	6,143,300
*515	Downe Communications	42,000
159	E.I. Du Pont De Nemours	3,103,900
343	Dunlop Tire & Rubber	695,500
*456	Duraflame	148,900
*528	Dynamark Industries	31,900
*341	Dynascan	710,200

E

277	Eastern Air Lines	1,106,200
35	Eastman Kodak	20,445,600
157	Eaton	3,121,600
260	Economics Lab	1,269,500
287	Edison Electric Institute	1,049,100
336	Eli Lilly	720,000
316	Eltra	899,000
309	Emerson Electric	934,100
230	Employers Insurance of Wausau	1,666,800
304	Equitable Life Assurance Society	954,000
27	Esmark	25,691,800
*228	Ethan Allen	1,676,600
*400	Evolution Health Care	320,000
57	Exxon	13,401,600

F

268	F D I	1,172,800
139	Faberge	3,636,700
*513	Faribault Woolen Mill	42,600
*310	Farmiland Industries	933,600
358	Faultless Starch	608,600
338	Fedders	715,100
372	Fieldcrest Mills	474,700
74	Firestone Tire & Rubber	9,762,600
278	Fleet	1,099,300
93	Florida Citrus Commission	7,152,300
504	State of Florida	51,500
179	Florists Transworld Delivery	2,529,300
431	FMC	215,500
170	Ford for President Committee	2,901,500
13	Ford Motor	50,059,900
342	Foster Grant	703,200
*368	Fotomat	500,700
299	R. T. French	967,100
*525	Fun Stuff Toys	30,700
467	Fuqua	112,000

G

300	Gabriel Industries	965,300
380	GAF	420,900
292	Gallery of Homes	1,017,500
88	E. & J. Gallo	7,363,200
*516	Gama III Productions	41,200
327	Garan	784,300
*374	Gateway Sporting Goods	461,900
46	General Electric	16,215,000
2	General Foods	128,955,200
7	General Mills	57,949,600
5	General Motors	72,022,300
399	General Signal	329,200
129	General Telephone & Electronics	4,106,900
194	General Tire & Rubber	2,219,600
360	Georgia Pacific	592,600
214	Gerber	1,831,000
12	Gillette	51,796,600
366	Glass Packaging Institute	508,500
252	Gold Seal	1,345,300
465	Golden Crown Citrus	119,600
524	Golden Grain Macaroni	31,600
165	B.F. Goodrich	2,965,500
68	Goodyear Tire & Rubber	10,893,200
332	Great Atlantic & Pacific Tea	735,900
335	Great Western United	720,000

**The West
is listening to
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KRAK/KEWT SACRAMENTO • KMPS/KEUT SEATTLE

Rank Parent Company

185	Green Giant	2,381,100
53	Greyhound	14,684,800
77	Gulf & Western	8,995,900
312	Gulf Oil	929,300

H

*528	HRB Music	25,000
229	Haggar	1,667,800
517	Hall-Tyner Election Campaign Committee	39,300
113	Hallmark Cards	5,024,700
45	Hanes	16,314,100
282	Harlequin Enterprises	1,078,600
406	Hart Schaffner & Marx	294,700
200	Hartford Life Insurance	2,122,900
161	Hartz Mountain	3,073,900
118	Hasbro	4,752,300
60	H.J. Heinz	13,042,600
107	Helene Curtis	5,428,500
122	Hershey Foods	4,523,200
26	Heublein	25,859,800
246	Hickory Farms of Ohio	1,398,400
273	Hobart	1,127,500
115	Holiday Inns	4,914,500
323	Home Insurance	834,400
121	Honda Motor	4,531,300
220	Honeywell	1,783,400
199	Hoover	2,156,700
212	Hormel	1,850,500
226	Houbigant	1,723,100
501	Hour of Power	56,000
519	N.K. Hurst	37,300
248	E.F. Hutton	1,382,900
275	Hy-Gain Electronics	1,117,000

I

133	IC Industries	3,938,000
120	Ideal Toy	4,663,900
236	IFI International	1,570,200
469	Ilfeldler Toy	108,400
163	Institute of Life Insurance	3,004,700
141	Inter Bank	3,563,800
370	Interco	483,600
96	IBM	6,405,200
334	International Dairy Queen	724,900
379	International Industries	433,700
509	International Multifoods	48,000
243	International Nickel	1,460,100
383	International Spikes	393,700
63	ITT	12,647,700
419	Interstate Brands	249,600

J

427	Jel Sert	225,300
485	Jerry Brown For President Committee	79,500
494	John Ladell	67,200
17	Johnson & Johnson	34,189,400
*280	E.F. Johnson	1,081,700
222	S.C. Johnson & Son	27,597,100
389	Jovan	382,500

K

529	K-Tel International	22,900
241	Kawasaki Motor	1,482,400
128	Keebler	4,126,100
20	Kellogg	31,296,200
235	Kemper Insurance	1,583,700
397	Keyes Fibre	330,400
391	Kikkoman International	358,600
109	Kimberly Clark	5,179,900
393	Kiplinger Washington Editors	357,600
455	Kirk Laboratories	149,800
*433	Knap & Vogt	209,000
*533	Knickerbocker Toy	20,800
503	Koss	55,000
*483	Kraco Enterprises	87,600
41	Kraftco	17,854,200
265	Kresge	1,224,400
541	Kroehler Manufacturing	15,800

L

462	La Rouché For President Committee	126,300
375	La-Z-Boy Chair	461,100
416	Lafayette Radio	258,600
*543	Lee Pharmaceuticals	13,700
274	Lego Systems	1,125,800
532	Leisure Dynamics	21,200
340	Lennox Industries	711,800
373	Lesney Products	466,600
6	Lever Brothers	60,314,400
173	Lewis Howe	2,793,000
453	Libertarian Party	151,500
365	Liberty Mutual Insurance	513,800
76	Liggett Group	9,496,900
353	Lincoln National Life Insurance	625,000
166	Litton	2,963,400
413	M. Lowenstein & Sons	262,600
321	J. Lyons	854,200

Rank Parent Company

138	MCA	3,655,700
551	MJB	7,500
171	PR. Mallory	2,861,000
303	Maremont	956,000
89	Mars	7,317,600
188	Masco	2,338,000
176	Matsushita Electric of America	2,691,200
91	Mattel	7,172,600
105	Oscar Mayer	5,798,700
521	Maynard Small Treasure Tree	35,400
237	Maytag	1,566,800
245	E.J. McAleer	1,419,700
460	McCarthy for President Committee	138,300
18	McDonalds	32,329,900
537	McDonough	18,400
552	McGraw Edison	7,200
319	Mead Products	886,300
346	Mego International	667,600
388	Melitta	384,600
253	MEM	1,331,700
377	Memorex	438,800
84	Mennen	7,660,400
281	Mentholum	1,080,900
50	Merck	15,324,800
140	Merrill Lynch	3,617,800
392	Metro-Goldwyn-Mayer	358,500
136	Metropolitan Life Insurance	3,763,400
441	City of Miami Beach	182,700
262	Michelin Tire	1,257,200
24	Miles Laboratories	27,114,500
536	Howard Miller Clock	18,600
550	John Mitchell	8,100
531	Mitsubishi International	21,300
85	Mobil	7,524,500
446	Monarch Wine	173,700
204	Monroe Auto Equipment	2,005,000
349	Monsanto	648,400
263	Montreal 76 Olympics Foundation	1,241,100
232	Mony-Mutual of New York	1,614,400
31	Morton-Norwich	22,590,200
500	Motorola	58,100
288	Mrs. Smith's Pie	1,047,000
314	Mutual Benefit Life Insurance	900,000

N

9	Nabisco	55,528,300
439	National Association of Insurance Agents	191,900
*158	National Automotive Parts Association	3,105,000
167	National BankAmericard	2,962,200
429	National Bowling Council	222,500
546	National Health Search Organization	10,800
103	National Presto Industries	5,877,100
*269	National Railroad Passenger Corp.	1,171,000
*234	National Semiconductor	1,590,400
238	National Union Electric	1,564,600
*534	L.R. Nelson	20,200
19	Nestle	32,091,200
195	New York Life Insurance	2,213,900
*522	Nicholas Products	35,000
54	Nissan Motor USA	14,682,300
*466	Norden Labs	117,700
512	Norlin Music	44,100
67	North American Philips	10,969,700
51	North American Systems	14,819,400
*254	Northern Natural Gas	1,318,800
518	Northern King	39,000
150	Northwest Industries	3,276,600
180	Northwestern Mutual Life Insurance Company	2,520,000
40	Norton Simon	17,907,900
52	Noxell	14,816,800

O

213	Ocean Spray Cranberries	1,848,000
411	Ohio Art	265,400
191	Olympic Brewing	2,246,200
376	Outboard Marine	451,900
*510	Owens Country Sausage	46,200
452	Owens Illinois	153,800
221	Owens-Corning Fiberglass	1,780,900
414	Oxford Industries	261,000

P

94	Pabst Brewing	6,923,800
491	Paine Webber	73,500
328	Papercraft	784,100
477	Parker Pen	94,800
459	Penn Mutual Life Insurance	139,500
70	J.C. Penney	10,746,500
127	Pennwall	4,293,800
317	Pennzoil	898,200
23	Pepsico	27,462,000
423	Pet	230,100
205	Peter Paul	1,979,400
468	Petersen	109,700
58	Pfizer	13,227,600
331	William H. Pflaumer	747,100
29	Philip Morris	24,436,600

Rank Parent Company

125	Phillips Petroleum	4,327,500
545	Phillips Van Heusen	12,400
16	Pillsbury	36,471,200
114	Pizza Hut	4,968,100
44	Polaroid	16,408,400
*394	Ponder & Best	342,000
420	H.K. Porter	242,800
320	PPG Industries	877,400
*468	Pratt & Lambert	125,900
*428	Prince Macaroni	225,000
436	Pro Life Action Committee	200,800
i	Procter & Gamble	193,423,300
82	Prudential Insurance	7,840,900
153	Publishers Clearing House	3,228,700
196	Purex	2,203,000

Q

409	Qantas Airways	269,800
59	Quaker Oats	13,184,500
152	Quaker State	3,251,300
345	Qwestor	685,100

R

10	Ralston Purina	54,668,500
445	Rapid American	179,000
92	Raytheon	7,169,800
72	RCA	10,207,000
259	Readers Digest Association	1,284,500
443	Regal Ware	180,300
*511	Reilly Chemical	45,000
251	Renfield Importers	1,349,300
474	Republican National Committee	98,400
*538	Reston Lloyd	18,000
69	Revlon	10,791,900
124	Reynolds Metals	4,369,600
104	R.J. Reynolds	5,843,000
28	Richardson Merrell	24,583,400
215	Rio Tinto-Zinc	1,827,400
347	Rival	666,000
298	Rockwell International	972,900
396	Rollins	333,700
201	Roman Meal	2,064,400
217	Rothmans of Pall Mall Canada	1,810,500
110	Royal Crown Cola	5,063,900
302	Rubbermaid	959,400
398	Rust-Oleum	330,100
289	Ryder Systems	1,033,400

S

193	S & W Fine Foods	2,224,500
151	SCM Corp	3,258,500
422	Sandoz-Wander	238,100
123	Savings & Loan Foundation	4,446,200
526	F. & M. Schaefer	29,300
32	Schering-Plough	22,292,700
324	Schick	823,900
21	Jos. Schlitz Brewing	28,551,000
326	Scholl	791,400
357	Schweppes USA	613,500
464	Schwinn Bicycle	122,700
90	Scott Paper	7,217,600
183	Scovill	2,416,800
276	Sealy	1,116,300
*297	Searle Labs	989,600
8	Sears Roebuck	57,090,000

Seed Production & Introduction Council

*487	Seed Production & Introduction Council	79,000
231	Sentry Insurance	1,635,800
301	Serta Associates	964,600
182	Seven Up	2,465,700
81	Shell Oil	8,439,700
126	Sherwin Williams	4,309,300
505	A. & H. Shillman	51,000
267	Simmons	1,195,400
100	Singer	6,099,300
56	SmithKline	13,740,300
415	Snelling & Snelling	259,100
206	Sony	1,957,800
116	Sperry Rand	4,913,500
410	Spring Air	267,300
64	Squibb	12,318,500
311	St. Regis Paper	930,800
198	A.E. Staley	2,160,300
79	Standard Brands	8,828,500
486	Standard Oil of California	79,500
190	Stanley Works	2,269,200
132	State Farm Mutual Auto Insurance	13,944,500
14	Sterling Drug	45,211,600
284	Stokely Van Camp	1,071,400
95	STP	6,512,500
222	Levi Strauss	1,751,500
418	Stroh Brewery	256,100
225	Sun	1,725,100
111	Sunbeam	5,055,900
175	Sunkist Growers	2,727,000
381	Superscope	419,700
258	Suzuki Motor	1,285,600
405	Swank	300,700

T

502	Talley	56,000
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Rank Parent Company

78	Tandy	8,910,800
395	Taylor Wine	336,100
81	Teledyne	13,023,500
86	Texaco	11,260,300
208	Texas Instruments	1,941,000
108	Textron	5,339,600
447	TFI	171,400
155	3M	3,157,700
87	Timex	7,452,400
*451	Toiletries Europe	155,400
412	Tomy	263,800
355	Tonka	619,300
386	Tootsie Roll	385,700
315	Toro	899,900
482	Toyo Kogyo	89,400
75	Toyota	9,689,000
227	Transamerica	1,712,600
283	Travelers	1,075,200
*530	Triangle Engineering	22,000
*242	Tropicana	1,460,400
*250	TRW	1,363,600

U

425	U.S. Bedding	227,600
507	U.S. Floor Systems	48,600
249	U.S. Steel	1,381,600
101	UAL	6,089,500
473	Udall for President Committee	102,900
233	William Underwood	1,611,800
48	Union Carbide	15,594,600
454	Union Oil of California	151,100
308	Uniroyal	937,800
224	United Aircraft	1,730,000
117	United States government	4,784,200
134	United States Tobacco	3,828,300
147	Upjohn	3,426,900

V

219	Viasic Foods	1,795,200
49	Volkswagen	15,441,500
209	Volvo Import	1,934,900

W

542	Wallace Campaign Committee	15,600
293	Jim Walter	1,016,400
404	Ward Foods	302,300
181	Warner Communications	2,506,000
11	Warner-Lambert	53,775,300
*449	Washington Manufacturing	163,000
479	Washington State Apple Commission	91,000
*553	Washington State Potato Commission	3,600
*330	Victor Weaver	771,200
*430	Weber-Stephen	219,900
499	Weed Eaters	60,000
257	Welch Foods	1,292,900
164	Wella	2,990,600
448	Wembley	164,800
554	Western Publishing	2,000
203	Western Union	2,028,200
424	Westinghouse Electric	230,000
177	Weyerhaeuser	2,679,000
458	Wham O	143,700
149	Whirlpool	3,282,200
520	White Consolidated Industries	36,000
475	Jack Winter	95,400
478	Witco Chemical	92,600
285	Wolverine World Wide	1,065,700
207	Woolworth	1,957,700
527	E.H. Wright	26,600
270	William Wrigley Jr.	1,170,400

XYZ

131	Xerox	3,984,600
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Rank Parent Company

197	Yamaha	2,202,000
223	W.F. Young	1,746,300
154	Zenith Radio	3,211,000
436	Ziebart Process	204,300
* Newcomer to TV.		

RAB Idearamas target newspapers as enemy, retailers as prize

Bureau will conduct 45 one-day sessions through the next month; research, ideas and techniques will be offered for radio

Radio Advertising Bureau's first 1977 Idearama session takes place tomorrow (May 17) in Madison, Wis., with a theme that will be echoed at 44 other such sessions through the end of June: Radio stations must sell hard against newspapers by showing retailers how to use radio.

Joseph Vincent, senior vice president, RAB, will tell the Madison session that this year's Idearamas are directed at newspapers because "that's where the largest dollars are, and newspapers are vulnerable." He will say tools in the radio-newspaper competition include newspaper performance charts to show the retailer the percentage of families not reached by a daily newspaper and the gap between newspaper circulation growth and line rates.

In addition to selling techniques and research, the Idearamas will present hundreds of copy, sales and promotion ideas based on a national search covering hundreds of stations in markets of every size.

In addition to Mr. Vincent, these RAB executives will participate in the day-long Idearamas: George Walthius, vice president—Midwest; Bob West, vice president—regional sales; Ed Allen, Midwest regional sales manager; Jerry Gardner, Southwest regional sales manager and Richard Mack, Southeast regional sales manager.

Mr. Vincent notes at the outset that despite this year's "ice-age weather conditions," a composite report for the first two months of 1977 showed local radio advertising increasing by more than 15% over

the 1976 comparable period. This figure is based on a composite report of 13 markets in an RAB market billings pool.

Advertising Briefs

Acquisition. Clifford A. Botway Inc., New York, buying service said to place \$82 million annually in network TV and radio, announced acquisition of interest in Allscope Services Inc., New York, full-service buying company specializing in spot TV and radio. Allscope will continue to be operated separately by founder Gerald Greenberg. Allscope and American Media Consultants, Los Angeles, principally owned by Botway, were said to have together billed \$12 million in TV and radio spot.

Black affiliation. New black-owned affiliate of Interpublic Group of Companies Inc., New York, has been formed—Mingo, Jones, Guilmenot Inc., New York. President is Frank L. Mingo, who has been vice president and management supervisor at McCann-Erickson, New York, Interpublic agency; Caroline R. Jones, vice president and creative director, who has been vice president and creative supervisor, BBDO, New York, and Richard A. Guilmenot III, vice president and director of client services, who has been account executive at Ted Bates & Co., New York.

In and out. In first-time-ever study, American Association of Advertising Agencies has attempted to detail movement of accounts to and from in-house agencies. AAAA agencies reported that in 1976, 53 accounts, billing total \$11.7 million, moved to house agencies. Thirty-one accounts previously in-house and billing a total \$52.7 million last year signed up with outside agencies.

Broadcast problems high on 4A's agenda

Convention will take hard look at TV violence, the guiding hand of government, rising cost of media and the need for advertising self restraint

The impact of violence on television programming will be a highlight of the annual convention of the American Association of Advertising Agencies' four-day convention opening Wednesday (May 18) at The Greenbrier, White Sulphur Springs, W. Va.

Participating in the panel discussion on violence will be Don Johnston, president of the J. Walter Thompson Co., New York; Arthur W. Woelflie, president, Kraft Inc., Glenview Ill., and James E. Duffy, president of ABC Television Network.

Another session of interest to broadcasters is titled "Coping with Government Regulations." Speakers will be J. Byron Hackett, senior vice president, J. Walter Thompson & Co., New York; Robert Tallman Jr., vice president and assistant general counsel, Young & Rubicam, New

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York, and Charles D. Peebler Jr., president, Bozell & Jacobs International Inc., New York.

George Simko, senior vice president-group executive, media and research, Benton & Bowles, New York, will lead a discussion on media inflation and ways to accommodate the spiraling media costs in client advertising budgets. Kenneth Cox, chairman of the National Advertising Review Board, will discuss self-regulation in advertising, focusing on both opportunities and problems.

The advance registration indicates that about 750 will attend AAAA's meeting.

A push to get legal-notice ads on electronic media

California broadcaster wants new laws that would end newspaper monopoly on items

In a request to nine state senators and assemblymen, Pat Michaels, manager of KWIZ-AM-FM Santa Ana, Calif., asked for the introduction of legislation to end the "archaic laws" that give newspapers a monopoly over legal-notice advertising.

State law requires legal-notice advertising to be placed in newspapers of general circulation, which Mr. Michaels said was unfair to the electronic media and the public. In his area of Orange county, he said, "Approximately one out of three homes gets a newspaper of any kind ... yet almost all have radio and television."

"The public has a right to know of these items," he said, "but because of current laws the general public is actually kept from that knowledge by the limited circulation of newspapers. It's actually become a way of hiding important information, rather than getting it out to the public," he claimed.

In addition, he said, there is a \$5-million to \$10-million market in annual legal advertising in California which goes solely to newspapers.

Mr. Michaels wants legislation allowing the notices to be placed in electronic or print media or both.

RAB's raiders

The Radio Advertising Bureau board has formed an "Advertising Campaign Task Force" to seek ways to reach advertisers and agencies more often and more effectively on the values of radio. Named co-chairman were Harold L. Neal Jr., president, ABC Radio, and Gary Simpson, president, WTRN(AM) Tyrone, Pa. Members of the task force: Frank Boyle, president, Eastman Radio, New York; Richard Buckley, president, Buckley Radio Stations, Greenwich, Conn.; Richard Carr, vice president, Meredith Broadcasting, New York; Victor Diehm, chairman, WAZL(AM) Hazelton, Pa.; Ralph Guild, president, McGavren-Guild, New York, and David Morris, KNUZ(AM) Houston.

Equipment & Engineering

Problems in Poteau

Collins and Oklahoma station embroiled in suits, countersuits over transmitter snafus

For the Collins Radio Group/Rockwell International, it's a "one-in-a-million" problem. For R.B. and Bernice Bell, owners of LaFlore Broadcasting Co.'s KCLO-FM Poteau, Okla., it has been more than two years of aggravation.

Take the Bells' refusal to pay \$66,000 on a 20 kw transmitter (with 100 kw radiated power). Add a suit for the money filed by Collins in district court in Poteau. Throw in a countersuit by the Bells against Collins for transmitter problems, allegedly on 150 days.

A Poteau district court jury put it all together earlier this month and came up with the following orders: Collins must pay the Bells \$200,000 in damages. Aside from that the jury held Collins responsible for \$68,000 in attorneys fees.

On the other side, the Bells must hand over to Collins the \$66,000 they owe on the transmitter, plus \$21,000 in attorneys fees.

Collins is appealing to a higher court. The Bells are considering a similar move and in the meantime have a new transmitter on order from Harris Corp.

Although the Bells claim they received a faulty transmitter, and Collins claims that isn't so, there is some agreement that a mismatch was made on the transmitter (which requires a three-phase electric power source) and the Rotoverter (which was to upgrade the transmitter-site power source to that level). On the hill where the Bells put the transmitter, the rural electric cooperative only runs lines that offer the power equivalent of household circuits. (Garner Electric, a local contractor that sold the Rotoverter, also was sued by the Bells; the jury found no liability there).

The Bells maintain that Collins should never have gone along with the deal knowing that the converter would be used. And although it knew, Collins claims, it doesn't have to engineer stations, just sell them the raw equipment. Furthermore it holds the Bells responsible for their problems. A no-liability clause in its contract will be part of its appeal.

FCC eyes nonbroadcast frequencies for personal-use radio

The FCC's Office of Plans and Policy has produced a report on "spectrum alternatives for personal radio services" that points to three possible sources of spectrum for such radio, none of them now used for broadcasting.

