

**CBS takes its turn with affiliates
Backgrounder on the FTC's upfront chairman**

Broadcasting May 23

The newswweekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

WHEN A NEWSMAN WINS THE STATE'S TOP AWARD TWO YEARS RUNNING, THAT'S NEWS.

On May 11, 1976, an ammonia tank truck exploded on Houston's Southwest Freeway, killed six people, and covered the area with a cloud of poisonous fumes.

Don Watson was at the scene within ten minutes.

Giving first hand reports and warning KPRC's radio audience to avoid the area.

Many onlookers, including Watson, were overcome by fumes and hospitalized.

For his on-the-spot coverage, Watson has been awarded the Charles E. Green Journalism Award by the Headliners Club of Texas.

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Popcorn cost a nickle then. And a lot of great movies came out of that era.

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The Farmer's Daughter
The Spiral Staircase
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Indiscretion of an American Wife
I'll Be Seeing You
Ruby Gentry
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Cary Grant
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John Mills
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Vivien Leigh
James Mason
Ethel Barrymore
Katherine Hepburn
Loretta Young
Laurence Harvey
David Niven
Dorothy McGuire
Henry Fonda
Rex Harrison
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Shirley Temple
Montgomery Clift
Marlene Dietrich
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Carole Lombard
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Television's new major source for great movies. Viacom



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WCAR AM/FM

WAXY

KHJ/KRTH

WHBQ

WOR/99X

WKDQ/WSHH

KFRC AM

WGMS AM/FM

The Week in Brief

HAPPY TIDINGS □ NBC-TV affiliates left their Los Angeles convention in high spirits. It stemmed from an impressive fall line-up presentation and encouraging



NBC presented its new schedules and Dr. Kissinger.

words on sales, concessions to stations and the possibility of more football. **PAGE 27.**

CBS-TV'S TURN □ The third and last of the network affiliates meetings opens this week. The station turnout will be in record numbers, many hoping for word on how the network plans to climb back into the driver's seat. **PAGE 27.**

BAD BOUNCE □ The ball apparently is now in the FCC's court on whether or not to investigate CBS's promotion of tennis matches. **PAGE 30.**

THE FTC'S MR. PERTSCHUK □ The new chairman of the trade commission understands that some broadcasters may be nervous about the composition of his new team, but he assures them that they will get a fair shake. **PAGE 30.**

NABET OUT AT ABC □ Technicians strike network and supervisors take to the cameras. Working conditions are the issue. **PAGE 32.**

HARMFUL RAYS □ Now that the Sunshine Law is in effect some FCC commissioners have doubts about it. The public is staying away in droves and there is a feeling that open meetings inhibit action. **PAGE 34.**

A MATTER OF CRITERIA □ The appeals court, stopping the KRLA Pasadena grant to the Hope-Linkletter group, says the FCC erred in not placing emphasis on more equitable distribution of facilities. **PAGE 36.**

'IMMEDIATE REFUND' □ The appeals court's decision to overturn the FCC's fee schedule prompts the NAB to ask for refunds right away. **PAGE 41.**

A MATTER OF MERCY □ The FCC okays the sale of WLTH(AM) Gary, Ind., despite its president's misconduct

mark. But in the matter of WSIB(AM) Beaufort, S.C., the commission still feels the station's record warrants revocation. **PAGE 41.**

FORGET YESTERDAY □ NBC President Schlosser tells network affiliates in Los Angeles to forget about past glories and face today's challenges. He says the environment is right for a comeback and lauds the willingness of RCA's Griffiths to spend money to make money. **PAGE 46.**

NBC-TV'S FALL PLAN □ The affiliates convention ends on an upbeat note as the 1977-78 prime-time schedule is reviewed. **PAGE 46.**

LESS WHIP ON NETWORKS □ The House Communications Subcommittee is to release its report on TV violence in early June. It is expected to recommend renewed research efforts and will afford more consideration to the broadcasters' side of the problem. **PAGE 50.**

SPICING IT UP □ NBC outlines its plans for a revamped format for its *NBC Nightly News* and other news shows. **PAGE 54.**

PERSON TO PRESIDENT □ President Carter uses KNXT(TV) Los Angeles studio to field questions from the public—those in the studio and in five other locations via remote links. **PAGE 57.**

PREDICTIONS □ Agency handicappers say ABC has the best shot to again capture the prime-time crown next season. **PAGE 59.**

TIED TOGETHER □ Senator Ernest Hollings introduces a combined pole-attachment/cable-forfeiture bill. **PAGE 61.**

BETTER THINGS TO COME □ ABC stockholders are given a glowing report and promise of even better days by ABC's executives. **PAGE 63.**

MAN ON A HOT SEAT □ Almost a year ago Van Gordon Sauter turned in his newman's hat to become CBS-TV vice president, program practices. Since then, he says, it has been a continuous challenge to maintain standards that are in the best interests of the viewers, while not inhibiting the flow of creative juices. **PAGE 81.**

Broadcast Advertising... 59	Closed Circuit..... 9	Finance..... 63	Playlist..... 58
Broadcast Journalism... 54	Datebook..... 18	For the Record..... 67	Profile..... 81
Business Briefly..... 10	Editorials..... 82	Media..... 34	Programming..... 46
Cablecasting..... 61	Equip & Engineering..... 62	Monday Memo..... 14	Stock Index..... 79
Changing Hands..... 40	Fates & Fortunes..... 64	Open Mike..... 24	Top of the Week..... 27

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WTVT delivers the largest share of available homes of any TV station in the top 30 markets! *
In both Arbitron and Nielsen! A larger share than any TV station in New York, Los Angeles or
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Why? Because Tampa-St. Petersburg viewers prefer WTVT's programming, depend on
WTVT's award-winning news, sports and weather, are loyal to the station that gives them
more entertainment, more information.

To sell the nation's 17th television market, * * * you need WTVT, the must-buy station! WTVT
delivers! The biggest share in the top 30 markets! Call your Katz representative for details and
avails.

*Arbitron and Nielsen, November, 1976, and February, 1977, ADI and DMA, Average Quarter-Hour Estimates, Sunday through Saturday, 9 a.m. to Midnight.

**Arbitron, February, 1977, TSA, Average Quarter-Hour Estimates, Sunday through Saturday, Sign-On to Sign-Off.

***Arbitron, January, 1976, Nielsen, September, 1976; ADI and DMA Television Households Estimate.

All estimates subject to source and method limitations.

GAYLORD BROADCASTING CO.

WTVT, Tampa/St. Petersburg

KTVT, Dallas/Ft. Worth

KHTV, Houston

WVTV, Milwaukee

KSTW, Seattle/Tacoma

WKY-AM, Oklahoma City

KRKE-AM-FM, Albuquerque

WTVT



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Insider report: behind the scene, before the fact

Behind the ratings

Comprehensive study of audience attitudes toward network and local television news has discovered evidence of network weaknesses. Study, commissioned by McHugh & Hoffman, broadcast consultants, finds audience turned off by some of networks' most costly coverage—war in Lebanon, for instance, or ongoing violence in Ireland. Local events reported by minicam draw bigger interest than processed news originating far away. CBS-TV's *60 Minutes* is considered best of longer-form network journalism. Sunday midday panel interviews are dismissed as platforms for politicians and written off as bores.

In associated findings, 30% of public asserts liking for violence in TV entertainment, providing hard core of ratings for action shows. Audience does not object to sex on air, if presented honestly. It resents innuendo or Johnny Carson-type off-color jokes. General conclusion to be taken from this research: Audience may be ahead of TV programmers in taste and understanding. Results will be made public soon.

Screening starts

White House is beginning to show signs of movement toward filling two upcoming vacancies on FCC—Chairman Richard E. Wiley's and Commissioner Benjamin L. Hooks's. Aides last week were telephoning around to get reactions to some of approximately 100 names that have been offered for consideration. When those checks are completed, this week or next, complete list will go to Hamilton Jordan, top presidential aide, who will make his own checks and, presumably by mid-June, submit recommendations to President Carter.

Rick Neustadt, who is among those involved in search, says aides are looking for two qualified candidates, not specifically one who would be picked as chairman. But he agrees that Charles Ferris, general counsel to House Speaker Thomas P. O'Neill, is "a leading" prospect for top job.

Dispute over code

Disappointed by National Association of Broadcasters TV code board's decision to leave things alone, NAB TV board chairman, Robert Gordon (WCPO-TV Cincinnati), has picked up banner for writing stronger anti-violence guidelines into code. Mr. Gordon, veteran advocate of cleaning up TV, wants TV board at meeting next month to overrule code board and write its own amendments. He

says he isn't trying to drum up support for that, but he has ordered Tom Swafford, NAB senior vice president for public affairs, to draft some guides for board to look at. If NAB executive committee, meeting in Washington June 2, decides to put proposal before full TV board at its Williamsburg, Va., meeting last week in June, there's chance TV code board will show up too for some serious negotiating.

Mr. Swafford, meanwhile, is collecting his thoughts for draft, one of which would be for local TV stations to employ some sort of "traffic light" system to tell viewers at glance what kind of shows were about to be shown: green for wholesome, yellow for caution with young viewers in audience, and red "for mature audiences only." Mr. Swafford believes that what bothers people most is not amount of violence on TV, but element of surprise when violent shows strike unsuspecting audiences.

All-star cast

White House aides, including Barry Jagoda, presidential adviser on media and public affairs, are working with Advertising Council on its annual conference, to be held in Washington June 22-23. Energy issue will be theme, and blue-ribbon cast of speakers will address it. President Carter is scheduled to open conference, Vice President Walter Mondale, to speak at its close. Among other speakers will be White House energy adviser, James Schlesinger, and Senator Henry Jackson (D-Wash.)

Access leaders

Don Fedderson's *The Lawrence Welk Show* is at top of heap in special A.C. Nielsen prime-access report for Feb. 3-March 2 period covering 25 major markets. *Welk* is in access time periods in 14 of those 25 cities and averages 22 rating and 39 share. Yongestreet's *Hee Haw* is second (18 rating/33 share, 13 markets), Rhodes's *Hollywood Squares* is third (15.8/29, 23 markets), Jim Victory's *Match Game P.M.* fourth (15.5/27, 22 markets) and, probably biggest surprise, Len Firestone's *The Gong Show*, jumping from 13th place last October to fifth (15.5/27, 16 markets).

Remaining top 10: Mutual of Omaha's *Wild Kingdom* (14.5/24, 15 markets), Viacom's *The \$25,000 Pyramid* (14/24, 18 markets), Sandy Frank's *Name That Tune* (13.8/24, 23 markets), Viacom's *The Price is Right* (13.5/25, 22 markets) and Viacom's *The \$128,000 Question* (13.4/23, 11 markets). All 10 have been renewed for 1977-78 access season.

Radio reorganization

National Association of Broadcasters small-market radio committee may get two companions—medium-market committee and large-market committee—if NAB board accepts recommendation of ad hoc radio committee which met in Washington last week. Under plan, three committees would meet separately, each with six members and own chairman, but would also come together to form general radio committee. Full committee would probably have single chairman, rotating among chairmen of smaller committees. What are now Radio Information Office committee and radio regulatory committee would be absorbed into new structure. NAB radio board member Ben Laird, WDUZ-AM-FM Green Bay, Wis., has long argued for representation of bigger than small markets.

More TV exposure

National Collegiate Athletic Association's desire to put its next football package on more than one network (see page 27), represents turnabout in thinking of member schools. In past, they feared effect on local in-stadium gate. Now, according to NCAA poll, 83% want added regional TV, figuring that losses at box office would be more than offset by advantages of conference including enhancement of player-recruiting efforts.

Deliberations on new pact for 1978-79 start June 1 in Washington between NCAA and ABC-TV. Network, rights holder since 1966, pays \$16 million yearly for NCAA college line-up under present two-year contract.

PTV futures

White House Office of Telecommunications Policy will be ready next month with option papers on public broadcasting. Papers, to be circulated in Carter administration, will run gamut from technology to funding. On latter, one possibility under consideration is that federal funding (estimated for 1977 at \$103-million ceiling for Corporation for Public Broadcasting, \$15 million for Health, Education and Welfare facilities grants, \$25 million other federal money) might best be handled in one pot.

Collaterally, Carnegie Foundation task force on public broadcasting is winding up study that has been under way since last November. Purpose is to determine whether there's need for second Carnegie Commission, first of which came up with report that led to Public Broadcasting Act of 1967. Task force is to submit report to Carnegie board within weeks.

Business Briefly

TV only

Colgate □ Company has five-week spot-TV flight set for its Irish Spring soap beginning late this month. Wm. Esty, New York, will place spots in fringe time periods gearing them to women, 18-49.

American International Pictures

□ One-week spot-TV push is set for "People That Time Forgot" by Edgar Rice Burroughs starting in early June. Diener-Hauser-Greenthal, Los Angeles, will place spots in at least 50 markets during prime and early fringe time, targeted to adults, 18-34, and teen-agers.

Olympia Beer □ Brewery has scheduled two four-week spot-TV flights beginning in mid-June and early August. N.W. Ayer, Chicago, will place spots during fringe and prime time, zeroing in on men, 18-49.

Allegheny Airlines □ Airline has four-week spot-TV drive set for late this month. J. Walter Thompson, Washington, will

pick spots in news and sports viewing periods in 15 markets to reach men, 25-54.

Renfield Importers □ Wine and liquor importers has scheduled 14-week spot-TV promotion for its Martini & Rossi Bianco vermouth starting later this month. SSC&B, New York, will slot TV spots in Philadelphia, at prime and late fringe time. Demographic target is adults, 18-49.

Taco Bell □ Restaurant chain will take two three-to-four week spot-TV flights in late June and early August. Grey Advertising, Los Angeles, will slot spots during fringe and prime periods, aiming towards teen-agers and adults, 18-34.

Arthur Treacher's □ Subsidiary of the Orange Co. is arranging spot-TV push for its speciality restaurants, Arthur Treacher's Fish & Chips, starting late this month. Sawdon & Bess, New York, will place spots in late fringe and prime time in 15 markets, gearing them to women and men, 18-49.

Sweet'n Low □ Sugar substitute is scheduling three two-week spot-TV flights for late June, mid-July and late August. The Mediators, New York, is placing spots in 35 markets during all dayparts, zeroing in on adults, 18-49.

ERA □ Electronic Realty Association is planning six-week spot-TV promotion starting later this month for its real estate. Fromm Inc., Kansas City, Mo., will place spots in about 75 markets during early fringe and prime time viewing peaks, seeking adults, 25-49.

Cutter Laboratories □ Hospital and consumer specialty products company will feature its insect repellent in three one-to-five week spot-TV flights starting late this month, early June and July. J. Walter Thompson, San Francisco, will handle spots in 30 markets during fringe and prime time periods to reach adults.

Reddi-Wip □ Division of Hunt-Wesson Foods will feature its Reddi-Wip whipped cream in three-week spot-TV campaign starting later this month. Foote, Cone & Belding/Honig, Los Angeles, will place spots during fringe and daytime viewing periods, zeroing in on women, 25-49.

Charles of the Ritz □ Cosmetic company will feature its Rive Gauche perfume in five-week spot-TV campaign starting late this month. Dancer-Fitzgerald-Sample, New York, will buy spots in 35 markets during fringe-time periods. Demographic target is women, 18-34.

Realex □ Insecticides and repellants manufacturer has 12-week spot-TV drive set for its Real Kill insecticide beginning late this month. Norman, Craig and Kummel, New York, will slot spots in 60 markets during daytime, aiming for women, 18-49.

U.S. Maritime Committee □ Organization has scheduled four-week spot-TV promotion for late this month. Gerald Rafshoon Advertising, Atlanta, will place spots during news and fringe time in at least 20 markets to attract adults, 25 and over.

Laser Images □ Company is scheduling seven-week spot-TV promotion for its Laseriom light show beginning late this month. Telecat, Los Angeles, will gear spots in three markets during late night viewing periods to reach teen-agers and adults, 18-34.

Bell Brand Foods □ Food company will feature its potato chips in three-week spot-TV campaign starting late this

Hogan's Heroes

Colonel Hogan and his merry band of Allied soldiers wrangle everything but maid service from their bumbling German captors in this hilarious sitcom set in a World War II POW camp.

Bob Crane stars. 168 half hours are available.

Viacom

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

Take Harold Sharland, WEYI-TV, Flint-Saginaw. is a hunting and fishing scuba diving. He once



Assistant Chief Engineer at When he's not on the job, Harold enthusiast; but his first love is dove from the continental shelf

Or take Betty Mac. job as Public Affairs Director and Hostess/ "Mid-Day Live" at WRCB-TV have won her "first lady of Chattanooga television". But



Betty's Producer of the title she's also

been involved, both onstage and off, in more than thirty productions of the Chattanooga Little Theatre. Or how about

Al Klein, more than America's outdoor



an Engineer at WROC-TV in Rochester. For 40 years, Al has camped, canoed and hiked wilderness, sharing his skills and thrills of adventure with the Boy Scouts of America.

Then there's Alice Newton at WSTV-TV, Steubenville, Alice is President of The in Steubenville active in



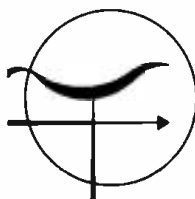
who's been in Accounting since 1953. Off the job, Pilot Club, an organization community affairs. Or take

Will Shearer, Local Sales Manager at WJKS-TV, sonville. Former head of his own advertising Will is active in the Southside Exchange Club, Knights of Columbus and Christ the King Church.



Jack-agency, the He is

also an avid hunter, fisherman and camper. It's people like these who make the difference at Rust Craft. People who produce . . . both on the job and off. Rust Craft people are professionals who care.



RUST CRAFT BROADCASTING CO.

WRDW-TV Augusta, Ga.
WRCB-TV Chattanooga, Tenn.
WJKS-TV Jacksonville, Fla.
WROC-TV Rochester, N.Y.
WEYI-TV Saginaw - Flint, Mich.
WSTV-TV Steubenville, Ohio

month. Ogilvy & Mather, Los Angeles, will buy spots in fringe and prime time. Demographic target is women, 18-49.

Missouri Hickory Corp. □ Company will feature its leather and vinyl cleaner in 52-week spot-TV buy beginning in early June. Arthur Meyerhoff Associates, Chicago, is planning spots during fringe and daytime periods to reach adults.

Lanier □ Business products company will feature its business equipment in four-week spot-TV push starting in early July. Marsteller, Chicago, will set spots in late fringe and prime time viewing periods in Boston, searching for men, 25-49.

T.N.T. □ Popcorn will get six one-week spot-TV flights beginning in September. Bernstein, Rein and Boasberg, Kansas City, Mo., will arrange spots in at least seven markets during fringe, day and prime time, seeking women, 18-49, children and teen-agers.

Radio only

Borden □ Ice cream will get three-week spot-radio drive starting in early June. Tracy-Locke, Dallas, will place spots in 10 markets, aiming to women, 18-49.

Pier 1 Imports □ Retail import store chain is placing one-week spot-radio buy beginning in early June. Witherspoon & Associates, Fort Worth, will plan spots in 24 markets including Austin, Tex., and Baton Rouge, seeking women, 18-34.

Tony's □ Pizza will get four-week spot-radio buy starting in late June. Carmichael-Lynch Advertising, Bloomington, Minn., will arrange spots in 11 markets including Houston and Albany, reaching for women, 18-49.

Gwaltney □ Company is planning four-

Rep appointments

- WPix(TV) New York: TeleRep Inc., New York.
- WTMJ(FM) Miami: Concert Music Broadcast Sales, New York.
- WAKX-AM-FM Duluth, Minn.: Bernard Howard & Co., New York.

week spot-radio promotion for its luncheon meats starting in early June. Ted Bates & Co., New York, will buy spots in two markets, zeroing in on women, 25-49.

American Dairy Association □ Milk will get seven-week spot-radio campaign beginning late this month. D'Arcy-MacManus & Masius, Chicago, will place spots in 130 markets to reach women, 18-49.

A&W □ Root beer will get 12-week spot-radio buy starting later this month. Humphrey Browning MacDougall, Boston, will gear spots in at least three markets, looking for young adults, 12-24.

San Giorgio □ Subsidiary of Hershey Foods has four-week spot-radio drive scheduled for its San Giorgio macaroni slated to start late this month. Creamer/FSR, New York, will buy spots in 12 markets, including Baltimore and Philadelphia, to reach women, 25-49.

Stag beer □ Division of Carling-National Breweries will feature its beer in 19-week spot-radio flight starting late this month. W.B. Doner, Baltimore, will place spots in seven Midwest markets, zeroing in on men, 18-49.

Rheingold □ Division of Chock Full O'Nuts will feature its Knickerbocker Natural Beer in two-to-four week spot-radio campaign starting late this month.

Peerless Advertising, New York, will pick radio spots in 21 markets, geared to men, 18-49.

Pearl Brewing □ Brewery is planning 12-week spot-radio push for its Pearl beer beginning late this month. SFM Media, New York, will place spots in Texas and Louisiana to reach men, 18-34.

Texas Commerce Bank □ Bank is planning 10-week spot-radio flight starting in early July. Ketchum, MacLeod & Grove, Houston, will place spots in Houston to reach men and women, 25-49.

Bongrain Gerard □ Cheese company is scheduling five-week spot-radio push for its new Alouette cheese beginning in early June. McCaffrey and McCall, New York, will place spots in Los Angeles, zeroing in on adults, 18-64.

Mount Austria Cheese □ Cheese company has two-week spot-radio promotion for its 21 different varieties of cheeses, slated to start later this month. Bob Maye and Associates, New York, will handle spots in two markets to reach women, 25-49.

Sau-Sea Foods □ Food company has 10-week spot-radio push set for its Sau-Sea shrimp starting later this month. Smith/Greenland Inc., New York, will arrange spots in six markets including New York and Boston to reach women, 25-49.

Big Red □ Soft drink will get 12-week spot-radio promotion beginning in early June. Smith, Kirk, Baldwin and Carlberg, Houston, will schedule spots in about five markets including Louisville, Ky., and Austin, Tex., gearing them to teen-agers.

Life Uniforms □ Store chain specializing in uniforms has one-week spot-radio drive set for early June. Chollick Associates, New York, will place spots in 12 markets including Atlanta and Los Angeles to attract women, 18-49.

Victor F. Weaver □ Poultry company will feature its chickens in three-week spot-radio flight beginning in early June. J.M. Korn, Philadelphia, will place spots in five markets, including New York and Boston, seeking women, 25-49.

Gorton's □ Division of General Foods is scheduling six-week spot-radio drive for its frozen fish starting in early June. Daniel & Charles, New York, will place spots in about 45 markets, including Baltimore, Miami and Syracuse, N.Y., to reach women, 18-49.

Maremont □ Automotive products company is scheduling two four-week spot-radio flights beginning in mid-June and August. Post-Keyes-Gardner, Chicago, will select spots in about 115 markets, gearing to men, 25-49.

BAR reports television-network sales as of April 24

ABC \$378,270,700 (34.0%) □ CBS \$371,073,400 (33.4%) □ NBC \$362,748,800 (32.6%)

Day parts	Total minutes week ended April 24	Total dollars week ended April 24	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.	163 S	1,092,200	2,383	\$ 14,467,600	\$ 11,771,600	+22.9
Monday-Friday 10 a.m.-6 p.m.	1,001	15,443,200	15,872	239,435,100	199,030,400	+20.3
Saturday-Sunday Sign-on-6 p.m.	327	7,267,400	5,579	138,591,600	109,316,800	+26.8
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,876,600	1,650	62,923,700	49,122,500	+28.1
Sunday 6 p.m.-7:30 p.m.	18	919,500	363	19,331,800	15,807,000	+22.3
Monday-Sunday 7:30 p.m.-11 p.m.	395	33,218,500	6,787	565,614,200	456,341,500	+23.9
Monday-Sunday 11 p.m.-Sign-off	221	5,668,300	3,297	71,728,900	61,026,200	+17.5
Total	2,225	\$67,485,700	35,931	\$1,112,092,900	\$902,416,000	+23.2

Source: Broadcast Advertisers Reports



TORBET- LASKER

Welcomes

**2 GREAT STATIONS
SERVING TAMPA – ST. PETERSBURG**

WLCY AM

5,000 Watts / Tom Watson, General Manager

Y-95 FM*

100,000 Watts / Ray Yorke, General Manager

*formerly WLCY FM

WLCY . . . for 38 years synonymous with radio leadership in the huge Tampa - St. Petersburg market.

Now, under President Alan Henry of Rahall Communications, and managed by Tom Watson and Ray Yorke, WLCY and Y-95 are reaching new highs in audience, community service and business.

WLCY and Y-95 are currently #1 or #2 in these vital categories:

Men 18-34	6-10 + 3-7
Men 18-49	6-10 + 3-7
Women 18-34	6-10 + 3-7 + 10-3
Women 18-49	6-10 + 3-7
Adults 18-34	All day-parts
Adults 18-49	6-10 + 3-7
Persons 12-34	All day-parts
Persons 12-17	All day-parts

Torbet-Lasker welcomes these powerful sales voices to its distinguished national sales group and the T-L Radio Network.

(Arbitron/Oct-Nov. '76/Avg. 1/4-Hr./Metro)

**WLCY & Y-95
join these leading
T-L stations in
The Top 50 Markets:**

New York	WRFM
Los Angeles	KBIG-KBRT
Chicago	WCLR
Detroit	WDRQ
San Francisco	KABL AM-FM
Washington	WJMD
Boston	WEZE-KQS
Dallas	KKDA AM-FM
Houston	KIKK AM-FM
Miami-Ft. Laud.	WHYI
St. Louis	KEZK
Pittsburgh	WJOI
Minneapolis	WAYL AM-FM
Cleveland	WQAL
Atlanta	WAOK
San Diego	KOZN
Milwaukee	WEMP-WNUW
Denver	KOSI AM-FM
Tampa-St. Pete.	WLCY AM-FM
Seattle-Tacoma	KAYO-KTAC
Cincinnati	WLW
Buffalo	WBNY
Phoenix	KNIX AM-FM
San Bernardino	KBON
San Jose	KXRX-KEZR
New Orleans	WBOK
Portland	KUPL AM-FM
San Antonio	KBUC AM-FM
Sacramento	KGMS-KSFM
Louisville	WVEZ
Memphis	WLOK
Providence	WLKW AM-FM
Salt Lake City	KSL AM-FM
Birmingham	WATV
Albany-Troy	WPTR-WFLY
Norfolk	WLKX
Greensboro-W.S.	WBIG
Oklahoma City	KEBC
Nashville	WKDA-WKDF
Jacksonville	WIVY
Honolulu	KUMU AM-FM

Consolidated Markets:

New York-Newark-Nassau-Suffolk
Los Angeles-Anaheim-Santa Ana
Miami-Fort Lauderdale



TORBET- LASKER, Inc.