They are 26.95-26.96 mhz (international fixed service), 27.54-28 mhz (government), 29.80-29.89 mhz and 29.91-30

mhz (international fixed), 222-224 mhz (government amateur), 894-902 mhz (land mobile) and 928-947 mhz (reserved/amateur). The study says the frequencies could be reallocated for personal-use radio (principally citizen band) without causing existing users to lose service or overcrowded operating conditions.

Nor would "severe interference" to television service be expected. The study also says the equipment cost to those required to relocate out of those frequencies would be "reasonable." However, before a final decision is made, the study says, additional research is required. Interference analysis is being made of each possible source of spectrum, potential interference to all services is being considered, and international treaty obligations will be analyzed to determine whether they could affect availability of particular bands. In addition, relative cost of equipment in each band is being studied, and information on potential biological hazards due to radiation is being collected.

Flanders wants gear to filter unwanted ENG shots

Tape delay devices, long used by radio stations to protect against the airing of offensive material during live programs, are now being sought for ENG television equipment.

Robert Flanders, McGraw-Hill Broadcasting vice president of engineering and chairman of the National Association of Broadcasters engineering advisory committee, called on manufacturers to develop a 10-second delay device for ENG gear.

With so many stations going live, he said, "it's important that we develop the electronic capability for delaying the broadcast."

Mr. Flanders said his concern developed after McGraw-Hill's WRTV(TV) Indianapolis was forced by a gunman to cover, live, the gunman's holding a hostage who had a shotgun wired to his neck. The incident, he said, could have led to a "live" murder on TV.

Direct-dialing CB

Texas Instruments' innovation to be available in the fall

Texas Instruments Inc. has announced the introduction of its first citizen band radio set. The unit is said to be the first to provide direct dialing to similar sets.

Through the use of a five-digit code which is punched in on the unit's microphone another set can be called, "almost like using a home telephone," according to TI.

The 40-channel set will also communicate with conventional CB sets. All the controls are contained on the microphone including an LED channel display. The set will operate in both the normal AM mode and single sideband, which the company

said offers greater range and increases the number of channels available.

TI will begin to market the radios this fall, subject to FCC type acceptance, with the base station retailing for \$375 and the mobile unit for \$325.

Technical Briefs

TV picture research. Eduard Rhein, German physicist, author and journalist, has formed Eduard Rhein Foundation with initial endowment of \$840,000 to provide annual prize, from income from this capital, of \$42,000 for research in furthering development of improved picture quality, particularly in slimline design of telecreens. Scientists may submit entries (reports or papers) to foundation by Sept. 15, 1977 at Kloepperstieg 3, 2000 Hamburg 70, Federal Republic of Germany. Winner will be chosen by advisory council that includes James Hillier, executive vice president and senior scientist, RCA/David Sarnoff Research Center, Princeton, N.J.; Dr. William Bruch, inventor of PAL system, and Joseph Polonsky, technical director, Thomson-CSF, Gennevilliers, France.

Two-hour Betamax. Sony Corp. of America, New York, has new home video recorder in Betamax X2 series, identified as Model SL-8200. It has two-hour and one-hour record-and-play capability and will be available this summer at suggested retail price of \$1,300, including optical timer.

Reference on design. Dr. Claude S. Lindquist, professor of electrical engineering for California State University, and formerly with Collins Radio, has issued "Active Network Design," 749-page reference book that emphasizes active filters, signal processing and filtering. Copies are \$21.95 from Steward & Sons, P.O. Box 15282, Long Beach, Calif. 90815.

AM stereo testing. National AM Stereophonic Radio Committee, meeting in Washington April 29, named National Association of Broadcasters assistant to vice president for engineering, Chris Payne, to be project manager for upcoming field tests of AM stereo. Committee will lease laboratory space in Bethesda, Md., rather than Alexandria, Va., as had been previously planned, to better receive signals of participating WTOP(AM) Washington, WGMS(AM) Bethesda and WBZ(AM) Boston. Testing—both laboratory and field—begins June 1, is expected to be completed by midsummer, with report submitted to FCC by Sept. 1.

Engineering emphasis. National Association of Educational Broadcasters, which offers major equipment marketplace geared toward public sector, plans to upgrade its effort with Nov. 13-17 Washington convention, by scheduling eight-and-a-half hours of exhibit-only time during 53d annual meeting. New NAEB convention format also will include prominent

sessions for engineers and forum for exhibitors to make formal technical presentations. Associate NAEB membership requirement for exhibitors has been waived.

Around the world. International communications is subject of three days of hearings, June 8-10, before Senate Foreign Relations Subcommittee on International Operations in Washington. At least one representative of networks and Motion Picture Association of America's Jack Valenti are slated to testify, but subcommittee staff member said hearings will look at international media problems, focusing on Helsinki accord and U.S. Information Agency, for examples, and at application of satellites and other communications systems to world banking, business and labor problems. No specific legislation is being considered

Analyzer. Marconi Instruments has new automatic analyzer for measuring quality of television transmissions. Model TF 2914A is 24-parameter insertion signal analyzer designed to automatically extract insertion test signals and use them to assess quality of video transmission paths in PAL, NTSC or SECAM systems.

New frontier to be broken by PBS

Full evenings of prime-time programming to be served via satellite to Alaska

The transmission will start at Public Broadcasting Service headquarters in Washington, then move to the Rocky Mountain Public Broadcasting Network in Denver. After a five-hour delay, the Public Service Satellite Consortium will microwave the signal to Morrison, Colo., uplink site for NASA's ATS-6 communications satellite. From the satellite, the signal will be downlinked to noncommercial KAKM(TV) Anchorage and KUAC-TV Fairbanks—and Alaska television viewers will have their first taste of a full evening of regularly scheduled prime-time programming.

The one-year satellite experiment begins May 22 with PBS offering its Alaskan members four-and-a-half hours of programming each night (7:30 to midnight local time) seven days a week. Presently tapes are "bicycled" to the 49th state one-to-seven weeks after their showing in the lower 48. Yearly tape copying and mailing normally run about \$135,000 per station; experimental satellite service is expected to run \$180,000 for both Alaska stations.

Alaska's commercial TV affiliates already receive satellite service. However, commercial network viewers there receive a nightly mix of regular and "bicycled" programs.

The noncommercial partners in the Alaskan satellite experiment are scheduled to be testing their equipment and procedures this week.

Cablecasting®

Schmidt urges 'harm standard' to weigh need for cable regulation

NCTA president makes suggestion while rebutting NAB's charges of siphoning; Aaron wants removal of all carriage reins

Calls for deregulation of the cable television industry were directed last week at broadcasters and the FCC by officials of the National Cable Television Association.

In a letter to Vincent Wasilewski, president of the National Association of Broadcasters (also sent to the chairmen of the House and Senate Communications Subcommittees, Senator Ernest Hollings [D-S.C.] and Representative Lionel Van Deerlin [D-Calif.]), Robert Schmidt, NCTA president, took issue with NAB's assertion that pay cable will siphon sports programming from commercial TV. The letter was written the same day Mr. Schmidt testified to the same effect before the Senate Communications Subcommittee's hearings on broadcasting (see "Top of the Week") shortly after Mr. Wasilewski testified that broadcasters' "deepest concern" is that cable will steal "on a piecemeal basis" local television sporting events.

Referring to an NAB proposal to Congress for legislation restricting pay cable (BROADCASTING, May 9), Mr. Schmidt said, "While we strongly disagree that pay cable television poses a potential harm to the public interest, we, nonetheless, propose a legislative standard that would eliminate the situation about which you are concerned. This standard would form the foundation for all regulation of cable-broadcast television competition. It is simple and straightforward: Let public interest be the determining factor.

"Under such a standard," he said, "a demonstration of harm to the public as a result of the involuntary removal of existing programming from commercial television could prohibit any of the kinds of 'siphoning' that [NAB alleges] may take place."

Mr. Wasilewski said his reaction to the proposal hinges on what Mr. Schmidt means by "identifiable public harm." "If it means paying for what you now get free," he said, "we agree. If it means that the poor lose service, we agree. If it means the rural communities will not get service, we agree."

While not yet offering specifics for such a public-interest standard, Mr. Schmidt said that there "is some way to quantify 'harm to the public,'" probably by Congress as an "unbiased third party," with input from cablecasters and broadcasters.

"This identifiable public-harm standard," his letter continued, "would also

prohibit any regulatory restrictions on the television signals or programming cable consumers may or may not see unless it is demonstrated that this added diversity results in harm to the public."

Meanwhile, NCTA's new chairman, Daniel Aaron, of Comcast Corp., speaking to the New York Cable Television Association, called on the FCC to "adopt a notice of proposed rulemaking which looks toward the removal of all signal carriage restrictions."

Mr. Aaron continued, "Let a general study of the alleged harm that the cable television industry might cause broadcasting be part of this rulemaking proceeding," he said. "But, let there be a parallel examination of the adverse economic effect the current signal-carriage restrictions cause cable television systems and the diminution of service they impose upon the viewing public," he said.

Cable Briefs

WGN in Albuquerque. WGN Continental Broadcasting, Chicago, and United Cable TV Corp., Tulsa, have reached agreement for WGN to acquire Albuquerque (N.M.) Cable TV Inc., system now under construction. WGN Electronics Systems Co. subsidiary operates CATV systems in Michigan and California. Dan Pecaro, WGN Continental president, who struck deal last week with Gene Schneider, president of United Cable, said construction would resume following franchise transfer approval by Albuquerque city council.

Named again. National Cable Television Association Chairman Dan Aaron named Mel Gilbert of Snyder Community Antenna TV, Snyder, Tex., to second term as chairman of NCTA's Independent Operators' Board. Appointed vice chairman was Jay Wagner of North Central TV, Sandusky, Ohio. IOB represents NCTA's small system operators.

Minnesota cable wants fair fee schedule

The Minnesota Cable Communications Association has petitioned that state's cable commission to either collect the 1%

state fee "on an equal and non-discriminatory basis" or get rid of the fee altogether.

Minnesota's rules governing cable systems provides for each franchise to pay 1% of its gross subscriber receipts. However, MCCA said, "many systems with local franchise fees of 5% or greater have been unable to pay (and have not paid) the state's 1% charge due to the FCC's 5% ceiling on fees to local governments."

Collecting the tax from some, but not all systems is in violation of both state and federal laws, the association contends, and therefore, the fees collected should be refunded. That amounts to more than \$300,000 according to the association.

Pole-attachment bill to be re-entered in House

Broyhill-Wirth measure would give FCC power to regulate if state doesn't; provision is made for 'reasonable rate'

One of the cable industry's main priorities has been the enactment of federal legislation giving the FCC jurisdiction over pole-attachment agreements between cable systems and telephone and power companies. Once again such legislation will be reconsidered by Congress.

The groundwork for the current bill—to be introduced into the House by Representatives this week by James T. Broyhill (R-N.C.) and Timothy E. Wirth (D-Colo.)—was set in March when the National Cable Television Association and the National Association of Regulatory Utility Commissioners jointly prepared draft legislation after long disagreement (BROADCASTING, March 21).

The proposed bill says, "The commission shall regulate the rates, terms and conditions for pole attachments in any case where the same are not regulated by any state authority." It goes on, "A just and reasonable rate, whether prescribed by the commission or state authority, shall assure the utility the recovery of not less than the additional costs of providing pole attachments nor more than the actual capital and operating expenses of the utility attributable to that portion of the pole, duct or conduit."

First quarter augurs well for Teleprompter

Teleprompter Corp. reports that net profits for the first quarter of this year exceed total profits for all of 1976. Net income was \$1,118,000 (seven cents per share) for the quarter just ended, a 151% increase over 1976 total income of \$445,000 (three cents per share). The company registered a net loss in the 1976 first quarter (see "Week's Worth").

Russell Karp, president and chief operating officer, attributed the "highly gratifying" first-quarter results to "marked improvement" in the cable television division which posted first-quarter operating income of \$9,701,000, a 34% increase over the \$7,215,000 earned during the same period last year and continued success of the Muzak division.

He added that he expects the favorable results to continue during the balance of the year, augmented by its Filmmation Associates subsidiary, producer of children's television programs. Filmmation, which reports its earnings in the last half of the year after the shows are delivered to the networks, has commitments for about 80 half hours of network programming for the 1977-78 season.

TV revenues climb at MCA

MCA Inc. reported its second highest first quarter ever for the first three months of 1977, with television earnings up 27% from last year's first quarter to \$88,838,000. Over-all, however, the company's net income was 33% lower than in first-quarter 1976, a fact which chairman Lew R. Wasserman attributed to last year's "unprecedented" revenues generated from foreign sales of the movie, "Jaws."

Mr. Wasserman said that new production contracts with television networks should push the TV division profits even higher this year. Divisions that showed substantial declines compared to last year's first quarter were theatrical, down 48.1%, and records and music publishing, down 19.7%.

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
ABC.....	3 mo. 3/31	377,977,000	+ 7.7%	18,901,000	+ 94.2%	1.05	313,691,000	9,731,000	.56
Cetec.....	3 mo. 3/31	9,953,000	- 4.5%	167,000	+ 21.8%	.07	10,417,000	137,000	.06
Columbia Pictures.....	9 mo. 3/26	269,017,000	+ 6.9%	27,898,000	+176.9%	3.07	251,489,000	10,072,000	1.17
Foots, Cone & Belding.....	3 mo. 3/31	17,462,000	+21.5	1,157,000	+ 93.1%	.48	14,369,000	599,000	.26
Fuqua.....	3 mo. 3/31	137,845,000	+10.3%	3,411,000	+ 20.3%	.37	124,870,000	2,834,000	.32
Motorola.....	3 mo. 3/31	409,861,000	+18.1%	22,810,000	+ 34.9%	.80	346,996,000	16,898,000	.80
Ogilvy & Mather.....	3 mo. 3/31	31,275,000	+29.4%	1,377,000	+ 32.0%	.72	24,178,000	1,043,000	.56
Reeves Telecom.....	3 mo. 3/31	531,375,000	-24.5%	68,201,000	- 54.3%	.03	703,152,000	149,215,000	.06
Teleprompter.....	3 mo. 3/31	27,782,000	+16.1%	1,118,000	"	.07	23,925,000	(1,247,000)	(.08)
UA-Columbia Cablevision.....	6 mo. 3/31	11,395,000	+18.1%	1,214,000	+ 25.2%	.69	9,648,000	969,000	.55

* Change too great to be meaningful

The Broadcasting Playlist May 16

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1 When I Need You (4:11) Leo Sayer—Warner Bros.	1	1	1	1
4	2 Hotel California (6:09) Eagles—Asylum	2	3	3	2
2	3 Southern Nights (2:58) Glen Campbell—Capitol	3	2	2	4
3	4 Sir Duke (3:52) Stevie Wonder—Tamla/Motown	4	5	4	6
11	5 I'm Your Boogie Man (3:58) K.C. & the Sunshine Band—TK	6	4	5	3
7	6 Right Time of the Night (2:53) Jennifer Warnes—Arista	5	7	6	7
15	7 Theme from "Rocky" (2:44) Bill Conti—United Artists	7	6	8	5
5	8 So Into You (3:19) Atlanta Rhythm Section—Polydor	8	8	10	12
6	9 Rich Girl (2:23) Hall & Oates—RCA	14	9	7	8
14	10 Couldn't Get It Right (3:14) Climax Blues Band—ABC	10	12	11	10
13	11 Dreams (4:10) Fleetwood Mac—Warner Bros.	11	13	9	9
9	12 Lido Shuffle (3:40) Boyz n the City—Columbia	9	15	12	13
17	13 Whodunnit (3:35) Tavares—Capitol	16	14	13	15
10	14 Don't Give Up on Us (3:30) David Sout—Private Stock	13	11	15	11
8	15 Things We Do for Love (3:32) 10cc—Mercury	12	10	14	14
24	16 Got to Give It Up (3:58) Marvin Gaye—Tamla/Motown	15	16	16	18
12	17 I've Got Love on My Mind (4:20) Natalie Cole—Capitol	17	17	17	16
16	18 Trying to Love Two (3:05) William Bell—Mercury	18	18	18	17
19	19 Your Love (3:30) Marilyn McCoo & Billy Davis Jr.—ABC	19	19	21	23
21	20 Calling Dr. Love (3:02) Kiss—Casablanca	23	20	19	20
23	21 Lonely Boy (3:54) Andrew Gold—Asylum	21	23	20	19
26	22 Life in the Fast Lane (4:30) Eagles—Elektra	20	22	22	24
25	23 Undercover Angel (3:24) Alan O'Day—Pacific/Atlantic	22	21	23	25
20	24 I Wanna Get Next to You (3:29) Rose Royce—MCA	24	24	24	26
30	25 Ain't Gonna Bump No More (3:25) Joe Tex—Epic	26	25	25	29
31	26 Lucille (3:39) Kenny Rogers—United Artists	25	26	28	31
36	27 Jet Airliner (3:06) Steve Miller Band—Capitol	30	33	26	21
27	28 Angel in Your Arms (2:57) Hot—Big Tree/Atlantic	27	27	27	30
29	29 Feels Like the First Time (3:15) Foreigner—Atlantic	32	34	39	22
32	30 Hello Stranger (3:09) Yvonne Elliman—RSO/Polydor	29	28	30	34
38	31 Heard It in a Love Song (3:30) Marshall Tucker Band—Capricorn	28	29	33	33
28	32 Can't Stop Dancin' (3:18) Captain and Tennille—A&M	39	30	34	27
—	33 Looks Like We Made It (3:29) Barry Manilow—Arista	38	38	31	28
18	34 Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	35	32	36	32
22	35 Love Theme from "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia	34	37	32	*
37	36 Slow Dancing Don't Turn Me On (3:12) Address Bros.—Buddah/RCA	31	31	37	39
39	37 Main Street (3:32) Bob Seger—Capitol	36	35	38	35
35	38 Carry On, Wayward Son (3:26) Kansas—Kirshner/Epic	33	*	35	37
—	39 Da Do Ron Ron (2:46) Shawn Cassidy—Warner Bros.	37	36	39	40
34	40 Dancing Queen (3:50) Abba—Atlantic	*	39	40	36

Playback®

Musicolor. "We're into a lot of yellows right now," says Program Director Jay Clark of WPRO(AM) Providence, R.I., referring to the current trend in music on that station's playlist. Translated, that means WPRO is playing a lot of medium tempo records. Yellow means medium, red means hard rock or uptempo and blue refers to soft sounds at WPRO. Mr. Clark has used that color coding system for several years to "get announcers to achieve the kind of flow I look for without a lot of hassle." **Ads, too.** Not only are records given a color, but station jingles and commercials are color coded to fit the scheme of things, too. The scheme, says Mr. Clark, is "to give the announcer a show with hills and valleys. Make it flow. For instance, we don't put two reds back to back." But the important thing, he says, is to have one person decide on the colors (which can consist of combinations like yellow, blue or yellow/red) because it's a subjective decision. And Mr. Clark is that decision maker for WPRO. The only time the system ever failed, says Mr. Clark, was when a color-blind announcer was hired at an earlier post, WNYR(AM) Rochester, N.Y.: "All the work and planning just fell apart on me."

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
4	1 Luckenbach, Texas (3:18) Waylon Jennings—RCA	2	2	1	2
3	2 I'll Do It All Over Again (2:52) Crystal Gayle—United Artists	1	1	4	3
7	3 I Can't Help Myself (3:10) Eddie Rabbitt—Elektra	3	3	5	1
8	4 Play Guitar Play (3:20) Conway Twitty—MCA	4	7	2	4
2	5 Some Broken Hearts Never Mend (2:43) Don Williams—ABC/Don	5	4	3	5
5	6 If We're Not Back in Love ... (3:13) Merle Haggard—MCA	8	5	10	11
1	7 She's Got You (3:04) Loretta Lynn—MCA	11	6	8	14
10	8 The Rains Came (2:17) Freddie Fender—ABC/Don	6	11	9	7
6	9 Lucille (3:39) Kenny Rogers—United Artists	9	8	7	6
14	10 She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy	7	9	11	8
9	11 Let's Get Together (2:27) Tammy Wynette—Epic	10	12	6	9
11	12 Bluest Heartache of the Year (3:15) Kenny Dale—Columbia	14	10	12	17
18	13 Slide Off of Your Satin Sheets (2:57) Johnny Paycheck—Epic	12	16	13	16
12	14 Yesterday's Gone (3:11) Vern Gosdin—Elektra	13	13	14	12
23	15 Married but Not to Each Other (2:56) Barbara Mandrell—ABC/Don	17	14	16	10
13	16 (You Never Can Tell) C'est La Vie (3:27) Emmylou Harris—Warner Bros.	15	17	18	15
—	17 If You Got to Make a Fool of Somebody (3:00) Dickie Lee—RCA	16	20	15	19
22	18 I'm Getting Good at Missing You (2:33) Rex Allen Jr.—Warner Bros.	19	18	20	13
21	19 Paper Rosie (3:56) Gene Watson—Capitol	20	15	17	23
24	20 Your Man Loves You, Honey (2:16) Tom T. Hall—Mercury	18	22	19	*
20	21 I'm Sorry for You, My Friend (2:22) Moe Bandy—Columbia	22	24	21	*
19	22 Love's Explosion (2:43) Margo Smith—Warner Bros.	25	19	25	18
—	23 Light of a Clear Blue Morning (4:53) Dolly Parton—RCA	24	21	23	21
15	24 Southern Nights (2:58) Glen Campbell—Capitol	21	*	22	20
—	25 It's a Cowboy Lovin' Night (2:31) Tanya Tucker—MCA	*	23	*	24

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

Fates & Fortunes[®]

Media

Lawrence P. Fraiberg, VP/general manager, Metromedia's WNEW-TV New York, appointed president of Metromedia Television, TV station group. He succeeds **Albert P. Krivlin**, senior VP of parent Metromedia Inc., who remains in charge of operations of Metromedia Metro TV Sales and Metromedia Producers Corp. divisions.



Fraiberg



Batson

Charles A. Batson, president/chief executive officer, Cosmos Broadcasting, Columbia, S.C., elected board chairman. **Francis M. Hipp**, retired chief executive officer of parent, Liberty Corp. (BROADCASTING, Feb. 21), named chairman of Cosmos executive committee; **W. Wayne Hipp** and **Macon G. Patton**, Liberty executive VP's, elected to Cosmos board and executive committee.



Whatmore



Haberlan

Marvin C. Whatmore, chief executive officer, Cowles Communications, Daytona Beach, Fla., elected to additional post of board chairman. **John M. Haberlan**, VP and president of subsidiary, Cowles Broadcasting, named president



Barry



Menzel

and chief operating officer. **Francis J. Barry**, secretary and general counsel, elected to additional post of executive VP. **David M. Menzel**,

controller, appointed treasurer.

Richard DiOrlo, senior administrator, program budgets and servicing, NBC, New York, appointed manager, program budgets administration.

J. David Grissom, chairman and chief executive officer, Citizens Fidelity Bank and Trust Co., Louisville, Ky., elected to board of directors, Orion Broadcasting there.