Representing Distinguished Radio Stations in Key Markets

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

Monday Memo®

Broadcast advertising commentary from Gene O'Brien, senior vice president, Dancer, Fitzgerald, Sample, New York.

DFS is bearish on its Hamm's account

When Dancer, Fitzgerald, Sample was awarded the Hamm's beer account in November 1972, sales had been in a steady decline for a number of years, primarily due to ad campaigns that were changed like clockwork every six months.

Because the decision to buy beer is generally made in the head and not on the palate, imagery in beer advertising is crucial. At that time, the average Hamm's consumer profile suggested an older female type. A standing joke around the brewery in those days was that the sales drop could be measured by a glance at the obituary column.

Early in our strategy sessions we decided that in order to pull a younger audience we had to give the beer a heroic image. Since Hamm's best-loved and most memorable ads had featured an animated bear, we decided to build a rugged, mountaineer "Hamm's Man" focal point for the commercials and to supply him with a live bear as a traveling companion. The client gave us the go-ahead, and the next job was to find ourselves a man and a bear.

We had worked with animal trainer Earl Hammond on other projects, and we contacted him with our problem. Mr. Hammond took a trip to Alberta to look over the grizzly stock and after scrutinizing five or six models, he locked eyes with a 190-pound male cub named Sasha. Actually it was a case of love at first sight or, as Mr. Hammond says, "animal magnetism." In any event, we had our bear.

When we failed to come up with an actor willing to spend six to eight weeks living with Sasha, which Mr. Hammond assured us was necessary to create proper rapport between man and bear, we coaxed Mr. Hammond into taking the assignment himself. The package was bid out traditionally to three production houses, but the low bid didn't win the job. Two members of our creative team, Jack Keil and Rod MacNicholl, had worked with director-cameraman Lear Levin on other "hairy" shoots and, going on gut, we awarded Mr. Levin the assignment.

The production and agency teams trucked off to Hyampon, Calif., near Oregon logging country, and, when Mr. Hammond and a travel-weary Sasha arrived after a 3,000-mile trip from New Jersey, we went to work.

The entire campaign was predicated on feelings for what would and wouldn't play. Because no one had ever shot a commercial with a live bear before, and because Sasha was all claw and tooth, and stronger than all of us put together, we didn't fantasize about being able to tell him what to do. We had no storyboards to outline ac-



Gene O'Brien joined Dancer, Fitzgerald, Sample in July 1959 as a management trainee. During the next 18 years, he rose through the agency ranks, working on the Falstaff beer, General Mills, Peter Paul, Schick Electric and Best Foods accounts. For the past four and a half years, he has served as account supervisor for Hamm's beer.

tion such as "Sasha and Earl play catch with the Hamm's can." We were winging the whole trip.

From the first shot of Sasha and Mr. Hammond coming into camera range on the top of a rise, we knew we had something special going for us. There were some rough moments, like the time Sasha took a 10-foot flop off a log, landed flat on his back and let out a roar that shook the forest, but Lear Levin, our intrepid director-cameraman, kept filming no matter what happened. Later on that same day, Sasha took off for the hills, and Rod MacNicholl, our art director-producer and an ardent marathon runner, chased him five miles into the woods and brought him back alive. At the end of the two-week shoot we had 75,000 feet of incredible film. The editors produced a package of 15 commercials that ended up costing under \$10,000 each, thanks both to Mr. Levin's creativity and to our freedom from storyboards.

DFS Chairman Stuart Upson was impressed at the screening, and our next decision was what to do with the commercials. Traditional marketing procedure is to test new spots, so we agreed to test. But after a weekend of heavy thinking, I called Mr. Upson and suggested we get the spots on-air immediately. He'd been thinking along the same lines, so we elected to spring the spots on the client for the final verdict.

We flew up to St. Paul where, coincidentally, the client was meeting with its Distributor Advisory Panel, a group that met with brewery personnel three times a year to supply suggestions and voice complaints. After the screening, the panel tore up their complaint list. The spots began airing in June 1973.

The campaign won the highest awareness level grades ever pulled by any beer. Consumer mail was overwhelming and entirely favorable. We'd get letters from people who would run in from their kitchens when they would hear the theme music so they could see what Earl and Sasha were up to.

Heublein, owners of the Hamm's Brewery, had decided to sell out because the beer's track record had been so poor. The response to the commercials was so strong that a group of Hamm's distributors formed a consortium to keep the brewery in "the family." They told us the campaign was instrumental in their decision that Hamm's was "going to make it." In January 1975, the consortium was approached by the Olympia Brewing Co. with an offer to buy. Now Olympia has shown a great deal of faith in Hamm's and continues to count on our commercials to support that faith.

Since the original shoot back in 1973, there have been a number of changes in the Hamm's campaign. We've given Earl Hammond more of a personality and incorporated story lines into our spots. This is partially due to the maturing talents of our star, Sasha, who, at 1,500 pounds and eight feet of hairy height, has not only developed a presence to be reckoned with, but also an intelligence which, believe it or not, can be reasoned with. Hamm's sales continue to grow and there is no question in anyone's mind that this is a beer that's here to stay.

Some things do remain the same, however. Because of the unique nature of these shoots and the necessity of knowing Sasha's little idiosyncrasies, we've continued working with Lear Levin rather than calling for fresh bids for every package. It's a job you've got to live to understand, and the risk of breaking in a new director at this point might end up literally with a broken director.

As an interesting footnote, a couple of years ago we noted the release of a motion picture entitled "The Life and Times of Grizzly Adams." This year a new TV series of the same name has become enormously popular. We can't help but feel somewhat responsible for this new awareness of bears, and delight in the fact that America has a new culture hero with the strength, integrity and image of this terrific animal.

In fact, we'll drink to that.

Animals Animals Animals wants to thank the following people for all those Awards Awards Awards!

The people from the George Foster Peabody Awards for presenting ABC News' children's series "Animals Animals Animals" with a 1976 Peabody Award.

(The awards committee said the program is "a quality mixture of graphics, animation and live action focusing on a particular animal in each segment as seen through the eyes of man.")

The people from Action for Children's Television for their special Achievement Award.

(ACT President Peggy Charren cited "Animals Animals Animals," as "a program which enhances the world of science with poetry, myth and music.")

The people at the National Educational Association,

which has recommended our show for viewing.

The people of the Television Critics Circle for our recent nomination for excellence in children's programming.

The people at the National Academy of Television Arts and Sciences for nominating "Animals Animals Animals" for an Emmy Award for best children's series.

And of course all the people, young and old, who have been watching "Animals Animals Animals."

You're the nicest people, people, people we know.

ABC
NEWS



"Animals Animals Animals" Sundays 11:30 A.M. (EDT) Host: Hal Linden. Writer & Executive Producer: Lester Cooper.

**WHEN IS 4¹/₂
GOOD
WEEK'S
WORK?**

HOURS A

When it's on prime time television, that's when. And that's the share we've won for the coming season. We're proud of it, proud of the talented people who made it possible, and overjoyed at this opportunity to congratulate Alan Shayne, our President of TV Programming.

And now, back to our program.

ALICE	half hour, 22 episodes
RAFFERTY	one hour, 13 episodes
THE FITZPATRICKS	one hour, 13 episodes
WONDER WOMAN	one hour, 22 episodes

and a special thanks to our partner James Komack and The Komack Company, Inc. for the creation and continued success of

CHICO AND THE MAN	half hour, 22 episodes
WELCOME BACK, KOTTER	half hour, 22 episodes



**WARNER BROS.
TELEVISION**

Datebook[®]

This week

May 23—FCC's deadline for comments 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. Faucett Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Chicago 60625; (312) 463-3040.

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

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

■ **May 24**—Hearing before House Communications Subcommittee on FCC oversight. Washington.

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'Entant 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 25-26**—Hearings before House Communications Subcommittee on spectrum management and World Administration Radio Conference 1979. Washington.

■ **May 25-26**—Long Island Cable Club spring conference. Dering Harbor Inn. Shelter Island, N.Y.

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.

Also in May

■ **May 27-28**—United Press International Broadcasters Association of Alabama meeting and awards presentation. Bob Benjamin, UPI Washington broadcast editor, will address Friday awards luncheon. Sheraton Mountain Brook Inn, Birmingham.

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.

Major meetings

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 Financial 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 9-12, 1978—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 12-14, 1978—National Association of Broadcasters radio program college. Las Vegas.

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

June

June 1—Sales seminar on radio and newspapers, sponsored by the National Radio Broadcasters Association. Sheraton at Airport, Denver.

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

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

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

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

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

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

June 2—Sales seminar on radio and newspapers, sponsored by the National Radio Broadcasters Association. Hotel Pacifica, Los Angeles.

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

June 2-5—Missouri Broadcasters Association spring meeting. FCC Commission Margita White will be Friday luncheon speaker. Rock Lane Lodge, Table Rock Lake.

June 2-5—Mississippi Broadcasters Association an-

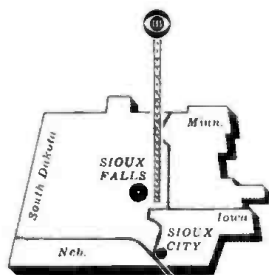
See how Arbitron sees us

Nationwide sweep shows KELO-tv leading the pack.

- # **1** in Prime Times (ADI) 46% share
6:30 - 10 p.m. Sunday thru Saturday
- # **1** in Early Fringe (ADI) 61% share
4 - 6:30 p.m. Monday thru Friday (Women 18-49)
- # **1** in Early Fringe (Total Area) 68% share
4 - 6:30 p.m. Monday thru Friday (Women 18-49)
- # **1** in Late News (ADI) 60% share
10 - 10:30 p.m. Monday thru Friday
- # **1** in Sign On/Sign Off (ADI) 51% share
Sunday thru Saturday
- # **1** in Sign On/Sign Off (Total Area) 56% share
Sunday thru Saturday

Sweep after sweep, KELO-LAND TV scores the most firsts. There never was a better advertising buy.

Source: Arbitron Sweep Feb. '77 (affiliates of all three networks in equal facility markets), as analyzed by TV/Radio Age. Measurements are submitted as estimates, subject to qualifications defined by reporting services.

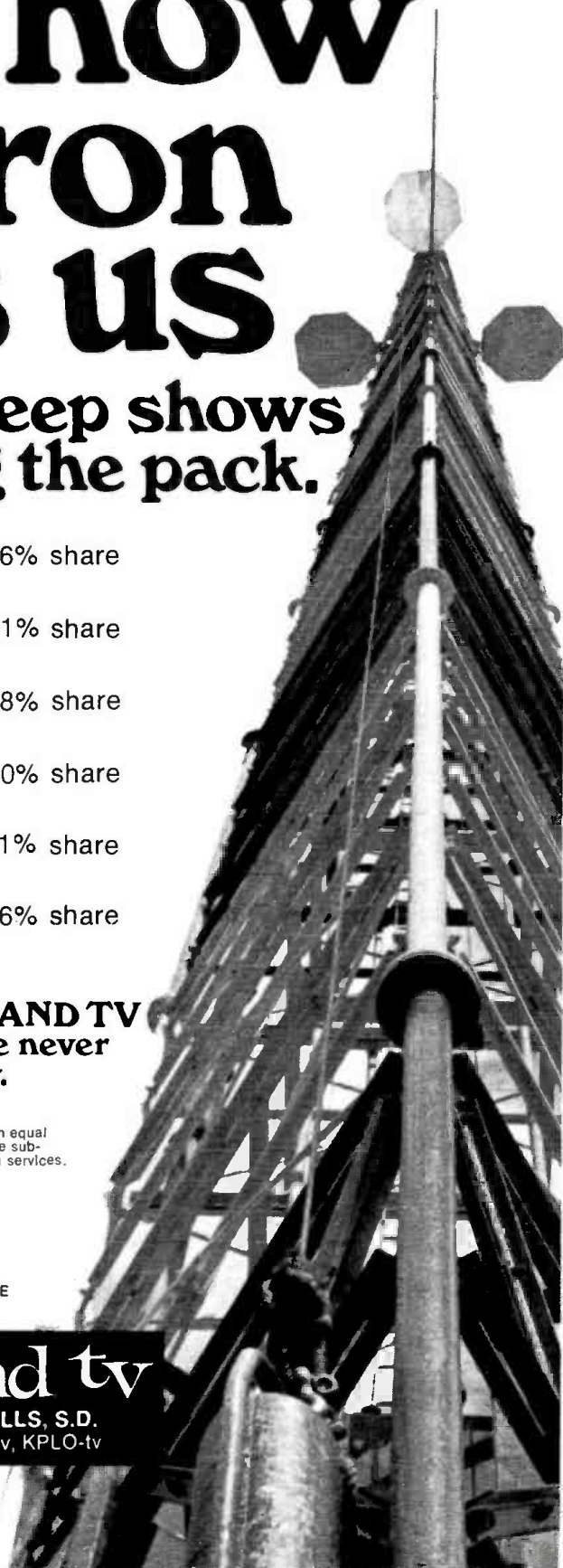


A CBS  AFFILIATE

kelo-land tv

KELO-tv SIOUX FALLS, S.D.
and satellites KDLO-tv, KPLO-tv

Represented nationally by H-R.
In Minneapolis by WAYNE EVANS

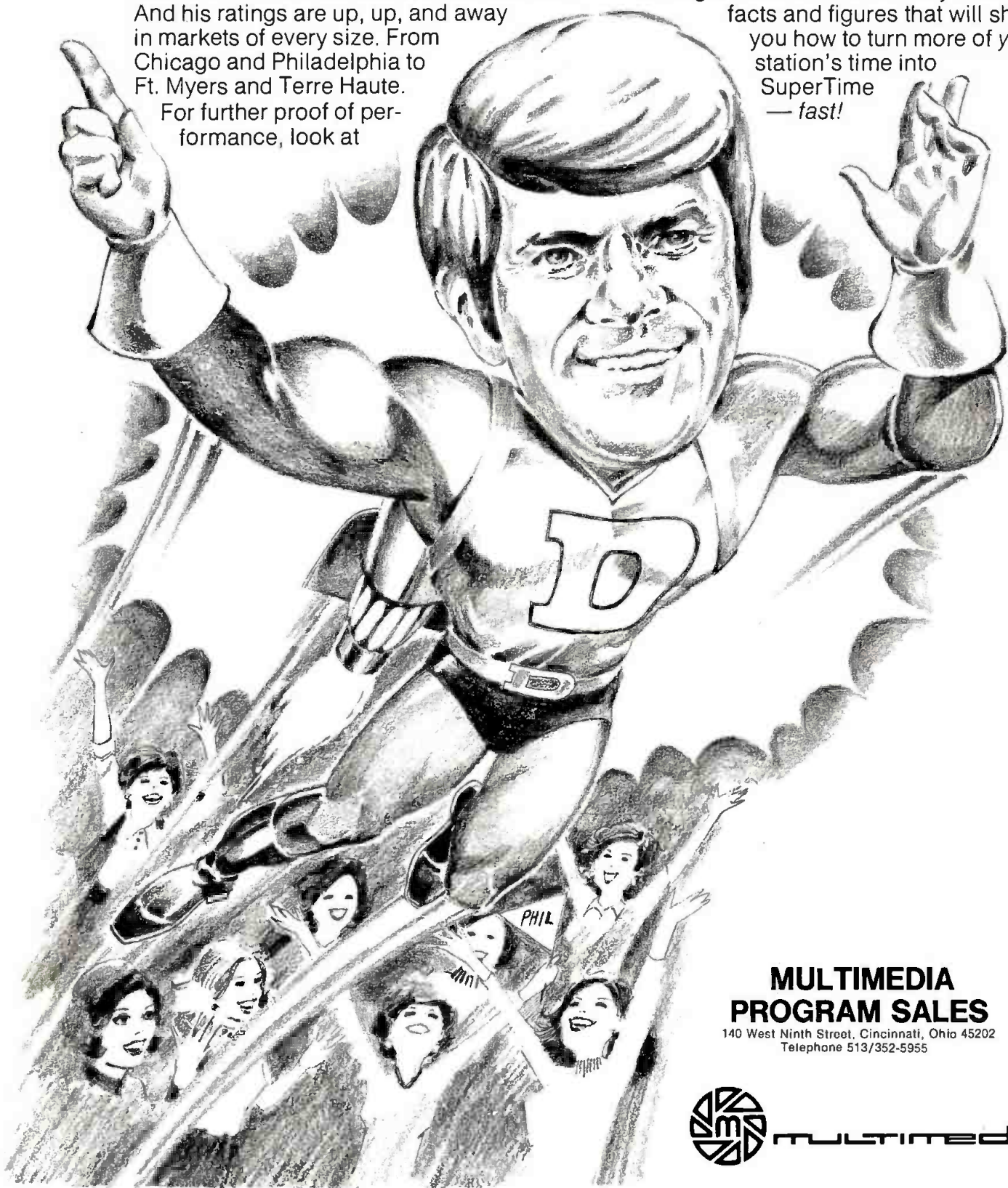


SUPERPHIL

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!*



MULTIMEDIA PROGRAM SALES

140 West Ninth Street, Cincinnati, Ohio 45202
Telephone 513/352-5955



MULTIMEDIA

nual 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*. Russell Senate Office building, 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.

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 9-11—Conference on "Women in Communications Management," sponsored by *Boston University School of Public Communications*. Information: Jane Carroll, 640 Commonwealth Avenue, Boston 02215; (617) 353-3450.

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 "Wingding." Golf and dinner: Los Robles Country Club, Thousand Oaks. Tennis: Callabassas Tennis Club, Callabassas.

June 13-15—Broadcast Promotion Association

22nd annual seminar. Beverly Hilton hotel, Los Angeles.

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

June 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 Sciences Corp./BCS user's conference for BCS customer stations. Antlers Plaza hotel, Colorado Springs.

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

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

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

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

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

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

June 16-17—Oregon Association of Broadcasters spring conference. Featured speakers will be Representative Lionel Van Deerlin (D-Calif.), FCC Chairman Richard Wiley and ABC-TV President James Duffy. Bowman's Mt. Hood Resort, Wemme.

June 16-17—Third annual technical seminar, sponsored by *New York State Commission on Cable Television* and *New York State CATV Association*. Albany, N.Y. Contact: Bob Levy, NYCCT, (518) 474-4992.

June 16-18—South Dakota Broadcasters Association annual convention. FCC General Counsel Warner K. Hartenberger will be luncheon speaker. Ramada Inn, Sioux Falls.

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

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

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

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

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

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

June 19-21—New Jersey Broadcasters Association annual convention. Tamiment Country Club, Pennsylvania Poconos.

UP AND AWAY!



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
WCBF	Charleston, SC	13,000	#1
WOWK	Charleston-Huntington	31,000	#1
WBTB	Charlotte	48,000	#1
WTVB	Chattanooga	27,000	#1
WGN	Chicago	143,000	#2
WLWT	Cincinnati	60,000	#1
WEWS	Cleveland	86,000	#1
WTVB	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
WTVB	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
WTVB	Hartford-New Haven	37,000	#1
WJXT	Jacksonville	23,000	#1
WTAJ	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
WIBC	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
WLSL	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

Miami Newsfilm Update:

The two largest TV network affiliates in this competitive "Top 20" market choose to upgrade their newsfilm equipment rather than switch to All-ENG, recognizing the indispensable role of 16mm newsfilm in a balanced newsgathering operation.

Despite the continuing "All-ENG" hysteria, the majority of affiliate and independent TV stations across the country have opted for a balanced newsgathering operation — a healthy mix of modern, one-man-band newsfilm cameras and a limited number of ENG units with live transmission capabilities.

What's happening in a "Top 20" market like Miami is typical of current trends in gathering news for television.

Basically a flat narrow strip along the coast, with the Atlantic Ocean on one side and the Everglades on the other, Miami is considered among the fastest growing

markets in the country. Long favored as a major convention town, Miami is also a gateway for South America, Central America, and one-stop service to Europe. Since 1960 Miami has been the third-ranked city in the country in terms of datelines, with more hard news stories in one day than any other market this size.

"Our cost analysis left it very much up in the air as to whether ENG saves you money in the long run."

WCKT-TV, the NBC affiliate in Miami, has won numerous awards in recent years for its outstanding news coverage and investigative reports.

"We have two ENG units with live and tape capabilities," says Gene Strul, News Director, WCKT-TV. "The time had come to decide whether to go All-ENG or to retain film cameras.

"Our cost analysis left it very much up in the air as to whether ENG saves you money in the long run.

"We have also found that, contrary to reports, ENG units still do not serve as replacements for film cameras. We still cannot edit tape with any great speed. And the support equipment for ENG is bulky and difficult to maneuver. We use helicopters frequently to cover stories. (We also use them to rush material to us.) On occasion, we also shoot film from boats. ENG could be a problem when a helicopter or boat is needed. We also do a lot of investigative reporting where ENG would be difficult to use because the amount of equipment required would let everyone know what we're doing.

"As far as the public is concerned, it doesn't make much difference whether we use tape or film. The audience isn't interested in the difference — unless it's live. Of course, the public isn't gaining

anything if a story is put on live just to use the live capability. That's just a promotional gimmick, and the public gets blasé after a while. After all, they have already seen a *moon walk* live, and they see golf games and other events live. After a while they say 'so what.' Why bring in a feature story live when it could have been done better



Dave Seeger, Newsfilm Reporter, WCKT-TV, loading his CP-16 into the news car. "VNF 7240 gives us a lot more latitude," says Seeger. "Working on various investigative series and shooting frequently at low light levels, I've probably 'forced' more film than any photographer around here." (Eastman Kodak has recently developed a new, remarkably fast stock, VNF 7250, with an ASA rating of 400, which permits shooting at light levels as low as two footcandles without requiring any forced developing! If needed, the new VNF 7250 can be pushed three stops to an ASA of 3200!)

on film?

"The question was: should we invest in modern newsfilm cameras or more ENG? We felt that our two ENG units were enough to supplement film and serve our purposes at this point. And so, as our old newsfilm cameras have gone out, we're replacing them with new CP-16 units."



Gene Strul (right), News Director, WCKT-TV, and Dave Choate, Assistant News Director, in conference about an upcoming investigative series. "We have found that, contrary to reports, ENG units still do not serve as replacements for film cameras," says Gene Strul.



Frank Broughton, Lab and Photographic Equipment Manager, WCKT-TV, accepts delivery of eight CP-16's from Charles Sutyak of Photomart (the regional CP-16 dealer headquartered in Orlando, Florida). WCKT-TV purchased two CP-16's in 1973, two in 1975, and in the winter of 1976-77 — twelve additional CP-16's!



— "I don't think our equipment inventory should lie exclusively with ENG or film," says Ralph Renick, Vice President for News, Wometco stations. The WTVJ-TV news department equipment inventory includes two ENG vans, five ENG cameras, and nine of the station's CP-16's.

"I don't think a station should go All-ENG primarily because, with present ENG technology, your coverage would be limited."

WTVJ-TV, the CBS affiliate, is the oldest station in Miami. And the "Ralph Renick Report" is probably the longest continuing newscast in America. WTVJ-TV also has the greatest number of ENG

units in Miami: five.

"I don't think our equipment inventory should lie exclusively with ENG or film," says Ralph Renick, Vice President for News, Wometco stations. "I don't think a station should go All-ENG primarily because, with present ENG technology, your coverage would be limited.

"Plus, some stories, especially features with a great deal of motion involved, lend themselves better to a newsfilm camera. Stories that are better covered with film include some breaking stories where you have to be able to move rapidly, and out-of-town stringer stories. While film in our shop is becoming a back-up or secondary system of coverage, with ENG being our primary and preferred mode of coverage, it is important that the news manager invest sufficiently in film equipment that is reliable.

"As for film versus ENG cost factors, the extra personnel involved in ENG and other extra expenditures have made the two a financial draw, they break down about evenly."

Ralph Renick (left), Vice President for News, Wometco stations, with Jim Rutledge, News Assignment Editor, WTVJ-TV. "We see film as part of the news operation for the foreseeable future," says Renick.



Cameraman Jeff Fort, of WTVJ-TV, takes a light meter reading, getting ready for a federal prisoner to come out of the courthouse building. WTVJ-TV acquired twelve new CP-16's in the fall of 1976, of which nine were assigned to the news department.

The leading TV stations in Miami may differ in their general approach to news and newsgathering, in the specific tape/film ratios they use in covering the news, and the extent to which they use ENG live capabilities. Though the competition among the stations is keen and lively, on one subject there's a definite consensus: **16mm newsfilm still remains the backbone of a balanced TV newsgathering operation.**

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Tougher code wanted

EDITOR: I generally find myself in substantial agreement with the BROADCASTING editorials, but I have some difficulty with the third editorial in the May 2 issue, on the TV code. I know that in many previous editorials you have indicated there should be no code whatsoever. In this editorial you seemingly support the code on program content as it is, but you are against any changes to strengthen it.

As far as broadcasting codes are concerned, the real problem is that too often the Congress, governmental boards or commissions try to enforce voluntary codes through the raised brow, renewal specifications, or public hearings. Competitors in sports do not feel that their constitutional rights have been violated when they agree to conduct the sport in accordance with rules they have established. Competitors in business should not feel that their constitutional rights have been violated when they voluntarily agree to conduct their business in accordance with a code they have established. To have voluntary rules enforced by governmental agencies does violate one's constitutional rights. That should be the focus of any editorial attack in the program standards area.

Over the years the program standards set up in the code have been greatly liberalized. It is my personal belief that we should take a good hard look to see if we have gone too far. We might want to consider reinstituting some of the former code provisions.—*A. James Ebel, president and general manager, KOLN-TV Lincoln, Neb.*

Cost calmativ

EDITOR: I would like to echo Charles D. Peebler Jr., in your "Monday Memo" of May 9. I'm mad as hell.

I'm mad as hell that Mr. Peebler, in expressing his anger over inordinate media costs in television, newspapers and magazines, failed to mention the one medium that has managed to stay in line or below the all-commodity index—radio.—*Tom Elkins, executive vice president, KNU(AM) Kahului, Hawaii.*

Behind the dinner

EDITOR: A testimonial dinner will be held for FCC Commissioner Benjamin L. Hooks in October, but one part of the item in the May 9 "Closed Circuit" was incorrect. The dinner is being organized by the Benjamin L. Hooks Testimonial Dinner Committee Inc., which comprises representatives of the broadcast, cable and common-carrier industries, the legal community, social-service organizations, the

print media and the National Association for the Advancement of Colored People [not by the NAACP alone, as BROADCASTING said]. The dinner will provide an opportunity to pay tribute to a man who has had a profound impact on the telecommunications industries and whose future activities are certain to enrich the lives of all of us. Proceeds from the dinner will go to the NAACP.—*Ernest D. Fears Jr., WMAL Inc., and Edward Hayes Jr., Hayes & White, both Washington, chairmen of Hooks Testimonial Dinner Committee.*

In attendance

EDITOR: I read with great pride your May 9 coverage of the Radio Television News Directors Association board meeting on April 29 with President Carter.

As director of the Pennsylvania, New York and New Jersey region 12, I'm concerned that my name was omitted from the list of attendees. I wouldn't want the members of my region to think that I was absent from this most important session.—*Fred Young, news director, WTAE-TV Pittsburgh.*

Cable will count

EDITOR: Re the drop-in article in the May 9 issue: You did a fine job in explaining a 37-page technical study in one page of plain English. However, your quote on the impact of new technologies erroneously included cable television as not expected to be significant. The report says that in eight to 13 years the effect of new technologies is not expected to be significant, "except if there is substantial cable television expansion in the market... [which would] particularly affect the independent station and possibly its viability."—*Alexander Korn, policy analysis branch, Broadcast Bureau, FCC, Washington.*

Any with Hill & Dale?

EDITOR: I am interested in obtaining transcriptions from the Hill & Dale "vertical-cut system" originally produced by the World Programme Service.

The records were phased out some 20 years ago by most radio stations that kept them. To the best of my knowledge, there was a similar library available under the title Vitatone, which was produced by Warner Brothers (the Hill & Dale label was produced by United Artists).

I am a keen collector and have equipment to dub the disks, so would greatly appreciate it if I could obtain as many titles as possible.

I would be obliged if you would put me in touch with anyone who still has copies available.—*N. Kemelfield, 173 Kooyong Road, Toorak, Victoria, Australia 31410.*

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Top of the Week

Tidings in L.A. pick up spirits of NBC affiliates

Fall line-up presentation evokes favorable reaction; there also are encouraging words on sales, concessions to stations and the prospect of getting a slice of college football

NBC-TV affiliates went into their convention in Los Angeles last week cowed by their network's third-place ranking in prime-time race, and they left town three days later thoroughly optimistic about its prospects next year.

That was the evaluation of Ancil Payne of KING-TV Seattle, chairman of the affiliates board of delegates, and it was seconded right and left by other affiliates in individual appraisals as the two-day meeting broke up.

This didn't mean, many said, that they were looking for NBC-TV to be number-one in prime time in 1977-78. But they clearly expected their network to be a strong number two, at the least.

Mr. Payne gave his impressions in a news conference, a traditional closing feature of NBC conventions, in which he and Curt Block, NBC-TV director of press and publicity, reported on what had happened at a just-concluded closed meeting between the affiliates board and NBC management.

Mr. Payne, in answer to reporters' questions, said the affiliates' mood going into the convention was "fair-to-middling frightened and doubtful about the upcoming season." Going out, he said, "after [the network presentations] yesterday and today, our mood is very positive."

The prime-time schedule presentation, he said, "turned the affiliates around 180 degrees" in their outlook (see story, page 46). Personally, he said, it was "the most interesting [presentation] I'd seen" in some 20 years of affiliate conventions, and "the affiliates caught the upbeat of it."

In other developments, he and NBC's Mr. Block reported:

■ NBC sales leaders had told the affiliates that it was "a little too early" to report on new-season sales but, as Mr. Block put it, that "the budgets are out there, bigger than a year ago." Similarly, it was said, sales of NBC's new daytime schedule took

about six weeks to get started but have now produced sold-out results for the fourth quarter, at costs-per-thousands about 20% higher than last year's. NBC's prime-time C-P-M's were estimated at 15%-20% higher than a year ago.

■ NBC officials said unsold spots in network movies would be released for sale by affiliates on a co-op basis, as was done with four unsold network spots in last week's *Monday Night Movie*.

■ NBC promised to give the affiliates word of late schedule changes "at least one day before *TV Guide*" and other publications get it. The need for adequate advance notice, for affiliates' scheduling and promotional purposes, is a "fierce" one that all three networks ought to address, Mr. Payne said.

■ Affiliates were impressed with the attention NBC News is giving to weekend *Nightly News* (story page 54), not only for the benefit it will bring to the weekend reports but also to NBC's news service as a whole.

■ The National Collegiate Athletic Association is interested in dividing its football package—now concentrated on ABC-TV—into two parts, and NBC Sports has been discussing with NCAA the possibilities but will pursue them "only if sure that they can deliver a good schedule."

■ NBC's current system of prescreening programs for affiliates, Mr. Payne said, is much improved "and working out pretty

well."

■ NBC's feeding of late Sunday night movies for affiliates that want them has resulted in acceptances that represent 72% coverage of the U.S.

■ At the request of an Alaskan affiliate, NBC-TV will consider providing all-night program service on Fridays and Saturdays.

■ In their private meeting, Mr. Payne said, the affiliates "gave a really good round of applause" for NBC-TV's 1977-78 schedule, and affiliate leaders urged the stations to "clear all product." But "it'll be a rare day," Mr. Payne said under questioning by reporters, if NBC makes no changes in its fall schedule before the September start date.

■ NBC officials promised that their advance promotion of the fall schedule will represent NBC's "most expensive and expansive campaign ever."

■ Affiliates are convinced that NBC is dealing effectively with "the violence problem."

The convention, held Monday and Tuesday at Los Angeles's Century Plaza hotel, drew an NBC record crowd of some 690 affiliates and spouses, not counting scores of NBC officials in attendance. Turn-outs for the opening reception on Sunday night and the windup banquet on Tuesday—which included a short talk by former Secretary of State Henry Kissinger, who has been signed by NBC for news specials and in an advisory role—were estimated at more than 2,100.

CBS affiliates hope for word on how to climb back in the driver's seat

The new program schedule will be prime draw for record turnout; Brakefield confident the network has capacity to get back on top

CBS-TV's network affiliates conference opening for two days in Los Angeles tomorrow (May 24) will be marked by two distinctive characteristics: It will attract the largest attendance in the 22 years of the meetings and will be the first time CBS-TV will be conferring with its stations in the unfamiliar role of the runner-up network in the vital prime-time sphere.

The network said last week that a record attendance of 1,200 is expected for the affiliates conference. This includes 415 management representatives of 198 affiliate stations, plus network personnel and talent.

For the full 1976-77 season ABC-TV

was the undisputed leader in prime time, relegating CBS-TV to second position. The feeling at CBS-TV is that affiliates are disappointed with their below-the-top ranking in the evening but are not likely to cause waves of discontent at the meetings because business is brisk and the network's position in periods other than prime is strong.

That viewpoint was echoed by Charles B. Brakefield, president and general manager of WREG-TV Memphis and chairman of the CBS Television Network Affiliates' Advisory Board. From his vantage point, he said, he senses that affiliates are "not lamenting" the second-place slotting of CBS-TV, but are "curious" as to what the network is planning to do in the future.

"Our prime concern is to get back into the driver's seat," he asserted. "I think we will be number one again, but I'm not set-

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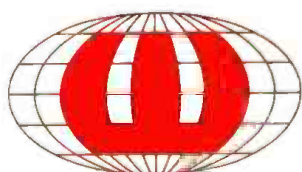


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ting a timetable. If we had people who were smart enough to get us into first place and stay there for 20 years, I'm sure they'll be smart enough to get us back into first place. In fact, in the last three or four weeks we've been doing quite well in prime time."

The two-day conference will be devoted almost exclusively to the network's fall program plans—prime time, sports, specials, daytime and news and public affairs.

Speakers on the opening day will be Mr. Brakefield and Robert Wussler, president, CBS-TV, who will make general remarks. Discussing the ratings picture will be Arnold Becker, director, television network research, CBS Broadcast Group. Bud Grant, vice president, programs, CBS-TV, will outline the 1977 fall prime-time schedule. Other speakers will be Jerry Gold, vice president, children's programs; Michael Ogiens, vice president, daytime programs; Barry Frank, vice president, sports; Eric Sevareid, national correspondent, CBS News; Bernie Sofronski, vice president, special programs, and Paul Monash, vice president, programs, motion

pictures for television and miniseries.

Scheduled speakers on Wednesday include John Schneider, president, CBS/Broadcast Group; John Backe, president, CBS Inc.; Louis Dorfsman, vice president, advertising and design, CBS/Broadcast Group; Richard Salant, president, CBS News, and Bill Leonard, vice president, Washington.

Programs new to the CBS-TV 1977-78 prime-time schedule will be shown during the two days.

A question-and-answer session, moderated by Mr. Wussler, will conclude the business phase of the conference on Wednesday. Panelists will include John P. Cowden, vice president and assistant to the president, CBS-TV; Robert Daly, executive vice president, CBS-TV; Jay Eliasberg, vice president, CBS Television Network Research, CBS/Broadcast Group; Mr. Frank; Mr. Leonard; Mr. Grant; Mr. Salant; Frank Smith Jr., vice president, sales, CBS-TV; Gordon Van Sauter, vice president, program practices, CBS-TV, and Carl Ward, vice president, affiliate relations, CBS-TV.

Pot continues to boil over CBS tennis matches

It's getting even hotter as FCC begins to get into the game

The last thing Bob Wussler needed on the eve of this week's CBS-TV affiliates convention was the threat of an FCC investigation. But that's what he got.

The first rumblings had come two weeks ago, with disclosures that several tennis matches, billed as "winner-take-all" on CBS-TV, were not as advertised, but that purses had been divided between the players by prearrangement (BROADCASTING, May 16). Then, last Thursday morning (May 19), the *Washington Post* quoted an anonymous FCC commissioner as saying the commission should look into the disclosures.

Later, that commissioner was identified as Joseph Fogarty, who told BROADCASTING he was "upset" by the "deceptions" and that he felt the commission should look into them. He said the commission's Complaints and Compliance Division, which would investigate such matters, had it "under advisement." William Ray, chief of the division, refused all comment. Another commission source, however, confirmed that the division "is looking into it."

By Friday morning, the hubbub had escalated to the point that the *New York Daily News*, in a column bylined by Liz Smith, was printing rumors of Mr. Wussler's impending replacement by independent producer Bud Austin. That prompted CBS/Broadcast Group President John A. Schneider to issue a formal statement at midafternoon labeling the rumor "silly, ridiculous and totally unfounded."

CBS, which is not saying much about the matter, other than that it is conducting its own investigation, is not denying

misrepresentation was involved in the promotion of the winner-take-all matches. "We regret the misinformation about the purse," the CBS legal department said in a statement last week.

Robert Wussler, the former head of CBS Sports who is now CBS-TV president, was saying very little about the matter last week, though he said he does not believe the network did anything to violate FCC regulations.

Left unanswered by CBS last week was the nature of its promotion of the matches, held every year since 1975. CBS has withdrawn all of its publicity releases and would not make them available.

A pivotal figure in the issue, Bill Riordan, who promoted the matches and who has had much to say on the matter in recent weeks, last week appeared to be giving CBS and Mr. Wussler a clean bill of health. "There is no question in my mind that at no time did we tell them [CBS] how the percentages broke down [who was getting paid how much]. I don't think they were interested," he said. "I'm convinced Bob Wussler had no idea who was receiving how much money," he added.

Mr. Riordan said, however, that Barry Frank, who is now CBS vice president for sports, was instrumental in promoting another "winner-take-all" match between Jimmy Connors and Rod Laver in 1975, when Mr. Frank was senior vice president of Trans World International. Mr. Riordan suggested that, since Mr. Frank participated in that match, he should have known the succeeding ones were not winner-take-all.

Mr. Frank last week conceded that he knew. But, he said, he does not know how they were promoted.

Mr. Pertschuk of the FTC: consumerist bent and open mind

New chairman, one month into the job, wants broadcasters to know they'll get a fair hearing, although he understands why the composition of his new team might make them nervous

When Michael Pertschuk went before his former bosses on the Senate Commerce Committee, preliminary to confirmation as chairman of the Federal Trade Commission, he promised to refrain from speaking engagements until September. That was in late March and Chairman Pertschuk is keeping his word—gladly. "This job takes a good 14 hours a day. I need this time to really get a hold of the job."

But if Mr. Pertschuk is paying more attention to the store than the stump, he is not reclusive. Last week he agreed to an exclusive interview with BROADCASTING, designed to elicit some signals of what to expect of an FTC under his command.

After 13 years on Capitol Hill as Commerce Committee chief counsel and staff director and only one month into his new job, the chairman hasn't "a preconceived program of initiatives which are fully developed and ready to be acted upon." What he does have, however, is his philosophy and a team ready to carry it out.

"I expect this to be an activist agency. I expect it to be a consumer-oriented agency," he said, later adding that broadcasters "have every reason—based upon what they've heard—to be nervous," as his background has centered on advocacy of consumer legislation.

But he entered a caveat: "The one reassuring thing I'd like to say to them is that over the period of years in which I worked for the committee, I think it's fair to say that I've gained the respect not only of liberals, but of conservatives and businessmen generally in terms of listening and of being fair."

The business and advertising types he dealt with on Capitol Hill "rarely agreed with some of the positions I took," he said, but "they did feel that they got a fair hearing—and that legislation for which I was responsible in the committee was modified when sound presentations were made."

Chairman Pertschuk makes no bones about his "basic consumer orientation" but is quick to clarify it: That "is not to say that I favor any and every initiative that every consumer advocate has raised in the last 10 years. I don't... First of all, there's no such thing as a free lunch. Every action by government has costs as well as benefits. And I'm sensitive to such issues as the First Amendment and the First Amendment rights of broadcasters."

That his top lieutenants came from a

consumerist mold, Mr. Pertschuk does not dispute. But "to jump from there and characterize them as 'Nader people' I think is a distortion," he explained. In looking for top management at the commission, Mr. Pertschuk had three basic credentials in mind: professional competence, leadership ability and "some history of public interest involvement." He believes he got what he wanted.

"There's no question that Al and Tracy have both been [consumer] advocates," he said of Al Kramer, founder of Citizens Communications Center who is director of the FTC Bureau of Consumer Protection, and Tracy Westin, former head of Washington's Public Interest Law Center, who seems certain to be deputy director of that bureau. "They are also both highly competent and trained lawyers," he continued, "Tracy [for one] also comes from [the Washington law firm of] Covington & Burling and is a professor of law at UCLA [University of California Los Angeles]. They are not banshees wailing in the night." That both of his choices for Consumer Protection come with experience dealing with broadcasters, he said was "in part accidental . . . I was not looking for somebody in communications."

Mr. Pertschuk, in fact, believes he "could be accused of sinking back into the revolving door by reaching out for establishment lawyers. To look at those credentials, from one point of view, the lawyers appointed to the commission come from all blue-chip corporate law firms. I have had a letter from a lawyer in New York attacking the fact that two of the principal officials are coming from Arnold & Porter, which represents the corporate interest." (One of them is General Counsel Michael Sohn who "in his pro-bono off-hours represented Ralph Nader [but] also spent probably 90% of his professional time representing the great corporate interests of this country." Mr. Kramer is the other.)

Close association apparently played no role in President Carter's selection of Michael Pertschuk. "I have no personal relationship with the President," he said, explaining that whatever connection he has with Mr. Carter came from being active on the campaign. "I worked on the platform . . . on consumer issues."

In choosing an FTC chairman, Mr. Pertschuk recalled, the President said his overriding concern was the consumer interest. "One of the issues that I mentioned to him was children's advertising . . . I would not say that he gave a judgment on those issues. But at the same time he did not tell me to trim my sails on any of them."

Children's advertising is indeed one issue Mr. Pertschuk intends to pursue at length, and he's already told his staff as much. They were instructed to "give a high priority attention to the petitions . . . dealing with the role of sticky sugars and candies." But he is cautious. "I need to do a lot more thinking and study before I've made up my mind" on those issues as well as on such other debated proposals as corrective advertising. Some of those decisions may eventually be made on Capitol



Pertschuk

Hill. "It is possible that out of the review of children's advertising, rather than cases or trade regulations, there could come legislative proposals. . . . But at this point I don't have any fix on what they will be."

While his plans may be far from concrete, Mr. Pertschuk has his goals. But he's aware that, although he's the chairman, his impact has its limit. "There are clearly restraints. There are restraints of law and [congressional] oversight. My calculation is that this commission sits somewhat closer to the Hill than to the White House, although [the FTC building] is virtually equidistant between the two of them . . . So to the extent that this commission could veer off into directions that do not have general support on the Hill, we would expect to hear about it." Furthermore, the chairman can still only "have one vote on the commission."

Michael Pertschuk doesn't consider himself "a radical" entering the halls of the FTC. "Actually, the truth is that this has been, in my judgment, the most consumer-oriented agency in the government. (Former FTC Chairmen) Dixon and Weinberger, Kirkpatrick, Engman, Collier really . . . can see themselves, within relatively narrow confines, as consumer advocates. I don't see this commission taking major changes in direction."

As for his statement during his confirmation hearing that he planned to work closely with the FCC, Mr. Pertschuk said: "It's a little hard to make concrete that pledge until we see who the [FCC] chairman is. If the chairman turns out to be Charlie Ferris [currently counsel to House Speaker Thomas P. (Tip) O'Neill (D-Mass.)]—I've worked with him for probably 10 years—I would expect to have a close and trusting relationship. If it's somebody else we'll have to wait and see."

There's an administrative motive behind Chairman Pertschuk's hopes for a close FTC-FCC rapport. "When it comes to advertising issues, the role of each commission overlaps. . . . When there's [another] agency taking the lead and will-

ing to do the work, I have no desire to have the commission compete and that will be my attitude with the FCC."

Mr. Pertschuk went to the FTC not long after the Government-in-the-Sunshine Act required (with an escape clause) all agencies to open their meetings to the public. He claimed the open meetings are nothing new for him and seem to be working. "Just as I experienced in the committee . . . members tend very quickly in the heat of debate to forget that they've got an audience."

Over-all, Mr. Pertschuk wants an open commission and steps have been taken in that direction. But still some doors must have locks. "I think there clearly is a conflict of policy between effectiveness of the commission and its investigations and law enforcement role and the openness of government. . . . That's a balancing of policies which involves a painful trade-off."

Outside Mr. Pertschuk's office is a poster with the admonition: "Behold the turtle! He makes progress only when he sticks his neck out." The new FTC chairman has given every indication that he intends to do that. But at the same time he insists that his philosophy works more than one way.

"Sticking the neck out," he explained, "is a philosophy that says if government is going to do anything it's got to encourage initiative and not bureaucracy. And as a matter of fact, it may be that sticking one's neck out [may be to] terminate a regulation or terminate an action, just as readily as doing the opposite."

AAAA meeting is cost-conscious

One session features tips on reducing the high price of TV

There was a lot of attention directed at the spiraling costs of television during last week's annual convention of the American Association of Advertising Agencies at the Greenbrier, White Sulphur Springs, W. Va. And at one session, advertising executives outlined efforts that are being undertaken in order to cope with the high cost of TV.

George J. Simko, senior vice president and group executive of Benton & Bowles, said that the top 50 advertisers place about 70% of their budgets into TV, while top package-goods companies allot almost 90% to the medium. He said increases of 20% annually in TV costs-per-thousand "hit these major advertisers right where they live in terms of their ability to effectively implement their marketing plans."

He acknowledged there would be "no mass defection" from TV, but said various agencies have been using different approaches in efforts to "break the inflationary stranglehold."

At Benton & Bowles, he said, the agency has either transferred or recommended the transfer of some \$35 million from TV to magazines, newspapers and radio. He said, however, he had "no idea" how

much of these funds ultimately will find their way into media other than TV.

Among other agencies, he continued, J. Walter Thompson, on behalf of Champion spark plugs, has shifted this year virtually all of its budget (75% in TV last year) to radio sponsorship of major league baseball games, backed by extensive merchandising. Doyle Dane Bernbach has adopted the concept of "imagery transfer," Mr. Simko reported, by alternating flights of TV and radio advertising, the theory being that radio would reinforce the TV spots. He said this approach reduced the client's budget by 15%.

Mr. Simko said that Ogilvy & Mather has removed a relatively small client (\$1-3 million annually) out of TV completely and has substituted nighttime advertising on 50 kw radio stations. Foote, Cone & Belding, on behalf of S.C. Johnson & Sons' Shout laundry pretreatment, started off using a TV spot, then adapted the commercial initially to a magazine ad, and then to an outdoor ad and a radio commercial, and added heavy merchandising.

"I suppose the folks at Johnson and Foote, Cone & Belding could have taken the conservative approach and stopped creative development after they had produced the commercial," Mr. Simko said. "Instead, they used more communications media than I thought existed and the result is that the brand has exceeded all sales objectives."

Even within the framework of TV there are ways to minimize costs, according to Mr. Simko. He said at Benton & Bowles these steps have been taken: the development of original TV specials tailored to clients' needs, development of syndicated series for children (with Hasbro Toys and General Foods as sponsors), participation in the *Testimony of Two Men* syndicated miniseries by agency clients and the use of cable-TV sports programs for some clients.

John T. McLoughlin, vice president, public affairs, Richardson-Merrell Inc., Wilton, Conn., said one cost-cutting area lies in TV commercials production. He suggested that agencies keep working on back-up campaigns even as another effort is on the air. He explained that "you may come up with a campaign that beats the one in use, the campaign you are running may run out of gas, external factors such as competition or government action may require that you come up with a new campaign fast."

Cox feels NARB works well, but says it works too often on comparative advertising cases

Kenneth Cox, director of the National Advertising Review Board, praised AAAA members for their part in assuring that self-regulation of advertising works. "While an advertiser who receives an adverse board ruling often does not agree with our decision," the former FCC commissioner said, "so far not one has refused to accept the panel's results."

Mr. Cox said, however, that the indus-



Ney

Pingel

New AAAA bosses. Edward N. Ney, chairman and chief executive officer of Young & Rubicam Inc., New York, was elected chairman of the AAAA at the association's convention last week. He succeeds Richard C. Christian, chairman of Marsteller Inc., Chicago. Other new officers: John S. Pingel, president of Ross Roy Inc., Detroit, vice chairman, and Robert L. Christiansen, president and chief executive officer, The Cramer-Krasselt Co., Milwaukee, secretary-treasurer.

try's self-regulatory mechanism is dealing with an increasing number of complaints regarding comparative advertising. He said in 1976, 25% of the cases logged by the that National Advertising Division of the Council of Better Business Bureaus (the division handles NARB investigations) came from competing manufacturers, as compared to 10% during the division's first three and a half years of existence.

NABET strikes ABC

Union and networks agree that sticking point is work conditions; supervisors man cameras

The National Association of Broadcast Employees and Technicians struck ABC at 12:01 a.m. last Tuesday. Broadcast operations continued, but not without incident, through the use of supervisory and other non-union personnel.

ABC television crews on Wednesday were barred by the United Auto Workers from covering a UAW convention address by President Carter. The joint NABET/UAW decision to restrict ABC's access drew a protest to UAW President Leonard Woodcock from ABC senior vice president for news, William Sheehan: "This interference... is particularly outrageous in this case where the free flow of information concerning the President of the United States is involved." Mr. Sheehan also complained to White House Press Secretary Jody Powell "for failure of the White House press staff to intervene."

Both union and management officials have agreed that the walkout resulted from a lack of agreement on working conditions. The old four-year pact expired March 31; negotiations began early that month.

NABET placed the number of workers on strike at about 1,700, but ABC sources put the total closer to 1,500. The bulk of the strikers are technical employees of various classifications—audio and video

engineers, cameramen, boom men—but also include in some cities, news writers, publicity representatives, messengers and others. The strike involves ABC's television and radio networks and owned stations.

The union said an impasse was reached after ABC insisted on changing work rules that had been part of the expired contract. Primary issues involve "daily hires" and meal periods. ABC is said to be seeking a provision allowing daily temporary employment; under the previous contract, one-week employment was mandatory. NABET also claimed that ABC wants to withdraw a guaranteed meal period for employees gathering news in the field.

Although ABC declined to go into the details of the dispute, the company issued a statement saying that "it is willing to be competitive on wages and working conditions provided that it secures certain relief from restrictive provisions in its agreement similar to the relief secured by the competition in its recent negotiations." NABET concurred that these provisions may already be in the agreement it has with ABC (CBS technicians are affiliated with the International Brotherhood of Electrical Workers) but while "that may be true... they haven't been enforced very often. And we'd prefer not to have them in our contract at all."

Other problems the union has with ABC involve seniority (NABET claims ABC wants separate lists for all its bureaus and operating centers; the union wants employees at smaller centers tied to larger operations) and lighting (NABET opposes a clause that would allow pool lighting of an event by electronic pick-up by an independent company or another network. Other points of contention, though not carrying as much weight, range from salary to equipment maintenance.

ABC is reported to have made an initial money offer calling for an increase on the \$401 weekly base for most technicians with five years experience, by \$35 a week the first year and \$30 each year for the following three. NABET rejected the offer and also would prefer only a one- or two-year contract.