Phyllis Sewell, VP, Federated Department Stores, Cincinnati, elected to board of directors, Lee Enterprises, group station owner, Mason City, Iowa.

John J. Morris, executive VP, Nassau Broadcasting, Princeton, N.J., named to additional post of president of broadcast division (WHWH(AM) Princeton and WPST(FM) Trenton, N.J.).

Darlene T. Palmer, formerly division president with Litt Enterprises, Washington, management consulting firm and holding company, has been named assistant to director of National Association of Broadcasters broadcast management department.

Thomas A. Reynolds, assistant, legal department, RKO General, New York, appointed director, broadcast standards.

Jerri Suzanne Woods, sales service coordinator, KABC-TV Los Angeles, promoted to supervisor, broadcast standards and practices.

Francis P. Brady, general sales manager, WKW-TV Cleveland, promoted to station manager.

Gil R. Rozzo, general sales manager, WWSW(AM) Pittsburgh, assumes additional duties as station manager and general sales manager of co-owned WPEZ(FM) there.

Brian D. Stone, head of his own broadcast consulting firm in Boston, joins WSAI-FM Cincinnati as general manager.

James B. Stevenson, VP/sales manager, WTKO(AM) Ithaca, N.Y., named general manager, WIQT(AM)-WQIX(FM) Horseheads, N.Y. **Douglas Christy**, WIQT-WQIX copywriter, promoted to account executive/promotion director.

Steven Berger, VP/general manager, WPEZ(FM) Pittsburgh, and **Richard Yankus**, general sales manager, WGAR(AM) Cleveland, named general managers, respectively, of Nationwide Communications' WKTQ(AM) and WSHH(FM) Pittsburgh.

Marilyn Hayden, head of her own Washington advertising agency, joins WTOP(AM) there as promotion/research director.

Randy L. Swanson, assistant business manager, WTCN-TV Minneapolis, named to same post, KTTV(TV) Los Angeles.

John D. Hiatt, general sales manager, KELP(AM) El Paso, named general manager, WBIS(AM) Bristol, Conn.

Harold Coe, production manager, Videotape Associates, Fort Lauderdale, Fla., joins

WYUR(TV) Huntsville, Ala., as operations manager.

Dino Ianni, general manager, KLZ(AM) Denver, named to same post, KSSS(AM) Colorado Springs.

John A. Bulmer, from WDOT(AM) Burlington, Vt., joins WPNM(FM) Ottawa, Ohio, as general manager.

Tom Ehrman, sales manager, KULR-TV Billings, Mont., named general manager, KBMY(AM) there.

Dona Lee Davenport, general manager, non-commercial WTVI(TV) Charlotte, N.C., elected vice chairman, Southern Educational Communications Association. Miss Davenport also serves on board of directors and finance committee of Public Broadcasting Service.

Bernard C. (Barry) Barth, promotion manager, WKBW-TV Buffalo, N.Y., joins WPLG(TV) Miami in same capacity.

Larry Spiegel, VP/media director, Tracey-Locke Advertising and Public Relations, Inc. Dallas, named president, Association of Broadcasting Executives of Texas. **Mary Lee Horne**, VP/director of media services, Keress, Chapman, Bua & Norsworthy (KCBN) advertising, Dallas, elected to board of directors, ABET.

Broadcast Advertising

Ted S. Burnett Jr., senior VP and general manager, Benton & Bowles, Los Angeles, appointed to board of directors of agency.

G. Bruce McLaren and **Joan Rothberg**, management representatives, Ted Bates & Co., New York, elected directors and senior VP's.

Barbara Harwell, VP/associate creative director, Keress, Chapman, Bua & Norsworthy (KCBN) advertising, Dallas, elected to agency's board of directors.

Leon Luxenberg, manager of network negotiations, and **John Koelle**, associate creative director, J. Walter Thompson, Chicago, elected VP's. **Richard M. Ruud**, director of business development program, JWT, San Francisco, named VP. **Susan Procter**, associate research director, and **Martin Yazmir**, senior copywriter, JWT, New York, named VP's there.

Bruce W. Johnson, marketing/sales VP, Sterling Vineyards, Calistoga, Calif., joins Kenyon & Eckhardt, New York, as VP/management supervisor, Taylor wine account.

Stephen C. Kopcha, VP/associate creative director, D'Arcy-MacManus & Masius, St. Louis, promoted to creative director. **Noel F. Nauber**, senior copywriter, named associate creative director.

Nelson van Sant, account supervisor, NW Ayer ABH International, New York, elected VP.

Ed Brodtkin, VP/executive art director; **David Dember**, VP/copy chief, and **Henry**

Installed. Newly-elected officers, American Women in Radio and Television: Audrey G. Hunt, assistant to president and coordinator of special projects, State Telecasting Co., Columbia, S.C., president (BROADCASTING, May 2); Wilma Kriner, W.M. Zemp & Associates, St. Petersburg, Fla., president-elect; Marian Faulkner, wxix-TV Cincinnati, serves last half of two-year term as secretary-treasurer; Muriel Kennedy, Thousand Islands Bridge Authority, Alexandria Bay, N.Y., Northeast VP; Cecilia Odziomek, Draper Daniels, Chicago, East Central VP; Jearnie Toncre, KRON-TV San Francisco, Western VP.

Directors-at-large: Martha Pell Stanville, wcco-TV Minneapolis, and Mal Johnson, Cox Broadcasting, Washington.

Continuing terms as area vice presidents: Nikki Caccia (Mideast), T. L. Reimel Advertising, Philadelphia; Norma Peterson (West Central), Stuart Broadcasting Co., Lincoln, Neb.; Jeanette M. Greer (Southwest), KFOR-TV Beaumont, Tex., and Joan Perry (Southern), Perry Hoyle Advertising, Birmingham, Ala. Jeri Warrick-Crisman, NBC, New York, continues her term as director-at-large.

Weintraub, VP, Diener/Hauser/Greenthal advertising, New York, appointed senior VP's with additional management duties, Mr. Brodtkin in administration, Mr. Dember in finance and Mr. Weintraub in legal matters.

Michael C. Collins, **Craig D. Johnson** and **Gerret R. Schwieger**, account supervisors, BBDO, New York, named VP's.

Bruce M. Matthews, account supervisor, Grey Advertising, New York, joins Sawdon & Bess there in same post, working on Arthur Treacher's Fish and Chips account.

Heidi Hur, media analyst, Zechman & Associates advertising, Chicago, promoted to broadcast buyer.

Raymond A. Cook, assistant media planner, Ketchum, MacLeod & Grove, Pittsburgh, named media planner.

Robert Stein, assistant treasurer for international financial matters and special projects, Compton Advertising, New York, promoted to VP. **Bonnie Bohne**, involved with Crisco Solid, Ivory Liquid and Duncan Hines cakes accounts, promoted to creative supervisor.

Mat Brennan, assistant sales manager, Northeast division, HR Television's Television Two, New York, named Chicago sales manager and **William Fallon**, Television One account executive there, named assistant sales manager, Television One. **Ray Erb**, local sales manager, KMGH-TV Denver, joins HR as Des Moines, Iowa, sales manager. In New York, **Frank Gianttasio**, sales representative for Northeast division, succeeds Mr. Brennan as assistant sales manager for division.

Jack Mulderigg, sales manager of Gold team, Katz Television Continental, New York, named to head unit's new Bronze team there.

John F. O'Hern, sales manager, Petry Television, Dallas, named VP there.

Betty Fox, broadcast consultant, joins Metro TV Sales, New York, as account executive.

William G. Enders, local sales manager, WGAR(AM) Cleveland, appointed general sales manager.

Frank Zappala, account executive, WOL(AM) Washington, promoted to local sales manager.

Tom Severino, in sales department, WRIF(FM) Detroit, promoted to retail sales manager.

Frank Woodbeck, account executive, WKBW-AM-TV Buffalo, N.Y., promoted to local sales manager.

Perry Kidder, account executive, WMT-TV Cedar Rapids, Iowa, named general sales manager, co-owned WMT-AM-FM there.

John Russell, local sales manager, WPLR(FM) New Haven, Conn., promoted to general sales manager.

Patti Bobbitt, sales assistant, KING-TV Seattle, named assistant sales traffic manager.

Randy Briggs, account executive, Storer's WSPD-TV Toledo, Ohio, and **Peter Elliott**, account executive, KDKA-TV Pittsburgh, joins Storer's WAGA-TV Atlanta in same capacity.

Elissa Dorfsman, director of communications, KNXT(TV) Los Angeles, named account executive, WCAU-TV Philadelphia. Both are CBS-owned stations.

Bernard Cade, salesman, Bigsby & Kruthers, Chicago, and former management trainee, WMAL-TV Washington, joins KHOU-TV Houston as account executive.

Bob Stephens, senior account executive, KBHK-TV San Francisco, joins sales staff of KTVU(TV) Oakland, Calif.

Robert P. Eckel, traffic manager, WLWT(TV) Cincinnati, named account executive, WNYX-TV Syracuse, N.Y.

Aleyn S. Larner, local sales manager, WDAI(FM) Chicago, joins WGN-TV there as account executive.

Bob Bellin, on sales staff, WJAR(AM) Providence, R.I., joins WBCN(FM) Boston as account executive.

Michael H. Reininga, account executive, WFIE-TV Evansville, Ind., named to same post, WGBF(AM) there.

Programming

Michael Trager, VP, sports sales, NBC-TV, New York, appointed VP, administration, NBC Sports.

Alan L. Cohen, executive producer, WABC-TV New York, named director of planning, ABC Entertainment, New York. **Werner Michel**,

director, current dramatic programs, ABC Entertainment, West Coast, appointed director, program planning, West Coast.

David Y. Handelman, secretary, 20th Century-Fox, Beverly Hills, Calif., elected VP/secretary.

Bonny Dore, director of variety for ABC Entertainment, joins Hanna-Barbera Productions, Hollywood, as executive director of development for television.

Sue Cameron, director of daytime program development, ABC Entertainment, joins MTM-AM, daytime TV development and production subsidiary of MTM Enterprises, Beverly Hills, Calif., as executive director in charge of program development.

Reeve Weiner, media director, Inter/Media Time Buying, joins Buena Vista, Walt Disney Productions' distribution subsidiary, Burbank, Calif., as broadcast media manager.

Jacques Andre, associate producer, *Midnight Special*, joins television department of Management III, Los Angeles, to assist in supervision of department.

John E. Brailsin, VP of television production, Sid & Marty Krofft Television Productions, joins Chris Craft Video Tape Center, Hollywood, as general manager.

Doug Cramer, account executive, Broadcast Music Services, programmer of automated music for radio stations and cable systems, Los Angeles, named sales manager.

Lee Michaels, program director, KISW(FM) Seattle, joins Burkhart/Adams & Associates, Atlanta.

David N. Meyer, attorney in New York law firm of Fried, Frank, Harris, Shriver & Jacobson, appointed attorney in law department of Viacom International there.

Flora Harmon, program/promotion coordinator, WHPL-TV Philadelphia, appointed program director.

Milton Hoffman, producer, noncommercial WNET(TV) New York, joins WJZ-TV Baltimore as producer of *Evening, The MTWTF Show*. **James W. Dauphinee**, WJZ-TV producer/director, named associate program producer of *Evening*.

Sandy Sanderson, creative director, CKGM(AM) Montreal, joins WABC(AM) New York as production director.

Bob Bauder, commentator/news editor, WRNL(AM) Richmond, Va., named director of public affairs/special projects in addition to commentating duties.

Harry Nelson, air personality/assistant pro-

On board public radio. Newly elected officers, National Public Radio board of directors: public member Edward Elson, chairman; public member Patrick Callihan, acting chief executive officer; station representative (from WHA(AM) Madison, Wis.) Ronald Borstein, secretary, and station representative (from WGUC(FM) Cincinnati) Albert Huslen, treasurer.

Other station representatives elected to board: William Devine, WEBR(AM) Buffalo, N.Y.; Donald Forsling, WOI-FM Ames, Iowa; Susan Harmon, WAMU-FM Washington; William Kling, Minnesota Public Radio, St. Paul; Dale Ouzts, WSSR(FM) Springfield, Ill.; Wayne Roth, KCFR(FM) Denver; Willima Siemering, KCCM-FM Moorhead, Minn.; Patricia Swenson, KBPS(AM) Portland, Ore.; Donald Trapp, WUNC(FM) Chapel Hill, N.C., and Elizabeth Young, Ohio Educational Telecommunications Center, Columbus.

Other public directors elected: Anne Branscomb, Amronk, N.Y.; Patrick Thomas Kilgore, Los Angeles; Rita Jean Butterworth, Seattle; Earl Ewald, Altenspark, Colo.; Josie Johnson, Denver; Kenneth Cox, Washington; Louis Martin, Chicago; Janet (Mrs. Edward) Murrow, South Hadley, Mass., and Deborah Vogel, Honolulu.

gram director, WRKO(AM) Boston, appointed program director.

Jess Spurgin, chief announcer, KHCS(AM) Phoenix, appointed program director. **George Spicer**, announcer, named director of public affairs.

Brian Buchauer, air personality, WXIX(FM) Horseheads, N.Y., promoted to copywriter/production manager.

Dave Parks, program director, WLEE(AM) Richmond, Va., named to same position, WNDE(AM)-WFBQ(FM) Indianapolis.

Marcia Minor, assistant to producer of *Hee Haw* for Yongestreet Productions, Los Angeles, promoted to associate producer.

Phil Samp, sports director/sportscaster, WLWT(TV) Cincinnati, named executive sports editor, WLW(AM) there.

James Moloshok, producer/director, WKBD-TV Detroit, also responsible for writing, directing and producing promotional materials and coordinating print publicity, named director on on-air promotion for *The Mike Douglas Show* for Group W, Philadelphia.

Harry Sloan, weekend sports reporter, KOMO-TV Seattle, promoted to sports producer/anchor.

Greg Forge, from KSTW-TV Tacoma, Wash., joins KOMO-TV as weekend sports anchor.

Tom Kelly, Detroit Red Wings hockey announcer for WJR(AM) and WKBD-TV Detroit, joins WLWT(TV) Cincinnati as sports reporter.

Jan Hackler, from Christian Broadcasting Network, Virginia Beach, Va., joins WTVR-TV Richmond, Va., as host of daily five-minute program, *Weather-wise*. She will also report weather on station's noon news.

Cheri Rosche, director of station independence program at Public Broadcasting Service, Washington, named director of programming and station development, noncommercial KCET(TV) Los Angeles.

Broadcast Journalism



Steinfort

Roy Steinfort, Associated Press's assistant general manager in charge of broadcast activities, named vice president by AP corporate board.

Randy Renshaw, news director, KLGA(AM) Algona, Iowa, elected president of Iowa Associated Press Broadcasters.

Denny Lee, news director, KBIZ(AM) Ottumwa, Iowa, named VP and president-elect.

Newly elected and continuing officers/directors, Ohio Associated Press Broadcasters: **Jack Keefe**, WCMH-TV Columbus, president; **Bob Gilmartin**, WKRC-TV Cincinnati, (newly elected) president-elect; **Roy Dittman**, WBNS(AM) Columbus, Central VP; **Bob Bender**, WDIF(FM) Marion, (newly elected) Central director; **Jim Burnett**, WHBC(AM) Canton, Northeast VP; **Dave Lieberth**, WHLO(AM) Akron, (newly elected) Northeast director; **Tom Sheldon**, WFIN(AM) Findlay, Northwest VP; **Larry Maisel**, WTOL-TV Toledo,



RUFFians. Former student announcers of WRUF(AM) Gainesville, Fla., a commercial enterprise of the University of Florida, are planning a 50th anniversary reunion for the fall of 1978. Seated left to right are: Al Flanagan, Combined Communications Corp., Denver; Thomas Harrison, Blair Radio, New York; Don Elliott Heald, WSB-TV Atlanta; Dan Valentine, National Association of Broadcasters. Standing are: Roberts Smith, University of Florida; Pierre Bejano, WTMP(AM) Tampa, Fla.; Bob Leach, WRUF; Ken Small, Florida Association of Broadcasters; Leonard Mosby, WJXT(TV) Jacksonville, Fla.; Norman Davis, WPLG(TV) Miami; Sam Fouts, Fouts & Son Advertising, Richmond, Va., and Otis Boggs, WRUF.

Former "strayed RUFFians" should get in touch with WRUF at Box 14444, Gainesville, 32604, some time this year.

Northwest director; **Bill Ridenour**, WLW(AM) Cincinnati, (newly elected) Southwest VP and **Barbara Thomson**, WMPO(AM) Pomeroy, (newly elected) Southeast VP.

Sherman Bazell, news director, KTVU(TV) Oakland, Calif., joins KGO-TV San Francisco as assistant news director. **Harry Fremont Gelse**, meteorologist, KCBS-FM San Francisco, joins KGO(AM) there in same capacity.

Rick D'Amico, assistant manager, WKNR(AM)-WKFR(FM) Battle Creek, Mich., joins WUHQ-TV there as special events/news director, with primary responsibility for production of weekly, 30-minute news program.

Ken Spran, anchor, WTVR-TV Richmond, Va., assumes additional duties as assistant news director.

Lemuel Tucker, correspondent, ABC News, New York, joins CBS News, Washington, as correspondent.

James W. Collins, assistant news director, WOTV(TV) Grand Rapids, Mich., named news director, WTVG(TV) Chattanooga.

Bob Phillips, news director, KFPW-TV Fort Smith, Ark., joins WBOY-TV Clarksburg, W. Va., in same capacity.

Ken Schram, reporter/anchor, KHQ-TV Spokane, Wash., joins KOMO-TV Seattle as reporter.

Donald J. Polec, air personality, WKBW(AM) Buffalo, N.Y., joins co-owned WKBW-TV there as feature reporter.

Warren Ashmore, news director, WSPA(AM) Spartanburg, N.C., and **Hoyt Harris**, from WHNT-TV Huntsville, Ala., join WLOS-TV Asheville, N.C., as reporters. Mr. Harris will also be weekend anchor.

Jane Gardner, writer/reporter/anchor, WSL-TV Roanoke, Va., joins WTVR-TV Richmond, Va., as anchor.

Randy Graff, news director, WKBV(AM) West Bend, Wis., joins WIZM-AM-FM La Crosse, Wis., as government reporter. **Sue Maler**, WIZM-AM-FM student intern, named full-time general assignment reporter.

Cable

Linda Beech, paralegal assistant, Dow, Lohnes & Albertson, Washington, named to newly created position of project manager, research/planning department, National Cable Television Association there.

Newly elected officers, Cable Television Administration and Marketing Society: **Gail Semersheim**, Telesis Corp., Evansville, Ind.; president; **Trygve Myhren**, American Television and Communications, Denver, president-elect; **Andy Goldman**, Teleprompter, New York, secretary, and **George Sisson Jr.**, Colony Communications, Providence, R.I., treasurer.

Roy O'Toole, manager of billing services, NBC, New York, joins Cable Kor Communications, California systems operator based in Los Angeles, as controller.

J. Ben Whitley, general manager of Rollins cable division, Wilmington, Del., joins Home Box Office, New York, as New England regional manager.

Equipment & Engineering

William A. Simcox, director, planning and requirements programs, Electronic Industries Association government division, Washington, appointed VP, administration. **V. J. Adduci**, EIA president, resigns June 15 to assume presidency of Motor Vehicle Manufacturers Association.

Lynd J. Carter, district sales manager, Tektronix, joins CCA Electronics, Gloucester City, N.Y., as sales manager, TV products.

Hugh F. Gillogly, central region manager, International Video Corp., Chicago, joins NEC America, Glenview, Ill., as national sales manager, broadcast equipment division.

Robert Cotter, customer service manager, Littlefuse Inc., Des Plaines, Ill., joins switch division of Oak Industries, Crystal Lake, Ill., in same post.

Gordon L. Rustemeyer, transmitter super-

visor, KSD-TV St. Louis, retires. He has been with KSD-AM-TV engineering department since 1940, serving first with AM and moving to TV in 1947 when station went on air.

Allied Fields

Recent additions to staff of Senate Communications Subcommittee: **Tim Nulty**, economist on staff of full Commerce Committee, now assigned primarily to common carrier matters; **Sharon Nelson**, committee intern from University of Washington Law School, now staff counsel; and **John J. Smith**, formerly associate in communications law practice with McKenna, Wilkinson & Kittner, Washington, now staff counsel.

Dale Hatfield, director of FCC's Office of Plans and Policy, leaves June 5 to return to Commerce Department's Office of Telecommunications' Institute for Telecommunications Sciences, in Boulder, Colo. **Carlos Roberts**, now engineer on OPP staff, will be named acting chief.

Stanley Adams, president of American Society of Composers, Authors and Publishers (ASCAP) re-elected to that post. **Salvatore Chiantia** and **George Dunning** were re-elected VP's. Treasurer **Ernest R. Farmer** and Secretary **Morton Gould** were also re-elected,

as were Assistant Treasurer **Leon J. Brettler** and Assistant Secretary **Arthur Schwartz**. **John Mahan**, general professional manager, April-Blackwood Music, West Coast, named ASCAP West Coast regional executive director.

Julie Bartholomew, VP, Riley Representatives, Dallas, joins Arbitron Radio Southwestern sales there as account executive.

Thomas M. Dowd, has moved from participating partnership in Washington communications law firm of Pierson, Ball & Dowd to "of counsel" status at firm. Mr. Dowd, 60, is maintaining office schedule but devoting more time to personal interests. Firm, in which former FCC Chairman Dean Burch is now partner, continues with no name change.

W. Lawrence Patrick, assistant professor of communications, University of Tulsa (Okla.), named assistant professor and supervisor of broadcast journalism sequence, College of Journalism, University of Maryland, College Park.

Deaths

Charles S. Craigmile, 84, former board chairman and chief executive officer, Belden Corp., Chicago, died in Hinsdale, Ill., April 30 after long illness. He joined Belden in 1915 as

assistant to coil wire engineer and retired in 1965. He is survived by his wife, Nellie, and three sons.

Stanley A. Miller, 61, retired special assistant to director of Voice of America, Washington, died of pulmonary ailment at his home there May 3. He started his broadcast career at NBC in New York and spent year as program director of WMRN(AM) Marion, Ohio. He joined VOA in 1951 as public information officer in New York and retired in 1976.

Adolf N. Hult, 73, former VP of Mutual Broadcasting, died of heart failure in Minneapolis April 29. He was pioneer sales executive at WLW(AM) Cincinnati, WGN(AM) Chicago and WOR(AM) New York. Survivors include his wife, Marian.

Ronald James Rockwell, 73, pioneer engineer, died of cancer in Cincinnati May 11. Formerly VP in charge of engineering for Crosley Broadcasting, Cincinnati, (which became Avco in 1946), he designed and constructed number of its radio stations including WLW(AM) Cincinnati and TV stations including WLW1 there, WLWD Dayton and WLWC Columbus, both Ohio, and WLWI Indianapolis. He retired in 1965 and opened his own engineering consultancy. Survivors include his wife, May; son, R. James, and daughter, Madge.