Vatican west? The religious composition of the FCC got into the script of a "roast" of Commissioner Robert E. Lee at the National Broadcasters Club, Washington, last Thursday night. Commissioner Benjamin Hooks, acting as MC, said people were correct in calling him "a token member"—but not a token black. With three Catholics now in office (Mr. Lee, Joseph Fogarty, James Quello) and a fourth reported to be the administration's choice for the FCC chairmanship (Charles Ferris, now on the House speaker's staff), Mr. Hooks said his own role was that of token Baptist. "Ferris isn't going to be chairman," Mr. Hooks said. "They're going to name him cardinal." The event was arranged to celebrate Mr. Lee's establishing a record for tenure on the FCC (BROADCASTING, April 25).

In Brief

NBC has signed contract with new **Hollywood Academy of Television Arts and Sciences** for telecast of new television awards programs over NBC-TV on **Sept. 11**. NBC-TV canceled Emmy Awards program set for May 15 when it became convinced that National Academy of Television Arts and Sciences could not deliver program of quality because its West Coast members (including top personalities and producers) insisted they would boycott event. New academy said voting would be on peer basis (actors for actors). Official of National Academy of Television Arts and Sciences said organization would have no immediate comment on development.

ABC Sports commentator **Howard Cosell**, in on-air remarks last Monday (May 16) during Muhammad Ali-Alfredo Evangelista heavyweight championship fight, called match "**disgrace**" and unworthy of coverage. Throughout commentary, Mr. Cosell berated Ali for his performance; before fight, he narrated segment alleging that Evangelista's number 10 ranking by World Boxing Council was questionable. ABC concedes it lost money on bout, reportedly as much as \$1 million, by cutting coverage back from planned three hours to two-and-a-half (8:30-11 p.m.) to get strong lead-in from comedy special, **Bumpers**. That show dribbled in with 22 share, while fight coverage pulled 42, winning time period handily.

LBJ Co., Austin, Tex.-based group owner owned by family of late President Lyndon Johnson, has bought **WEEL(AM) Fairfax, Va.**, (Washington) for \$950,000. Charles Robb, son-in-law of late President and husband of 21.1% owner Lynda Bird Robb, is candidate for lieutenant governor in June 14 Virginia Democratic primary. Seller is Arthur Keeler. WEEL is on 1310 khz with 5 kw day and 500 w night. Broker: Blackburn & Co.

Atlanta-based **Fuqua Industries** has made bid to take over **Avis Inc.**, nation's second largest car rental firm. Fuqua has offered \$58 million for 47% of Avis's stock. If offer is accepted, Fuqua will propose plan to acquire other 53% of company. Publicly traded Fuqua is group broadcaster with two AM's and three TV's.

Julius Koppelman, RCA group vice president, assumes full responsibility for **RCA's communications group**, reporting directly to RCA President Edgar H. Griffiths. In past he's reported to RCA Communications President Howard R. Hawkins. Mr. Hawkins, an RCA executive vice president and board member, will continue to have responsibility for Random House Inc. and RCA Records division and will serve as advisor to Mr. Griffiths on communications policies, regulatory matters, strategies and objectives. Communications group consists of RCA Alaska Communications, RCA American Communications and RCA Global Communications, and in addition Mr. Koppelman has responsibilities for distributor and special products division, picture tube division and RCA Service Co.

FCC will ask U.S. Court of Appeals for **rehearing** in case in which it held commission must afford petitioners to deny renewals **opportunity for prehearing discovery**. Decision was issued in two cases in which commission renewed without hearing licenses of **KONO(AM) San Antonio, Tex.**, and **KCBS(AM) San Francisco (BROADCASTING, April 25)**. Citizen groups had opposed renewals on grounds of alleged discrimination in employment. Commission vote on appeal reportedly was 5-to-2, with Commissioners Benjamin L. Hooks and Joseph Fogarty dissenting. FCC decided against appealing companion case in which it had been reversed—that involving renewal of **WTVR-AM-FM-TV Richmond, Va.** Court said hearing is required on equal employment opportunity grounds. However, station will ask appeals court for rehearing.

Judge Malcolm Wilkey, in belated concurring opinion in pay cable case (BROADCASTING, March 28), says that **opinion went too far** in its section on **ex parte contacts**. That section held that, once rulemaking has been issued, FCC decision-making personnel should shun all off-record contact with interested parties. Judge Wilkey, one of three judges on panel in case, agreed that ruling is appropriate in

pay cable case, because rulemaking "undeniably involved competitive interests of great monetary value..." But, he said, "there are so many situations where the application of such a broad rule would be inappropriate that we should not paint with such a broad brush." Commission has asked Supreme Court to review pay cable case, largely because of section on off-record contacts.

Operation Prime Time's **Testimony of Two Men and Richard Nixon-David Frost** interviews—both high visibility "fourth network" specials—tended to fall off in Nielsen ratings last week. **Testimony** dropped on KCOP-TV Los Angeles to 16.2 rating and 23 share in Nielsen overnights from previous week's 18 rating and 25 share, but still managed to finish first in time period (Monday, May 16, 8-10 p.m.). On WPXI-TV New York, **Testimony** slipped to 8.9 rating and 15 share (Monday, 8-10 p.m.; down from 11.8 rating and 17 share previous week) and on WGN-TV Chicago **Testimony** went from 12.9 rating and 19 share on May 9 to 7.7 rating and 13 share on May 16 (8-10 p.m.). Nixon-Frost's third interview fell off in New York, Los Angeles and Chicago Nielsen overnights. On WNEW-TV New York it hit 10.1 rating and 17 share; on KTTV-TV Los Angeles it got 10.6 rating and 18 share; on WGN-TV Chicago it got 6.2 rating and 14 share.

San Joaquin Communications Corp., Sacramento Community Coalition for Media Change and Greenville, S.C., chapter of National Organization for Women have filed **petitions to deny proposed swap** of McClatchy Newspapers' **KOVATV** Sacramento (Stockton), Calif., and Multimedia's **WFBC-TV Greenville**—deal made in anticipation of change in crossownership rules.

In advance of hearings today (May 23), Representative John Moss's (D-Calif.) Subcommittee on Investigations has released staff report which concludes that **FCC and several other federal agencies don't adequately enforce conflict-of-interest laws**. Examination of FCC uncovered one commissioner—later determined by BROADCASTING to be James Quello—with \$23,500 in stock in forbidden companies: Martin Marietta, aerospace contractor currently developing tactical communications control facility for Air Force; Pennzoil, stockholder in Aeronautical Radio Inc. (services airlines), and Gladding, manufacturer of home stereo and citizens band radio sets. Study found 45 FCC employees to have "constructive interests" in prohibited stock—that is, stock was in name of spouses or children. All had received waivers, which Moss staff concluded agencies grant too freely. FCC Chairman Richard Wiley is scheduled to appear before Moss subcommittee today. Mr. Quello noted three stocks were on list he disclosed prior to joining commission, said no objections had been posed but that he would sell stocks if asked.

Effective July 5, FCC will require radio stations to make **program logs and log data** available for public inspection. FCC said, however, it would not require that TV and radio stations maintain transcripts or recordings of news and public affairs programs for public. Licensees will still have to keep all written comments and suggestions in public files for three years.

FCC's **fifth notice of inquiry** into preparation for 1979 **World Administrative Radio Conference** was issued on Friday, with commissioners dividing only over recommendation regarding future of portion of spectrum reserved for UHF television. By 4-to-3 vote, FCC decided to propose that no change be made. Chairman Richard E. Wiley and Commissioners Margita White and Joseph Fogarty dissented, contending that, if that position prevails, commission will deny itself "flexibility" it requires to meet future domestic spectrum needs. Chairman Wiley and Commissioner White, in joint statement, and Commissioner Fogarty, in separate statement, noted that if FCC adopted proposal recommending television's sharing of band with other services, UHF television would not lose any channels without rulemaking in U.S.

Pilot of **traffic helicopter** leased by **KVIL-AM-FM Highland Park, Tex.** (Dallas), was killed when craft crashed at about 9 a.m. Friday (May 20). Pilot, Elliott Cohn, had just let out KVIL's traffic reporter Suzie Humphreys, who was feeling queasy (she's six months pregnant), to phone in her morning report; he was on his way to Love Field for refueling when rotor came off in mid-air.

At FCC is there anything to see in the sunshine?

Public meetings now in effect, but public stays away in droves, and some commissioners think new law stands in way of action

It all seems to be going according to the book. The members of the FCC are on the dais, conducting business—debating the equal-time issue, worrying over cable-broadcast matters, approving transfer applications, talking the strange language of common carrier—as members of the public and press watch and listen.

This is government in the sunshine, decreed by Congress to make government more responsive to the public and, it is hoped, to restore public confidence in government. After only a month of open meetings, it's too early for an appraisal of how fully those hopes are being realized at the FCC. The commission seems to be making the effort, although not all commissioners seem persuaded that sunshine is the way to go. But there are problems.

The public shows little interest in FCC matters. Except for lawyers interested in specific cases, meetings are sparsely attended. Not even lobbyists are showing much interest, at least so far.

And for those members of the public who do show, the talk—filled with references cryptic to all but those familiar with the subject matter—must be baffling. Chairman Richard E. Wiley introduces each item with a brief synopsis of the issues involved and tries to offer some background. But when the commission two weeks ago gave a short-term license to one Michigan station and deferred action on the renewal application of another—both because of equal-employment-opportunity matters—some visiting Michigan broadcasters who attended the meeting went away with the notion the commission had overruled a hearing examiner in one case and had set a renewal application for hearing in another.

(There had also been complaints about the difficulty in deciphering the votes of commissioners, which were frequently delivered in an off-handed manner. But last week, Chairman Wiley made a special effort to make sure the votes were announced clearly.)

Given the relatively light turnout for commission meetings, a cost-efficiency study might conclude the meetings aren't worth the bother. Some commissioners think the procedures adopted to implement the sunshine law are slowing the commission down. "The number of items on the agenda are nothing compared to what they were," Commissioner Abbott Washburn said the other day. "Because of procedures, we can't put things on at a moment's notice. It's all very formalized

... they won't let us do the people's work."

It's true that the day when staff members could "walk in" an item to a commission meeting are over. Except for emergency items, the commission must announce agendas seven days in advance. What's more, the staff is required to submit items for inclusion on the agenda more than two weeks ahead of time. And then there is the additional problem of deciding whether some items should, and could, be considered in closed meetings.

(Thus far, about a dozen items have been handled in closed meetings—some dealing with planning for the 1979 World Administrative Radio Conference, others with hearing or court cases.)

The procedures have given rise to other kinds of complaints, as well. One involves the practice of circulating items among the commissioners for action, without discussion, when, in the staff's view, "time is of the essence." Commissioner Joseph Fogarty has questioned the staff's judgment on the time factor involved in several cases, particularly one involving Westinghouse Broadcasting Co.'s petition to sever the program-previewing aspect of the network inquiry and consider it separately. The staff cited the imminence of the deadline for comments in the inquiry, and Commissioner Fogarty voted with his colleagues to deny the petition (BROADCASTING, April 28). But he now feels that the deadline for comments could have been extended.

Then, too, there was the remark of Har-

seven commissioners and which are marked "approved" are considered adopted; they do not go on the agenda for discussion. The implication of Mr. Shooshan's remark seemed to be that the commission is using "notation" to stay out of the sunshine.

Those complaints and criticisms represent the kind of problems that were probably to be expected as the commission moved from closed to open meetings. And two weeks ago, during their meeting and in private conversations, the commissioners indicated they were sensitive to the problems and were attempting to deal with them.

As for the apparent slowdown in items reaching the agenda, Chairman Wiley said it might simply be that the staff is having difficulty gearing up to meet the requirement that items must be submitted some two weeks in advance. "It may take a couple of months to catch up," he said. But, he added, with his own departure from the commission due by June 30, he is "anxious to push every item out" that he can. "I'm cracking the whip."

Commissioner Fogarty had a solution to the problem of "circulate" items; he could simply invoke the prerogative of asking his colleagues to hold an emergency meeting. This would enable the commission to hold an open meeting on as little as one day's notice, but the red tape involved would be considerable. In any event, the discussion of the issue before the staff at the meeting probably contributed to the caution the staff will exercise the next time it con-



Room for more. FCC meetings don't attract the largest crowds in Washington. Other than three or four lawyers, most of those in the audience at a meeting two weeks ago were commission staff. Three reporters were at the press table at top right.

ry M. (Chip) Shooshan III, chief counsel of the House Communications Subcommittee, which seems to have unnerved the commission. Mr. Shooshan was quoted as saying that the commission may be adhering to the letter but not "to the spirit" of the sunshine law. And he is said to have told a commission lawyer who asked him to elaborate that, among other things, he was referring to the commission's "notation" system. Commission agenda items are listed on a "notation action list" and circulated among the commissioners. Those items on which a "discussion requested" box is checked by none of the

siders circulating an item on a "time is of the essence" basis.

And as for the "notation" practice, several commissioners suggested ways of bringing it into the sunshine—by having the chairman read off a list of noted items at the meeting, for instance. But, basically, the practice was defended as a legitimate substitute for the "consent" meetings the commission held before sunshine to dispose of noncontroversial subjects without discussion. Chairman Wiley said about two thirds of the items on agendas did not warrant discussion. He said there is no point in bringing people in to hear the



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Zero-budget-base blues. Along with other, more cosmic issues involved in the preparation of the FCC budget, commissioners are concerned about having to skimp on amenities they consider important.

At a briefing given by the staff on the new zero-based-budgeting technique mandated by the Carter administration, for instance, Commissioner Robert E. Lee asked if the commission couldn't get more money for "representation"—the term used for entertaining. The commission's total representation budget last year was \$1,500. And Commissioner Lee, who was chairman of the U.S. delegation to the 1977 World Administrative Radio Conference, in Geneva, said the U.S. "couldn't throw a party" to reciprocate for the social affairs to which foreign governments had invited U.S. delegates. Thomas Campbell, chief of the financial management division, said the commission tried, and failed, to increase the representation allowance by \$1,000 in the fiscal year 1978 budget.

Commissioner James Quello had another complaint. Although costs are rising, the commission's travel allowance is not. Each commissioner's office is allowed \$4,500 for the year; the chairman's, \$9,000. (Foreign travel as well as domestic comes out of the fund.) The amounts have been the same since 1975.

Commissioner Joseph Fogarty had a suggestion. Noting that BROADCASTING magazine had criticized commissioners' travel in an editorial (BROADCASTING, April 25), he said commissioners might consider not attending National Association of Broadcasters or National Cable Television Association conventions. Commissioner Lee said, "That's an option for us to consider." But he didn't sound enthusiastic.

commission routinely dispose of items without discussion.

But the commissioners, who are scheduled to go before the House Communications Subcommittee in an oversight hearing this week, appeared uneasy over the prospect of being criticized on sunshine. "Talk to Mr. Shooshan," Chairman Wiley said to General Counsel Werner Hartenberger. "If he has any problem, we'll consider it."

But the commission, Chairman Wiley insisted, "is living up to the spirit and the letter of the law, and even going beyond it."

One of the intriguing questions debated in connection with the sunshine legislation was the impact sunshine would have on government officials. Critics said it would cause some to posture and cause others to fear that comments, safe when made in the bosom of an agency, would be misinterpreted if heard by outsiders. And they predicted, too, that the presence of outsiders would have an inhibiting effect on staff members.

With some experience on which to base their views, Commissioners James Quello and Robert E. Lee, who were counted among the opponents of the sunshine concept, suggested their fears are being realized. "There is a tendency to say things for public consumption at public meetings," Commissioner Quello said. "Sunshine," Commissioner Lee said, "restrains debate. You're reluctant to ask a question designed to get a compromise for fear of being misinterpreted."

But Chairman Wiley "hasn't seen any difference in the discussion" as a result of sunshine. Nor have Commissioners Fogarty and Benjamin L. Hooks. Commissioner Margita White sees the commission as going through "a transition stage," but generally agrees. Even staff members who had expected their colleagues to be struck at least partially dumb now say there is no evidence that sunshine stifles controversy.

Indeed, the commission meeting three weeks ago seemed, to some involved, a kind of watershed. Some staff members

felt that some commissioners preferred the staff to resolve disputes on items before they reached the agenda of an open meeting. But the Cable Television and Broadcast Bureaus were at loggerheads over the UHF contours issue (BROADCASTING, May 9), and the controversy produced a spirited debate between the two bureaus, one very much like those that previously had occurred behind closed doors.

The commissioners who might have been concerned about airing such family disputes in public "got over it," one staff member said. Besides, he said, airing such differences "is the reason for sunshine."

Court says FCC placed 'efficient' over 'equitable' in KRLA grant

Long-standing case will go on even longer as commission has to reconsider decision giving Pasadena frequency to group that promised to serve five million

The choice 1110 khz frequency assigned to Pasadena, Calif., next door to Los Angeles, is once again a prize to be captured, thanks to the May 12 decision of the U.S. Court of Appeals in Washington overturning the FCC grant to Western Broadcasting Corp. (BROADCASTING, May 16). This time, however, an applicant turned down in the commission's decision, because it would have made the least use of the facilities, appears, in the court's opinion, to be the applicant to beat. The reason: the court's emphasis on the Communications Act requirement that broadcast facilities be distributed among the states and communities in a fair, efficient and equitable basis.

The commission had favored Western,

whose principals include Bob Hope and Art Linkletter, on the ground it would make the "most efficient" use of the frequency. Western plans to establish a station in Pasadena and operate with the authorized power of 50 kw daytime and 10 kw nighttime, unlimited service.

Three of the six other remaining applicants who appealed the decision proposed the same kind of facilities for Pasadena—Pasadena Broadcasting Co. (principally owned by the Tribune Publishing Co., licensee of KTNT-AM-KNBQ(FM) Tacoma, Wash., and publisher of the *Tacoma News-Tribune*); Voice in Pasadena Inc., (owned by some 50 Californians), and Goodson-Todman Broadcasting Inc. (whose principals are the producers Mark Goodson and William S. Todman). Two other applicants—Pacific Fine Music Inc. (A. Arthur Crawford, founder and former owner of KJOI(FM) Los Angeles, and his wife, Jean) and Orange Radio (owned by some 15 residents of the area)—proposed the same facilities for, respectively, Whittier and Fullerton, which lie on a line south-southwesterly from Pasadena.

But Charles W. Jobbins, an applicant for a station in Newport, about 50 miles south of Pasadena, proposes to operate on the frequency as a daytime-only station, with one kw power.

The commission's review board disqualified Mr. Jobbins because this proposal would provide daytime-only service to only three-million people, while the high-power proposals would reach more than five-million people day and night. The greater efficiency of the high-power proposals led the review board to prefer the other applicants, the court noted. The commission sustained the board's action and went on to choose among the remaining applicants on the basis of greatest efficiency.

But the court, in an opinion written by Spottswood W. Robinson III, questioned the basis of the commission's decision in light of the equitable-distribution-of-facilities mandate of Section 307(b) of the Communications Act. The result of the commission's deliberations, the court noted, was the grant of the frequency to Los Angeles, which is served by over a score of AM stations, 12 of which specify Los Angeles as the city of license, rather than Newport, "to which no AM transmission is specifically dedicated."

The court agreed that Congress was concerned that radio service extend to as large an audience as possible. "But," it added, "that is not to say that the license is to be awarded to the applicant who would encompass the most listeners within the range of his signal. If that were so, all frequencies likely would be assigned sooner or later to powerful stations in major population centers—precisely the result Congress meant to forestall by means of Section 307(b)." The court said that despite precedent indicating applicants for first local service are to be favored in hearings with applicants proposing an additional service to a community, the commission made no showing it compared Los Angeles's need for "still another AM sta-

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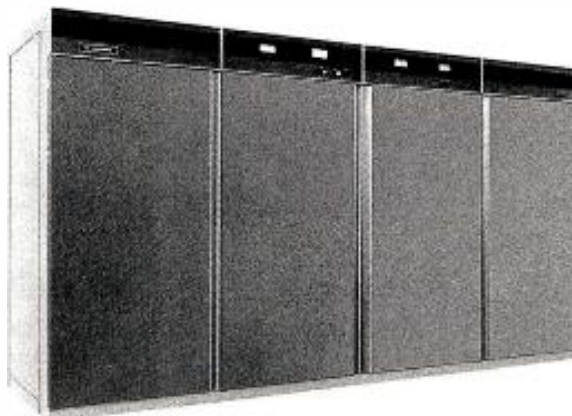
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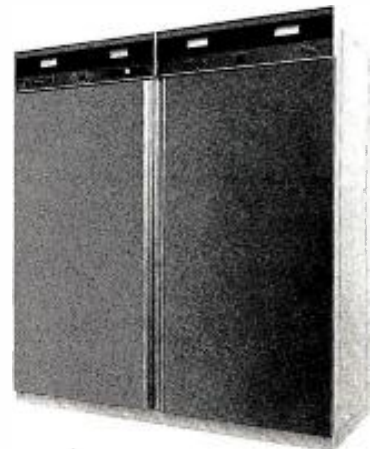
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tion with Newport's need for its first, nor does it satisfactorily distinguish its action here from that on previous occasions in finding fairness and equity to substantially favor first local service. These omissions render its order infirm."

The court also questioned the commission's failure to disregard the standard comparative issues that are used to determine the applicant most likely to conform with the desired industry structure and the "proposal that would deliver the best practicable service." The commission held that where the "efficiency" considerations under 307(b) are dispositive, "comparative issues need not be reached."

The court disagreed. Although courts have accepted rules dispensing with full-dress hearings on proposals that, in the commission's "expert eyes," are wasteful, Judge Robinson said, "we do not think that an aspirant within the scope of the rules established by the FCC may, ad hoc, be refused a comparative hearing merely because a rival appears who is somewhat more 'efficient.' After all, his other attributes might show that the satisfaction accorded to those who will listen counterbalances, as far as the public interest is concerned, the fact that fewer could hear."

The court's decision helps prolong a proceeding that began 13 years ago, when 20 applicants filed for the 1110 khz frequency. It had become available in 1962, when the commission denied renewal to Eleven Ten Broadcasting Corp. for its KRLA(AM) Los Angeles because it had conducted fraudulent contests and had attempted to mislead the commission.

The case has been a difficult one to resolve. The administrative law judge favored one applicant—Voice in Pasadena Inc.—while the review board denied all applications except that of Orange Radio on technical engineering grounds, but remanded Orange Radio's application for further hearing on questions that had been raised concerning the character qualifications of one of the principals, Robert Maheu, a former aide to the late Howard Hughes. Then the commission, in December 1973, issued its final decision, which is now overturned.

Over the years, the frequency has been operated on an interim basis by Oak Knoll Broadcasting, a nonprofit corporation which donates a portion of its profits to noncommercial television in southern California. And lately, the station has been doing extremely well in the ratings; it wound up the number-one rocker in the Arbitron January-February survey (BROADCASTING, April 11).

Bell affirms Justice goal of competition

Attorney General Griffin Bell says the Department of Justice will "continue, and redouble," its effort "to inject the force of competition, where feasible, into the regulated industries."

Mr. Bell, who was reviewing the department's activities before the Senate Anti-



IRTS favorites. NBC newsman and commentator David Brinkley (l), who received the 1977 "Broadcaster of the Year" award from the International Radio and Television Society, chats with IRTS's new president, Giraud Chester. Mr. Chester has been executive vice president of Goodson-Todman Productions since 1964. Mr. Brinkley received his award, and Mr. Chester was installed as president of the society at an IRTS luncheon in New York on May 18.

trust Subcommittee, added that the department's mission "will be to insure that the regulatory agencies adequately consider competition policy in formulating regulatory decisions."

"The Antitrust Division will continue to remain vigilant in the regulated industries lest the umbrella of protective regulation spread more widely than Congress ever intended," he said.

Mr. Bell also sought to make clear that he shares President Carter's expressed belief in the need for deregulation in some industries. Once imposed, he said, regulation "tends to take on a momentum of its own"—a momentum that "lasts long after the need for regulation has disappeared."

Mr. Bell said the time has arrived for taking "concrete steps" toward deregulation. However, the only industry he mentioned specifically was the airline industry.

BPA filling out agenda for L.A. next month

Promotion association expects attendance of 400, 30 exhibitors, speakers from three networks

Broadcast Promotion Association President Lynne Grasz of KMOX-TV St. Louis and BPA convention chairman Fred Bergendorff of KNX-AM-FM Los Angeles last week continued to line up names for the 22d annual BPA seminar in Los Angeles, adding to a list already including keynoter John A. Schneider, president, CBS/Broadcast Group; Richard O'Leary, president, ABC Owned Television Stations; John McMahon, vice president, programming, NBC, and Jack Yianitsas, a professional motivator from Success Dynamics, Lake Charles, La.

This year's event, scheduled June 13-15 at the Beverly Hilton hotel in Los Angeles, goes without a heavily promoted theme,

despite its membership. Instead, said Ms. Grasz, the attention is on the promotional expertise the area offers. The West Coast site is expected to bring a record-breaking exhibit turn-out, which, including producers and syndicators, already numbers 30 as compared to last year's 10. Since the BPA raised exhibit booth prices from \$50 last year to \$300, 15 of that number will be located in suites instead of on the exhibit floor.

By last week advance registrations numbered 325, up 50 over the same time last year. Organizers are expecting an attendance of more than 400.

Scheduled seminars and panels range from one on radio (with Himan Brown of CBS Radio *Mystery Theater*, comedian Jim Backus, and Chuck Blore of Chuck Blore and Don Richman Inc.) to another on research with Don Searle, KTLA(TV) Los Angeles. Kodak will be launching a cross-country tour of its new tribute to broadcasting at the BPA.

New to the convention will be an emphasis on art and graphics, and aside from a separate meeting led by Jerry Cappa, KPLR-TV St. Louis (BPA's first member from this field), the convention will offer a workshop on "How To Promote Your Print Graphics." Twelve art directors have joined BPA since membership was opened to them and their associates early last month ("Closed Circuit," April 4), and according to BPA all 12 will be attending.

Udall bill eyes, among others, broadcast-publishing combinations

Legislation would set up agency to review concentrated businesses

Representative Morris Udall (D-Ariz.) announced last week that the communications and book-publishing businesses are among the targets of a bill he has introduced providing for a study of concentrated industries.

The bill's effect on broadcasting is a subject Mr. Udall has not addressed publicly, and he declined to answer questions about it last week. But broadcasting would be a part, an aide said. One concern of an investigation of broadcast ownership might be the degree to which concentration of program control in the three commercial networks might affect the content of the news.