For the Record[®]

As compiled by BROADCASTING for the period May 2 through May 6 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 actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: KTIE Oxnard, Calif. (BMPCT-7674), Oct. 29; WFTV Orlando, Fla. (BMPCTI-9), Oct. 29.

■ Kansas City, Mo., Kansas City Youth for Christ—Broadcast Bureau granted ch. 50 (686-692 mhz); ERP 676 kw vis., 65.2 kw aur., HAAT 1120 ft.; ant. height above ground 1,190 ft. P.O. address: c/o David Lewis, 4715 Rainbow Blvd., Shawnee Mission, Kan. 66205. Estimated construction cost \$1,350,000; first-year operating cost \$1,550,000; revenue \$100,000. Legal

counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer Edward F. Lorentz and Associates. Principals: Applicant is nonprofit, non-stock corporation which proposes to operate station (BPCT-4950). Action April 29.

TV licenses

■ Broadcast Bureau granted following licenses covering new stations: *WDFE-TV Plattsburgh, N.Y. (BLET-415); KSYS Medford, Ore. (BLCT-2535); KIVV-TV Lead, S.D. (BLCT-2546); KEVN-TV Rapid City, S.D. (BLCT-2543).

AM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: WPNO(AM) Auburn, Me. (BMP-14,342), June 2; KKAP Aptos-Capitola, Calif. (BMP-14,379); KPOL Los Angeles (BMP-14,377), Sept. 17; KMRS Morris, Utah (BMP-14,383), Oct. 1; KVLI Lake Isabelle, Calif. (BMP-14,374), Sept. 18; KIOA Des Moines, Iowa (BMP-14,387), Dec. 17; WISZ Glen Burnie, Md. (BMP-14,338), May 30; KRWT Winters, Tex. (BMP-14,375), June 19; WGIR Manchester, N.H. (BMP-14,370-89), Aug. 27; WQBS San Juan, P.R. (BMP-14,373), Sept. 3; WOKY Milwaukee (BMP-14,378), Aug. 24.

■ Madisonville, Tenn., Man Corp.—Broadcast Bureau granted facilities of WKYZ(AM), 1250 khz, 500 w-D. P.O. address: 911 W. First St., Lenior City, Tenn. 37771. Estimated construction cost \$35,000; first-year operating cost: none given; revenue: none given. Format: C&W. Principals: William H. France, Gary Hall and David Dender (33-1/3% each). Messrs. Hall and Dender are pharmacists. Mr. France operates book stores (BP-20,686). Action April 27.

■ Frankfort, Ky., D & R Broadcasting Inc.—Broadcast Bureau granted 1130 khz, 500 w-DA-D. P.O. address: 1013 Entrada Dr., Frankfort 40601. Estimated construction cost \$60,480; first-year operating cost \$43,520; revenue \$60,000. Format: contemporary. Principals: David R. Roederer (51%) and David E. Rogers (49%). Mr. Roederer is chief engineer at WKYT-TV

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Lexington, Ky. Mr. Rogers is video engineer at WKYT-TV (BP-20,192). Action April 8.

FM applications

■ **Coeur d'Alene, Idaho**—Idaho Broadcasting Co. seeks 103.1 mhz, 2.2 kw, HAAT 346 ft. P.O. address: 2500 Sprague, Spokane, Wash. 99202. Estimated construction cost \$9200; first-year operating cost \$43,200; revenue \$60,000. Format: contemporary. Principals: William L. Weed Jr., Alfred L. Skaar, Clifford Nedved and Michael J. Elgee (25% each). Mr. Weed and his wife, Susan, own KNOI(AM)-KQQQ(FM) Pullman, Wash. Other principals are partners in Spokane advertising agency. Ann. May 2.

■ **Minneapolis**—Center for Communications and Development seeks 89.9 mhz, 10 w, HAAT 152 ft. P.O. address: 810 Fifth Ave., North Minneapolis 55405. Estimated construction cost \$20,086.73; first-year operating cost \$43,275. Format: educational. Applicant is non-profit educational institution. Joe Bash, director. Ann. May 4.

■ **Trenton, Tenn.**—Trentone Inc. seeks 97.7 mhz, 3 kw, HAAT 237.4 ft. P.O. address: Town House Office Bldg., Trenton 38382. Estimated construction cost \$21,401; first-year operating cost \$6,000; revenue \$12,000. Format: variety. Principals: Billy H. Eliot (51%), Grady H. Lewis, Larry Elgin (24% each) and Danny Grogan (1%). Messrs. Eliot, Lewis and Elgin are co-owners of Trenton rental agency. Mr. Grogan owns franchise restaurant there. Group also owns WTNE(AM) Trenton. Ann. April 14.

FM actions

■ **Broadcast Bureau** granted following CP modifications to extend completion times to dates shown: WUFF-FM Eastman, Ga. (BMPH-15,065), Oct. 16; *WDCB Glen Ellyn, Ill. (BMPED-1477), Nov. 1; KLRS-FM Mountain Grove, Mo. (BMPH-15,089), Sept. 30; *WOCG Huntsville, Ala. (BMPED-1468), Sept. 30; WBJH Trenton, N.J. (BMPH-15,092), Oct. 1; WXYX Bayamon, P.R. (BMPH-15,087), Sept. 15; WBOZ-FM Hormigueros, P.R. (BMPH-15,072), Dec. 2; WBLX Mobile, Ala. (BMPH-15,066), Oct. 1.

■ **Hilo, Hawaii**, Christian Broadcasting Assn.—Broadcast Bureau granted 97.1 mhz, 28.5 kw, HAAT 237 ft. P.O. address: 3555 Harding Ave., Honolulu 96816. Estimated construction cost \$130,438; first-year operating cost \$60,000; revenue \$75,000. Format: classical, religious. Principal: Applicant is nonprofit corporation and licensee of KAIM-AM-FM Honolulu (BPH-9902). Action April 28.

■ **Holliston, Mass.**, Holliston High School—Broadcast Bureau granted 91.5 mhz, 10 w, P.O. address: Hollis St., Holliston, Mass. 01746. Estimated construction cost \$2,585; first-year operating cost \$2,169. Principal: Bedros Kamitian, principal (BPED-2033). Action April 21.

■ **Etowah, Tenn.**, Ketrion Broadcasting—Broadcast Bureau granted 103.1 mhz, 3 kw, HAAT — 14 ft. P.O. address: Box L, Etowah, Tenn. 37331. Estimated construction cost \$23,008; first-year operating cost \$5,000; revenue \$60,000. Format: MOR, contemporary. Principals: Charles Ketrion is salesman for WETE(AM) Knoxville, Tenn., and owner of WCPH(AM) Etowah (BPH-9795). Action April 21.

FM license

■ **Broadcast Bureau** granted following license covering new station: *KLME Battle Mountain, Nev. (BLED-1620):

Ownership changes

Applications

■ **KTVK(TV)** Phoenix (ch. 3)—Seeks transfer of control of Arizona Television Co. from RCR Investments Ltd., 3W Investments Ltd. and Nowell Investment Co. (39.34% before; none after) to Ernest W. McFarland (41% before; 80.34% after). Consideration: \$5,906,880. Principals: RCR and 3W (10% each) are owned by R. A. Watkins Jr. Nowell (19%) is owned by L.M. Nowell. They have no other broadcast interests. Mr. McFarland is chairman of ATC. His daughter, Jewell M. Lewis, and his son-in-law, Delbert R. Lewis

own 17% of ATC. Balance of outstanding stock is owned by two others. Ann. May 2.

■ **WRKT-AM-FM** Cocoa Beach, Fla. (AM: 1300 khz, 5 kw-D, 1 kw-N; FM 104.1 mhz, 30 kw)—Seeks assignment of license from Bucks County Radio News Inc. to Robert B. Taylor for \$650,000. Seller is wholly owned by Flagler Broadcasting Co., which is owned by George C. Matthews (49%), Velma Pike (35%) and her son, Chester (16%). They have no other broadcast interests. Buyer: Mr. Taylor formerly owned WBUK(AM) Portage, Mich., and is applicant for new FM's at Covert and Plainwell, both Michigan. Ann. May 6.

■ **KHLO(AM)** Hilo, Hawaii (850 khz, 1 kw-U)—Seeks assignment of license from Henry Kirk, temporary receiver, to Mid Pacific Broadcasting Co. for \$175,000. Station was formerly owned by Escanaba Broadcasting Co., owner of WBDN(AM) Escanaba, Mich. Buyer is principally owned by Michael A. Linch (98.6%), who has farming and ranching interests in Nebraska. Ann. May 3.

■ **KHUI(FM)** Honolulu (93.9 mhz)—Seeks assignment of CP from Elcom Corp. to Pacific FM Inc. for \$20,000. Seller is Cyril C. Larsen, who has no other broadcast interests. Buyer is owned by James J. Gabbert (67.5%) and William S. Grover (trustee in bankruptcy for John S. Wickett, 32.5%). They also own KIOI(AM)-KIQI(FM) San Francisco. Ann. April 26.

■ **KCIA(AM)-KPOE(FM)** Humble City, N.M. (AM: 1100 khz, 1 kw-D; FM: 94.1 mhz, 100 kw)—Seeks assignment of license from Media Corp. to Noalmark Broadcasting Corp. for \$325,000 plus \$75,000 covenant not to compete. Sellers: John A. Perry (25%), Glen L. Houston (50.1%) and Theodore R. Johnson (24.9%). They also own KSDL(FM) El Paso. Buyer is principally owned by family of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russel Marks (10%). They also own KELD(AM)-KEZU(FM) El Dorado, Ark.; KXOW-AM-FM Hot Springs, Ark., and KOCA(AM)-KKTJ(FM) Kilgore, Tex. Mr. Alderson is El Dorado attorney, and Mr. Marks is automobile dealer there. Ann. May 3.

■ **KDOV(AM)** Ashland, Ore. (1350 khz, 1 kw-D)—Seeks transfer of control of Faith Tabernacle Inc. from former board members (100% before; none after) to new board members (none before; 100% after). Consideration: none. Principal: Rev. Leo C. Wine is president of non-profit, religious organization. Ann. May 2.

■ **WBHT (AM)** Harriman, Tenn. (1600 khz, 5 kw-D)—Seeks transfer of control of Folkways Broadcasting Co. from Kenneth J. Crosthwait (100% before; none after) to C. Phillip Beal (none before; 100% after). Consideration: \$200,500. Principals: Mr. Crosthwait is applicant for new FM at Harriman. He has no other broadcast interests. Mr. Beal is principal (52%) owner of WTGA(AM) Rogersville, Tenn., and is 25% owner of applicant for new AM at St. Paul, Va. Ann. May 3.

■ **KAFM (FM)** Dallas (92.5 mhz, 99 kw)—Seeks assignment of license from KRLD Corp. to Bonneville International Corp. for \$2,250,000. Seller is owned by Philip R. Jonsson family, none of whom has other broadcast interests except KRLD (AM) Dallas, which they are selling (see below). Buyer is wholly owned by Desert Management Corp., which is owned by

Church of Jesus Christ of Latter-Day Saints. Bonneville is major group owner with four AM's, seven FM's and two TV's. Ann. May 6.

■ **KRLD (AM)** Dallas (1080 khz, 50 kw-U)—Seeks transfer of control of KRLD Corp. from family of Philip R. Jonsson (100% before; none after) to Metromedia Inc. (none before; 100% after). Consideration: \$8,600,000. Principals: Jonsson family also owns KAFM (FM) Dallas, which is being sold to Bonneville International Corp. (see above). Metromedia is major group owner with five AM's, seven FM's and 6 TV's. Ann. May 6.

■ **KILO(AM)** Kirkland, Wash., (1460 khz, 5 kw-D)—Seeks assignment of license from Glo-Lee Broadcasting Corp. to Monroe Broadcasting Co. for \$200,000. Sellers are brothers, Howard (66.7%) and Allan (33.3%) Slobodin. They also own KVAN (AM) Vancouver, Wash. Buyer is owned by 520 stockholders. Wesley L. Monroe (25%) is president. Monroe also owns KGA (AM) Spokane, Wash., and KEED (AM), Eugene, Ore. Ann. May 2.

Actions

■ **WMVG-AM-FM** Milledgeville, Ga. (AM 1450 khz, 1 kw-D; FM: 107.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from M.T. Landy to WMVG Inc. for \$450,000. Seller has no other broadcast interests. Principal in buyer is John W. Davidson who also owns WDAX (AM) McRae, Ga.; 90% of WKD-AM-FM Kingstree, S.C., and 80% of WLOP (AM)-WFO(FM) Jessup, Ga. (BAL-8864, BALH-2392, BALRE-3129). Action April 22.

■ **WFRL-AM-FM** Freeport, Ill. (AM: 1570 khz, 5 kw-D; FM: 98.5 mhz, 19.6 kw)—Broadcast Bureau granted assignment of license from Triad Stations Inc. to Bradford-Ross Associates for \$475,000. Seller also owns WALM (AM) Albion and WELL (FM) Marshall, both Michigan. Principal is C. Wayne Wright. Buyer is owned by Neal R. Nussbaum, Ray B. Merritt (40% each), Marvin W. Nussbaum and George B. Merritt (10% each). Neal Nussbaum and George Merritt are fathers of other principals, who are students. Elder principals have farming interests. (BAL-8913, BALH-2429). Action April 22.

■ **KUXL(AM)** Golden Valley, Minn.; WARO (AM) Canonsburg, Pa.; WYLO (AM) Jackson, Wis. (1570 khz, 1 kw-D; 540 khz, 250 w-D; 540 khz, 250 w-D, respectively)—Broadcast Bureau granted transfer of control from Marvin Kosofsky and Howard Warshaw to Miriam Warshaw through transfer of stock (BTC-8306, 8303, 8307). Action April 28.

■ **KEYC-FM** Mankato, Minn. (99.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Lee Enterprises Inc. to Faribault County Broadcasting Co. for \$200,000. Seller is group owner with KGLO-AM-FM Mason City, Iowa; KEYC-TV Mankato, WTAD(AM)-WQCY(FM) Quincy, Ill.; KHQA(TV) Hannibal, Mo.; WSAV(TV) Huntington, W.Va., and recently acquired KGMB-TV Honolulu. Company also holds 49.75% of Journal Star Printing Co., Lincoln, Neb., which owns 48.8% of KFAB-AM-FM Omaha. Company is selling station to conform with FCC rules proscribing joint ownership of FM's and UHF's in same market. Buyer, which also owns KBEW-AM-FM Blue Earth, Minn., is owned by Paul C. Hedberg and his wife Juliet (75%) and Mr. Hedberg's father, Clifford L. (25%) (BALH-2435, BASCA-798, BALST-344). Action April 28.

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Call letters

Applications

Call	Sought by
New TV's	
*WJPT	West Central Ill. Educational Telecommunications Corp., Bluffs, Ill.
*WQPT	West Central Ill. Educational Telecommunications Corp., Moline, Ill.
New AM	
WKED	D & R Broadcasting Inc., Frankfort, Ky.
New FM's	
*KDSA	Defenders School of the Air Inc., Wichita, Kan.
*WCML-FM	Central Michigan University, Alpena, Mich.
WCMP-FM	WCMP Broadcasting Co., Pine City, Minn.
WBTF	Batavia Broadcasting Corp., Attica, N.Y.
*KPSU	Panhandle State University, Goodwell, Okla.
Existing AM's	
KXRQ	KTMN Trumann, Ark.
KWRM	KREL Corona, Calif.
KXES	KWYT Salinas, Calif.
KSTC	KGEK Sterling, Colo.
WMLB	WEST West Hartford, Conn.
WAJL	WNBE Winter Park, Fla.
KTLK	KTFI Twin Falls, Idaho
WXPB	WNPS New Orleans
WCPL	WPSC Pageland, S.C.
Existing FM's	
WKXX	WERF-FM Birmingham, Ala.
KHYL	KAFI Auburn, Calif.
KTRQ	KCBS-FM San Francisco
KJUG	KWSM Tulare, Calif.
KSTC-FM	KYOT Sterling, Colo.
WMZO	WMOD Washington
WKMO	WLCB-FM Hodgenville, Ky.
WHMD	WPPR-FM Hammond, La.
KJEZ	KMMX Poplar Bluff, Mo.
KENO-FM	KTRI Las Vegas.
WQXX	WMNC-FM Morganton, N.C.
KLBM-FM	KFMT La Grande, Ore.
WGXL	WLBG-FM Laurens, S.C.
KIWW	KMBS Harlingen, Tex.
KATX	KPLA Plainview, Tex.

Grants

Call	Assigned to
New FM's	
*WLWU	Loyola University, Chicago
WAXI	Parke-Vermillion Broadcasting, Rockville, Ind.
KNZA	Kanza Broadcasters, Hiawatha, Kan.
*WEJY	Monroe Public Schools, Monroe, Mich.
WLFC	Brunswick Broadcasting Co., Southport, N.C.
KURY-FM	KURY Radio Inc., Brookings, Ore.
*WKVR-FM	Juniata College, Huntingdon, Pa.
*WYWC	West Virginia Wesleyan College, Buckhannon, W.Va.
*KIEA	Wind River Indian Education Association, Ethete, Wyo.
Existing TV's	
WJLA-TV	WMAL-TV Washington
WJKW-TV	WJW-TV Cleveland
WMBB	WDTB Panama City, Fla.
Existing AM's	
WLSQ	WRMA Montgomery, Ala.
WLEJ	WEGB Ellijay, Ga.
WCIS	WKKY Moss Point, Miss.
WZZI	WKYZ Madisonville, Tenn.
Existing FM's	
WREZ	WMGZ Montgomery, Ala.
KQUP	KFRF-FM San Francisco
WKKY	WCIS-FM Moss Point, Miss.
WSDR	WHOT-FM Youngstown, Ohio
WCPL-FM	WCPL Pageland, S.C.
WGMO	WKCF Shell Lake, Wis.

■ KNEV(FM) Reno (95.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Everett B. Cobb to Everett B. Cobb and Eleanor B. Cobb, joint tenants (BALH-2444, BASCA-800, BALRE-3172). Action April 28.

■ WMER(FM) Celina, Ohio (94.3 mhz, 740 w)—Broadcast Bureau granted assignment of license from KMJ Broadcasting Inc. to Mid America Radio for \$85,000. Seller is equally owned by Keith Balfour, his wife, Jackie and Mark Klosterman, who have no other broadcast interests. Buyer is owned by Jack E. (Gene) Kauffman (51%), general manager of WDBC(AM) Escanaba, Mich.; Gene Flowers (29%), commercial and general manager, WBMB(AM) West Branch, Mich., and Robert Haslow (20%), WDBC chief engineer. Messrs. Kauffman and Flowers have interests in WBMB (BALH-2454, BASCA-807). Action April 29.

■ WQMS(FM) Hamilton, Ohio (96.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Trinity Broadcasting of Detroit to WLW Radio of Hamilton Inc., subsidiary of Queen City Communications, for \$650,000, including \$25,000 covenant not to compete. Seller is principally owned by Joseph and Dan Ninowski, who also own WBFM(FM) Detroit. Principal in buyer is Jay C. Thompson. Queen City bought WLW(AM) Cincinnati last year (BALH-2453, BASCA-806, BALRE-3182). Action April 29.

■ WKTN-FM Kenton, Ohio (98.3 mhz, 2.6 kw)—Broadcast Bureau granted assignment of license from Ohio Radio Inc. to Radio General Ltd. for \$200,000. Seller, Annette W. Reider, president, owns WLKR-AM-FM Norwalk, WRWR(FM) Port Clinton, both Ohio. Buyer has 13 stockholders, Robert D. MacVay (21.6%), Keith P. (18.03%) and Paul J. Gensheimer (15.15%). Principals, Mr. MacVay owns 22.94% of KLIK(AM)-KJFF(FM) Jefferson City, Mo. Mr. Keith Gensheimer owns 17% of WBUK(AM) Portage, Mich. His father, Paul J., is retired engineer (BALH-2455). Action April 28.

■ KLPR(AM)-KATT(FM) Oklahoma City (AM: 1140 khz, 1 kw-D; FM: 100.5 mhz, 100 kw)—Broadcast Bureau granted involuntary assignment of license from SGI Broadcasting Inc. to Murray Cohen, receiver (BAL-8970, BALH-2475, BASCA-812, BALRE-3202). Action April 28.

■ KOLE(AM)Port Arthur, Tex. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Gulf States Broadcasting Co. to Northstar Broadcasting Inc. for \$500,000 plus \$100,000 covenant not to compete. Sellers are Robert D. Hanna (one-third) and Joseph P. Driscoll (two-thirds). Mr. Hanna owns 49% of KRAM(AM) Las Vegas. Mr. Driscoll has no other broadcast interest. Buyer is wholly owned by Leighton Enterprises Inc., Alver G. Leighton, president and 67.9% owner. There are seven other stockholders. Buyers also owns KCLD-AM-FM St. Cloud, Minn., and KOUR-AM-FM Independence and KNLA(AM)-KRLS(FM) Knoxville, both Iowa (BAL-8945, BALRE-3183). Action April 29.

■ WKLX(AM) Portsmouth, Va. (1350 khz, 5 kw)—Commission granted assignment of license from Rust Communications Group Inc. to John L. Sinclair Jr. for \$350,000. Seller is principally owned by William F. Rust Jr., who also owns WHAM(AM)-WHFM(FM) Rochester, N.Y.; WFLY(FM) Troy, N.Y.; WAEB(AM)-WXXW(FM) Allentown, Pa.; WNOW(AM)-WQZA(FM) York, Pa., and WRNL(AM)-WRXL(FM) Richmond, Va. Station is in liquidation. Mr. Sinclair owns WANT(AM) Richmond, Va.; WCVL(AM)-WLFQ(FM) Crawfordville, Ind., and has recently sold WAAM(AM) Ann Arbor, Mich. for \$825,000 (BROADCASTING, Nov. 1, 1976). Action April 27.

■ KTWO-AM-TV Casper, Wyo., KBAK-TV Bakersfield, Calif., KULR-TV Billings, Mont.—Broadcast Bureau granted transfer of positive control of Harriscope Broadcasting Corp. to Irving B. Harris. Transfer represents reorganization of parent company (BTC-8309). Action April 27.

Facilities changes

TV actions

■ WXNE-TV Boston—Broadcast Bureau granted mod. of CP to change ERP to vis. 1950 kw (max.); aural 194.5 kw (max.); change type trans.; type ant.; ant. height 1170 ft. (BMPCT-7672). Action April 28.

■ *WOSU-TV Columbus, Ohio—Broadcast Bureau

granted mod. of license covering decrease in aural ERP to 1170 kw (max.) (BMLET-145). Action April 28.

AM actions

■ WRBD Pompano Beach, Fla.—Broadcast Bureau granted mod. of permit to add nighttime power with 2.5 kw, changing hours of operation to unlimited (BMP-14,112). Action April 26.

■ WBAF Barnesville, Ga.—Broadcast Bureau granted CP to increase power to 1 kw (BP-20,180). Action April 26.

■ KCIM Carroll, Iowa—Broadcast Bureau granted mod. of license to change main studio location to 514½ North Court (Courtview Apis.), Carroll, and to operate trans. by remote control from main studio location (main & aux.) (BRC-3765). Action April 26.

■ WVCB Hindman, Ky.—Broadcast Bureau granted CP to change frequency to 1340 khz; add nighttime power with 250 w.; change hours of operation to unlimited, redesignate trans. location and studio locations to 1.3 miles west of Hindman on Rt. 80, Hindman (BP-20,093). Action April 28.

■ WJFL Vicksburg, Miss.—Broadcast Bureau granted CP to change ant. trans. location to 2000 Block South St., Vicksburg (install new tower ground system and tuning unit); conditions (BP-20,769). Action May 3.

■ WVNH Salem, N.H.—Broadcast Bureau granted mod. of permit to change studio location and operate trans. by remote control from 47 Belham Rd., Salem (BRC-3919). Action April 22.

■ WRBX Chapel Hill, N.C.—Broadcast Bureau granted mod. of permit to change ant., trans. location to E. of Mt. Marian Church, N.E. of Chapel Hill, N.C. (BMP-14,368). Action April 22.

■ KXVI McKinney, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to NMR Inc. (BML-2627, BMLRE-5191). Action April 22.

FM actions

■ WKYS Washington—Broadcast Bureau granted CP to install new aux. ant.; ERP 32 kw; ant. height 410 ft; remote control permitted; condition (BPH-10,503). Action May 2.

■ WYEZ Elkhart, Ind.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 50 kw; ant. height 500 ft; remote control permitted (BPH-10,340). Action April 22.

■ WRIA Richmond, Ind.—Broadcast Bureau granted mod. of CP covering changes: ERP 23 kw (H) and 23 kw (V); ant. height 280 ft. (H&V); remote control permitted; condition (BMPH-15,103). Action April 26.

■ WJCD-FM Seymour, Ind.—Broadcast Bureau granted license covering changes: ERP 10 kw (H&V); ant. height 190 ft. (H&V) (BLH-7272). Action April 25.

■ WIGY Bath, Me.—Broadcast Bureau granted CP to use former main trans. as aux. install new aux. ant.; ERP .77 kw; ant. height 150 ft; remote control permitted; condition (BPH-10,490). Action April 22.

■ WMGX Portland, ME.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from trans./studio location; ERP 50 kw (H&V); ant. height 225 ft. (H&V); remote control permitted (BMPH-15,106). Action April 27.

■ WPOC Baltimore—Broadcast Bureau granted license covering changes in main facilities and aux. facilities: ERP 16 kw (H&V); ant. height 860 ft. (H&V) (BLH-7280). Action April 25.

■ WWIL Wilmington, N.C.—Broadcast Bureau granted CP to change trans. location to: approx. 0.8 miles southwest of Maco, N.C.; change studio location and operate by remote control from proposed studio site; to be determined, Wilmington, install new trans., new ant.; make changes in ant. system; ERP 100.0 kw; ant. height 560 ft. (BHP-10,002). Action April 25.

■ WCAU-FM Philadelphia—Broadcast Bureau granted CP to install new trans.; change ERP to 12.5 kw (H&V); height 1000 ft. (H&V); remote control permitted (BPH-10,502). Action May 2.

■ KSOP-FM Salt Lake City—Broadcast Bureau granted CP to install new trans.; change ERP to 25 kw (H&V); ant. height 3640 ft. (H&V); remote control permitted (BPH-10,504). Action May 2.

■ KZUN-FM Opportunity, Wash.—Broadcast Bureau granted CP to change trans. location: On top of Mica Peak Wash., six miles northwest of Freeman, Opportunity; install new trans.; new ant.; make changes in

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ant. system; ERP 56 kw; ant. height 2380 ft.; remote control permitted (BPH-9899). Action April 28.

■ **KENE-FM** Toppenish, Wash.—Broadcast Bureau granted mod. of CP to change trans.; ant.; ERP 1 kw (H&V); ant. height—35 ft. (H&V); condition (BMPH-15.104). Action April 22.

In contest

Case assignments

■ **Parker, Ariz., FM proceeding:** Gilbert Leivas (BINA Broadcasting Co.) and OM Broadcasting Inc., competing for 99.3 mhz (Docs. 21.227-8)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Reuben Lozner presiding judge and scheduled hearing for Aug. 2. Action May 2.

■ **Berryville, Va., FM Proceeding:** Berryville Broadcasting Co. and Berryville Media Group competing for 105.5 mhz (Doc. 21.185-6)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James F. Tierney as presiding judge and scheduled hearing for Aug. 9. Action April 29.

Procedural rulings

■ **Stockton, Calif., FM proceeding:** Barnes Enterprises, Carson Communications and McLean Communications Corp. competing for 100.1 mhz (Docs. 20.925-7)—ALJ Walter C. Miller certified to commission for ruling motion by McLean Communications for refusal of presiding officer; suspended June 7 hearing pending commission ruling. Action May 3.

■ **State College, Pa., TV proceeding:** Nittany Communications Inc. for ch. 29 (Doc. 22.108)—ALJ Thomas B. Fitzpatrick set certain procedural dates and rescheduled June 6 hearing for June 28. Action May 4.

Fines

■ **KVDB(AM)** Sioux Center, Iowa—Broadcast Bureau notified licensee of apparent liability of \$500 for not having logs kept by employees competent to do so, having actual knowledge of facts and having read parameters whose values are affected by modulation of carrier with modulation. Action April 27.

■ **KLIB(AM)** Liberal, Kan.—Broadcast Bureau ordered licensee to forfeit \$200 for not having any entries in operating log to show when station ceased supplying power to ant. on certain dates. Action May 2.

■ **KDXI(AM)** Mansfield, La.—Broadcast Bureau ordered licensee to forfeit \$500 for not maintaining authorized power during presunrise hours. Action April 27.

■ **KTTT(AM)** Columbus, Neb.—Broadcast Bureau notified licensee of apparent liability of \$1,000 for not operating at correct presunrise power. Action April 27.

■ **WHOL(AM)** Allentown Pa.—Broadcast Bureau notified licensee of apparent liability of \$500 for no inspecting transmitting system and required monitoring equipment in use. Action April 27.

■ **WEXM(AM)** Exmore, Va.—Broadcast Bureau ordered licensee to forfeit \$300 for failing to make entries in the maintenance logs. Action April 26.

Other actions

■ FCC has issued list of revised forms for some broadcast applications and reports: form 301-A—application for authority to operate broadcast station by remote control or to make changes in remote control; form 311—application for renewal of international, experimental TV, experimental facsimile or developmental broadcast station license; form 318—application for subsidiary communications authorization; form 321—application for CP to replace expired permit, and form 347—application for TV or FM translator station license. Commission said revised forms usually make previous editions obsolete, and use of obsolete forms can cause unnecessary delays in processing applications.

■ ***KBSU** Boise, Idaho—Broadcast Bureau rescinded grant of license for new station (BLED-1617). Action April 22.

Allocations

Actions

■ **Oxnard, Calif.**—Broadcast Bureau assigned *FM ch. 212 in response to petition by Faith Media Inc. Effective June 16. Action May 3.

■ **Chadron, Neb.**—Broadcast Bureau substituted FM ch. 248 for ch. 234 and deleted ch. 288A in response to petition by KCSR(AM) there. Effective June 16. Action May 3.

■ **Tacoma, Wash.**—Broadcast Bureau proposed substitution of class C ch. 279 for ch. 280A. Action was response to petition by KBRD(FM) Tacoma, now operating on ch. 280A. Proposal requires coordination with Canadian government. Comments are due June 13; replies July 5. Action April 28.

■ **Summersville, Mullens, both West Virginia**—Broadcast Bureau assigned chs. 225 and 224A, respectively, as communities' first FM's. Action was response to petition by R & S Broadcasting Co. and counter proposal by Wyoming Broadcasting Co. Effective June 15. Action May 2.

Translators

Actions

■ **K04IX** Anaktuvik, Alaska—Broadcast Bureau granted CP for new VHF translator station to broadcast signals of KYUK Bethel, KUAC Fairbanks, and KAKM Anchorage, all Alaska; conditions (BPTTV 5747). Action April 22.

■ **K10JU** Atlantic Richfield Base Camp, Prudhoe Bay, Alaska—Broadcast Bureau granted CP to add KTVF Fairbanks, to present primary TV station of VHF translator station (BPTTV-5735). Action April 12.

■ **K07NX** Camp Lonely, Alaska—Broadcast Bureau granted CP to add KTVF Fairbanks, to present primary TV stations of VHF translator station (BPTTV-5734). Action April 7.

■ **K070S** Diomedes, Alaska—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KTVA, KENI-TV, KIMO-TV, KAKM, Anchorage (BPTTV-5723). Action April 11.

■ **K120N** Glen Haven, Colo.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KRMA-TV Denver; conditions (BPTTV-5460). Action April 27.

■ **K12KV** Lake City and rural area, Colo.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KBTW Denver (BPTTV-5650). Action April 27.

■ **K05GG** Gibbonsville, Idaho—Broadcast Bureau granted CP for a new VHF translator station to serve Gibbonsville, by rebroadcasting KGVO-TV Missoula, Mont. (BPTTV-5726). Action March 25.

■ **K61AQ** North Steptoe Valley, Nev.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KSL-TV Salt Lake City (BPTT-3125). Action April 20.

■ **K69BJ** Quinn River area, Winnemucca, Nev.—Broadcast Bureau granted CP for new UHF translator

station to rebroadcast signals of KOLQ Reno (BPTT-3154). Action April 22.

■ **K06JB** Conchas Dam, Garita, and FAA Radar Station, N.M.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KGGM-TV Albuquerque, N.M. (BPTTV-5706). Action April 11.

■ **W67AK** Centerville and Belfast N.Y.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of WNED Buffalo, N.Y. (BPTT-3056). Action April 13.

■ **W65AH** Loudonville, Ohio—Broadcast Bureau granted CP for new UHF translator station to rebroadcast signals of *WOSU-TV Columbus, Ohio (BPTT-3153). Action April 22.

■ **K07LJ** Eagle Butte, S.D.—Broadcast Bureau granted CP to change primary TV station of VHF translator to KPRY-TV Pierre, S.D. (BPTTV-5732). Action April 7.

■ **K06JA** Cedar Canyon, Utah—Broadcast Bureau granted CP for new VHF translator station to rebroadcast signals of KTVX Salt Lake City (BPTTV-5744). Action April 22.

■ **K070R** Cedar Canyon, Utah—Broadcast Bureau granted CP for new VHF translator station to rebroadcast signals of KUTV Salt Lake City (BPTTV-5745). Action April 22.

Cable

Certification actions

■ **CATV** Bureau granted following operators of cable TV systems certificates of compliance: Franklin Cablevision Corp., for Fort Bliss, Tex. (CAC-07232); Warner Cable of Virginia Inc., for Hampton, Va. (CAC-07254); Storer Cable TV Inc., for Laguna Beach, Calif. (CAC-07371); Northwest Georgia Cablevision Co., for Lafayette, Walker, Linwood, all Georgia (CAC-07548-50); Chattanooga Cable TV Co., for Red Bank, East Ridge, Chattanooga, all Tennessee (CAC-07559-61); Vision Cable Television Co., for Ridgefield, N.J. (CAC-07626); Cable Systems Inc., for Haddon Heights, N.J. (CAC-07684); Suburban Cable TV Co., for Telford, Pa. (CAC-07686); Orange County Cable Communications Co., for San Clemente, Calif. (CAC-07722); Vidi-Comm of Saugerties Inc., for Waterloo, N.Y. (CAC-07726); Vidi-Comm of Saugerties Inc., for Seneca Falls, N.Y. (CAC-07727-8); Lower Bucks Cablevision Inc., for Penndel, Pa. (CAC-07787); Redden Enterprises Inc., for Walters, Okla. (CAC-07788); Stuck Electric Inc., for Wlaminia, Sheridan, both Oregon (CAC-07821-2); Catoosa Cablevision Network Inc., for Ringgold, Catoosa, both Georgia (CAC-07851-2); Full Vu Television, for Lawrenceville, Ill. (CAC-07853); Vision Cable Television Co. for Englewood Cliffs, N.J. (CAC-07859); Coral Springs Cablevision Inc., for Coral Springs, Fla. (CAC-07939); Westerly Cable Television Inc., for Westerly, R.I. (CAC-07956); Blue Ridge Cable Television Inc., for Jim Thorpe, Pa. (CAC-08010); Nashville TV Cable Co., for Nashville, Ark. (CAC 08012); Sammons Communications Inc., for Palmer, Pa. (CAC-08035); Colville TV Cable Co. for Northport, Wash. (CAC-08039); Texas Community Antennas Inc., for Quitman, Mineola, Lindale, all Texas (CAC-08041, 3-4); Big Spring Cable TV Inc., for Coahoma, Tex. (CAC-07725); Redden Enterprises Inc., for Waurika, Okla. (CAC-07789).

Summary of broadcasting

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

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Sales Manager, who can and will sell, train and motivate a sales staff of four to six, one who's been there, and who can do it again, one who can create packages and long term schedules, and whose background includes an outstanding history of success, with proven arsenals of promotional and merchandising programs. Salary, incentives, benefits. Box D-173.

Professional, experienced salesperson to take over management of sales dept for small mkt AM/FM NH station. Management experience preferred. 20,000+ 1st year for right person. Send resume to Ann Roy, WECM, Claremont, NH.

Sales Manager: medium market 1 KW daytime 8 months old. Single station market. Box F-11.

Assistant Manager needed for Indiana small market station. Strong sales background necessary. Resume to Box 494, Greencastle, IN 46135, or phone 317-653-6173 for Ms. Bingham.

General Manager, must be good in sales. Fair salary, good bonus. Will be in complete charge. Write or call W.C. Garrett, 504-643-1800. Route 6, Box 397, Slidell, LA 70458.

University radio station needs graduate assistant with production/management experience. Must have BA/BS and be serious about graduate study. Starts August 23, 1977. Send resume to Director, Division of Radio/Television/Film, North Texas State University, Denton, TX 76203.

Sales manager! Sales, trainer, promotion, community involvement-oriented. Team man dedicated to producing his way to station managership. Superb market. Splitting facilities. Immediate. Resume, photo: Dan Libey, KSNN-AM-FM-SCA, Pocatello, ID.

Local sales manager. Supervise, motivate, train 5 person staff. Top billing FM. AOR format, excellent ratings, regional coverage. Growth potential tops. Present SM leaving for GM at new acquisition. Contact Bob Treadway, KFYE, Fresno, CA.

HELP WANTED SALES

Mid-MI. Need now! Sales Manager. Includes short air shift daily, base + commission, 14G+ if you work. No floaters. WRBJ AM/FM Box 320, St. Johns, MI ATTN: Edd Monskie.

15-25 Thousand income for aggressive experienced salesperson. Management possibility. WELV, Ellenville, NY 12428. EOE.

Regional Colorado Station needs a salesperson who can do it all—sell, write for selected accounts that require special attention, do production when necessary, competent air worker and potential manager. We don't want to kill you with work; we're looking for an Instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166.

Top pay for top salesman; may also do sports, news, etc. KTCH Wayne, NE 68787.

Mid-West group with four radio stations in small and medium-size markets in Illinois and Wisconsin is seeking ambitious sales person. Some radio sales experience preferred. Excellent benefits including profit-sharing plan. Advancement opportunities. An Equal Opportunity Employer. Box F-43.

Pending acquisition and staff promotions make sales positions available with small market New England group. Enjoy living in our resort-area communities and earn a good living if you can keep up with our sales pace. All management positions filled from within. EOE. Box F-27.

Young, aggressive, now working, small Texas market, ready to move up. Contact KBUK, Baytown, TX. 713-424-5531.

Immediate opening: Account Exec/Sports Director. Play by play football and basketball, high school and Big 10. Must have proven sales ability. Send complete resume, tape, and salary requirements to GM, WITY, Danville, IL. Equal Opportunity Employer.

New Michigan mellow contemporary FM Stereo. Good account list. WRCL, Midland, MI 48640. 517-631-3151.

Sales Managerial Opportunity. Aggressive experienced salesperson. 10KW AM in excellent Long Island Market. WHLI, Box 219, Hempstead.

Panama City, FL—needing aggressive experienced sales person, nice place to live and work. Growing company with plenty of room for advancement. Contact Bill Brown at WPCF 904-234-6592.

Leading Western MA station seeks experienced, professional sales person to take over large, active account list; participate in liberal profit sharing and bonus plans. Potential to match nearly \$30,000 compensation package earned by two of our sales people last year. Sell in an area without TV competition; produce for a station that enjoys a huge ratings advantage with key 18-49 demographics; and enjoy associating with an old company with fresh ideas and prestigious community standing. If you can supply a record that shows you have the potential for success in this scenic area of 90,000 people and the references to back it up, we'll supply references too. We want this to a permanent job for you. This is the first opening for this position in 13 years. Write only with full particulars to Box 958, Pittsfield, MA 01201, attention: General Manager.

Local sales manager needed immediately. Excellent opportunity. Let's talk money! Call Bob Outer, V.P., WBNR, Beacon-Newburgh, NY 914-831-1260.

HELP WANTED ANNOUNCERS

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.

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.

Air-Personality for Contemporary format; Strong on Production. Group ownership, benefits, E.O.E. Send tape, resume to Robert Day, WCPA, Box 1032 Clearfield, PA 16830.

Air Staff Personnel wanted for Top 10 Market. Must have previous experience as R&B disc jockey. Please send resume. Equal Opportunity Employer. Box E-126.

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director. KPOW, Box 968, Powell, WY 82435.

Central New Jersey AM/Black adult format has opening for experienced morning drive personality. If you're creative, bright, dedicated and talented and a proven pro in the business, we can offer you an excellent future. We're looking for an individual who could handle a morning music and telephone talk show in an experienced, responsible, mature manner. Excellent fringe benefits with good starting salary. Contact Chuck Wilson at 609-924-3842.

Announcer, two years commercial experience. Salary commensurate with performance. S. Lubin, WVOS, Liberty, NY.

Announcer wanted: Sports, play by play, promotion, midday—if you can do it, let's talk. Small market, AM-FM combo, just outside Chicago Metro. Send air check and references to WCSJ, Box 270, Morris, IL 60450. Attention: Tom Kopin, P.D. Sorry, no beginners. Salary commensurate with experience. We are an Equal Opportunity Employer.

The Voice of America, English Division, is seeking an experienced announcer for international radio broadcasting. Position requires expert ability to voice variety of programming: news, political analyses, dramatic, music, documentary readings, etc. Voice and diction must be suitable for shortwave broadcasting. Salary ranges from \$13,000 to \$23,000 and will be offered on basis of qualifications. Duty location is Washington, DC. Interested persons should submit the standard government application form, SF-171, to: Code 04-77, VOA Personnel Office, Room 3443, 330 Independence Avenue, SW, Washington, DC 20547. Equal Opportunity Employer.

Experienced MOR announcer needed. Must have FCC Third Class-endorsement license. Production, News and On-air ability. Send recent tape and resume to WLTA, Box 7695, Atlanta, GA 30357. An Equal Opportunity Employer.

Large midwest radio chain is looking for an experienced morning communicator. Also looking for a late evening combo-man. Send tape and resume to Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

Five kilowatt fulltimer in Hobbs, New Mexico needs "Easy Listening" announcers. Play-by-play and sales positions available also. Apply with resume and tape to KWEW, Box 777, Hobbs, NM 88240.

West! Modern country morning personality. Sharp production. Attractive city and fine climate. EOE/MF. Jim Aldrich, 208-733-3381 or 208-733-1867.

Bright Morning Communicator who loves people and is believable wanted for Southern Medium Market. Modern Country. Sharp Production a must. Box F-29.

If you're familiar with KFDI in Wichita and KTTS in Springfield, then you know who and what we are. We're looking for a permanent, positive thinking, hard working, mid-day, personality in Omaha, NE for KYNN. A bright, sharp personality, and an all night truckin' person with a first in Shreveport. Send tape and letter telling why we should be together to Mike Oatman, Box 1402, Wichita, KS 67201. Hurry! An Equal Opportunity Employer.

NC Adult-Contemporary needs night person and a news director. Experience required. Quick! Send tape and resume to Paul Allen, WGBG Radio, Box 22005, Greensboro, NC 27408. 919-273-3631.

Southwest top market looking for good voice, 3rd phone, knowledge of production. Beautiful Music format experience preferred. An Equal Opportunity Employer. Box F-14.

Forward-thinking, growing group needs PM drive. Progressive MOR-AM with news, air traffic, heavy identity. We need a mature, responsible individual who wants security, and a future with us. Aircheck to Skip Broussard, Bay Broadcasting, Box 16425, Mobile, AL 36616. EOE.

HELP WANTED TECHNICAL

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.

Y-100, (WHYI) Miami. Excellent salary and benefits for top-notch professional. Send resume with salary history to William J. Clark, % KEZK Radio, 1780 S. Brentwood Blvd., St. Louis, MO 63144.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for University licensee public radio station in Northeast Texas. Responsible for full technical operation of 7 KW Stereo FM. Person selected will also be responsible for instructing one college level course. Valid FCC First Class Radiotelephone license required and Master's degree preferred. Include resume, references and salary requirements. Send to Station Manager, KETR, P.O. Box 88, E T Station, Commerce, TX 75428. EOE/Affirmative Action Employer.

Chief Engineer for top rated California 3 tower directional AM-Stereo FM-Automation. Please, only ambitious, experienced pros apply for this fine opportunity. We are an equal opportunity employer and encourage minorities and women to apply. Call Now—Lyle Richardson, KUDE-KJFM Oceanside, CA 92037—757-1320.

Chief Engineer, California University N.P.R. station. Responsible for upkeep and maintenance of 30 kw. facility. Knowledge of transmitter and audio component maintenance and FCC regs necessary. Minimum 5 years broadcast or related experience and a 1st. Salary comm. with experience. Send resume to KUOP Station Manager, 3601 Pacific Ave., Stockton, CA 95211. Closing date May 23. An affirmative action/ equal opportunity employer.

1st Class engineer who can handle heavy AM/FM maintenance. Knowledge of I.C. helpful. Also will handle adult contemporary airshift. Tape and resume to: Bob Lowry, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Major midwest 50,000 watt AM with FM stereo needs experienced engineer with first class to advance to chief, after proving ability to perform job. EEO. Send resume and salary requirements to Broadcasting, Box F-46.