Last week, as guest speaker at the annual convention of the Association of American Publishers in Bermuda, he told the audience what it did not want to hear. He said, "A statistic came to my attention recently that fits into my concern about concentration in any industry. It is that there were 58 mergers or acquisitions in the publishing field in 1976—a sizable increase over last year."

"What will be the impact of conglomerate ownership, such as a CBS owning Holt,



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Rinehart & Winston and, now, Fawcett?" he added. "Or RCA's ownership of Random House, MCA owning G.P. Putnam and Gulf & Western owning Simon & Schuster? Or the newspaper corporations such as *The New York Times* and *The [Los Angeles] Times Mirror* which publish books?"

Mr. Udall's bill, called the Competition Review Act of 1977 would create a temporary Competition Review Commission to do a three-year study of a dozen industries, analyzing profitability, innovation, barriers to entry, economies of scale, pricing, and regulation.

"Where competition is not working," Mr. Udall said in a "dear colleague" letter he and Representative Robert Kastenmeier (D-Wis.) circulated last week for additional cosponsors, "the commission would recommend a range of possible policy changes to promote competition and reinvigorate the free market."

Changing Hands

Announced

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

■ WDRB-TV Louisville, Ky.: Sold by Consolidated Broadcasting Co. to Minneapolis Star & Tribune Co. for approximately \$6.5 million. Seller is owned by Arlie Howard, Owsley Welch, J.P. Morgan, Edgerton

Welch (brother of other principal) and others. They have no other broadcast interests. Buyer publishes *Minneapolis Tribune* and *Star* and also owns WTVH(TV) Wichita, Kan. MSTC sold its 47% interest in WCCO-AM-FM-TV Minneapolis to MTC Properties Inc. last year (BROADCASTING, Aug. 23, 1976). Otto Silha is president and John Cowles Jr. is chairman of buyer. Mr. Cowles's family is principal owner of MSTC. WDRB-TV is independent on channel 41 with 303 kw visual, 30.3 kw aural and antenna 1,280 feet above average terrain.

■ KEYC-TV Mankato, Minn.: Sold by Lee Enterprises to United Communications Corp. for \$5 million. Lee, Davenport, Iowa-based broadcast and newspaper group, recently announced \$27-million purchase of KOIN-TV Portland, Ore. (BROADCASTING, May 2), and is selling KEYC-TV to conform with FCC rules barring ownership of more than five VHF stations. Lee also owns WTAD(AM)-WQCY(FM) Quincy, Ill.; KGLO-AM-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; WSAZ-TV Huntington, W.Va.; and KGMB-TV Honolulu. Lee sold KEYC-FM Mankato to Faribault County Broadcasting Co. for \$200,000 (BROADCASTING, May 16). Lee also owns 15 daily newspapers in Midwest and 49.75% of *Lincoln* (Neb.) *Journal*, which, in turn, owns 48.86% of KFAB(AM)-KGOR(FM) Omaha. United Communications is holding company that owns *Kenosha* (Wis.) *News*; *Attleboro*

(Mass.) *Sun-Chronicle*, and weekly *Franklin* (Mass.) *Sentinel*. Principals of UCC are Willis H. Schulte and Howard J. Brown. They have no other broadcast interests. KEYC-TV is CBS affiliate on channel 12 with 316 kw visual, 63 kw aural and antenna 1,045 feet above average terrain.

■ KNOK-AM-FM Fort Worth: Sold by KNOK Broadcasting Inc. to EGG Dallas Broadcasting Inc. for \$1,518,000, including \$300,000 covenant not to compete. Seller is subsidiary of Chatham Corp., which sold WKDA-AM-FM Nashville last year for \$1.2 million (BROADCASTING, July 26, 1976). Principals are Gary Brainin, Albert Greene, Charles E. Harris and Robert J. Bond Jr. Buyer is principally owned by Earl G. Graves, who also owns *Black Enterprises* magazine, New York. Mr. Graves has no other broadcast interests. KNOK is 1 kw daytimer on 970 khz. KNOK-FM is on 107.5 mhz with 100 kw. Brokers: Cecil L. Richards Inc., George W. Moore & Associates.

■ KIVI(TV) Nampa (Boise) and KPVI(TV) Pocatello (Idaho Falls), both Idaho: Sold by Idaho Television Corp. and Eastern Idaho Television Corp. to Futura Titanium Corp. for \$655,850. Selling corporations are owned by M. Walker Wallace, James U. Lavenstein, R.V. Hansberger and others. Mr. Hansberger, 20.5% owner of licensees, is owner of Futura Titanium. None of other sellers has other broadcast interests. Mr. Hansberger has various manufacturing and commercial holdings in West. Both stations are ABC affiliates on channel 6. Kivi operates with 60.3 kw visual, 12 kw aural and antenna 2,660 feet above average terrain. KPVI operates with 100 kw visual, 17.4 kw aural and antenna 1,530 feet above average terrain.

■ KANE(AM) New Iberia, La.: Sold by George Thomas and James Davidson to Arthur Suberbielle and seven others for \$629,000. Neither Mr. Thomas (75%) nor Mr. Davidson (25%) has other broadcast interests. Mr. Suberbielle (25% of buyer) is general manager of KANE. Other buyers are: Patrick Caffery, New Iberia attorney (11%), Alfred Granger, fertilizer distributor there (10%), Kenneth J. Romero, KANE employe (5%), and four New Iberia physicians: Roy L. Landry (16%), Michael and Gerald Halphen, brothers (11% each), and Vernon Voorhies (11%). KANE is on 1240 khz with 1 kw day and 250 w night.

■ Other station sales announced last week by the FCC include: KABG(FM) Cambridge, Minn., and KRTR(AM) Thermopolis, Wyo. (see page 67).

Approved

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

■ KWKH(AM)-KROK(FM) Shreveport, La.: Sold by International Broadcasting Corp., subsidiary of Shreveport Times Publishing Co., to Wichita Great Empire Broadcasting Inc. for \$2,360,400. Transfer is spin-off resulting from intended acquisition of Shreveport *Times* and Monroe (La.) *World* and *News-Star* by Gannett newspapers (BROADCASTING, Oct. 11, 1976). Times also owns 42% of KTHV(TV) Little



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5/23

Rock, Ark. Wichita is owned by FF Lynch and Michael Oatman, who have recently purchased KLANG(AM) Omaha (see below). KWKH is on 1130 khz with 50 kw full time. KROK is on 94.5 mhz with 100 kw and antenna 320 feet above average terrain.

■ KLANG(AM) Omaha: Sold by Paxton Radio Inc. to Wichita Great Empire Broadcasting Inc. for \$700,000. Seller is division of Welcome Radio Inc., Harrison Fuerst, president, which owns KTLK(AM) Denver, WOKO(AM) Albany, N.Y., and WSLR(AM) Akron, Ohio. Principals in buyer are FF Lynch and Michael Oatman, who also own KFDI-AM-FM Wichita, Kan., and KTTS-AM-FM Springfield, Mo. KLANG operates on 1490 khz with 1 kw day and 250 watts night.

■ Other station sales approved last week by the FCC include: WGSY(FM) Peru, Ill.; WLTH(AM) Gary, Ind., and WCKL(AM) Catskill, N.Y. (see page 67).

We want it back now—NAB

As court deadline passes, association demands refund of fees from FCC; commission, meanwhile, disputes GAO

The National Association of Broadcasters has lost little time in asking the FCC for an "immediate refund of all fees illegally assessed to broadcast licensees."

NAB President Vincent Wasilewski made the request in a letter to FCC Chairman Richard E. Wiley on Tuesday, a day after the U.S. Court of Appeals decision overturning the commission's fee schedule became final with no appeal to the Supreme Court having been filed.

Mr. Wasilewski noted that the commission, on Dec. 23, had said it intended "to determine the amounts of appropriate refunds as soon as possible and, within the limits imposed by available staff and administrative resources, to return these amounts in an expeditious manner."

At stake is a total of some \$164 million collected in fees—\$31.9 million from broadcasters—since 1970. And Mr. Wasilewski said "expeditious action" is required since "the government has been the beneficiary of millions of dollars in interest garnered from the fees illegally collected under schedules adopted in 1970 and 1975."

Mr. Wasilewski did not insist on the commission making total refunds to broadcasters, as the commission did in the case of cable-television systems, after the National Cable Television Association had successfully challenged in the Supreme Court the commission's 1970 fee schedule. If the commission decides not to make full restitution, Mr. Wasilewski said, it should take "immediate" steps to recalculate the permissible fees and "promptly refund the monies calculated in excess of these amounts."

The NAB letter probably will not be the

last one on the subject. Stuart Feldstein, NCTA vice president and general counsel, said the NCTA would send the commission a letter requesting refunds on behalf of cable systems.

The commission has contended that it cannot construct a fee schedule that would pass legal muster on the basis of information contained in the appeals court's decision. That contention has been disputed by the General Accounting Office, in a study made at the request of Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee (BROADCASTING, May 16).

Commission attorneys, unpersuaded by GAO's argument, are preparing a response, setting out the commission's disagreement with the report's conclusions. But even assuming GAO is correct, commission officials say it would take "two to three years" to develop a cost-accounting system to isolate costs and then a schedule on which refunds could be based. Actually, an official said, two schedules would be required—one, based on existing facts, then another based on facts as they existed during the years the fees were collected illegally.

And while that work is proceeding, the official said, lawyers for impatient clients might seek relief from the court of appeals—ask that it order the commission to refund the money, as the court directed.

Quality of mercy droppeth on Gary, but not Beaufort

To continue local service, FCC okays WLTH sale despite president's misconduct mark; but commission refuses to make exception in WSIB revocation

After some soul searching on the part of some of its members, the FCC made an exception to its policy of refusing to consider the sale of a station where a character qualification has been resolved against the seller and approved the sale of WLTH(AM) Gary, Ind., to Inter-Urban Broadcasting Co. Among other factors cited for the decision was that the sale would provide Gary with its first black-owned broadcast station.

Sea Island Broadcasting Corp. of S.C. was not as fortunate however. Its petition for reconsideration of a commission decision to revoke the license of WSIB(AM) Beaufort, S.C., was denied. The commission was not moved by Sea Island's promise to try to sell the station to a black group.

When the commission began considering the WLTH case—which was in hearing because of a petition to deny the station's renewal—Chairman Richard E. Wiley and Commissioners Margita White and Ab-

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bott Washburn were known to have opposed a departure from policy and approval of the WLTH sale, even for a price—\$190,000—that would not have returned a profit to the owners. Such a departure, they felt, would make it difficult to apply the policy in other cases.

However, with Commissioner Benjamin L. Hooks taking the lead in urging approval, the commission ultimately renewed the license and approved its transfer to Inter-Urban on a 6-to-0 vote. Chairman Wiley and Commissioner White concurred in the result, and Commissioner Robert E. Lee did not participate.

The character-qualification issue involved alleged misrepresentations WLTH had made to the commission regarding the station's survey of community leaders. The station was also found to have included on its employee list minority-group persons who were not station employees or who were only part-time employees.

However, the commission said the case matched others in which it had granted exceptions to the policy of refusing to consider assignments where character qualifications are unresolved or have been resolved against the seller. The exceptions involved cases in which disability reduced the licensee's responsibility for misconduct, and where the licensee was disposing of his only broadcast property and retiring from the business, and would realize no profit on the sale.

The disability in the case of H.B. Snyder

Jr., WLTH's president and majority stockholder, was a reading dysfunction. The commission said it had given extensive consideration to the testimony in the case regarding the disability, since it believed it had a critical bearing on the central issue—Mr. Snyder's responsibility for discovering the "misrepresentations" contained in the application that was prepared by the general manager, Warren Freiberg. The commission concluded that the reading disability was real and of such long duration and severity that it constituted a mitigating factor.

But beyond that mitigating factor, the commission said assignment of the license to Inter-Urban would provide Gary, whose population is more than 50% black, with a broadcast station under black ownership for the first time.

The commission found no mitigating factors warranting an exception in the case of WSIB. The commission had ordered the license revoked originally because of a "classic pattern of making deliberate misrepresentations and other misleading and deceptive statements to [the commission] when [the licensee] believed it could effectively conceal suspected wrongdoing." The commission added that the kinds of fraudulent billing in which Sea Island had engaged were serious and reinforced the decision to revoke the license.

In seeking reconsideration, Sea Island amended an earlier promise to sell the station to include a promise to give priority to blacks, in seeking a new buyer or, if blacks

could not be found, to owners who would maintain what the licensee said was the current "service to the less privileged."

The commission was also confronted with a petition by a group called The Black Citizens of Beaufort County that sought permission for the station to remain on the air in light of what the group said was the station's meritorious service. One of the six members of the group is a Sea Island director.

The commission said neither the licensee nor the committee presented a compelling reason for not adhering to the long-standing policy of revoking the license of an entity found to have made serious and deliberate misrepresentations to the commission.

The commission also said that permitting the licensee to sell the station, even to a minority group, would benefit the licensee's sole stockholder, Charles E. Bell. That, the commission said, would undermine its regulatory authority by removing most of the deterrent effect which revocation of a license should have on its licensees.

The decision in the WSIB case—reached the same day as the one in the case of WLTH—was also 6-to-0, with two commissioners concurring. Commissioner Lee did not participate. But the concurring votes were cast by Commissioners Hooks and James Quello. The case is not over, however. Sea Island has filed a notice of appeal with the U.S. Court of Appeals in Washington.

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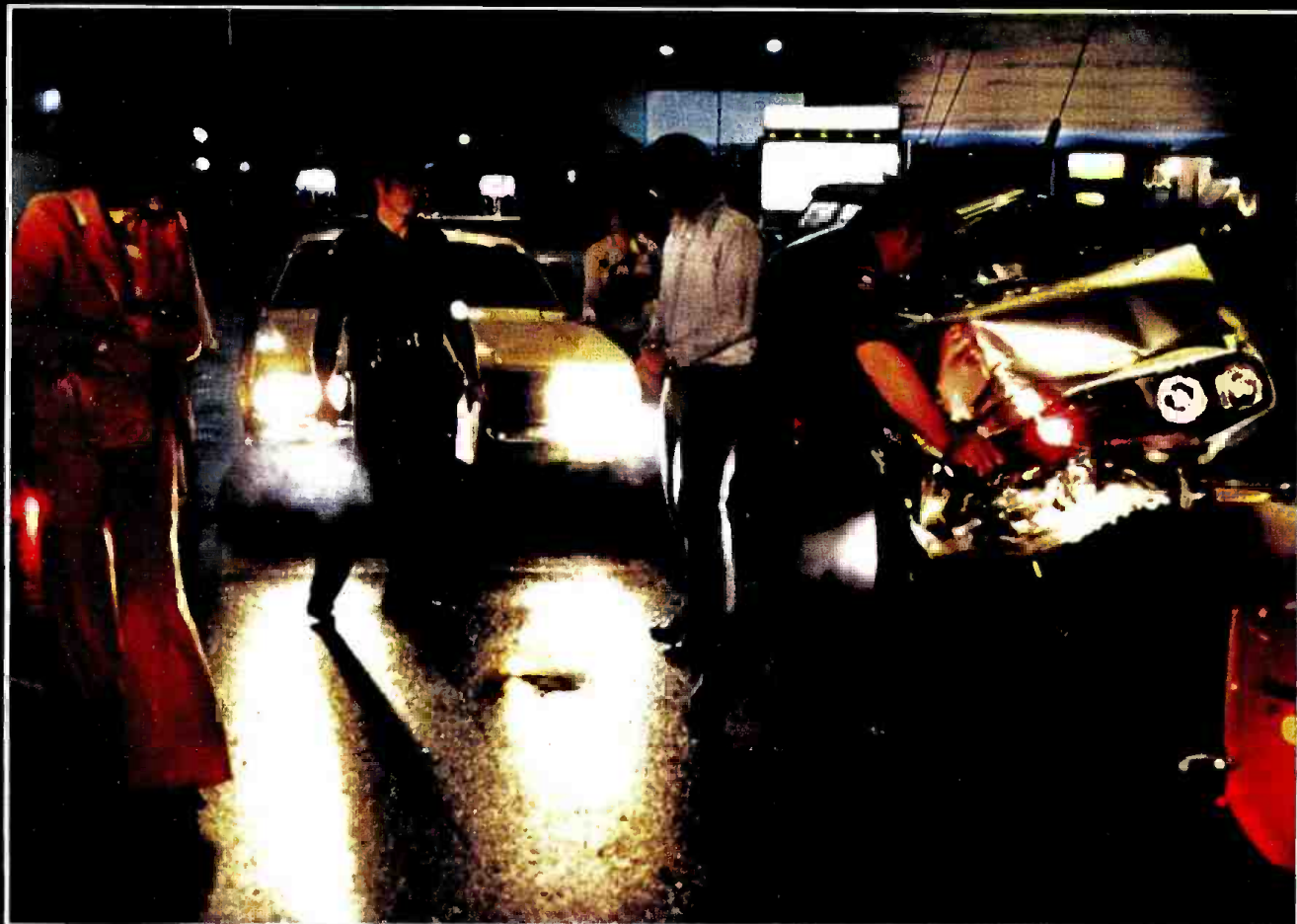
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Media Briefs

Not just papers. Shareholders of Harte-Hanks Newspapers Inc., San Antonio, Tex., have approved change in company's name to Harte-Hanks Communications Inc., effective in September, to reflect "increasingly important role of broadcast operations" of company.

Another one. Combined Communications Corp., Phoenix, has agreed to acquire *Oakland (Calif.) Tribune* for \$15.9 million. Proposed agreement, subject to approval by boards of both companies, calls for merger of Tribune Publishing Co. into subsidiary of CCC. CCC will pay \$4.4 million cash and issue 405,000 shares (worth about \$8.7 million). Deal also calls for CCC to pay *Tribune* \$2.8 million for physical assets. Joseph W. Knowland is editor and publisher of *Tribune* and his sister, Mrs. Emelyn K. Jewett, is president of company. Paper has been in Knowland family since 1915 and at one time owned KLX(AM) Oakland. CCC has recently announced deals to acquire WMAL-TV Washington for \$100 million (BROADCASTING, April 4) and Globe Broadcasting Co., Chicago, for \$13.8 million (BROADCASTING, May 2).

In holding pattern. U.S. Court of Appeals in Washington has deferred action on citizen group appeal of FCC decision renewing license of Newhouse Broadcasting Corp.'s WSYR-TV Syracuse, N.Y. Court, acting on its own motion, deferred action pending Supreme Court disposition of media crossownership case. At issue in WSYR-TV proceeding is question of concentration of control of media—Newhouse owns AM and FM as well as TV and city's daily and Sunday newspapers. Pending before Supreme Court are petitions for review of appeals court's reversal of FCC rules grandfathering most newspaper-broadcast holdings in same city.

Well done. FCC renewed licenses of KKKI-AM-FM San Francisco until end of license term, Dec. 1. By 1975 commission order, stations were required to file periodic equal-employment-opportunity progress reports. Commission said analysis of reports showed that stations "exhibited good-faith efforts" in hiring of women and minorities.

Consultants change address. McHugh and Hoffman Inc. has new address: 3970 Chain Bridge Road, Fairfax, Va. 22030. Phone (703) 691-0700.

Exurban. James C. Hirsch, broadcast, communications and marketing consultant, has established office at 447 Westover Road, Stamford, Conn. 06902. (203) 324-4747.

Correction. BROADCASTING incorrectly reported (May 9) that FCC had granted carriage relief to noncommercial WCCB(TV) Augusta, Me. Correct call letters are WCCB(TV). WCCB(TV) is commercial station in Charlotte, N.C., operated by Cy N. Bahakel Broadcasting.

CBS subsidiary to offer make-good

Involved is magazine promotion that runs into FTC troubles

CBS Inc. will heed the Federal Trade Commission's advice regarding thousands of people who responded to a 1975-76 promotion campaign for its Consumer Publishing division's *Field & Stream* and offer about 9,000 of them either a \$2.98 refund or an equivalent one-year free subscription.

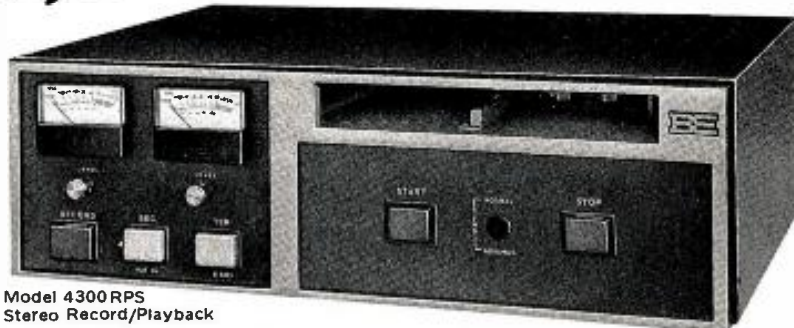
The deal, outlined in a consent agreement CBS filed at the FTC, followed an agency investigation of alleged wrongdoing

during a *Field & Stream* "World of Leisure Sweepstakes."

The FTC claimed that CBS sent magazines and bills to about 28,000 people who returned an entry form but did not specifically ask to subscribe. And when payment wasn't forthcoming from some who were added to the subscriber list, the FTC said, CBS sent collection notices with false information about the consequences of nonpayment.

The FTC, through its Cleveland regional office, also found that CBS turned over certain names to a credit reporting agency. Although CBS hasn't admitted any guilt, it did agree to the refund/free subscription offer to those who paid, as well as to inform others that their credit position has been corrected.

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Schlosser eschews NBC's past glory in hard look at today's challenges

Changes, expansion plans reviewed for affiliates who are told that environment is right for comeback; Griffiths's willingness to spend money to make money cited

Herbert S. Schlosser, president and chief executive officer of NBC, told NBC-TV affiliates last week that NBC and the top management of parent RCA are determined to turn around, "as vigorously and as quickly as we can," an NBC-TV "competitive position which has not been satisfactory to us or to you."

"Across the entire field of NBC's network service," he said in an address at the Monday luncheon of the affiliates' annual convention in Los Angeles, "we are making the investment and strengthening the organization. We have large resources behind us, a proud history to uphold and, above all, an absolute management resolve to move ahead. As chief executive officer of NBC, I pledge to you our full effort to move steadily toward our objectives—not just for one season or two, but for the long pull in which we will be in business together."

Mr. Schlosser recognized that many NBC-TV's "firsts" of the past are "yesterday's glories."

"Today," he said, "we are operating in a new and volatile time of transition that holds out fresh opportunities. We intend to seize those opportunities, and we have the initiative, the resources and the determination to turn them to our advantage, and to yours."

Mr. Schlosser noted that CBS-TV lost its 20-year hold on first place in the prime-time ratings in a season in which NBC-TV has gained 2%, CBS has lost 4% and ABC shows an unusual 12% increase.

Traditional program patterns, he said, have given way to a situation in which regular weekly series are still the heart of the schedule but are now part of a blend that includes specials, feature events and miniseries. And a change in management of RCA, NBC's parent company, has installed Edgar Griffiths as president and chief executive officer, a man who "has given NBC all the backing a broadcasting company could wish for."

"He believes in spending money to make money," he said of Mr. Griffiths. "He supported us in the costly Olympics acquisition, and he has encouraged us to step forward in other important fields. His goal for NBC is the same as ours: to improve our service to affiliates and the public; to plan the steps that will strengthen our competitive position, and through all this, to improve our profits."

Mr. Schlosser said.

Together, Mr. Schlosser said, "this period of changing patterns of programing, competition and management gives NBC a favorable environment to move forward in each of the three areas that are most important to you—news, entertainment and sports."

He reviewed the changes and expansions planned for NBC News, assuring the affiliates that NBC intends to build upon the greatness established in the past by "Bob Kintner and Bill McAndrew and Julian Goodman," the present NBC chairman (also see story, page 54).

As for prime-time entertainment, he said, NBC has "an opportunity that comes from the break-up of the competitive patterns of the past" and "has invested in program development far more heavily than ever before."

NBC, he said, "is aiming at a base of strong continuing weekly series" that will be "blended with theatrical features, features made for television, adaptations of novels, miniseries and specials." NBC, he said, "plans to build strength throughout the coming season on a consistent basis and will seek to level out the peaks and valleys we have experienced in the past. The network will order the inventory and make the commitments it needs to do the job."

Mr. Schlosser said NBC-TV also "is acquiring major feature films and other properties for future seasons"—including, he said, long-term rights to *Jesus of Nazareth*, "a program that has brought NBC more praise than any program we have ever put on the air."

To sports, he said, NBC is "applying the same aggressive approach." NBC has always "had a great tradition in sports" and "would continue that in any case" but in addition made a point of acquiring U.S. TV rights to the 1980 Moscow Olympics. These, he said, "had a special significance for us" aside from their importance as sports events.

"For almost a decade," he explained, "ABC's Olympics coverage has been the centerpiece of its sports operation," used by ABC "to attract the talent and capability that gave it an outstanding sports image."

"If ABC had acquired the 1980 Olympic rights," Mr. Schlosser said, "it would have remained in the public eye as the dominant sports network for another 10 years. Now we have the Olympics to add to our solid schedule of the leading, live sports events. The momentum is with us."



Schlosser

NBC-TV rouses affiliates with presentation of fall schedule

Convention ends on upbeat note with production number on new prime-time line-up; emphasis given to specials

NBC-TV presented its 1977-78 prime-time schedule to its affiliates last week with a show-business blend of music, comedy and dance that had the station people cheering loudly for the first time in their annual convention.

Four actors introduced highlights of the new schedule in a 90-minute revue Tuesday morning, singing, dancing, kidding NBC about its less-than-lustrous 1976-77 season, promising better things to come—and in the end dispelling the defensive mood that many affiliates had detected in presentations that opened the two-day meeting on Monday.

"Great show, just great," was the verdict of one affiliate who had been openly critical of what he considered the "defeatist" approach in the earlier proceedings. "If the schedule performs as well, we'll be OK," said another. Their judgments were echoed repeatedly. "I've been coming to these conventions for maybe 25 or 30 years," one old-timer said, "and I always go home thinking next year will be better. But this time I honest to God think it will be better."

That outlook was not quite unanimous. One veteran said "it was a great show but I'm afraid it was a little like spraying Lysol in the bathroom." But his brand of pessimism was hard to find.