Northern Michigan station seeking chief engineer. Thorough knowledge of stereo, automation, digital and regulations. New equipment. Good salary and hospitalization. Fast growing resort area. EOE. Resume to Box F-4.

Want your own station? Top WV broadcaster in competitive market needs bright aggressive self-starter as chief. Strong on maintenance, AM-FM stereo, studio construction, and 2-way equipment. Can you make the best sound better? Right bucks for the right person. EOE/MF. Box F-10.

Chief for major 50 KW with FM affiliate. Must be experienced in transmitter, studio, and automation. Continental 10 & 50 and Harris Twin 20's. Present chief retiring after 25 years. Excellent working conditions. Send resume to: KWJKTIB, 931 S.W. King, Portland, OR 97205. No phone calls.

Chief Engineer, KIOA/KMGK Des Moines, Iowa. Must be strong directional and studio oriented responsible person. Able to direct technical staff and be involved in actual projects. Excellent salary and benefits. EOE. Send resume to Joseph Cunat, Director of Engineering, 6 Dearborn Square, Kankakee, IL 60901.

Chief Engineer 5KW DA AM Nite Directional located in the Black Hills. Must be hands on Engineer. Salary open. Send resume with salary requirements to Director of Engineering, Duhamel Broadcasting Enterprises, PO Box 1760, Rapid City, SD 57701. EOE.

WCHS, Charleston, West Virginia, has an opening for a Chief Engineer. If your bag is radio and you want a career with a potential for advancement, send your resume with salary requirements to Steve Shrader, Rollins, Inc., PO Box 647, Atlanta, GA 30301.

Chief Engineer for directional AM, also FM Stereo. Broadcast experience necessary. Excellent career opportunity with established operation. Contact Parker Humes, 915—563-0550, PO Box 4607, Midland, TX 79701. Equal Opportunity Employer.

Hands on; Group engineer wanted; based in Connecticut. All Northeast stations. Must be experienced AM directional, FM, automation, well versed FCC rules and regulations. Call Donald Laufer, 203—377-0088.

HELP WANTED NEWS

Opening for radio journalist who can gather, write, edit, and deliver news— assign edit staff members and stringers. Box D-174.

Broadcast writer/editor needed to help edit commodity news and market information for newswire. Prefer broadcast-agriculture background. International news agency headquartered in Kansas City. An Equal Opportunity, Affirmative Action Employer, M/F. Box F-34.

News Director for Medium Market South. Strong local coverage and Public Affairs programming. Box F-28.

Newscaster. Good voice. Bright, confident, up-beat delivery. For contemporary station longtime no. 1 in market. Start in June. No beginners. Send short up-beat news tape, news copy, full resume. Ron Russell, WHYN, Springfield, MA 01101. Equal Opportunity Employer. Please, no phone applications.

Want to move up to a bigger market where the sun shines bright? WAYS all news needs combo person: News, production, run light board, field reporting experience. Pay commensurate with ability. Send resume, tape. Robert A. Roberts, 2727 E. Oakland Park Boulevard, Ft. Lauderdale, FL 33306.

A good local news reporter needed. Regular air shift plus meeting coverage and occasional talk show duties. Air check, resume and references to: News Director, WEOK, Poughkeepsie, NY 12602.

Must be able to write and deliver concise community-oriented news, with as many brief items as possible in hourly newscast. Beautiful Rocky Mountain city. EOE/MF. Jim Aldrich, 208—733-3381 or 208—733-1867.

50,000 watt CBS affiliate in the Mid-South is looking for a morning co-anchor/general assignment reporter. Authoritative delivery, exciting yet credible writing, and 1 year of professional experience are necessary. Production of public affairs, night-time talk show, and weekend news shift shared on a rotational basis with the other five of us. \$700-\$780/mo dependant on experience. Resume, tape, and writing samples to: Bob Kirby, News Director, KWKH Radio, Box 21130, Shreveport, LA 71120.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Group Broadcaster needs experienced Q-format P.D. for new acquisition medium Southeast market. Send air check, resume and references to Cleve J. Brien, P.O. Box 8147, Montgomery, AL 36110.

Program Director needed immediately. Top dollars at moving station. Experienced programmer preferred. Tapes and resumes to Richard Wachtel, WRNR, Box 709, Martinsburg, WV 25401. EOE.

SITUATIONS WANTED MANAGEMENT

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.

General Manager with heavy experience in Sales and Sales Management, Programming and Promotion. Background includes G.M. in medium and major markets with major broadcast group. Consistent profit producer, effective "People Manager" with best of references from employers and industry associates. Special consideration to situations offering opportunities for equity participation. Box E-121.

Certified Broadcast Engineer, with 26 years experience, would like to manage, program, and engineer ... can save you money. Box E-117.

Chief Engineer, Program Director and Salesman looking for station or operations manager position. Box E-105.

GM-19 years all phases radio. Seeking smashing opportunity so we can both make \$\$\$\$ Box E-107.

The Big Difference between an average GM and an outstanding one is the difference between "getting the job done" and "making things happen." A documented track record of outstanding performance (over \$14 million in billings) in major and medium markets is immediately available. So am I. You can make things happen by contacting Broadcasting Box E-100.

8 year vet with management experience looking for new opportunity. More than another salesman. Box F-44.

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.

Sales Manager (Top) or G.M. position sought by successful pro who wants to relocate. College grad, last success on East Coast, heavy background. Top salesman will sell, train, plus put together packages and promotions. Dependable, ambitious, hard working, overenergetic, great references. At mid-thirties looking for that last and final place to settle with family! Box F-8.

Stable broadcast pro. Excellent management record with respect to billing and ratings. Seek small to medium market. Box F-13.

I'm OK, you're not ... if you need management and you don't call, 5 years small to large market management experience. Let's talk. OK? 717—675-4016, 205—586-4151.

SITUATIONS WANTED SALES

PD 150,000+ Mkt. Seeks sales opportunity at a winner. Box E-5.

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—221-3703 or Box D-214.

Experienced professional, knows music inside-out, especially rock. Good production, news. Good voice, no screamer. Steve Scheiber, 427 Morris Street, Ogdensburg, NY 13669.

College Grad., 26, single, broadcasting school—third endorsed, tight board, good voice, tapes upon request—sales background, too. Box E-67.

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.

Good pipes, 3 months commercial experience plus university degree, seeking small to medium market. Very hard working. Robert, 615—374-3830.

A Baby Girl! Inability to move for last few months has kept me away from radio. Good pipes, brains and experience. Teach DJing at broadcast school. Good disco & public appearance jock. Super prod. to boot. Mike 617—872-5532.

Announcer/DJ, third endorsed, 24, single, college experience, eager to work, anywhere, but prefer East. for tape and resume: Jay Linn, 135 Martin Rd., Pitsburgh PA, 15237, or 412—364-5622.

Former Cocoa Beach Jock. Top-40/Contemporary. 1 yr. experience. 3rd endorsed. Anywhere, 212—629-1169, mornings.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Good Attitude, voice, knowledge, experience, ability, current midwest AM/FM, P.D., 1st phone, sales experience. Box E-95.

Classics announcer programming his own program at MOR station in medium midwest market retaining topnotch ratings. Looking for PD or MD at fulltime or parttime classics station. Reply to Box E-70.

Talented first phone with 12 years experience seeks permanent position with Top 40, Contemporary or Oldie station. Medium to major market. Box F-52.

Beautiful Music announcer now working Washington, DC. Looking for another major market—Prefer Top 10. Good pipes, 3rd. From Mutual, NBC, Metromedia, 35, single. Call 703-684-8030. Box F-54.

Attention Ohio: I do a show not a shift, my shows are funnier than Chap Lips, let's talk. Box F-1.

Still believe in creative talent and thoughtful music? Let's talk. Four years in a top-five major market. Young, accomplished fellow want no playlists, top-40, C&W or hassles. Box F-3.

Music Director/Jock now employed seeking new small-medium market in midwest. Good production/excellent programmer. Adult contemporary/Top-40/Modern Country experience. Box F-6.

Mature announcer, copywriter. Deep voice, best suited to commercials, news, easy music. Third endorsed. Box F-21.

Female DJ, 3rd endorsed, experienced, college grad, any format, anywhere! Call Cindy, 715-384-9423.

Available now! Experienced radio personnel. DJ, news, sports, copy, Male/Female. Austin Avli, Austin, MN 55912. 507-437-6681.

DJ, 24, college graduate. Have 3rd and endorsement. Trained in NYC. Looking for first break. Willing to relocate. Hard worker. Tight board. Call Paul Riccio, 212-591-0807, or write 67-29 Kissena Blvd., Flushing, NY 11367.

Creative PD/announcer with innovative prod. ability and desire to excel in larger market. Can relate to AOR-Jazz-MOR. Will travel. Call Rich 302-227-9157.

Currently employed (part time) as female newscaster, writer, editor black, 1st phone technician also solid communications education. Box F-31.

Rigormortis is setting in. "The Small market blues." I'm 27, single, 4 yrs exp., MD, SD etc. with the pipes and talent to help your T-40 or AOR station. Pros need only inquire. Help yourself to a Slice of Denny Williams. Southeast preferred. 1-919-335-4594. 704 West Church, Elizabeth City, NC 27909.

Immediately available. Young, single male with radio experience desires airshift, any market, any format. Will relocate. 3rd phone. Pilot license for traffic reporting. Scott, 305-752-7438, 3981 NW 108th Drive, Coral Springs, FL.

Northern Central California. Announcer with experience in news, sales, and programing. Warm, personal delivery, good copy and production. Medium market. Leave message 415-566-4597.

DJ-Announcer. 3rd endorsed. 4 years experience in jazz, rock and news. College grad. Box F-37.

Black Top 40 jock with third ticket seeks first break in radio. Will relocate. For tape and resume write J. White, 2222 Market St., Wilmington, DE 19802. 302-998-9508.

Enthusiastic beginner seeking position in a small market as Top 40 or Rock jock, preferably night-time. Hold 3rd endorsed. Broadcast Schl. grad. Creative, willing to relocate, prefer Midwest. Call Keith, 815-399-6986.

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.

Dependable mature sound. 3 yrs. experience. Can handle MOR/Rock. Good news delivery. 1st ticket. Will relocate. 612-827-1803.

SITUATIONS WANTED TECHNICAL

AM-FM Chief. Experience: Construction, HI power, remote control, automation, directionals, quality oriented. Box E-119.

Chief Engineer, exp. AM, DA, FM, Automation, Construction, maintenance. Want position with future phone. 612-852-7526 or Box F-2.

Good chief, good experience. All facets. \$1100 month plus benefits. Northern New England, Five day week. Available August. Box F-49.

Have been asst. engineer now seeking chief engineer. Call Bob at 405-256-5662, anywhere.

SITUATIONS WANTED NEWS

Sports Pro. Sports director looking for medium market job. Have done major college play-by-play. Reporting, writing, all sports. Degree. Box E-64.

I'm ready to move up to college sports. P.B. Baseball, Basketball, Football, D.J. country, M.O.R. Dependable, good voice. Terry Boyd, 505-722-4133, 351 Cedar Hills Dr., Apt. H-56, Gallup, NM 87301.

Responsible News Director. Imaginative Award-Winner. Believable, conversational Pro. Strong digger/writer, actualities. Box D-122.

Experienced, fully accredited Washington, DC correspondent offers your news department personal feeds. Market exclusivity, both radio and TV. Nominal rates. Box F-50.

Award winning small market newsmen ready for move up. Box F-12.

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. Box F-22.

Young, winner, pro sportscaster. Top sports-news director, small mkt. seeks position in medium mkt that desires quality PBP interviews. BA 1st. Box F-25.

25 years major market Radio-TV experience. News Director, Managing Editor. B.A. L.L.B. Call Howard 305-741-0544.

Trained newsmen 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.

N.D. Major N.E. FM seeks greater challenge. Experienced all formats and good references. Contact Peter Albee, 45 Trebbe Dr., Manchester, CT 06040. 203-649-9103.

For Sale: 1 unemployed personality news anchor. 4 yrs med mkt. Wanted: Good opportunity. Good bucks, serious news commitment. 615-983-3982.

Enthusiastic print reporter with solid news, features background wants break in radio announcing/writing. 3rd ticket, college broadcast experience, mobile. Patti Megers, 2333 Orchard Lane, Boothwyn, PA 19061.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

EEO Blues? Minority automation specialist seeks programming or operations position. Seven years 7th market. Excellent adult shares. Broadcasting B.S. plus technical schools. Michael McIver, P.O. Box 21, Jamaica Plain, MA 02130.

Top air talent. Programmer, operations man needs a job now. Wayne Moss, 2322 Avenel Ave., Roanoke, VA 24015. 703-345-1867.

Program Director wanted for Top 10 Market. Must have previous experience as R&B program director. Please send resume. Equal Opportunity Employer. Box E-125.

Major market professional available now. Production director and middays with No. 1 contemporary in top five market last five years. Super production. Good programming background. Impeccable reputation and references. Not cheap, but class organization more important than dollars alone. Box F-26.

Program director/sales oriented or selling P.D. (if necessary) wants to relocate, track record, college grad looking for AOR station or station that wants successful change. Last success on East Coast. Now permanent position wanted, top contacts plus over-energetic personality, ability. Definitely want to relocate for right opportunity/position. Box F-7.

Penn State broadcasting major seeking summer job. Experienced in news, production, writing. 3rd endorsed. Steve White 814-237-3326. 215-NE7-1451.

Good recommendations, 4 years college, 5 years radio from gofer to station manager. Been in Top 50 market, looking for community great for raising family and a P.D. or P.M. position. Going on the road, living in West, going south and coming back by your way. Call 904-771-0128, Gary Lasater, so I'll have your address, hope to see you soon.

TELEVISION

HELP WANTED MANAGEMENT

Director—Minimum 2 Years small market experience directing fast-paced newscast and commercials—ability to motivate, Equal Opportunity Employer—WABI-TV, Bangor, ME 207-947-8321.

Business Manager for WTHR Television. Public accounting or broadcasting financial experience necessary. Please send resume and salary requirements to General Manager, WTHR, P.O. Box 1313-B, Indianapolis, IN 46206. No phone calls, please. An Equal Opportunity Affirmative Action Employer, M/F.

TV News Director/Northwest Mkt. Three to five years news management experience. College preferred. Familiarity with personnel management, financial planning/administration, purchasing and general management techniques. Solid technical background would be helpful, i.e. Electronic News Gathering, as well as 16mm sound film operation. EOE. Call for station application. 206-624-7077/Personnel.

HELP WANTED SALES

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.

Aggressive local professional salesperson for leading Midwest station. Station recognized for award-winning creative ability of staff, which means chance for profitable creative selling. Opportunity to work with established active and good potential accounts. Sales bonus plan, profit-sharing plan, excellent medical insurance coverage, paid vacations, and opportunity for advancement. Detailed applications only. Write. Box F-30.

HELP WANTED TECHNICAL

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 31420, 912-232-0127.

HELP WANTED TECHNICAL CONTINUED

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.

Management Oriented Chief Engineer for leading network affiliate in Gulf Coast area. All new equipment and excellent facilities. Equal Opportunity Employer. Box E-52.

Studio Operations/Maint. Position—must have solid tech training and be willing to learn lots of clean air-year round recreation. Contact J. R. Middleton, Box 2557, Billings MO 59103.

Experienced Engineer. Must have knowledge of and be able to maintain transmitter, tape, and microwave. Also, efficient control room operations and switching duties. Contact: Ken Renfrow, Chief Engineer, KOAA-TV, 2200 7th Avenue, Pueblo, CO 81003.

Chief Engineer For public station KUID-TV. Requires FCC First, recent TV station experience, and experience with RF circuits. \$17,000-18,500. Closing date, May 31, 1977. For application procedure and vacancy announcement contact Arthur R. Hook, GM, KUID-TV, University of Idaho, Moscow, ID 83843. An EEO/AA Employer.

Maintenance Engineer experienced in microwave, CATV, and radio. Salary open, based on qualifications. Good fringe benefits. Multiple operations. Midwest. Box F-5.

Maintenance Engineer—Southeast PTV requires FCC first and five years experience maintaining latest VTRs, cameras, and associated equipment. Competitive salary and benefits. Send resume and salary requirement Box F-35.

A full facilities production company needs a maintenance-operations engineer for our Ampex, VTR equipped studio. Long hours—good pay—nice people—great city—excellent benefits—25 year old company. TR Productions, 1031 Commonwealth Ave., Boston, MA 02116. 617-783-0200.

Rapidly expanding Northeast market UHF needs two experienced maintenance people. One for maintenance of an RCA TTU-110 transmitter. The second for the upkeep of studio equipment which includes PC 70s, TR 600, TR 70, TCR 100, Grass Valley switcher. Only experienced need call 412-931-5747 or send resume to WPGH-TV, 750 Ivory Ave., Pgh., PA 15214. Good salary and benefits.

Well-Established Chicago 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.

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 E-45.

Position open for technically experienced television control room technician. First phones necessary. Call CE 615-385-1717, or resume to Box 90764, Nashville, TN 37209.

Television broadcast maintenance engineers, licensed. Experience necessary in maintenance of broadcast cameras, videotape recorders, and other studio equipment. Experience in television remote broadcasting desirable. Salary commensurate with experience level. Send resume or contact Rod Hunter, KTCB-TV, 1640 Como Avenue, St. Paul, MN 55108. 612-646-4611 EOE—M/F.

HELP WANTED NEWS

Anchor Person for news department. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Southeastern major-market TV station opening for experienced news director. Full details and photo to Box E-96.

Top 50 network affiliate wants TV news man. Experience necessary. Photo and resume Box E-101.

Seashells, Balloons and TV Sports! The pros, amateurs, and outdoors. Newscasts and remotes. Experienced air, strong writing, unafraid and unabashed. EOE. Box E-89.

News Photographer; experienced in all forms of film and Eng equipment; top 30 market with news leadership; salary negotiable; EEO M/F Send resume to Box F-51.

News Director. Small Market. ABC network affiliate. Experience in TV news required including anchor reporting and administrative capacity. An equal opportunity employer. Reply Box F-47.

Sports Director—Someone who knows that scores and jock sports are just a small part of the job. Need person who knows hunting, fishing & all sports. Expanding Number One Station. An Equal Opportunity Employer. Resume and current salary to Box F-19.

Reporter/Producer—for Prime Times News Magazine show. Agressive person with production skills and equally comfortable with both hard and soft news. Also photographers for magazine show and general news. An Equal Opportunity Employer. Resume and current salary to Box F-19.

Public Affairs Producer-Reporter Central Florida PTV seeks experienced broadcast journalist. On camera and film experience required. Salary to \$11,000. Resume to Personnel, WMFE-TV, 2908 West Oak Ridge Road, Orlando, FL 32809. Tape later. No calls. Equal Opportunity Employer.

Reporter, Central Virginia UHF station has entry-level reporting position open for highly motivated individual. Resume, audio tape and photo or VTR to: News Director, WVRV-TV, P.O. Box 751, Charlottesville, VA 22903.

Assistant Professor, Broadcast News. Experience required. Affirmative/Equal. Dr. William M. Hammel, Loyola University, New Orleans, LA 70118.

Producer-Reporter WSRE-TV Minimum Qualifications: High school, 4 years producer experience or a B.A. in broadcasting, journalism or related field and 2 years producer experience. Acceptable on-air voice and appearance. ENG experience helpful, reporter on nightly news program. Annual Salary: \$10,961. Apply: Personnel Department, Pensacola Junior College, 1000 College Boulevard, Pensacola, FL 32504. Application deadline May 31, 1977. Female and minorities encouraged to apply. Equal Opportunity Institution.

TV Editorial Research/Writer. NW affiliate seeking experienced person to research/draft management editorials. Ego must cope with ghost-writer image. PR skills necessary. EOE. Call for station application 206-624-7077/Personnel.

News Anchor: Seasoned newscaster, ENG and field experience, to anchor two-person 6 and 10 news. Only Southern applicants considered. EEO. Box F-40.

Television meteorologist needed for beautiful southern coastal city. Must have professional forecasting and television weather experience, AMS certification. Fully equipped weather lab with radar. Will consider establishing regional weather service. EOE. Reply, Broadcasting Box F-38.

Caméraman-Editor: Weekly documentary unit needs energetic cinematographer-editor with extensive production skills. Must have filmed and edited 3 shows in past year. Only highly qualified persons need apply. Send show reel and resume to: Moore On Monday, WCCO-TV, 50 S. 9th St., Minneapolis, MN 55402.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Broadcaster with minimum 5 years experience to teach radio and television. Send resume and salary requirements to Box F-23.

Public Television Utilization Specialist—Northeast/Eastern Central Iowa Site. To establish Field Office to coordinate activities with the educational community. Teaching Certificate and two years full-time employment in education preferably with some experience in supervisory or consultative capacity in PTV. Merit system vacancy. Contact: Iowa Public Broadcasting Network Personnel Office, P.O. Box 1758 Des Moines, IA 50306. 515-281-4500. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Professional auditor of 4 years in broadcast trade association seeks staff accounting or divisional controllership. Degreed, late 20's, single. Will relocate. Resume and references cheerfully furnished. No telephone calls. c/o: Jardine, 218-10 43rd Ave. Apt 3-D Bayside, NY 11361.

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

Who Would Want to leave a mile high paradise with clean air, plenty of water, excellent hunting and a job after 4 1/2 years at a 50KW-TV combo? Me. If you're near a large body of water and need a one to one communicator with a first phone and many years experience, I'm available June 1, Call Bill Mundae at 307-237-3711 days or 307-234-6114 nights.

SITUATIONS WANTED TECHNICAL

1st phone switcher, engineer 1 1/2 yr. experience in switching newsblocks and editing. Familiar with studio and control room operations. Some production. Looking for production or other involving maintenance training. Michael, 904-377-2628.

Tech, 1st class 6 yrs major market exp wants to relocate in S.E. Also have film exp. Reply PO Box 490, Needham, MA 02192.

Only growing stations need reply. First-phone, M.S. Television, currently working New York production house. Seeking television operations position at station dedicated to quality in local production. Let's mature together. Box F-18.

First Phone looking for experience in the technical or production fields of television. Relocate anywhere. Box F-36.

Black Female 1st phone technician video-tape experience. Currently on-air as newscaster-writer. Box F-32.

SITUATIONS WANTED NEWS

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.

Seeking News Directorship, anchor, or large market reporting job. Prefer Midwest. Employed. Box E-9.

Documentary, Mini-Doc, News Feature creator—write, shoot, edit: film and ENG—Art Cabot, 1166 North Shadow Drive, Charleston, SC 29464 803-884-2479.

Sportscaster, 12 years TV-Radio experience. Strong delivery/commentary. College degree. Pbp football, basketball, baseball. Family. top references, resume, tapes Box E-97

Enthusiastic print reporter with solid news, features background wants break in TV announcing/writing. 3rd ticket, college broadcast experience, mobile. Patti Mengers, 2333 Orchard Lane, Boothwyn, PA 19061.