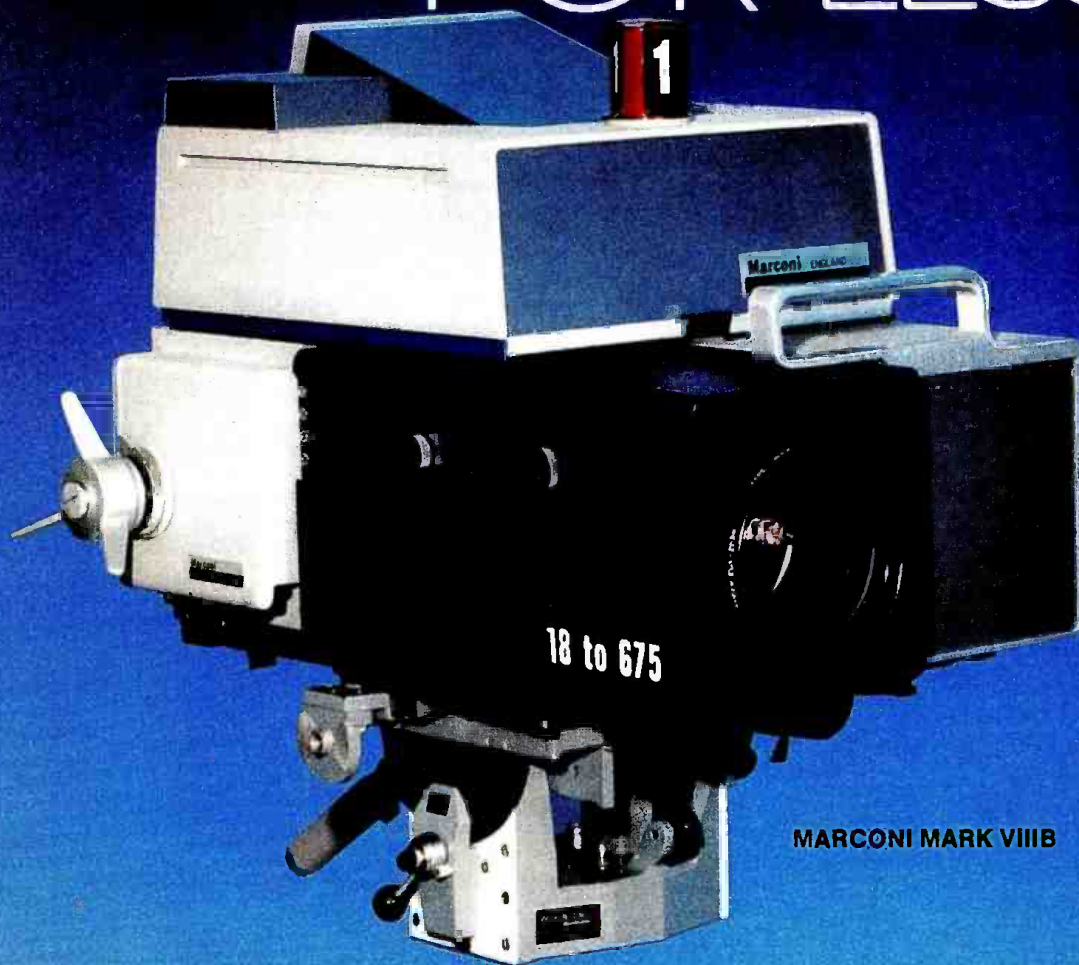
NBC officials didn't duck the fact that they ended in third place in the prime-time race. By the end of March, NBC-TV President Robert T. Howard said in opening the presentation, NBC as well as ABC showed audience gains over the previous year and NBC was "a close third—but close only counts when you're playing horseshoes."

He did have some cheering news, however: For the second week in a row, during the May sweeps, NBC has been first in the national Nielsens. For the first 18 days of the Nielsen local sweep, he said, NBC had a 17.1 rating to ABC's 15.8 and CBS's 15.1, while in Arbitron (19 days) NBC had a 16.9 to ABC's 15.9 and CBS's 15.1 ("Closed Circuit," May 16).

Mr. Howard announced that NBC would present more than 100 hours of event programing—the equivalent of almost five weeks of continuous prime-time programing—during the 1977-78 season, with entries including novels adapted into miniseries, made-for-TV movies; drama, comedy and variety specials; coverage of special events from pageants to parades and presentations of theatrical motion pictures with big box-office stars.

Novels to be presented, the affiliates

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were told, include six hours of *Aspen*, to be presented in three parts, on a Saturday, a Sunday and a Monday; Arthur Hailey's *Wheels*, in 12 hours; James Michener's *Centennial*, also 12 hours; James T. Farrell's *Studs Lonigan*, eight hours; Sara Davidson's *Loose Change*, six hours, and Harold Robbins's *79 Park Avenue*, also six hours.

A nine-hour *Godfather Saga*, including unreleased footage from the original movie, is expected to be played over four or five nights, starting on a Sunday, with the second chapter on a Monday, another probably on another weeknight and windups on the following Saturday and Sunday.

"Events" are scheduled to range from a new version of *Laugh-In* to a new production of NBC's 1976 50th anniversary special, tentatively called *NBC: The First 50 Years—A Closer Look*.

The roster also includes dramatic productions, specials with such stars as Bette Midler, Bob Hope, Dean Martin, Ann-Margaret, Paul Simon and Doug Henning; "Doonesbury" and "Family Circus," based on the newspaper comic strips; Macy's Thanksgiving Day Parade and the Orange Bowl and Tournament of Roses parades; circus highlights; made-for-TV movies with Frank Sinatra, Paul Winfield, Alan Alda and Cicely Tyson among the stars; a line-up of theatrical movies that includes "Prisoner of Second Avenue" with Jack Lemmon and Anne Bancroft, "Rooster Cogburn" with John Wayne and Katharine Hepburn, "Little Big Man" with Dustin Hoffman and "Anne of a Thousand Days" with Richard Burton and Genevieve Bujold.

Along with samples of the event programming the affiliates saw clips from some of NBC's new and continuing series—among them *Oregon Trail*, *Man from Atlantis*, *Off the Wall*, *Richard Pryor Show*, *Big Hawaii*, *ChiPs*, and *Rosetti and Ryan*—and were introduced to the stars of several of them, including Jack Albertson and his new co-star of *Chico and the Man*, 12-year-old Gabriel Melgar.

They also were reminded by Mr. Howard—who with Irwin Segelstein, executive vice president for programs, presided over the presentation before turning it over to the "The Show's the Thing" revue—that in the new schedule NBC had made good its commitment "to reduce violence on the NBC Television network." Privately, they agreed—and seemed to appreciate the fact.

The revue was produced by NBC-TV in association with Contempo Communications. Richard Golden, NBC-TV vice president for marketing, and Donald Eddy, director of marketing services, were the producers. The actors were Ted Pritchard, Barbara Lang, Robert Kaye and Carolyn McCurry.

Their performance built to a level of excitement not approached in Monday's stand-up presentations of plans for other dayparts.

The one that generated most apparent enthusiasm among the affiliates was for sports, in which NBC-TV Executive Vice

NBC election. Ancil H. Payne, KING-TV Seattle, was re-elected chairman of the NBC-TV affiliates board of delegates during the affiliates' convention in Los Angeles last week. William Faber, WFLA-TV Tampa, Fla., and Allan Land of TR Inc., Zanesville, Ohio, were named vice chairmen. Ralph Jackson, WAVE-TV Louisville, Ky., was re-elected secretary-treasurer.

The affiliates also elected four new board members: Blake Byrne, KXAS-TV Fort Worth; Donald Moeller, KYTV-TV Springfield, Mo.; William Putnam, WWLP-TV Springfield, Mass., and James Yager, WOSU-TV New Orleans. The new members replace four whose terms expired: Glenn Flint, KCMT-TV Alexandria, Minn.; John Gelder, WRWO-TV Terre Haute, Ind.; Willard Schroeder, WCTV-TV Grand Rapids, Mich., and Irving Waugh Jr., WSM-TV Nashville, Tenn.

President Al Rush could claim that "last year, for the 17th consecutive year, NBC telecast more top-10 [rated] sports events than the other two networks combined," and especially for the 1980 Moscow Olympics, which Robert E. Mulholland, executive vice president, Olympics, promised would be "the most-watched event in television history."

"Our sports picture never looked better," Mr. Rush assured the affiliates, and Chester H. Simmons, sports vice president, told them "we have a marvelous case of momentum" built on NBC Sports's philosophy of emphasizing "people, places and things," meaning "top production personnel, unique telecast sites in this country and abroad and sports events of major significance."

Mr. Rush said NBC has "the top quality events," such as the Rose and Orange bowl football games, Wimbledon tennis and basketball championships," and we intend to hold onto them."

Don Ohlmeyer, newly hired as executive producer of the Olympics telecasts, said 300 to 500 people will be in Moscow to produce the scheduled 150 hours of coverage. He welcomed "any and all assistance from all quarters of the NBC family—particularly from our affiliates—to help meet the needs in areas of technical know-how and production personnel . . . Without question the Moscow Olympics will be the biggest undertaking in television history."

Mr. Mulholland reassured the affiliates that "NBC will control the content [of the Olympics telecast] totally.

"There is no fine print in the contract, no side deal with the Russians—nothing," he said.

Answering what he said were most frequently asked questions about the contract, Mr. Mulholland said NBC will leave behind none of its equipment when the Moscow telecasts are over. "Every piece of NBC equipment that goes in to Russia will

come out of Russia," he said. "As a matter of fact NBC wrote that into the contract."

Nor is NBC providing technical know-how to the Russians, he said, asserting that they don't need it. "But if the Russians want to learn from us how to cover sports," he said, "I'm delighted."

Thus far, he said, dealing with the Russians has been "tremendous . . . NBC will have more broadcast facilities available to it for the 1980 Olympics than any American broadcaster has ever had at any previous Olympics. The Russians understand what we want and are cooperating with us fully."

He reviewed NBC's \$85-million commitment for Olympics rights and technical services and insisted, as NBC officials have repeatedly done, that the network intends to make a profit on the coverage.

Madeline David, vice president in charge of daytime programs, conceded that NBC daytime has had its problems but assured the affiliates that with changes already made or scheduled "we expect to have a successful and competitive" lineup.

Lovers and Friends, the daytime serial replaced two weeks ago in the 12:30 p.m. NYT period by repeats of the prime-time *Chico and the Man*, was not "a creative failure," she said, but "a time-period failure" that offset gains made by recent changes in the morning game-show lineup. But *Chico's* progress, she said, is encouraging: Though no national ratings were yet available, she reported, *Chico's* audience in New York and Los Angeles together was double the levels that *Lovers and Friends* had achieved.

Lovers' failure, she said, was traceable to its lack of a serial lead-in, and she said a new serial would be introduced this fall—but certainly not at 12:30. She also noted that ABC's *All My Children* took a long time to build audience: "If ABC and their affiliates had been faint of heart, they would not have the powerhouse one-hour hit they have today."

Ms. David also called attention to NBC's new game show, *It's Anybody's Guess*, with host Monty Hall, which as announced a few weeks ago will replace *Name That Tune* in the noon NYT period on June 13.

She said *Days of Our Lives'* troubles have been aggravated by ABC's expansion of *All My Children* but that "we are doing all we can to strengthen the show [*Days*] creatively," especially by hiring veteran Ann Marcus as new head writer, "and I can see significant improvement in this program already."

"But there's another part of the success equation that we can't fix by ourselves,"

Adams OK. David C. Adams, vice chairman of NBC, was in a New York hospital last week for tests for what NBC officials said first seemed to be a possible heart ailment but proved not to be. They said he was expected to be released from the hospital within a few days and to return to work in a week or 10 days. News of his hospitalization was reported to the NBC-TV affiliates convention by NBC President Herbert Schlosser in explanation of his absence from the "the first affiliates convention he has missed in years."

she said. "That is the crucial 1 p.m. (12 noon central time) period which ABC owns all by itself. I can't emphasize what an advantage this gives them. They have now successfully nurtured two serials in this time period. If we're going to be competitive, we have to address ourselves to this problem. I'm hoping that over the next couple of days we can have some tete-a-tetes and you can give me the benefit of your wisdom and let us see whether we can work something out."

Ms. David said *The Doctors* at 2:30 NYT "has undergone drastic surgery in the last year" and become "a younger, more realistic drama" without loss of audience, "which is an amazing feat." *Another World*, she continued, "suffered through a rotten winter like all the rest of us" but "is currently getting a 28-29 share and should improve further." And *Gong Show*, she said, "is still the show everybody loves to hate to watch" and NBC will stay with the complaints—and the ratings numbers it produces.

Ms. David also showed a clip from the pilot of a new game show, *The Smart Alecks*, featuring Allen Ludden, developed for future but as yet unscheduled use.

Irwin Sonny Fox, vice president for children's programs, gave a rundown of the all-new Saturday-morning schedule for 1977-78, previously announced, and also offered a preview of the 90-second *Junior Hall of Fame* features to be dropped into the Saturday schedule. The first deals with 14-year-old tennis star Tracy Austin.

He also announced that NBC and Xerox Publications will conduct a "National Kids Quiz," dealing with moral issues, whose results will be announced in a special telecast during the first quarter of 1978.

SBC officials tell FCC hearing WOL personalities had clean hands

Payola/plugola probe takes new tack with questioning about clothes gift to station's general manager by Kenny Gamble

Three Sonderling Broadcasting Corp. executives testified at the FCC's new round of its payola/plugola hearings in Washington last week. Two of them said the charges being made against WOL(AM) Washington disk jockeys were the results of a "personal vendetta" against Mel Edwards. And the new chief counsel for the commission opened a new field of inquiry when he questioned one of the Sonderling officials at length about his involvement with a record producer in Philadelphia.

Ted Kramer, the chief counsel, spent most of last Monday's session asking James L. Kelsey, general manager of WOL, about his relationship with Kenny Gamble, president of Gamble-Huff Records

Inc., Philadelphia. Mr. Gamble was convicted of payola charges in Philadelphia last year (BROADCASTING, April 12, 1976).

Mr. Kelsey testified that he received gifts of clothing from Mr. Gamble on two occasions, but he said the gifts were made "strictly out of friendship." Mr. Kelsey said he and Mr. Gamble had been friends for many years, and he told Mr. Kramer that the clothing "has nothing to do with what you're trying to lead it to."

Mr. Kramer presented a stack of invoices from a Philadelphia clothing store listing clothing purchases. The invoices showed hundreds of dollars worth of clothing paid for by Gamble-Huff. The names on the invoices were those of: Sony Kelsey, Sonny Kelsey, Jim Kelsey and J.L.

Key. Mr. Kelsey's former airname and nickname is "Sunny Jim" Kelsey.

Mr. Kelsey denied that the names on the invoices referred to him and that the clothing he did receive from Mr. Gamble was anything more than gifts from a friend. According to Mr. Kelsey, Mr. Kramer's questions about Gamble-Huff had been raised first by a grand jury in Newark, N.J., investigating payola charges (BROADCASTING, June 30, 1975).

Testifying about charges raised in February that WOL disk jockeys had forced Washington-area concert promoters to pay for the playing of records by music groups appearing there (BROADCASTING, Feb. 21, 28), Mr. Kelsey said he had looked into the situation at the station himself and that

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records "were being played properly" by the disk jockeys. He said he "did not consider it a serious complaint" when, in 1974, he received a letter from the attorney of promoter William Washington raising the charges against the disk jockeys.

Mr. Kelsey said the disk jockeys told him that Mr. Washington "wants to be king," and that he was trying to run their own promoting firm out of business. "Bill Washington definitely had a thing about Mel Edwards [the former WOL DJ who headed the promoting company]," Mr. Kelsey said.

Two other Sonderling officials, Cortez Thompson, program director of WOL, and SBC Vice President John W. Doubleday, testified later in the week.

Mr. Thompson echoed Mr. Kelsey's statements about Mr. Washington. Mr. Thompson said Mr. Washington "had a personal vendetta against Mel Edwards," and that on one occasion Mr. Washington told him that "he wanted to send Mel Edwards to jail."

Concerning Mr. Washington's complaint that groups promoted by DJP received excessive airplay on WOL, Mr. Thompson said that it was part of his duty to monitor the station and that he "did not detect" any unusual or excessive airings. After Mr. Washington's initial complaint, Mr. Thompson said, the station received several complaints from promoters in

Richmond, Va., about Mr. Edwards's dealings there. "These things started coming in back-to-back," Mr. Thompson said.

Mr. Thompson said he received complaints from two Richmond promoters, Earl N. Wynn and David Cooper, and from a group calling itself the Alliance for Black Promoters and Citizens for Economic Progress. The complaints said Mr. Edwards's position with WOL gave him an unfair advantage in acquiring groups for shows. Mr. Thompson said Mr. Wynn's complaint resulted in a law suit. According to Mr. Edwards's attorney, however, the suit was settled out of court.

Mr. Doubleday testified about his investigation of Mr. Washington's charges. Mr. Doubleday testified that he had two meetings in Washington in April 1976 and investigated a later charge of Mr. Washington that DJP had forced him to lose a Natalie Cole booking. Mr. Doubleday said he discussed the charges with Mr. Kelsey, Mr. Thompson, the disk jockeys and A. Harry Becker, SBC's attorney.

He said that SBC contacted Miss Cole's manager, Kevin Hunter, who sent them a telegram saying the charges raised by Mr. Washington and his partner, Jack Boyle, were "completely false."

Mr. Doubleday also said he directed that the station's logs and 24-hour tapes be monitored to determine the validity of the charges against the disk jockeys employed by the station.

TV networks can expect less whip in upcoming Hill violence report

Compromise version due to be released in early June with more consideration of broadcasters' story; it will call for more research on problem and offer recommendations for cures

Early next month, the House Communications Subcommittee expects to put itself on record declaring TV violence "cause for serious concern and remedial action," but recommending nothing stronger be done by Congress than to "support a renewed research effort" in the area.

Those are but a few phrases from a report now being revised by staff members connected with the Communications Subcommittee, a report that, like the whole discussion of TV violence, has stirred considerable disagreement among its drafters and readers.

The differences are said to have been smoothed out after a meeting of members' assistants two weeks ago; several left the session with the understanding that the controversial original draft will be amended to give more of the networks' side of the story and perhaps less of the Hollywood producers' viewpoint.

The change will be to the networks' liking, although only one, CBS, has voiced any objections to either of the reports' two main writers, Bruce Wolpe of Representative Henry Waxman's (D-Calif.) staff, and Alan Pearce of the subcommittee staff. CBS Washington Vice President William Leonard was reported to have registered "strong objections" with Mr. Pearce last week to the "overwhelming reliance" of the report's findings on the research of violence analyst George Gerbner of the University of Pennsylvania Annenberg School of Communications, the TV violence analyst with whom CBS and the other networks have a running battle (BROADCASTING, May 2).

CBS was preparing written comments for submission to the staff last Friday, but apparently the networks' case was carried for them into the staff meeting the week before. The staff members who recalled the discussion in the meeting tended to play down the degree of conflict that took place, but, said one, "nearly every page [of the report] was touched on."

There was a general feeling, according to one aide, that the original report was too "inflammatory" in its treatment of the networks. Specific suggestions for change included one from an aide to Representative Martin Russo (D-Ill.), who said his boss would prefer that the report place on parents more responsibility for children's exposure to TV violence. Without taking the networks off the hook for TV violence,



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he said, the report ought to acknowledge other interpretations besides Dr. Gerbner's and should note, for instance, the memorandums that CBS and NBC have submitted to the subcommittee giving examples of the networks' efforts to cut violent scenes from TV shows while they are in the making.

Other suggestions included one from an aide to Representative Albert Gore (D-Tenn.), who said Mr. Gore would like to see the station affiliates given a greater share of the responsibility for TV violence in the report. Mr. Gore, he said, supports the family-viewing policy that has been outlawed by the Los Angeles district court and wishes the networks would continue to follow it on their own.

An aide to Representative Barbara Mikulski (D-Md.) said Ms. Mikulski was among what appeared to be a consensus of members that the first recommendation of the report—that Congress should consider writing the First Amendment into the Communications Act—should be scrapped.

The second recommendation—for congressional support of a "renewed research effort" in TV violence—is expected to be enlarged to explain more fully what should be researched and who will pay for it.

In addition to those two proposals, other recommendations are (1) that the Communications Subcommittee stimulate further debate on TV violence with a one-day colloquium at some future date with industry representatives, researchers and public-interest groups; (2) that the networks, program producers and others be urged to cooperate on a violence rating system to be used with electronic decoding devices on new TV sets to allow parents more control over what their children see, and (3) that the subcommittee hold further TV violence oversight hearings.

Those recommendations stem from a series of findings, some of which are also expected to be changed in the final draft:

- That violence on TV is cause for "remedial action" and that the "steps the networks have taken so far in addressing these issues have not effectively coped with these concerns."

- That "responsibility for the level of violence on television rests squarely on the networks." These first two findings of the original draft will probably contain more recognition of parents' responsibilities in guarding children's viewing, as well as more anti-Gerbner material, such as that put out by CBS, Mr. Pearce said.

- That "a more competitive and open system [for programming, other than the present three-network-dominated system] might well reveal strong preferences for programming options which are not currently available, and programming needs which are not being met, as well as provide incentives for the development of alternative and more diverse programming."

- There may be ways to limit violence that are consistent with the First Amendment, such as (1) requiring the telecast of certain percentages of children's programming, (2) granting the networks an antitrust exemption to permit joint efforts to cut

back on violence, (3) requiring locks on TV sets to allow greater parent supervision.

- The imposition of the family-viewing hour "had a profoundly chilling effect on the creative community. Mr. Gore, for one, thinks this point is overstated and that the six pages devoted to it could be cut to two or three. The frequent references throughout the report to "creative community" will be changed to something like "Hollywood production industry," a more apt description of the group, several members felt.

- The networks have failed to consult regularly with their "constituencies"—producers, viewers, citizen groups—but "fortunately, this trend is showing signs of being reversed."

- The networks are offering more prescreening opportunities to their affiliates, but so far have been unable to "fully accommodate the affiliates' needs." This finding is of particular interest to Representative Edward Markey (D-Mass.), who plans to introduce legislation this week to require the networks to make all prime-time entertainment shows available for prescreening 30 days in advance. Inadequate efforts by a station to prescreen could become an adverse factor in license-renewal cases.

The report right now is being rewritten by authors Wolpe and Pearce and is scheduled to undergo another staff critiquing perhaps next week. If it receives approval of the subcommittee members, its final release may come in early June.

The professor fights criticism with criticism

Gerbner answers CBS's charges about methods used in his violence study and, in turn, finds faults with technique used in network's research; he cites need for objectivity

Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania and currently one of the most irritating thorns in the networks' sides with his annual analyses of TV violence, said last week that his research is far superior to CBS's.

Replying for the record of the House Communications Subcommittee to criticisms of his work by CBS, Dr. Gerbner said he "empathizes" with the network's efforts to blunt criticism of its programs, but that the network's bias has clouded its research and made its contentions "scientifically unacceptable."

"The claims that all components of an index must move in the same direction, that a solid week sample cannot be representative of a season's programming, that comic and accidental violence should be ignored, and that relative victimization is a 'meaningless statistic' represent confusion

and wishful thinking," Dr. Gerbner said in a letter to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.). "We do not believe that Congress and the American public need revert to the era when self-serving claims and public relations gestures were the only bases for judging network performance. Our analysis of the CBS claims and complaints confirms the position that only an independent and scientifically tested comprehensive set of measures, such as the violence index and profile, can do justice to the need for an objective standard of network performance in the public domain."

Dr. Gerbner renewed his suggestion that he and the networks pool their research data at the national television archive in the Library of Congress (BROADCASTING, March 7), and replied individually to CBS's four main complaints:

(1) CBS, in a letter to the subcommittee April 25 from Broadcast Group President John A. Schneider (BROADCASTING, May 2), said Dr. Gerbner's definition of violence is too broad, encompassing comic incidents and accidents, which in CBS's opinion should not be included. Dr. Gerbner replied that in trying to differentiate serious from nonserious violence, CBS confuses communications content with assessment of effects. "For example, we know from independent studies of the physical environment and of foods and pharmaceuticals that citizens are not necessarily aware of the full range of consequences of many of our industrial activities and products, including the products of the television industry... That is why the scientific diagnosis of a complex cultural-industrial phenomena—such as television—cannot be left to conventional wisdom, and even less to rationalizations by the corporate interests involved."

(2) CBS said Dr. Gerbner's study counts acts of violence as being multiple when they should be counted as one. Dr. Gerbner said his study counts a violent act as every time a new agent enters the scene. CBS's definition, he said, is too vague and allows CBS-employed researchers "to stretch the rule" when they are counting violent scenes.

(3) CBS said Dr. Gerbner's monitoring, limited to one week of network programming, is too brief a sample and "can lead to statistical errors of horrendous proportion." Dr. Gerbner said he studied six additional weeks in the fall, 1976, and discovered that although larger samples "may increase precision," his one-week sample "yields remarkably stable results with high cost efficiency." He said the discrepancy between least violent and most violent weeks in multiple-week studies is less than CBS said, and that with one exception, the violence ranking of the three networks remained the same in successive weeks.

The main reason for the discrepancy between his studies and CBS's, Dr. Gerbner said, is not in the sampling, but in the methodology. CBS's results he said are more unstable than his because its researchers make subjective judgments

about what kinds of TV violence were intentionally harmful and what kinds are comedic or accidental (and hence excluded). It is CBS's methods, not his, he charged, that lead to "gross statistical aberrations."

(4) CBS said Dr. Gerbner's risk ratios, which establish mathematical relationships, for instance, between the number of times women are doing violence and the number of times they are the victims of violence, are meaningless because people do not perceive those relationships when they watch TV. Dr. Gerbner replied: "We must repeat that the validity of a TV content indicator does not depend on viewers' conscious understanding of its meaning." He said his analysis shows that exposure to TV with heavy violence "cultivates a sense of exaggerated fear and mistrust in the minds of heavy viewers." Young women—with an especially unfavorable risk ratio—are particularly affected."

NATAS is turned down in move to stop boycott

U.S. District Court for the Southern District of California in Los Angeles refused last week to issue an injunction that would end a boycott of the National Association of Television Arts and Sciences by its dissident Hollywood chapter.

Judge William M. Byrne said he found

no evidence that the boycott was illegal, but added he would set a trial date in August to settle substantive issues. The academy had asked for the injunction in late March as a move to gain cooperation of its West Coast members in participating in an Emmy telecast scheduled for May 15 on NBC-TV. NBC-TV cancelled the telecast when it became convinced that NATAS could not deliver a program because of the non-cooperation of Hollywood talent and production firms.

A NATAS spokesman in New York said that if court action is favorable, there is a possibility of scheduling the telecast at a later date.

Mitchell turns over helm of Columbia TV

President of motion-picture division, David Begelman, picked as double-duty successor; connection between company's network reversals and change of command is disavowed

After announcing last week that John H. Mitchell "will relinquish his post" as president of its television division, Columbia Pictures Industries handed the job over to David Begelman. Mr. Begelman, senior executive vice president of Columbia Pictures Industries, is also president of its motion-picture division.

Columbia's TV division has just come

off a bad year. NBC canceled three of its hour-long prime-time series (*Quest, Gibbville* and *Fantastic Journey*), ABC canceled a fourth (*The Feather and Father Gang*), and NBC discontinued *Polic Story* as a weekly series in favor of scheduling it occasionally in two-hour form. To make things worse, none of Columbia Pictures Television's 10 pilots made the 1977-78 prime-time schedules of the three networks.

However, Mr. Mitchell, reached by phone at his office in Columbia's Burbank, Calif., studios last week, said these reverses were not connected with the end of his seven-year tenure as president. "I relinquished the post," he said. "Seven years is a long time to be in the front lines—you can't imagine what a grind it is."

He still has "more than two years" to go on his contract, he said, so it's conceivable that he might stay on at Columbia in some capacity. "The television business is changing, and I want to change with it," said the 59-year-old Mr. Mitchell. "American television is becoming more like the British system," with regular weekly series taking a back seat to long-form miniseries.

While major studios such as Universal Pictures Television and Paramount Pictures Television have begun committing heavily to novels-for-television-type programs, Columbia has been slower to adapt to this trend. The assumption, according to sources at Columbia, is that David Begelman, with his experience in motion pictures, will help to move the TV division more in the direction of the miniseries.

Prior to joining Columbia as president of its motion-pictures division in 1973, Mr. Begelman was vice chairman of the board of directors of Creative Management Associates Inc., the talent agency. From 1973 to 1975, Mr. Begelman held the additional title of executive vice president of Columbia Pictures Industries; in August 1975 he was named senior executive vice president.

FM's best programs

Armstrong selections include 6 top winners, 7 merit honors

Six programs won first-place awards in the 13th annual Armstrong competition for excellence and originality in FM broadcasting. The awards, named after the inventor of FM broadcasting, Dr. Edwin Howard Armstrong, are sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York.

First-place winners: WGMS-FM (Washington) Rockville, Md., *Salzburg—Genesis of a Festival* (music); WXRT(FM) Chicago for general news coverage; WBAI(FM) New York, *Breaking the Blacklist: Strategies for Survival 1947-1976* (news documentary); WRFM(FM) New York, *A Touch of Madness: Mental Illness* (community service); WBEN-FM Buffalo, N.Y., *From Father to*

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Son: A True Story (education), and WFMT(FM) Chicago, *Bram Stoker's 'Dracula'* (creative use of the medium).

Merit certificate winners: KNX-FM Hollywood, *An Evening with Gordon Lightfoot* (music); KRTH(FM) Los Angeles, *The Steve Fredericks K-Earth News* (news); KSJN(FM) St. Paul, Minn., *The Happy Warrior: Hubert H. Humphrey* (news documentary) and *Ashes to Ashes, and Dust to Dust* (community service); WBCN(FM) Boston, *Jamaica Under Heavy Manners* (news documentary); WINZ-FM Miami, *'Tis the Season ... Christmas Toys* (community service); KFMB-FM San Diego, *Learn to Earn* (education), and GAMUT Productions, Barrington, Ill., *The Follies of Fifty-two, or Were Those Really the Days?* (creative use of the medium).

PTA schools members in pressure tactics

Convention features sessions devoted to instructions in protesting television violence

The National Parent-Teachers Association last week began training troops for its declared war on TV violence. At six simultaneous workshops at the annual PTA convention in Anaheim, Calif., the members of the association's TV commission "trained" convention delegates in methods of applying pressure on the networks and local TV stations.

The six meetings made up but one-third of the workshops going on simultaneously on Monday, but attendance at them was said to comprise 800-1,000 of the 2,000 delegates at the convention. Those attending the violence meetings were filled in on the PTA's eight regional TV violence hearings held last winter, on the "first action plan" that evolved from them (during which the networks have been placed on six-months "probation" to clean up TV [BROADCASTING, April 11]), on monitoring techniques, how and where to write letters of complaint and how to challenge station licenses.

The "first action plan" will be launched officially July 1 with a series of regional training workshops similar to those held last week.

Programing Briefs

Group W around world. Group W Productions Inc., New York, has appointed Filmways International Ltd., Los Angeles, for overseas distribution of GWP television programing. Filmways International has offices in England, France, Japan, Philippines, Canada, Australia, Brazil, Argentina, Mexico, Austria, Spain and Thailand.

On their own. Kleinerman-Kalser Associates Ltd., New York, has been established to engage in all forms of TV production. Its initial project will be 12 one-hour "actuality dramas" to be produced for Viacom Enterprises, New York. Partners

are Isaac Kleinerman, for many years with CBS News as producer, and Konstantin Kalser, president and executive producer of Marathon International Productions, New York, active in industrial and public information films. Headquarters are at 10 East 49th Street, New York 10017, (212) 688-1130.

'Odd Couple' hits 90. Paramount's *Odd Couple* series has been sold in 90 markets, including 29 out of top-30 markets. Latest customers include KPRC-TV Houston, WBEN-TV Buffalo, N.Y., and WDRB-TV Louisville, Ky.

60 stations for Portfolio VII. Paramount Television's *Portfolio VII* has 60 stations for its film-syndication package, including 19 of top-25 markets. Among Portfolio's list of film titles are "True Grit," "Serpico," "Paper Moon" and "Rosemary's Baby."

Cash signing. CBS-TV has signed country-music singer Johnny Cash to exclusive three-year contract, with performer to be featured initially in two musical variety specials during 1977-78 season.

On the lighter side. Casino Loot Productions, New York, has produced series of 65 one-minute radio segments, dealing with "lighter side" of issues and news topics, called *Idiotorials*. Program is being offered to AM and FM stations on direct sale basis.

'Spotlight' on 46. Show Biz Inc., Nash-

ville, has lined up 46 stations for its new syndicated variety show, *Marty Robbins' Spotlight*. Series, which is being sold on straight cash basis, will have 24 original half-hours for weekly slotting. Stations include KHTV(TV) Houston, WXIA-TV Atlanta, WTTV(TV) Indianapolis and KPHO-TV Phoenix. Show Biz also said three of its long-running weekly country-music series will return with new episodes: *Pop Goes the Country* (in 130 markets), *Nashville on the Road* (112 markets) and *The Porter Wagoner Show* (about 100 markets).

Cartoon package. MGM Television, New York, has put together package of 263 *Tom and Jerry* cartoons for syndication. Cartoons may be carried as 81 half-hour programs, with MGM TV providing openings and closings. First sales were made to WPIX(TV) New York and KTTV(TV) Los Angeles.

Royalty deadline. Copyright Office in Washington has set May 31 deadline for comments on inquiry to determine whether recording artists should receive royalty payments from broadcasters and others using records. Office is seeking comments on economic pros and cons, constitutional and legal problems, whether such rights should extend to producers as well as performers and what kind of mechanism would be needed for implementation. Replies are due June 15.

Trends. Survey on network prime-time series by Dr. Joel Persky, Brooklyn College

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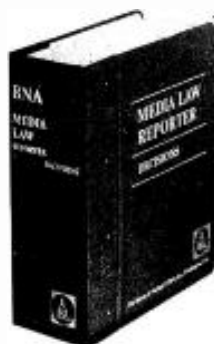
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of City University of New York, shows a reduction of almost 50% in number of prime-time shows on three major commercial networks in last 20 years. In 1956 (week in February) there were 123 shows on air, 97 in same period in 1966 and 67 in 1976. Dr. Persky concludes that cause is twofold: (1) prime-time access rule and (2) trend to fewer and longer series. Survey notes shift from "domestic drama" to "crime/detective drama." In 1956 and 1966 there were two crime/detective series and in 1976 there were 18. Motion pictures increased 400% from 1956 to 1976, further reducing series choices available, according to Dr. Persky.

Another view on violence. Marketing Evaluations Inc., Port Washington, N.Y., reports that results of nationwide survey indicate that viewers' ratings of TV violence will vary by degree to which they "like" a program. Marketing Evaluation, which issues the TVQ measurements for TV programs based on popularity, said its violence study is expression of viewer reactions, not subjective measure based on inventory of physical incidence of violence. Study, made among 1,959 viewers 12 years and older, is available on subscription basis.

Correction. *Phil Donahue Show*, whose host won daytime Emmy award as best talk-show host, is distributed by Multimedia Program Sales, not Avco Program Sales, as BROADCASTING reported May 16. Company's name changed after purchase by Multimedia Inc. in 1976.

Broadcast Journalism®

NBC-TV concocts new ingredients to spice up news

Five-tiered format to be used on 'Nightly News'; David will say his goodnights to John from Washington again; more specials will examine issues and people; 'Today' to move around and around the country

A new format and sprightlier approach for *NBC Nightly News*, innovations for *Today* and a one-third increase in time devoted to NBC News special programs were announced at the NBC-TV affiliates convention in Los Angeles last week.

"News is the hallmark of any network service," Herbert S. Schlosser, president of NBC, told the affiliates at the opening-day luncheon on Monday (also see story, page 46). "We are making a major effort to sharpen the quality and relevance of our service, and we will make the investment; we need to do it."

Details of the changes had been laid out by NBC News executives earlier in the day in a session presided over by Richard Wald, NBC News president.

A "totally new" *Nightly News* will be launched in August, "innovative, fresh and journalistically sound, but most of all, interesting," Dick Fischer, vice president, TV news, told the affiliates.

He said co-anchor David Brinkley will return to Washington, his "natural habitat," while co-anchor John Chancellor remains in New York, but that the really distinguishing feature of the newscast will be its new format, dividing it into four sections.

The opening section will be the top story of the day, done in depth, perhaps consisting of a series of reports and sidebars, telling "not only what happened and where, but what it means, why it's important, what are its ramifications," Mr. Fischer said.

The second segment "will treat the secondary stories of the day in a fast-paced, quick-moving style," with lead-ins "shortened so that each story is self-contained," providing "virtually a newsreel of the world, done with visual impact."

The third segment, Mr. Fischer continued, "will be minidocumentary, similar to what we now call our special," to be done by "a small corps of our own people and some new people we are planning to hire." They "will cover the whole range of human interest," such as style trends, business, medicine, consumerism and people, sometimes important, sometimes "just plain interesting"—the kind of "short subjects now seen on our *Weekend* or even [CBS News's] *60 Minutes*, stories done with insight, style and grace that captivate viewers."

Fourth section will consist of "a brief

headline recap, to summarize the day's top events, and then a closing piece which is poignant, moving or humorous."

Beyond that, Mr. Fischer said, there will be a totally new set. Co-anchors Chancellor and Brinkley will get out from behind their desks and at least part of the time they'll be ad-libbing.

NBC News also is exploring the possibility of updating *Nightly News* for West Coast stations every night. At least one section will be updated nightly from California, stressing West Coast news and news that breaks after the East Coast feed.

Mr. Fischer said many of the weeknight features would be carried on the weekend *Nightly News*, but that the weekend editions would also be used as a testing ground for new features and new anchor people in hopes of developing "our Chancellors and Brinkleys of the future."

The changes, Mr. Fischer said, have been in development for almost six months. The present *Nightly News*, he noted, is still "a solid second" to CBS's Walter Cronkite and "remains far in front" of ABC's Reasoner-Walters report. But he said "the news division is not con-



Wald

tent with second place" and wants also to respond to the complaint of many viewers that all three network evening newscasts look alike and "are basically dull and uninteresting."

The new *Nightly News*, he predicted, will be "the best news program in America" and the most widely watched.

NBC News special programming will be expanded to 46 hours in the 1977-78 season from 33 in 1976-77, the affiliates were told by Lester M. Crystal, NBC News vice president, special programming.

He said *Where We Stand* will be introduced as a quarterly one-hour progress report on major issues or situations ranging from the cost of living to drugs, the Middle East crisis and an audit of President Carter's campaign promises.

Now, a news magazine on trends in life styles, will be introduced June 30 with the broadcast of a just-completed pilot with Linda Ellerbee and Jack Perkins as anchors/hosts, Mr. Crystal said, "and we hope some day you'll see it as a series on NBC." He said *Weekend* will continue as a 90-minute program on the first Saturday

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of each month and in addition will get a prime-time period—which he did not specify—in a 60-minute length for eight or 10 consecutive weeks next summer.

"More and new programs are not the only change," Mr. Crystal said. "We're also going to have different formats, different lengths and a variety of approaches. We'll take advantage of the explosive growth of the minicam technology to make our programs as immediate and vibrant as possible. And you're going to see stronger use of our correspondents. They are being and will be directly involved in the writing and reporting of our special programs."

Mr. Crystal also disputed any claims that the documentary is "dead," but said NBC News plans to put more life into it by concentrating on "three main approaches: hard news, investigation or an emphasis on individuals, on direct personal experience."

Among the specials scheduled or planned he listed these:

- A three-hour report on *Medicine in America* in January.

- A one-hour or 90-minute special with former President Ford, dealing with his role as commander-in-chief, also in January. "Naturally," he said, "we'll be including opposing viewpoints in the program." John Chancellor will anchor.

- An interview with former Secretary of State Henry Kissinger, also either 60 or 90 minutes, in December, with David Brinkley as anchor.

- An *NBC Reports* on human rights behind the Iron Curtain, set for June 14.

- A report on four Americans who disappeared in Ecuador, to be presented in late June.

- A study of the potential for a race war in South Africa, also set for June.

- A report on children with learning disabilities, scheduled for August.

- A program featuring former First Lady Betty Ford, to be carried as a 90-minute daytime special next spring.

Reports being developed by Executive Producer Reuven Frank, with Lloyd Dobyns as anchor, for presentation "in the next few months," Mr. Crystal said, will deal with such subjects as Japanese fashions, punk rock music in England, acceptance of America's fast-food phenomenon in France, victimization of the elderly, medical schools, religious brainwashing, welfare, and coffee in Brazil.

Jane Pauley, co-host of *Today*, told the affiliates that "News management has given our executive producer, Paul Friedman, the green light and the money to begin a whole new series of improvements, starting in the fall."

Among them, she said, will be more and more originations away from New York, having *Today* staffers report from at least one remote location each week, covering local events of national interest and "showing what this country is doing and thinking"; using more specialists covering areas like "urban and minority affairs and other topics which affect our viewers," and stepped-up use, with the

cooperation of affiliates' news directors, of scenic shots of more American cities to open the *Today* broadcasts.

Ms. Pauley, who opened her presentation by thanking ABC "for making this possible," noted that *Today* has undergone "tremendous changes" during the past nine months and enjoys better ratings now than a year ago. "We are a strong number one," she said. "And we intend to stay that way."

Roone Arledge sounds out his new team

Montauk brainstorming session hears reassurances that brass means business in challenging CBS, NBC news front-runners—and without the dancing girls

Some 100 correspondents, producers and bureau chiefs from ABC News met at the Montauk (Long Island) Yacht Club over the May 14-15 weekend to discuss their division's future prospects under the leadership of newly-appointed President Roone Arledge.

Hosting two marathon brainstorming sessions were Mr. Arledge, Frederick Pierce, president of ABC-Television, and William Sheehan, president of news until Mr. Arledge takes over on June 1 (and senior vice president after that date). Along with a group of about 20 other ABC executives, they met with half of the news staffers on each of the two days to hear suggestions on what could be done to revitalize the network's ailing news programs and to explain some of the notions that Mr. Arledge has had toward achieving that goal.

White House correspondent Sam Donaldson, for one, came away from the Montauk meeting "encouraged," even believing that ABC News might "have the best shot" in improving its stature "since Av Westin." Of Mr. Arledge, he said: "He smells like a winner."

Mr. Donaldson admitted, however, that "hope starts springing eternal" at the network news operation every time a new man takes over, and that "the guy [Mr. Arledge] is a salesman." But he explained that the new news chief dispelled his own fears that "Roone Arledge intends to bring on the dancing girls..." And although he said he disagreed with some of the innovations that Mr. Arledge intends to pursue (such as an anchorless news), he "did not detect any that I thought meant, 'Ah ha, that's the funny farm.'"

Mr. Donaldson and others were encouraged by the "clout" Mr. Arledge displayed, especially alongside Fred Pierce, who was said to have acceded to the news/sports chief when Mr. Arledge made his pledge for a greater budget, more personnel and even pre-empting *Happy Days* when necessary.

The sessions were described by Mr.

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Sheehan as "internal," and he refused to specify who attended or what was said. He would say, in response to reports that some ABC correspondents were upset because they hadn't been invited, that the guest list was drawn up to comprise a "representative" sample of employees from the news operations around the country. "We had to make some hard decisions," he said, "the group was too large—you couldn't invite everyone."

Some of the participants in the conference said a great deal of emphasis was placed upon reassurances by Mr. Pierce and Mr. Arledge that the network is serious about turning the news department around, not only in terms of ratings but also in terms of the quality of its coverage.

"Pierce was there in person to say that the corporation is making a financial commitment, to confirm that as long as he is there the news division will be supported," said Nicholas Archer, vice president of television news services for the network. "Arledge said he wouldn't have come [to the news department] if he wasn't convinced he'd have total support."

According to the participants, the discussions were designed to elicit opinions on just where that support should be directed. The most commonly mentioned areas were electronic news gathering and personnel, and several of those attending said they were pleased to have had the opportunity to present their case.

Steve Geer of ABC's Los Angeles bureau, for example, said he came away encouraged that a new bureau might be established in San Francisco. Peter Hively, chief of the network's Chicago bureau, said he argued in favor of better coverage of "the middle part of the continent." Robert Siegenthaler, executive producer of ABC's evening news, thought it was important to explain the rigorous demands placed on equipment in the field. "The people who sit in the offices," he said, "don't always understand the needs of the guys who are out on the edge of journalism."

Among the reasons cited in discussion about ABC's "poor third" in the network news ratings was "lots of deadwood . . . the good old boy club," both among correspondents and managers.

Should ABC adopt an "anchorless" approach, it's not expected before midsummer, and then not preceded by fanfare but an unpublished experiment. The reasoning, as one participant described it, is that Mr. Arledge acknowledges that CBS News's Walter Cronkite has the top anchor honors sewed up and that "If I can't have the best why should I compete in that area?"

Some said the conference provided Mr. Arledge an opportunity to introduce himself to the members of his new department, and also, as one staffer put it, to "size people up" himself. And apparently there was plenty of time to do as much sizing up as needed. Although the \$120-per-night hotel features boating, fishing, tennis, golf, horseback riding, saunas and other entertainments, each session for the

Carter's adeptness. John Chancellor, NBC News correspondent, told the NBC-TV affiliates convention last week that "whether we like it or not, we will be manipulated to some extent" by the Carter administration.

President Carter, he said, "is the first truly television President" and "uses [TV] about as well as any President I have ever seen."

The administration, he said in response to questions, "is doing quite well with the press," and News Secretary Jody Powell is doing better than might have been expected. Of past news secretaries he said that "we went through a Gothic pit" with Ron Ziegler in the Nixon administration "and it got worse with [Ron] Nessen," the Ford administration news secretary who formerly was an NBC newsmen.

Mr. Chancellor said television helps President Carter maintain "an almost mystical relationship with the American people." In his talk of drawing strength from the people President Carter sounds like the late French President Charles de Gaulle, Mr. Chancellor said, adding that "we may have more in Jimmy Carter than we realized when we voted in November."

Mr. Chancellor participated with NBC News Correspondents Marilyn Berger and Judy Woodruff in an assessment of "The Carter White House" at Tuesday's luncheon of the NBC-TV affiliates convention in Los Angeles.

two groups was reported to have lasted from early in the day until after midnight with only a short break for dinner. "It was no party," said one participant.

Accord on Florida courtroom TV test

Recommendations of bar group, Post-Newsweek station emphasize same theme—no disruption

The word, "unobtrusive," is a keystone in both the Post-Newsweek Stations' and The Florida Bar's proposed guidelines for telecasts of state courtroom proceedings. The Florida state supreme court, acting on a petition by Post-Newsweek's WPLG-TV Miami and WJXT-TV Jacksonville, ruled in favor of a one-year test for TV and still cameras and tape recorders in all state courts beginning July 1 (BROADCASTING, April 11). Broadcasters and lawyers were given a May 15 deadline for their proposals.

A Tampa, Fla., screening of the proposals was scheduled last Saturday by Justice Alan C. Sundberg and there appeared little in either set of guidelines to pose a lawyer/broadcaster conflict. The Florida Bar, in fact, through its board of governors, "took the position that lawyers cannot recommend technological standards. . . . The board believes that this development of standards is a matter to be determined by the news media."

The television and radio news media in Florida were asked by Post-Newsweek to submit their views to be considered in determining the broadcast position. "Draft No. 9," as of May 11, called for the media to be allowed into all public proceedings as long as there is no "distracting sound or light . . . [but] with the concurrence of the chief judge, modifications and additions may be made in the existing courtroom light." Audio pick-ups can use courtroom equipment "where technically appropriate" and microphones and cables "shall be as unobtrusive as possible."

It will be the chief judge's responsibility to determine where all equipment will be positioned "in an area which provides reasonable access to coverage." And when

equipment is moved, it should be "without distracting the proceedings."

In "exceptional circumstances" the presiding judge may require pooling of equipment—"no less than one television camera and related equipment"—imposing "the least restrictive limitations" that "shall not apply during recesses and adjournments."

Furthermore, "nothing in these standards shall be deemed to deprive the presiding judge of his authority to make reasonable orders . . . [that] shall be issued only upon findings of fact, after notice, and shall be reviewable."

The Florida Bar, for the most part, agreed, calling for "minimum level of noise, no unusual lighting conditions, minimal bulk. . . ." It said equipment pooling should be encouraged.

Should the media not follow a judge's orders, "the court is empowered to take such remedial action as is necessary. However, no action shall be taken without specific findings of fact."

Journalism Briefs

Rather reflects. CBS News correspondent Dan Rather has new book, "The Camera Never Blinks, Adventures of a TV Journalist," co-written with Mickey Herskowitz. Mr. Rather describes his early days as reporter in Texas and his coverage of civil rights movement, Kennedy assassination, Vietnam war and Presidents Johnson and Nixon. Television prose from just-the-facts reporter. William Morrow and Co. New York, \$10.

Producers chosen. Corporation for Public Broadcasting and Public Broadcasting Service have decided on producers to share most of remaining \$500,000 from CPB's \$1-million revolving documentary fund (BROADCASTING, April 25). Winners, who will be negotiating on specifics for proposed grants ranging from \$84,000 to \$138,000, are KERA-TV Dallas, *Drugs Along the Border*; WHA-TV/Catalyst Films, Madison, Wis., *Joe McCarthy: The Man and his Times*; Pennebaker Inc., New York, *The Energy War*; and Image Audio, Los Angeles, *The New Klan*.



Ask the President. Mr. Carter was greeted at KNXT studios by the station vice president and general manager, Christopher Desmond. Reporters Connie Chung and Joseph Benti were hosts for the show.

Carter's newest twist on TV takes place at KNXT Los Angeles

President fields questions from hand-picked studio audience and from people at remote locations around the city; show doesn't generate the highest of ratings

President Carter demonstrated once again last week that the President need not be limited to news conferences and speeches from the Oval Office as vehicles for reaching the public by way of radio and television. Looking and sounding relaxed, he sat alone on the stage of a studio at KNXT(TV) Los Angeles on Tuesday, and, for an hour and 10 minutes, fielded questions from persons in the studio audience as well as at five locations scattered about the Los Angeles area and linked to the studio by minicams and remote trucks.

The program, which was suggested by KNXT and which combined elements of two other media events unprecedented in the American presidency—the radio call-in show broadcast on CBS Radio and the town hall meeting in Clinton, Mass., carried live by Public Broadcasting Service—was picked up for broadcast by radio and television stations throughout California, Oregon, Washington and Nevada. The program was also fed to Voice of America and Armed Forces Radio.

The program went off without a hitch. The President chose his questioners

from among the 180 persons in the studio audience and from those assembled at one or another of the remote locations, each staffed with a reporter, producer and field assistants. Pictures of persons waiting at the remotes could be seen on a monitor placed on the floor in front of the President. And monitors enabled those assembled at the remote locations—in the San Fernando Valley, south Los Angeles, Monterey Park, the University of California at Los Angeles campus, and Orange county—to follow developments in the studio. KNXT officials, with the aid of community newspapers in the case of the studio audience, picked the participants.

The event—which the President described as part of his effort to “remain close to the American people”—provided an opportunity for 24 persons to ask questions; about half put follow-ups to the President. And the scope of questions was wide, although a number focused on issues of local or regional interest. One dealt with abortion, another with illegal immigration, and another with the impact on the automobile-oriented society of Southern California of the administration's plans for dealing with the energy crisis.

The People Talk to President Carter: A Television Meeting was broadcast from 12:30 to 2 p.m., then rebroadcast by KNXT between 6:30 and 8 p.m. But the President, who was on a tight schedule in Los Angeles, left at about 1:40, which was according to plan. KNXT reporters Joseph Benti and Connie Chung helped fill the remaining time by getting reactions from

those who had asked the questions and from the reporters at the remote locations.

The program did better in the ratings than KNXT's normal programming—soap operas—but did not dominate. According to the Nielsen survey, the program achieved a 7.7 rating and a 30.3 share. Normally, KNXT programming averages a 4.9 rating and a 21 share. The Carter program topped KNBC's 3.2 rating, but trailed KABC-TV's 9.1.