SITUATIONS WANTED NEWS CONTINUED

Are You A Gambler? Willing to take a chance on giving a part-time television sports reporter a full time job? I want to change careers from teacher to broadcaster—Am competent in sports, news, sales, disc jockey. Write Box 13, Dayton, OH 45420 or call 513-294-6432. Hurry!

Communications Ph.D. candidate (Syracuse TVR M.S.) desires summer internship, east coast. Experience: news writing, film, production, ascertainment; VTR. Box F-17.

Female network newswriter with solid news experience seeking associate producer/assignment editor job in local market news/public affairs. Box F-15.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Woman Director, 5 years experience, wants directing job or job with advancement possibilities. Write or call for resume Darla Doshier, KXII-TV, Sherman, TX 75090, 214-892-8123.

Writer/Producer/Director: MA Broadcasting, 1st Phone. Over three years experience with tape and film. Presently with top research firm. Now seeking entry into broadcasting. Looking for challenging opportunity. Box E-108.

Penn State Broadcasting Major seeking summer job. Experienced with cameras, production, writing. Hard-worker. Steve White 814-237-3326. 215-NE7-1451.

Commercial Editor/Director. MA. Time code experience. 7 yrs. all facets RTV. Seeking producer or ops. mgmt. position. Box F-33.

Ten Year Pro—Program Director. Host of a national network program, air personality in two top 5 markets. experience in network, AOR, MOR programing. Seeking a position in program management—Contact Jim Bauer, 86 Burnaby Blvd., Toronto, Ontario, 416-484-9328.

Available Now. Experienced TV production personnel. Camera, audio, lighting, directing. Male/Female. Austin AVTI, Austin, MN 55912. 507-437-6681.

WANTED TO BUY EQUIPMENT

Self-supporting, insulated tower, 140 feet or adaptable. Milton Holladay, WCOS, P.O. Box 748, Columbia, SC 29202.

Marconi Mark VII, Preferably B's needed for spare parts. Call Jim Gonsey-314-367-7211 or 314-367-7274.

FOR SALE EQUIPMENT

3" Air Helix Coaxial cable new all copper, 50 ohms—8 reels, 400 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable, 860 W. Evergreen, Chicago, IL 312-266-2600.

High Band VHF 50 KW Transmitter \$15,500. RCA TT50 AH. Excellent condition. Presently on air. Includes VSBF and cutback kit. Contact: T. Arthur Bone, Poole Broadcasting Co., 25 Catamore Boulevard, East Providence, RI 02914. Telephone: 401-438-7200.

RCA-Model TR22HB video tape recorder, Model TP70 color recorder, Model TK42 color television camera. Contact Carland, Inc. 816-842-6098.

1000 Hour MOR tape library, 2 track stereo, segmented. \$2500. KLEM 712-546-4121.

New Automation. Low cost, perfect for the small market broadcast stations. Typical full system selling for less than \$9,000. Contact Broadcast Specialties. 206-577-1681.

Used Automation: All types and sizes. Various condition. Contact Broadcast Specialties Today. 206-577-1681.

Demo equipment—precision digital synch generator, Monochrome Video Monitors, Video Equalizer, 14 input Audio Console-mono, Electro Voice condenser Lavalieres, DYMA Box 1697, Taos, NM 87571.

Autogram Automation System in excellent condition. Used just three years to execute beautiful music format. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Manufacturer can supply parts or update if required for your format. Price \$8,000 cash. Contact Charles Fletcher WLIN, Jackson, MS 601-982-7336.

Collins 5KW FM Stereo Transmitter, 830-EIA, tuned and tested to your frequency. Perfect \$8500. 601-362-2790 after 5 P.M.

VTR One RCA High band TR5 with new H.B. Air head Air compressor included. Like new. Best offer. Call: E. Panos 312-784-5000 days, 312-675-7544 evenings or write: 2334 West Lawrence Ave., Chicago, IL 60625.

Fire damaged transmitters; 1 Gates (FM 7.5 G.), 1 Gates AM (BC-500K); both repairable or for parts; extra exciter for FM. Inspect and make offer. Carl Ayres, Engineer, WSRW Radio, Hillsboro, OH. 45133. 513-393-1590.

250 Watt Gates Trans. Excellent condition \$950. Brian Talbot 904-427-3492, New Smyrna Beach, FL.

Stereo FM Transmitters Collins 831-G2B-20KW, Gates FM-20-B 20 KW, Collins 830-H-1A, GEL FM-15a-15-KW, Collins 830-F1A-10KW, RCA BTF-5D-5KW, RCA BTF-5B-5KW, Gates FM-5B-5KW, Collins FM-1000-C-1KW, Gates FM-1C-1KW, ITA FM-250B, Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM plant: \$15,000. Will lease back while you apply for open frequency and we move to new site. 209-757-3124, 805-725-2599.

CBS Volumax, Audimax Marti—CLA-40, Belar RF AMP \$295 each. Electro Sound 505S \$1995: used turntables and console. Box F-55.

For Sale: Two Gates Solid Stateman FM limiters—one year old. Two Electronics Research Type 902 Notch Filters, 25 KW, both pass and reject frequencies, factory tuneable. Four Schaffer Audiofiles, Sequential, with interface cards. WRQN, 779 Warren Avenue, Portland ME 04103, 207-775-2336.

Special: Gates SP-10 with two Scully -270-2, one carousel, racks and fully operational. \$8,000. Call Broadcast Specialties 206-577-1681

Stereo Audimax 4450A, Stereo Volumax 411, Dolby B334, Gates FM Limiters. Phone 305-689-3145.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Original comedy for radio entertainers. Free sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

Wanna Be Funnier than Barbara Walters? Request complimentary snack: Lola's Lunch, 2434 Lake in Woods Blvd, Suite 902, Ypsilanti, MI 48197.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

F.C.C. Inspectors Checklist for A.M. and F.M. station inspection. Latest edition. With Rules citations and full page of ATS checks. Anchor Associates, 1326 North St., Walpole, MA 02081. \$20.

Do You Have a client who needs a jingle? If you've been calling Dallas or Memphis, call us. We create custom jingles in 48 hours. Phila. Music Works, Box 947 Bryn Mawr, PA 19010. 215-525-9873.

Resumes professionally prepared original plus 6 copies \$9.95 send check and information to Daring Management, Inc. P.O. Box 19827, New Orleans, LA 70179.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 9, June 20. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home Study. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO Help Wanted Sales

Missouri, small market, needs experienced salesman with future. Prove you're able, stable, loyal, and be salesmanager in two years. Then manager, then begin acquiring ownership in \$500,000 property. Resume, compensation method and amount, references. Reply to Box D-124.

Sales person with proven track record to sell for major station in Denver, Colorado. We seek an intelligent, personable, self-starter with at least 2 years selling experience. Chance to join one of the best Group Broadcasters in the country—Opportunity to move into management. Send Resume to Box F-45, 1735 DeSales St., N.W. Washington, D.C. 20036. We are an Equal Opportunity Employer.

Help Wanted Management

PRESIDENT/VICE CHAIRPERSON

Chief Executive Officer of a Washington, D.C. based non-profit national radio program production, station interconnection and representational organization. CEO will be expected to provide dynamic, innovative and systematic leadership in planning, personnel and fiscal management, and effective liaison with a variety of broadcast and governmental agencies. Applicants must have demonstrated successful record of: innovative organizational department, personnel and fiscal management and productive human relationships including governmental and board of directors relations plus senior management experience in the administration of a broadcast, corporate, public or educational organization. Oral and written communication skills essential. Academic qualifications appropriate to position description and responsibilities. Salary commensurate with responsibility. Detailed resume must be received no later than May 31, 1977. An equal opportunity employer. Box F-24.

BROADCAST GROUP COMPTROLLER

Two VHF, 5 Radio Group Seeking Experienced Comptroller.

You are either number two in a large group, ready to be number one, or number one in a smaller company.

BIG CHALLENGE. BIG OPPORTUNITY.

Minimum seven years experience. Send resume, references, salary requirements to Box E-94. BROADCASTING. All replies held strictly confidential.

Help Wanted Announcers

SUNNY SOUTHERN CALIFORNIA

Bright A.M. DJ for major market. Adult contemporary. Send resume including exp., ratings, references, salary requirements. Unusual OK. Box E-124 BROADCASTING.

CAN YOU THINK & TALK?

Ohio's only full-time talk station has opening for talk host. Must be knowledgeable, well-read, glib and opinionated. News background helpful. Send resume, tape, salary to:

WAVI, 1400 Cincinnati St.,
Dayton, OH 45408. Attn: PD
An equal opportunity employer

Help Wanted Technical

EXPERIENCED AUDIO ENGINEER

Primary responsibility will be audio processing and quality standardization for Southeastern Radio and TV chain. We're looking for someone who knows how to deliver top quality air sound. Send resume and salary requirements to Box E-27.

Help Wanted News

REPORTER-ANCHOR

A strong street reporter who can gather and report news accurately and concisely. Also, must be able to write and anchor drive time news. Salary competitive. EOE. M/F. Tape and resume to: Dave Douglas, News Director, KSTT Radio, Box 3788, Davenport, Iowa 52808.

Situations Wanted Management

OPERATIONS MANAGER

I'm ready to put 13 years of successful broadcasting experience to work for you as Operations Manager of your FM album or rock station. Over 10 years as jock/production/program director, one year as president of my own production company in Chicago, and two years as top billing regional/national sales rep. for the world's number-one syndicated radio production company.

My background includes the American Broadcasting Co., WDAI-FM; RKO General, CKLW, WRKO; Taft Broadcasting Co., WKRQ-FM; Fairbanks Broadcasting, WVBF-FM; and TM Productions, Inc. Let me provide direction for your on-air programming, ideas and concepts that your sales people can sell, and a highly visible advertising campaign for your station that will win.

28, mature, excellent references and resume. J.M. Stoler, 3651 Park Ridge, Dallas, Texas 75234, (214) 243-4678.

ATTN: MAJOR MARKET FM OWNERS!!

Very creative major market GSM, with 18 years broadcasting experience, wants to become major market GM. I can supply key staff personnel; sales, programming, public affairs, eng., etc. If you are looking to upgrade your facility and improve your profits, we can do it, and quickly. **Contact Box F-20.**

ATTN: STATION OWNERS' & G.M.'s

Radio pop/adult, programmer/morning man with considerable major market creative and business background seeking opportunity with "roots". The cutting edge of the 25-54 wave. Together WE can make it happen. All replies confidential. Box F-9.

Situations Wanted Announcers

MOR/TALK "ENTERTAINER"

Someplace some good major station with savvy wants to bring entertainment (and joy) back to radioland. Instead of jukebox. No "Wally Wurllitzer" or "Sam Seeburg". **HAL MURRY** proven talented air-personality (KOV, WOAM, KLIF, KFWB) ... hard worker seeking permanent niche to make you No. 1 (as have done). Also PD or TV Talk/Variety "Pro". Call: 812-425-6151? "DENX"!

DJ-Sportscaster

Versatile and experienced personality would like to spin records and do play by play for medium or large small market station. I also do creative production. Available now. Send inquiries to 209 Hoover Road, New Castle, PA 16101, or call 412-652-1553.

Situations Wanted News

Washington DC

Working newsman seeks other major NBC, Mutual, Metromedia background. Digs, writes, understands. Good pipes, 35, single. Any delivery. Will consider news directorship. Call 703-684-8030. Box F-53.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

Help Wanted Sales

CUSTOMER SERVICE REP

We are looking for someone who is searching to get into a new and dynamic company which is developing and marketing a computerized broadcast business system for the TV industry. This person must learn the system inside and out so that the customers can be provided efficient and effective service. Extensive travel will be involved. If you think you are the one for this position, send us a resume explaining why.

Box E-106
An Affirmative Action Employer M/F

MIDWEST's Largest video systems house looking for aggressive equipment salesman. Must be experienced in sales and be able to discuss equipment on a technical level. Travel required. Salary open. Excellent commission plan, benefits and expenses.

Send full resume.
Roscor Corp.
6161 W. Oakton
Morton Grove, IL 60053

Help Wanted Technical

AUDIO/VIDEO SYSTEMS ENGINEERS

EE degree or equivalent and 2 years experience in broadcasting or electronic equipment design. Construction of new broadcast facilities in New York City provides openings for engineers to participate in the design of TV studios, video tape facilities and digital systems for the 1980's.

Qualified applicants should send resume including salary history and requirements, in confidence to: Mr. H. Villanueva, American Broadcasting Companies Inc., 1926 Broadway, New York, N.Y. 10023. An equal opportunity employer m/f.



American Broadcasting Companies, Inc.

FIELD ENGINEER— Helical VTR Equipment

Immediate opening in the greater New York area. Position requires a minimum of three years experience with Broadcasters. BS Degree or equivalent and a generous exposure to VTR maintenance. We offer excellent salary and complete benefits. Send resume in complete confidence to: John Lynch, Robert Bosch Corporation, 279 Midland Avenue, Saddle Brook, N.J. 07662

Wanted—Television Maintenance Engineer

Five years experience with analog and digital circuits. Must be knowledgeable with VTR's 2" and 3/4", color cameras and video switching systems. Microwave and transmitter experience desirable. First class F.C.C. license required. Submit resumes with complete salary history to:

KCET-TV
4401 Sunset Boulevard
Los Angeles, California 90027
Attention: Personnel

Women, minorities and the handicapped are encouraged to apply.

FLORIDA

Ted Johnson Productions, Inc. in Jacksonville, Florida needs video tape operators/ editors who have the desire to work in a production house. Our specialty is TV commercials produced cinematography style on 2 inch quad tape. RCA TR600's, Datatron Model 5050 Time Code Editor and Grass Valley switcher.

Send resume to Ted Johnson Productions, Inc., Attention: Tony Kennedy, 150 Riverside Avenue, Jacksonville, FL 32202 or call 904-354-7000.

Help Wanted News

FRANK N. MAGID ASSOCIATES, INC. IS STILL GROWING

and we are looking for extraordinary individuals to grow with us. You must be an extremely creative person with a strong background in television news, public affairs, programming or promotion. You must be able to work with management, and be willing to work hard. If you meet all of these requirements and are also a highly motivated, self-starter send a resume to:

Mr. Leigh T. Stowell
Frank N. Magid Associates, Inc.
One Research Center
Marion, Iowa 52302

Situations Wanted News

Sportscaster

presently with top station in top 40 market, reporter, weekend sports anchor. Looking for fulltime sports anchor spot with a good operation in top 40. Strong on camera, creative writing. There's more to sports than just scores. Married, Degree, 4 yrs. exp. Relocate anywhere for right opportunity. Call 301-284-4330.

Situations Wanted Programing, Production, Others

17 years experience in no. 1 market. I am well versed in all facets of TV Productions/Management. Have had experience in the production and editorialization of a feature length film. Equally at home in consumer product promotion. I know I can contribute to your organization. Box F-66.

Radio Programing



**FIBBER McGEE
& MOLLY**
The Original
Network Radio Series
IS BACK ON THE AIR!



Now available for local purchase:
CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Buy-Sell-Trade



CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET**
AVAILABLE • CALL TOLL FREE
800-327-5555 (except Florida)

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 481-2700
FT. LAUDERDALE • MEMPHIS • OKLAHOMA CITY • ATLANTA • GREENVILLE S.C. • LULU A. B.C.

FOR SALE

Dial-a-door promotion cabinets (push button combination treasure chests). A proven traffic building radio promotion hat has run on a lease basis in undreds of markets. Combination changes available. Key Marketing Corp., PO Box 650, St. Petersburg, FL 33731. 813-821-0986.

Equipment For Sale

VHF TV TRANSMITTER

RCA TT 11-AH. 11kw visual, 6kw aural. Recently reharnessed & relurbished. Available as insurance salvage due to moisture & soot from secondary exposure to fire conditions. Complete with many spare parts. Best offer within 30 days.

Bill Overhauser
Corinthian Marketing
702-831-3174

ENG VAN FOR SALE

1976 GMC VANDURA TRUCK (20'), 7 1/2' x 9' equipment area, 2' deep storage area in rear, chassis and box air conditioned, fully carpeted to ceiling production area, mileage 10,300, mint condition. Send inquiries to Robert Bosch Corporation/Fernseh Group, 279 Midland Avenue, Saddle Brook, N.J. 07662.

Wanted To Buy Stations

AM Daytimer

Parties interested in buying small-market AM daytimer in central of Southeastern Kentucky. Reply Box E-92.

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.
Reply Box E-69.

Wanted To Buy Stations Continued

WANTED T.V. STATION

• All replies confidential
• Brokers Protected
Malcolm I. Glazer
311 Ridge Road East
Rochester, New York 14621
716-544-7200

Successful General Manager looking for first ownership. Interested in buying all or part of a radio station in small or medium market. Prefer AM-FM duo or fulltime AM. Pennsylvania or surrounding states. Box F-48.

Community minded professional seeks small radio station under \$140,000 with development potential. Financially qualified. Prefer Western location, but will consider others. Strictest confidence assured. Will reply.

BOX B-42, BROADCASTING

Private Broadcast Group wants to expand. Interested in purchase of fulltime AM or AM-FM in top 150 markets. Prefer South or Southeast location. Must be regional or clear channel frequency. Box F-42.

For Sale Stations

VIRGINIA

Two stations near Roanoke. 1 KW each; one has PSA; one has new Gates equipment. One priced slightly less than 2X billings. Buy one or both. Box F-16.

SE	Met Power	\$700K	Cash
SW	Met AM/FM	\$325K	Nego
N. Eng.	Sm. Fulltime	\$130K	\$38K
W	Sm AM/FM	\$250K	\$73K
S	Maj Profitable	\$725K	\$211K

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



CHAPMAN ASSOCIATES®

nationwide service

**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
RO. Box 948 • (607) 733-7138

For Sales Stations Continued

Midwest

Major Market Daytimer

\$550,000 Cash

Ralph E. Meador
Media Broker

P.O. Box 36 Lexington, Mo.
Phone 816-259-2544

Full time AM
Top 50 market
Southwest
Good billings
Valuable real estate
\$1,650,000 cash
Principals only
Apply to: Box E-90.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

- AM/FM within 40 miles of Macon, Georgia. \$180,000. Terms.
- 1000 Watt daytimer within 80 miles of Montgomery, Ala. \$70,000.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Make Offer.
- Daytimer with real estate that covers Charlotte, N.C. metro area. \$290,000.
- 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



5000 Watt AM Daytime 1190- On the beautiful Gulf Coast. Only \$315,000 - \$100,000 down - balance 10 years. Call or write W.C. Garrett, 504-643-1800. Route 6, Box 397, Slidell, LA 70458.

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. May 11	Closing Wed. May 4	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	45 5/8	45 7/8	- 1/4	- .54	45 7/8	37	11	18,058	823,896
CAPITAL CITIES	CCB	49	47 3/4	+ 1 1/4	+ 2.61	57	44 3/4	11	7,484	366,716
CBS	N	58 1/2	59	- 1/2	- .84	60 3/8	55	10	28,395	1,661,107
COX	N	28 3/4	28 1/4	+ 1/2	+ 1.76	33 5/8	28 1/4	9	5,872	168,820
GROSS TELECASTING	GGG	15 1/2	15 1/2		.00	15 1/2	13 5/8	8	800	12,400
KINGSTIP COMMUN.	KTVV	4 1/8	4 1/8		.00	4 5/8	3 7/8	7	461	1,901
LIN	LINB	17 1/8	17 5/8	- 1/2	- 2.83	19 1/8	16 3/4	7	2,725	46,665
MOONEY	MOON	2 1/2	2 5/8	- 1/8	- 4.76	2 5/8	1 7/8	9	425	1,062
RAHALL	O	15 1/4	15 1/4		.00	18 1/2	8 5/8	18	1,281	19,535
SCRIPPS-HOWARD	SCRIP	33 1/2	34	- 1/2	- 1.47	36 1/2	31 1/2	8	2,589	86,731
STARR**	SBG	6 3/8	6 5/8	- 1/4	- 3.77	7	3 1/2	8	1,202	7,662
STORER	S8K	22 5/8	23	- 3/8	- 1.63	26 7/8	22 5/8	8	4,876	110,319
TAFT	TF8	27 1/2	27 1/2		.00	33 7/8	27 1/2	7	4,070	111,925
TOTAL									78,238	3,418,739

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5	5 1/8	-	1/8	-	2.43	5 1/2	3 3/4	9	1,234	6,170
AVCO	AV	N	15 1/8	15	+	1/8	+	.83	16 5/8	13 3/8	3	23,792	359,854
JOHN BLAIR	BJ	N	16	15 7/8	+	1/8	+	.78	16	11 1/8	6	2,414	38,624
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	21 3/8	22	-	5/8	-	2.84	23	19	8	6,493	138,787
COWLES	CWL	N	15 1/4	15 1/4				.00	15 1/4	12 1/2	19	3,969	60,527
DUN & BRADSTREET	DNB	N	27 1/4	28	-	3/4	-	2.67	30 1/2	26 1/4	15	26,447	720,680
FAIRCHILD IND.	FEN	N	10 3/4	9 3/4	+	1	+	10.25	11 1/4	9 1/2	10	5,708	61,361
FUQUA	FOA	N	9 3/4	10 1/4	-	1/2	-	4.87	13	9 1/8	6	8,987	87,623
GANNETT CO.	GCI	N	32 7/8	33 3/8	-	1/2	-	1.49	40 3/4	32 7/8	15	22,430	737,386
GENERAL TIRE	GY	N	28 1/4	28 3/8	-	1/8	-	.44	28 5/8	24 3/4	6	22,242	628,336
GLOBE BROADCASTING	GLBTA	O	3 3/4	3 3/4				.00	4 3/8	2 1/8	42	2,783	10,436
GRAY COMMUN.	O	O	10	10				.00	11	8	5	475	4,750
HARTE-HANKS	HMN	N	27 3/4	27 3/8	+	3/8	+	1.36	29 3/8	26	12	4,470	124,042
JEFFERSON-PILOT	JP	N	28 1/8	27 1/2	+	5/8	+	2.27	32 3/8	26 5/8	10	24,128	678,600
KAISER INDUSTRIES	KI	A	18	18				.00	18 5/8	14 3/4	9	28,119	506,142
KANSAS STATE NET.	KSN	O	5 7/8	5 7/8				.00	6	4 3/4	9	1,716	10,081
LEE ENTERPRISES	LNT	A	23 1/8	23 5/8	-	1/2	-	2.11	28 1/8	22 1/4	12	5,010	115,856
LIBERTY	LC	N	19	19 1/8	-	1/8	-	.65	19 3/8	18	6	6,762	128,478
MCGRAW-HILL	MHP	N	17 3/4	17 5/8	+	1/8	+	.70	17 3/4	15 5/8	11	24,655	437,626
MEDIA GENERAL	MEG	A	17	16 5/8	+	3/8	+	2.25	20	16 1/2	8	7,272	123,624
MEREDITH	MOP	N	18 3/4	18 1/2	+	1/4	+	1.35	20 1/4	17 3/8	5	3,067	57,506
METROMEDIA	MET	N	28 1/4	28 1/8	+	1/8	+	.44	31 1/8	27 1/8	6	6,771	191,280
MULTIMEDIA	MMED	O	23 1/4	22 1/4	+	1	+	4.49	23 1/2	21 1/2	10	4,391	102,090
NEW YORK TIMES CO.	NYKA	A	18 1/2	18 5/8	-	1/8	-	.67	18 7/8	15 3/4	9	11,207	207,329
OUTLET CO.***	DTU	N	18	24 1/8	-	6 1/8	-	25.38	24 1/4	17 3/4	6	2,140	38,520
PDST CORP.	POST	O	18 1/4	18	+	1/4	+	1.38	19 1/4	16 1/4	8	869	15,859
REEVES TELECOM	RBT	A	2 1/2	2 1/2				.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	17 1/4	17 5/8	-	3/8	-	2.12	24 1/4	17 1/8	10	13,404	231,219
RUST CRAFT	RUS	A	11 1/2	11 1/8	+	3/8	+	3.37	11 7/8	8 1/2	8	2,291	26,346
SAN JUAN RACING	SJR	N	8 1/8	8	+	1/8	+	1.56	9 3/8	7 3/4	7	2,509	20,385
SCHERING-PLOUGH	SGP	N	32 7/8	34 3/8	-	1 1/2	-	4.36	44 3/4	32 7/8	11	54,047	1,776,795
SONOERLING	SOB	A	9 1/4	9 3/4	-	1/2	-	5.12	10 7/8	9	4	1,096	10,138
TECH OPERATIONS**	TO	A	2 7/8	3 1/8	-	1/4	-	8.00	3 3/8	2 3/8	11	1,344	3,864
TIMES MIRROR CO.	TMC	N	22 1/8	21 7/8	+	1/4	+	1.14	23	20 3/4	11	33,927	750,634
WASHINGTON POST CO.	WPO	A	22 7/8	22 1/2	+	3/8	+	1.66	25 1/8	21 3/4	8	8,876	203,038
WOMETCO	WOM	N	11 3/8	11 1/2	-	1/8	-	1.08	12 3/4	10 7/8	7	9,437	107,345
TOTAL											391,258	8,747,612	

Cablecasting

ACTON CORP.	ATN	A	4 5/8	4 1/2	+	1/8	+	2.77	4 3/4	3 1/8	10	2,676	12,376
AMECO**	ACO	O	1/8	1/4	-	1/8	-	50.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	21	21 1/4	-	1/4	-	1.17	25 1/2	19 3/4	15	3,374	70,854
ATHENA COMM.** *	O		1/8	1/8				.00	1/8	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 3/8	3 3/8				.00	4 1/8	3 3/8	23	8,319	28,076
CABLE INFO.	O		3/4	3/4				.00	3/4	1/2	4	663	497
COMCAST	O		4 3/8	4 3/8				.00	4 3/8	3 3/4	8	1,708	7,472
COMMUN. PROPERTIES	COMU	O	5 1/8	5	+	1/8	+	2.50	5 1/2	3 5/8	16	4,761	24,400
CDX CABLE	CXC	A	21 5/8	21 1/2	+	1/8	+	.58	22 1/4	16 1/2	21	3,566	77,114
ENTRON	ENT	O	1 5/8	1 5/8				.00	2	1 5/8	2	979	11,590
GENERAL INSTRUMENT	GRL	N	19 3/8	19 1/2	-	1/8	-	.64	21 3/4	18 1/2	21	7,178	139,073
GENEVE CORP.	GENV	O	8 1/4	8	+	1/4	+	3.12	9 1/4	7 1/2	55	1,121	9,248
TELE-COMMUNICATION**	TCOM	O	4 1/4	4 1/2	-	1/4	-	5.55	5 1/8	2 7/8	61	5,281	22,444
TELEPROMPTER	TP	N	7 3/8	7 5/8	-	1/4	-	3.27	9 3/8	7	246	16,793	123,848
TEXSCAN	TEXS	O	1 1/2	1 1/2				.00	2	1 3/8	10	786	1,179
TIME INC.	TL	N	35 3/4	35 7/8	-	1/8	-	.34	38 1/4	33	11	20,306	725,939
TOCOM	TOCM	O	3 1/8	3	+	1/8	+	4.16	3 1/8	2 1/4	11	617	1,928
UA-COLUMBIA CABLE	UACC	O	16 3/4	17 1/2	-	3/4	-	4.28	18	15 1/2	13	1,679	28,123
UNITED CABLE TV**	UCTV	O	4	4				.00	4 5/8	3 7/8		1,879	7,516
VIACOM	VIA	N	13 3/8	13 1/4	+	1/8	+	.94	15 5/8	9 1/2	13	3,736	49,969
TOTAL											88,747	1,332,061	

	Stock symbol	Exch.	Closing Wed. May 11	Closing Wed. May 4		Net change in week	% change in week		1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming													
COLUMBIA PICTURES	CPS	N	10 3/4	10 1/8	+	5/8	+	6.17	11 3/4	7 3/8	4	6,748	72,541
DISNEY	DIS	N	35 3/8	36	-	5/8	-	1.73	47 5/8	34 1/2	15	31,917	1,129,063
FILMWAYS	FWY	A	8 3/8	9	-	5/8	-	6.94	9 7/8	6 7/8	7	2,397	20,074
FOUR STAR*			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	14 3/4	13 3/4	+	1	+	7.27	18 3/8	13 1/8	3	48,269	711,967
MCA	MCA	N	38 3/4	38 1/8	+	5/8	+	1.63	42 1/2	36 3/8	8	17,974	696,492
MGM	MGM	N	20	20				.00	20 1/8	16	9	13,102	262,040
TELETRONICS INTL.	O		5	5 1/4	-	1/4	-	4.76	6 1/2	5	7	968	4,840
TRANSAMERICA	TA	N	14 1/2	14 3/8	+	1/8	+	.86	15 1/4	13 5/8	8	67,238	974,951
20TH CENTURY-FOX	TF	N	12 1/8	11 1/2	+	5/8	+	5.43	12 1/4	10	9	7,631	92,525
WARNER	WCI	N	28 1/2	29 1/2	-	1	-	3.38	29 5/8	26 1/4	7	14,436	411,426
WRATHER	WCO	A	5 3/4	5 7/8	-	1/8	-	2.12	6 3/4	4 1/2	9	2,229	12,816
TOTAL												213,576	4,389,402

Service

8800 INC.	88DO	O	28 1/4	28 1/4				.00	28 1/4	22 1/2	9	2,513	70,992
COMSAT	CO	N	36 1/4	36 1/8	+	1/8	+	.34	36 1/4	29 3/8	9	10,000	362,500
DOYLE DANE BERNBACH	DOYL	O	19	19 1/4	-	1/4	-	1.29	19 7/8	16 3/4	6	1,866	35,454
FOOTE CONE & BELDING	FCB	N	16 1/8	15 5/8	+	1/2	+	3.20	16 5/8	14 3/4	8	2,304	37,152
GREY ADVERTISING	GREY	O	21 1/4	21	+	1/4	+	1.19	21 1/4	16 1/2	6	729	15,491
INTERPUBLIC GROUP	IPG	N	34 1/2	33	+	1 1/2	+	4.54	34 1/2	28 1/2	8	2,387	82,351
MARVIN JOSEPHSON	MRVN	O	12 1/4	11 3/4	+	1/2	+	4.25	14	10 1/4	6	1,896	23,226
MCI COMMUNICATIONS**	MCIC	O	1 7/8	1 7/8				.00	2 1/2	1 3/4		19,985	37,471
MOVIELAB	MOV	A	1 1/4	1 3/8	-	1/8	-	9.09	2	1 1/4	5	1,409	1,761
MPO VIDEOTRONICS	MPO	A	6 1/4	5 7/8	+	3/8	+	6.38	9	4	7	520	3,250
NEEDHAM, HARPER	NDHMA	O	12 1/2	12 1/2				.00	12 1/2	11 1/8	7	823	10,287
A. C. NIELSEN	NIEL8	O	21	21 3/8	-	3/8	-	1.75	22 1/8	20 1/8	13	10,762	226,002
OGILVY & MATHER	OGIL	O	31 1/4	31	+	1/4	+	.80	33 1/2	31	8	1,805	56,406
J. WALTER THOMPSON	JWT	N	16	16 3/8	-	3/8	-	2.29	18 1/2	15 1/8	8	2,649	42,384
TOTAL											59,648	1,004,727	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 1/2	5	+	1/2	+	10.00	5 1/2	2 3/8	25	1,672	9,196
AMPEX	APX	N	8 1/2	7 3/4	+	3/4	+	9.67	9 3/8	7 3/8	12	10,885	92,522
ARVIN INDUSTRIES	ARV	N	17 5/8	15 5/8	+	2	+	12.80	19 1/4	15	5	5,959	105,027
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3	3 1/8	-	1/8	-	4.00	3 1/8	1 3/4	12	441	1,323
COHU, INC.	COH	A	2 7/8	2 3/4	+	1/8	+	4.54	3 1/8	2 1/8	17	1,779	5,114
CONRAC	CAX	N	25 3/4	26 3/4	-	1	-	3.73	27 1/4	23 3/4	7	1,433	36,899
EASTMAN KODAK	EASKD	N	58 1/4	62 1/2	-	4 1/4	-	6.80	86 3/4	58 1/4	14	161,371	9,399,860
FARINDN ELECTRIC	FARN	O	9 1/4	8 1/2	+	3/4	+	8.82	12	8	11	4,267	39,469
GENERAL ELECTRIC	GE	N	54 1/8	55 1/8	-	1	-	1.81	55 7/8	49 1/4	13	184,581	9,990,446
HARRIS CORP.	HRS	N	37 3/4	38 3/4	-	1	-	2.58	38 3/4	28	15	12,261	462,852
HARVEL INDUSTRIES*	HARV	D	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	1	1 1/8	-	1/8	-	11.11	2 3/8	7/8		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	22 1/2	22	+	1/2	+	2.27	24 1/2	20 1/4	11	1,320	29,700
3M	MMM	N	50 1/4	50 1/8	+	1/8	+	.24	57	48 1/2	17	115,265	5,792,066
MOTOROLA	MOT	N	43 3/4	43 3/8	+	3/8	+	.86	56 7/8	43 3/8	15	28,544	1,248,800
N. AMERICAN PHILIPS	NPH	N	33 3/8	32 3/4	+	5/8	+	1.90	36	31 5/8	7	12,033	401,601
OAK INDUSTRIES	OAK	N	16 5/8	16 3/4	-	1/8	-	.74	17 7/8	9 5/8	12	1,639	27,248
RCA	RCA	N	30 7/8	30 3/8	+	1/2	+	1.64	30 7/8	25 3/8	13	74,807	2,309,666
ROCKWELL INTL.	ROK	N	32 5/8	33	-	3/8	-	1.13	34 5/8	30 7/8	9	32,400	1,057,050
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4				.00	2	1 5/8	8	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	19	17 3/8	+	1 5/8	+	9.35	21 1/8	16 3/4	12	1,668	31,692
SONY CORP.	SNE	N	9 1/4	9 1/2	-	1/4	-	2.63	10 3/8	8 1/8	17	172,500	1,595,625
TEKTRONIX***	TEK	N	28 1/4	59 1/4	-	31	-	52.32	68 1/2	28 1/4	6	17,342	489,911
TELEMATION	TIMT	O	1/2	1/2				.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	19 7/8	19	+	7/8	+	4.60	19 7/8	14 3/4	14	6,838	135,905
WESTINGHOUSE	WX	N	21 1/4	21 1/2	-	1/4	-	1.16	21 1/2	16 1/4	8	87,492	1,859,205
ZENITH	ZE	N	21 3/4	21 3/8	+	3/8	+	1.75	28	21 3/8	11	18,818	409,291
TOTAL											963,133	35,540,461	
GRAND TOTAL											1,794,600	54,433,002	

Standard & Poor's Industrial Average

109.1 110.7 -1.6

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.

NBC's David: stalking the giants of daytime

Can a 38-year-old divorcee who was born and raised on the wrong side of the tracks (Brooklyn's Ocean Hill-Brownsville), dropped out of college and failed to make it as a Broadway actress find happiness as the vice president of daytime programming for NBC?

Madeline David, the subject of that mock soap-opera question, would probably respond with only a qualified yes. When asked if she's bent on climbing to the top of the prime-time-programming heap at NBC, she says no. "I love language and enjoy writing so much that I'll probably eventually pursue a career as a writer," she says, perched securely in a chair in her New York office. Tall, dark-haired and youthful-looking, Ms. David comes across as a brisk, energetic woman who doesn't take herself too seriously.

Her best friend, Judy Haskell, a New York choreographer, says that Ms. David has "proved herself" as an executive and could opt out of corporate life any time and devote herself to writing novels, poetry and song lyrics. "Madeline now has the power, the money and the prestige," Ms. Haskell says, "but I think she misses the relaxation, the fun and the creativity" of being "an artist who's free of the pressure" of her network programming job.

Certainly the pressure is on Ms. David right now. When she took over the daytime vice presidency a year ago January, NBC was in third place. It's still in third place. (The season-to-date ratings for September 1976 through last month showed CBS with a 7.9 average, ABC with a 7.1 and NBC with a 6.6.)

Ms. David is looking for improvement, however, from two recently announced schedule changes. One, which went into effect May 9, puts reruns of *Chico and the Man* in at 12:30 p.m. (NYT) in place of a failing soap opera, *Lovers and Friends* (which will return next September under the same production auspices but in a different time period with a new title). The other change brings Monty Hall of *Let's Make a Deal* fame back to daytime TV beginning June 13 in a new game show, *It's Anybody's Guess*.

Ms. David says that if she has a general philosophy to guide the writers of NBC's soap operas, it would emphasize "humanistic stories rather than melodrama. Viewers want to see people they can relate to, that they can feel close to, which puts the burden on us to deal with our characters as honestly as possible.

"Young women are less interested in melodrama than they used to be—they're more sophisticated than the viewers of 10



Madeline Bloom David—vice president, daytime programs, NBC-TV; b. Nov. 17, 1938, New York; attended Brooklyn College, 1955-59; various acting and production assistant jobs, 1959-70; unit manager, NBC, New York, 1970-74; writer/co-producer, Metromedia's *How to Survive a Marriage* soap opera on NBC, New York, 1974-75; director, daytime-program development, NBC-TV, New York, 1975-76; present post, Jan. 13, 1976; divorced.

or 20 years ago."

Twenty years ago, Ms. David was directing her sights firmly on a career as an actress, working with the theater group at Brooklyn College while majoring in literature and drama. She had also made herself proficient in typing and shorthand and, in order to support herself, she applied for a job at CBS "as a secretary—not to an administrator but to a production team," she says. "I wanted to get in at least on the periphery of production." She spent the next eight months as secretary to an assistant producer of the daily CBS-network variety series, *The Jimmy Dean Show*. She left when the lure of summer stock drew her onto the stage.

At 20, Ms. David dropped out of Brooklyn College, mainly "because it didn't have a particularly good drama curriculum—I wasn't helping myself as an actress." In the early 1960's, while she was plugging away at voice classes, auditions and whatever acting jobs she could dig up, she was also paying the rent by working as a freelance TV production assistant. On one of her jobs during that time, *The Bell Telephone Hour*, "she was the best production assistant the show ever had," says Dan Lownsbery, who produced the program. (He's now a professor in the humanities department at Boston's Emerson College.) "She was terrifically effi-

cient," he continues, "but she also had sensitivity and creative ability."

"Those were the days of live television," remembers the *Bell Hour*'s director, Walter Miller, "and despite all the pressure—the split-second timing, the last-minute changes, the missed cues—Madeline never got rattled, never came apart. The tougher the situation, the better she seemed to handle it."

When NBC executives decided in 1970 that they wanted to hire the first woman unit manager in the history of the network, the recommendations of people like Dan Lownsbery and Walter Miller were instrumental in getting Ms. David the job. By that time she'd decided to abandon the idea of an acting career, ironically enough because, as she puts it, "I was unprepared for the idea of success" as an actress. Even as she was getting roles in off-Broadway productions like the improvisational work, "The Premise," and a revival of Gorki's "The Lower Depths," "I knew I had a bad speaking voice and that I was unable to project what I was feeling emotionally," she says. But she studied and practiced and corrected these flaws, she continues, and thus might have been ready to make the breakthrough. That's when the fear of success threw up a barrier that stopped Ms. David in her tracks (an interpretation, she says, pieced together when she went into analysis a few years later).

From 1970 to 1974, the unit manager's job got Ms. David involved "in areas of the business having to do with things like finance, production, facilities and manpower." She started as unit manager on a live game show, shifted to a soap opera and then went on to many of the major news events of that period, from the Democratic and Republican conventions in 1972 to the Paris peace negotiations early in 1973.

When the chance came to co-produce and help write a new NBC soap opera, *How to Survive a Marriage*, in March 1974, she left her job as unit manager. Her creativity and drive caught the eye of Larry White, then NBC's programming vice president, and Lin Bolen, NBC's daytime programming vice president, and she was made director of daytime program development for NBC in New York in January 1975. She's not only hung on but prospered since then (taking over Ms. Bolen's job a year later) despite NBC's purges of Mr. White and his successors as head of programming, Mike Weinblatt and Marvin Antonowsky.

She explains her relative longevity by saying, "Pacific Street in Brownsville [the section of Brooklyn where she grew up] was one of the toughest neighborhoods in the city. If you can survive that, you can survive anything."

Ducking the issue

Whenever the Communications Act's Section 315, otherwise known as the political broadcasting law, comes under official reconsideration, the precision of its unofficial name is reaffirmed. It would be hard to find another provision in all the U.S. statutes that is more political, in concept and application.

Take, for example, the FCC's labored decision of two weeks ago to recommend modifications in the law. It was a classic case of political expediency overpowering principle.

As reported in BROADCASTING's May 9 issue, the FCC's general counsel's office, basing its arguments on a reading of the First Amendment and the chilling effect of government regulation on broadcast journalism, urged the commissioners to recommend repeal of Section 315. Three commissioners must be remembered by admirers of the First Amendment to have voted for the recommendation: Chairman Richard E. Wiley, James Quello and Margita White. While names are being entered on the record, these may be put down on the side of those opposing freedom of what the writers of the First Amendment, if alive today, would surely call the broadcast press. The list reads: Joseph Fogarty, Benjamin Hooks, Robert E. Lee and Abbott Washburn.

Eventually emerging were proposals to exempt presidential, vice presidential and splinter-party candidates in general elections from the equal-time requirements of Section 315 (but not from the fairness doctrine that the section also contains). Those, of course, are the modifications least likely to offend the members of the Senate and House if they decide to think at all about changes in the law. The FCC proposals would protect incumbents against the danger of broadcast blitzes by newcomers challenging their re-election, preserve their year-around advantage as newsmakers whom radio and television cannot ignore and guarantee them equal exposure if rivals emerged to catch the fancy of the broadcasters.

The FCC action reflected popular belief that the Congress cannot be persuaded to repeal a law that favors incumbents under the guise of fairness and equality. That belief will be proved right unless broadcasters reject it.

There are champions of First Amendment rights to be found on Capitol Hill. Senator William Proxmire (D-Wis.) is one. Chairman Lionel Van Deerlin (D-Calif.) of the House Communications Subcommittee has given indications he could be another. What are broadcasters doing to support those champions and enlarge their following? However bleak the prospects of immediate repeal may look, broadcasters must realize that their emancipation from government regulation of all program content depends on a recognition by the Congress or the courts that Section 315 is a constitutional violation that must be ended.

Foiled again

The FCC acted with commendable independence when it rejected a request by the Office of Telecommunications Policy that 100 mhz of UHF space be diverted from television to government use (BROADCASTING, May 9). That frustrates a plan by OTP for a television future confined to VHF stations and cable.

The OTP appeal for the 100 mhz of UHF frequencies was made at about the same time OTP proposed that the FCC could drop 96 new VHF stations into its allocations plan. After conducting engineering studies of its own and reviewing others that outsiders submitted, the FCC decided that 92 of the OTP drop-ins would create intolerable interference to the existing system. Last March it issued, with obvious reluctance, a rulemaking proposing V

drop-ins in four markets (BROADCASTING March 14).

The OTP reasoning has been transparent from the start. It wants to drive television out of UHF so that not only government but also other services, such as land-mobile radio, can occupy that space. It assumes that television broadcasting is a passing fancy anyway, with cable the ultimate delivery mechanism.

That assumption has been assiduously cultivated by interests that have designs on the UHF frequencies now occupied by television broadcasting. For years the manufacturers of land-mobile radio equipment, led by Motorola, have industriously lobbied at the FCC and on Capitol Hill to implant the notion that television occupies too much spectrum space. The manufacturers see an enlargement of their market if they can get more channels in the UHF area where land mobile now operates.

While the grab is on, it is only natural for the government to want its share. OTP never explained in any detail what it would do with the 100 mhz of UHF space if it got it. The implication was that at least some of the frequencies would be put to secret use by the military—which has always kept others in the dark about what it is doing with the considerable spectrum space it already occupies.

The claimants to UHF may have been set back by the FCC's rejection of this OTP request, but they will only intensify their lobbying as the U.S. position is being fashioned for presentation at the World Administrative Radio Conference of 1979, where spectrum allocations will be made. The independence of the FCC will be tested often.

Perilous partnerships

Unsavory odors are arising from sports events subsidized by two television networks. ABC Sports has suspended coverage of the so-called U.S. Boxing Championships which are alleged to have been rigged. CBS Sports has been identified as a party of considerable interest in "winner-take-all" tennis matches that in truth paid the loser handsomely.

This is not what television needs right now. Even if the present accusations turn out to be false or the networks were themselves victimized, it has to be assumed that some measure of credibility has been lost.

In the heated competition among network sports departments, deals will inevitably be made with promoters whose standards will fall somewhere below those expected of broadcasters. If the networks do not monitor those deals in every detail, they will be risking their own futures.



Drawn for BROADCASTING by Jack Schmidt

"Gee, Harley, daytimers only shut down at night. You don't have to bring in the antenna."



Repeat Performance.

The ad above appeared in this magazine 10 years ago. The headline was a quote from one of the many letters WKZO received from grateful Western Michigan residents after the paralyzing snow storm of 1967.

On January 27, 1977, the tenth anniversary of the storm, the Western Michigan area was beset by another devastating snowfall. And once again Fetzer Broadcasting responded to the emergency. In fact, during a 17-day period, WKZO Radio carried over 17,000 announcements of school closings, meeting cancellations, road conditions and weather bulletins.

Today, just as in the past, responding quickly to the needs of our listeners is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	

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