The program did not do as well in the Arbitron survey. Arbitron gave it a 5.5 rating and 22 share, behind KABC-TV's 6.9 rating and KNBC-TV's 5.8. Over the past month, KNXT's programming averaged 2.7 rating and 12 share in the Arbitron book.

During its rebroadcast, the 8.8 rating (and 16 share) the Carter program achieved, according to Nielsen, followed by about a point the rating KNBC-TV's programming—news and prime access programming—scored. It topped the 5.1 rating the Reasoner-Walters news program achieved between 7 and 7:30 but trailed the 12.4 recorded for *Hollywood Squares* between 7:30 and 8 p.m.

The Carter visit generated some stories KNXT staff members enjoy telling. The President, who arrived at the station at 11:45 a.m., was offered lunch by the staff. The station was preparing some 600 roast-beef sandwiches for the people in the audience and the press, and a presidential aide said fine. Which made the President seem like just folks. But, one KNXT staffer reports, no one ate a sandwich until Food and Drug Administration representatives on hand inspected the ingredients that went into the sandwiches.

The Broadcasting Playlist™ May 23

Contemporary

Over-all-rank	Last week	This 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	2	1	1	
4	2		Sir Duke (3:52) Stevie Wonder—Tamla/Motown	2	1	2	2	
5	3		I'm Your Boogie Man (3:58) K.C. & the Sunshine Band—TK	4	4	3	4	
7	4		Theme from "Rocky" (2:44) Bill Conti—United Artists	5	3	5	3	
2	5		Hotel California (6:09) Eagles—Asylum	3	5	4	5	
11	6		Dreams (4:10) Fleetwood Mac—Warner Bros.	7	6	6	6	
3	7		Southern Nights (2:58) Glen Campbell—Capitol	6	7	7	7	
10	8		Couldn't Get It Right (3:14) Climax Blues Band—ABC	8	8	9	8	
6	9		Right Time of the Night (2:53) Jennifer Warnes—Arista	10	9	12	9	
8	10		So Into You (3:19) Atlanta Rhythm Section—Polydor	11	12	8	13	
16	11		Got to Give It Up (3:58) Marvin Gaye—Tamla/Motown	9	11	10	12	
13	12		Whodunit (3:35) Tavares—Capitol	12	10	11	11	
15	13		Things We Do for Love (3:32) 10cc—Mercury	13	13	14	14	
21	14		Lonely Boy (3:54) Andrew Gold—Asylum	16	18	13	10	
17	15		I've Got Love on My Mind (4:20) Natalie Cole—Capitol	15	14	17	15	
12	16		Lido Shuffle (3:40) Boyz Scaggs—Columbia	14	16	15	17	
29	17		Feels Like the First Time (3:15) Foreigner—Atlantic	17	15	16	16	
26	18		Lucille (3:39) Kenny Rogers—United Artists	18	19	18	22	
28	19		Angel in Your Arms (2:57) Hot—Big Tree/Atlantic	19	17	21	21	
22	20		Life in the Fast Lane (4:30) Eagles—Elektra	20	22	20	18	
20	21		Calling Dr. Love (3:02) Kiss—Casablanca	24	21	19	19	
9	22		Rich Girl (2:23) Hall & Oates—RCA	22	20	22	24	
23	23		Undercover Angel (3:24) Alan O'Day—Pacific/Atlantic	21	23	23	25	
25	24		Ain't Gonna Bump No More (3:25) Joe Tex—Epic	23	25	25	27	
14	25		Don't Give Up on Us (3:30) David Soul—Private Stock	26	24	26	23	
27	26		Jet Airliner (3:06) Steve Miller Band—Capitol	28	28	27	20	
33	27		Looks Like We Made It (3:29) Barry Manilow—Arista	31	33	24	26	
—	28		I'm in You (3:57) Peter Frampton—A&M	25	26	28	29	
18	29		Trying to Love Two (3:05) William Bell—Mercury	33	27	29	30	
31	30		Heard It in a Love Song (3:30) Marshall Tucker Band—Capricorn	27	32	30	31	
39	31		Da Doo Ron Ron (2:46) Shaun Cassidy—Warner Bros.	29	31	31	36	
30	32		Hello Stranger (3:09) Yvonne Elliman—RSO/Polydor	30	29	32	33	
36	33		Slow Dancing Don't Turn Me On (3:12) Addrisi Bros.—Buddah/RCA	32	30	33	38	
24	34		I Wanna Get Next to You (3:29) Rose Royce—MCA	34	36	34	37	
32	35		Can't Stop Dancin' (3:18) Captain and Tennille—A&M	*	34	36	28	
—	36		Knowing Me, Knowing You (4:02) Abba—Atlantic	37	39	35	34	
34	37		Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	39	35	40	32	
—	38		My Heart Belongs to Me (3:33) Barbra Streisand—Columbia	38	38	39	35	
—	39		Back Together Again (3:23) Daryl Hall & John Oates—RCA	35	40	38	*	
38	40		Carry On, Wayward Son (3:26) Kansas—Kirsner/Epic	36	*	37	*	

Playback

Previews. Peter Frampton is back with a new single, *I'm In You* (A&M). Released less than two weeks ago, this medium-tempo tune (the title cut from an upcoming album) debuts at 28 on "Playlist." It follows *Frampton Comes Alive* (A&M), a live performance album that sold more than six million copies. Frampton's earlier singles never topped the chart (only *Show Me The Way* made top 10) but this one is gathering early momentum. *My Heart Belongs to Me* (Columbia) is Barbra Streisand's latest—another sample of what's to come from an upcoming album. The single enters "Playlist" at 38, following her winning *Theme from "A Star Is Born,"* which held the top spot on "Playlist" for three weeks (March 14-28). It's just getting off the ground at KIOA(AM) Des Moines, Iowa, but Music Director Sam Lee is sure of this one: "It's a hit ... and I don't miss them. It's nice and slow, really a ballad." **More from Manilow.** *Looks Like We Made It* (Arista) is the third single drawn from Barry Manilow's *This One's for You* LP. It's moving at WKRO(FM) Cincinnati (and bolts to 27 on "Playlist"). Mark Elliott, music director, testifies that Mr. Manilow is a big name in that town. Oklahoma City likes him, too, says Sandy Jones of WKY(AM), where it's just been added. It's also on at WZUU(AM) Milwaukee, WKTO(AM) Pittsburgh and WOXI(AM) Atlanta.

Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
2	1		I'll Do It All Over Again (2:52) Crystal Gayle—United Artists	1	1	1	1	
15	2		Married But Not to Each Other (2:56) Barbara Mandrell—ABC/Dot	3	3	4	4	
20	3		Your Man Loves You, Honey (2:16) Tom T. Hall—Mercury	2	7	2	3	
3	4		I Can't Help Myself (3:10) Eddie Rabbitt—Elektra	4	2	3	2	
5	5		Some Broken Hearts Never Mend (2:43) Don Williams—ABC/Dot	5	6	5	5	
6	6		If We're Not Back in Love... (3:13) Merle Haggard—MCA	7	5	8	15	
—	7		Burning Memories (2:38) Mel Tillis—MCA	9	9	7	6	
11	8		Let's Get Together (2:27) Tammy Wynette—Epic	6	8	6	16	
9	9		Lucille (3:39) Kenny Rogers—United Artists	10	12	10	13	
8	10		The Rains Came (2:17) Freddie Fender—ABC/Dot	11	11	11	7	
23	11		Light of a Clear Blue Morning (4:53) Dolly Parton—RCA	12	4	16	18	
1	12		Luckenbach, Texas (3:18) Waylon Jennings—RCA	8	17	13	8	
12	13		Bluest Heartache of the Year (3:15) Kenny Dale—Columbia	14	10	14	10	
7	14		She's Got You (3:04) Loretta Lynn—MCA	16	13	9	24	
25	15		It's A Cowboy Lovin' Night (2:31) Tanya Tucker—MCA	15	15	12	11	
10	16		She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy	13	18	15	9	
13	17		Slide Off of Your Satin Sheets (2:57) Johnny Paycheck—Epic	18	16	18	13	
4	18		Play Guitar Play (3:20) Conway Twitty—MCA	17	19	17	20	
—	19		Thank God She's Mine (3:11) Freddie Hart—Capitol	19	21	19	19	
18	20		I'm Getting Good at Missing You (2:33) Rex Allen Jr.—Warner Bros.	25	14	20	17	
16	21		You Never Can Tell (C'est La Vie) (3:27) Emmylou Harris—Warner Bros.	21	20	21	12	
19	22		Paper Rosie (3:56) Gene Watson—Capitol	20	22	23	*	
14	23		Yesterday's Gone (3:11) Vern Gosdin—Elektra	23	23	24	*	
22	24		Love's Explosion (2:43) Margo Smith—Warner Bros.	22	25	25	*	
—	25		Me and Millie (2:19) Ronnie Sessions—MCA	24	24	*	25	

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (M) indicates an upward movement of five or more chart positions.

Agencies see a rerun of ABC's success in prime time

Network predicted to take Monday, Tuesday, Wednesday, Thursday; given fighting chance for others

The three networks are ready to hit their advertisers with record prices, so agency handicappers of the prime-time schedules are more cautious than ever about making sure they get the biggest audience bang for their clients' buck. It was with an air of prudence and circumspection that the agency men ventured forth last week with their forecasts of winners and losers on next fall's prime-time schedules.

Cautious as they were, however, they were confident of one prediction: ABC will maintain its prime-time leadership.

On Monday, the NFL football games deliver consistent 36 shares for ABC, and that could be enough to put ABC on top for the night, even though the 8 o'clock lead-in, *The San Pedro Bums*, looms as its weakest new show, according to the agency consensus. NBC is expected to make fourth-quarter hay with big-budgeted miniseries from 9 to 11 p.m. (NYT) aimed at women (to counter the male-audience appeal of football), with novels like Arthur Hailey's "Wheels," Harold Robbins's "79 Park Avenue" and Burt Hirschfield's "Aspen" to draw on. (Monday's time slot will end up containing the final episode of a novel-for-television begun the previous night, or, with a longer miniseries, each of the previous two nights.)

This tough 9-o'clock competition, agency executives say, may prevent CBS's highly touted new sitcom, *The Betty White Show*, from getting that all-important initial sampling—a factor that could sink CBS on Monday, particularly since the network also has a lead-in show perceived as weak, 20th Century-Fox's *Dan'l Boone*. (NBC's lead-in, the veteran *Little House on the Prairie*, should continue to dominate the 8 o'clock time period, according to agency predictions.)

Tuesday, which was strong for ABC this season, could be even stronger next fall with the debut of the sexy and irreverent sitcom at 9:30 p.m., *Soap* (BROADCASTING, May 16), which agency executives say is the one new show that could make it into Nielsen's top 10. ABC's *Happy Days* (at 8) and *Laverne and Shirley* (at 8:30), the two most popular shows currently on television, will be at or near the top again next season, the executives predict, with the second-season hit comedy, *Three's Company*, at 9, potentially a big audience-getter against CBS's *M*A*S*H*, the traditional leader in the time period. *M*A*S*H*'s Nielsen power will hype the shows it leads into, *One Day at a Time* (at

9:30) and *The Ed Asner Show* (at 10), and give CBS second place for the night, despite a sluggish 8 o'clock series, *The Fitzpatricks*, a contemporary *Waltons*, the agency sources say.

ABC is again pegged as the potential winner on Wednesday by the agency men because of the track records of the three returning shows. *Eight Is Enough* (8-9 p.m.) has racked up 30-plus shares in another time period to emerge as one of ABC's second-season hits; *Charlie's Angels* (9-10 p.m.), the only new series of the 1976-77 season to crack Nielsen's top 10, should continue strong, even if Farrah Fawcett-Majors decides to quit for a career in theatrical movies; and *Baretta* (10-11 p.m.), another consistent top-10 winner, is easily the highest-rated hard-action cop show on the air.

CBS will finish second on Wednesday, according to the agency predictions, on the strength of its two-hour movie, a period where it will be able to concentrate its pictures, both theatrical and made-for-TV. Theatrical titles include "Papillon," "That's Entertainment, Part II," "The Three Musketeers," "The Four Musketeers," the movie version of the rock opera "Tommy," and two Charles Bronson pictures, "Breakheart Pass" and "From Noon Till Three."

Thursday's track record causes the agency men to go with ABC's comedy block of three proved sitcom winners, *Welcome Back, Kotter*, *What's Happening* and *Barney Miller*, leading into two promising newcomers, *Carter Country*, also a sitcom (satirizing black/white antagonisms), and *The Redd Foxx Show*, a variety hour emphasizing Mr. Foxx's adult humor. NBC, according to the consensus, could wind up second on Thursday if two youth-appeal programs, *The Richard Pryor Show* (9-10 p.m.) and *What Happened to the Class of '65* (10-11 p.m.), find an audience early on. CBS's familiar Thursday lead-in show, *The Waltons* (going into its sixth year), could be mortally wounded by the resignation of Richard Thomas, who played John-Boy, and tired blood may reduce the mass audience for CBS's 9-o'clock *Hawaii Five-O* (in its 10th season) and *Barnaby Jones* (sixth season).

NBC could have the edge on Friday, the consensus goes, if it pulls off the trick of keeping viewer loyalty to the old *Sanford and Son* show by focusing on the supporting cast (a necessity caused by the departure of the series' two principals, Redd Foxx and Demond Wilson) and retaining the name Sanford in the title. (It will be called *Sanford Arms* and will kick off Friday's line-up at 8). Necessity also forced NBC to go with a new Chico (12-year-old Gabriel Melgar, who replaces Freddie Prinze, a suicide victim last winter) in the 8:30 show, *Chico and the Man*. The 9-o'clock *Rockford Files* and the 10-o'clock *Quincy* should give NBC solid 30-plus shares again next season, the agency men say.

CBS's *Wonder Woman* could cut into the bubble-gum crowd that dots on ABC's *Donny and Marie* on Friday at 8 but movies from 9 to 11 will give ABC at

least a lock on second and possibly a shot at first place for the night, according to the sources.

Four comedy veterans sandwiched around one new sitcom are inducing the agencies to go with CBS on Saturday, although the new 60-minute ABC comedy, *Love Boat*, at 10, could prove strong enough to tilt the evening toward ABC. But NBC is working on "new story material" for the discarded-by-ABC *Bionic Woman* at 8, which could prove a more compatible lead-in to its 9-to-11 theatrical features than *Emergency* was. (*Emergency* will return next season as occasional two-hour specials rather than as a weekly series.) The agency edge, however, is to CBS on Saturday, with *The Bob Newhart Show*, *We've Got Each Other*, *The Jeffersons*, *The Tony Randall Show* and *The Carol Burnett Show* the line-up to beat.

Sunday, the agency sources say, may end up as a slugfest between ABC's *Sunday Movie* ("Nashville," "The Longest Yard," and "Harry and Tonto" are among the titles) and NBC's *Big Event* specials. CBS is taking a calculated risk in slotting the still popular *All in the Family* at 9 p.m., where it could be squeezed and finally crushed by the ABC and NBC frontloading, according to the insiders. ABC returns with its soft Sunday-at-7 opener, *The Hardy Boys/Nancy Drew Mysteries*, but the 8-o'clock *Six Million Dollar Man* should continue to provide 40-share lead-ins to the movies, the executives say, a number big enough to make ABC the winner on Sunday.

Spot TV opens 1977 with \$524-million first quarter

Ten newcomers show up in top-100 list; publishing-media has largest percent gain

Spot television spending in the first quarter of 1977 rose by 13% to \$524.1 million, according to figures released by the Television Bureau of Advertising.

Using figures compiled by Broadcast Advertisers Reports, TVB said eight advertisers appear in the quarterly top-100 listing for the first time. They are GRT Corp. (records and tapes), \$2,283,400; Karr Medical (acne medicine), \$1,667,100; National Railroad Passenger Corp. (Amtrak), \$1,587,900; Chevrolet Auto Dealers Association, \$1,480,600; Margrace Corp. (wildlife cards), \$1,463,600; Grolier Inc., \$1,199,300; Fuji Heavy Industries Inc., \$1,157,100 and American Egg Board, \$1,076,400.

Publishing and media posted the largest gain among the top 10 advertising categories, jumping by 73% to \$22.2 million during the first quarter of 1977. Other catego-

ries showing spot TV increases: record and tapes, radio and TV sets, up 50% to \$46.5 million; travel, hotels and resorts, up 40% to \$20.7 million; automotive, up 15% to \$51.5 million and confectionery and soft drinks, up 11% to \$51.5 million.

Parent Company	Expenditures
1. PROCTER & GAMBLE CO.	\$26,939,300
2. GENERAL FOODS CORP.	14,945,800
3. COLGATE PALMOLIVE CO.	11,942,100
4. CHRYSLER CORP.	11,765,100
5. LEVER BROTHERS CO.	10,580,100
6. AMERICAN HOME PRODUCTS CORP.	9,320,400
7. ITT	8,065,900
8. WILLIAM WRIGLEY JR. CO.	7,761,400
9. GENERAL MOTORS CORP.	7,596,200
10. FORD MOTOR CO.	7,490,200
11. GENERAL MILLS	7,059,000
12. KRAFT CO. CORP.	6,851,200
13. PEPSICO	6,106,700
14. TIME, INC.	6,063,400
15. ROBINS CO.	5,584,500
16. WARNER-LAMBERT PHARMACEUTICAL	5,444,800
17. AT&T	5,353,700
18. DIAL MEDIA	5,247,400
19. MARS	5,139,500
20. H & R BLOCK	4,708,200
21. COCA-COLA	4,692,200
22. KELLOGG	4,558,000
23. NESTLE CO.	4,513,500
24. STERLING DRUG	3,933,200
25. SCOTT PAPER CO.	3,893,000
26. TRIANGLE PUBLICATIONS	3,813,400
27. TOYOTA	3,738,800
28. BRISTOL-MYERS	3,487,200
29. GILLETTE	3,399,900
30. BORDEN	3,385,500
31. CPC INTERNATIONAL	3,238,900
32. BEATRICE FOODS	3,190,800
33. NABISCO	3,176,400
34. RICHARDSON MERRELL	3,092,100
35. NISSAN MOTOR CORP. USA	2,972,800
36. TRANS WORLD AIRLINES	2,907,800
37. CBS	2,795,600
38. VISTA MARKETING CORP.	2,772,200
39. QUAKER OATS CO.	2,730,500
40. AMERICAN CAN CO.	2,699,300
41. CANDLELIGHT MUSIC CO.	2,405,200
42. CIBA-GEIGY CORP.	2,378,000
43. AUDIO RESEARCH	2,371,600
44. CARNATION CO.	2,358,900
45. REVLON	2,303,000
46. ESMARK	2,289,500
47. GRT CORP.	2,283,400
48. MILES LABORATORIES	2,274,700
49. GENERAL ELECTRIC	2,271,000
50. AMERICAN DAIRY ASS'N.	2,223,000
51. RCA CORP.	2,201,300
52. NORTH AMERICAN PHILIPS	2,196,700
53. SCHERING-PLOUGH	2,189,700
54. CAMPBELL SOUP	2,094,700
55. FAS INTERNATIONAL	2,092,700
56. SUNKIST GROWERS	2,006,000
57. RALSTON PURINA	1,981,100
58. NORTON SIMON	1,969,100
59. STANDARD OIL CO. OF IND.	1,942,300
60. WARD FOODS	1,856,700
61. EASTERN AIR LINES	1,798,900
62. PAN AMERICAN WORLD AIRWAYS	1,775,700
63. OLDSMOBILE AUTO DEALERS ASS'N.	1,743,700
64. UAL INC.	1,710,300
65. SUFFOLK MARKETING, INC.	1,671,200
66. KARR MEDICAL	1,667,100
67. BLOCK DRUG CO. INC.	1,664,700
68. LIGGETT GROUP	1,635,400
69. H. R. B. COMPANY	1,634,400
70. CONSOLIDATED FOODS CORP.	1,625,100
71. NATIONAL RAILROAD PASSENGER CORP.	1,587,900
72. FORD AUTO DEALERS ASS'N.	1,536,600
73. S. C. JOHNSON & SON	1,512,900
74. CHEVROLET AUTO DEALERS ASS'N.	1,481,600
75. MARGRACE CORP.	1,463,600
76. NATIONWIDE INSURANCE CO.	1,448,500
77. BROOKVILLE MARKETING CORP.	1,434,100
78. ROYAL CROWN COLA	1,424,100
79. CALIF. OREGON WASH. DAIRYMAN ASS'N.	1,408,200

Price pitch. Radio was recommended last week by Sam Cook Digges, president of the CBS Radio Division, as a way to offset "the skyrocketing rates for newspapers, magazines and television." He told a meeting of Sales and Marketing Executives International in Toronto that, for \$70,400, an advertiser can buy one 30-second commercial in a top-rated network TV program that might achieve a rating of 16.6, reaching 23-702,000 adults one time. For the same amount, the advertiser could buy sixty 30-second commercials in one week—12 commercials per network—on five radio networks totaling more than 1,700 stations. The later approach, he said, would reach an estimated 51,726,000 different listeners an average of 23 times each per week.

80. K-TEL INTERNATIONAL	1,405,900
81. INTERSTATE BRANDS CORP.	1,398,500
82. HOMESTEAD MARKETING CORP.	1,392,100
83. PILLSBURY CO.	1,375,100
84. COPERSUCAR	1,370,500
85. ANHEUSER BUSCH	1,330,800
86. H. J. HEINZ CO.	1,310,900
87. IFI INTERNATIONAL	1,310,200
88. PETER PAUL	1,308,300
89. THE CLOROX CO.	1,285,900
90. OLYMPIA BREWING CO.	1,273,700
91. HERSHEY FOODS	1,268,700
92. MOBIL CORP.	1,263,000
93. GROlier	1,199,300
94. VOLKSWAGENWERK A.G.	1,178,000
95. CROWN ZELLERBACH CORP.	1,173,800
96. SEVEN UP CO.	1,171,300
97. FUJI HEAVY INDUSTRIES	1,157,100
98. PHILIP MORRIS	1,099,400
99. AMERICAN EGG BOARD	1,076,400
100. VOLVO IMPORT	1,073,600

Method for better radio counts being tested under RAB aegis

Pilot study in single city to be made with evaluation of results expected in September

Radio Advertising Bureau's Radio Marketing Task Force said last week that a system to produce measurements of radio which are both continuous and detailed will be tested in pilot studies over the next three months.

The task force said the system has two purposes: to provide advanced knowledge of listeners' shopping patterns and other characteristics of interest to both local and national advertisers and to measure radio continuously, rather than in sweeps, over 52 weeks a year.

The measurement system, when developed, would use telephone interviewing from a central location; have direct input to a computer while interviews are being conducted through a computer terminal keyboard for recording respondent answers, and make use of a cathode ray tube to display the questionnaire in front of the interviewer.

George Duncan, president of

Metromedia Radio and acting chairman of the Radio Marketing Task Force, said much of the planning for the pilot study is complete and some of the investigative work will be in the field during June. Evaluation of the results will be made during September, he added.

Approximately 7,000 persons will be interviewed during the pilot study in a single city, though pretests will be conducted in several other cities.

Mr. Duncan said the task force was assisted by Herbert Zeltner, a marketing consultant, in setting up a study to determine where local measurement needs of radio and agencies coincide. Based on Mr. Zeltner's recommendations and the task force's evaluation, he continued, a decision was made to proceed with the study.

"Because the measurement system is new and includes some innovative techniques," Mr. Duncan said, "the system will require testing and development through pilot studies."

The pilot studies will aim to provide some answers to such questions as whether the information sought can be delivered at an affordable cost and how much in-depth information can be obtained without overloading the interview.

The name of the research firm to conduct the pilot studies is expected to be announced shortly, possibly this week.

Advertising Briefs

Hope to Hartz. Hartz Mountain Corp., Harrison, N.J., which expects to place more than \$10 million in advertising in 1977 (heavily in broadcast), has acquired Hope Martinez Media, New York, which has handled media placement for Hartz. Ms. Martinez will become vice president at Hartz, effective July 5, and at same time, advertiser's in-house agency, Cooper Square Advertising, expands to full-service firm.

Consumer spots. General Services Administration Consumer Information Center for third consecutive year is promoting its quarterly *Consumer Information Catalog*, with public service announcements mailed last week to all television and radio stations. TV package includes 60-, 30-, 20-, and 10-second PSA's; radio



package offers one 60 and two 30's, as well as live copy. Announcements feature comedian Louis Nye.

TMT to SRA. Top Market Television, New

York, which represents television stations of Post-Newsweek, has joined Station Representatives Association, bringing membership to 28.

FTC wants NAB files

Commission is reviewing 16 toy ads and wants the information that association may have on the issue

The National Association of Broadcasters is fighting a subpoena from the Federal Trade Commission that would require it to give over everything in its files relating to its review and approval of 16 specified toy ads.

In a motion filed with the FTC to quash the subpoena, NAB said it is not clear what NAB has to do with the investigation, or if the NAB code authority itself is being investigated. In any case it said it does not understand why it should be made to hunt for the materials the FTC wants, which NAB said are voluminous and not in one central location.

"NAB is not engaged in the business of creating or disseminating advertising for toys and related products," the association said in its motion to quash. Rather, it said, it acts as an agent of its broadcast members, only to review toy commercials for violations of the TV code.

Furthermore, the information the FTC seeks can and should be obtained from other places, NAB said. "The FTC need not and indeed ought not to involve the NAB for purposes of acquiring those materials which would be readily available from sources directly involved in the preparation of the commercials."

The association also argued that it should not be made to comply with the subpoena because the materials for the 16 ads were given to the NAB code authority with the understanding that they would be kept confidential.

The investigation in question is a closed one, about which the FTC refuses to talk, even to name the 16 ads. Eric M. Rubin, assistant director for compliance, FTC Bureau of Consumer Protection, last week said only that the investigation has been going on for a year and is "at its end."

ANA/RAB agenda set

The annual Association of National Advertisers/Radio Advertising Bureau Radio Workshop this year will focus on the rising costs of media during sessions at the Waldorf Astoria hotel in New York on June 21.

Among the speakers will be Kenneth Olshan and William Tenebruso, executive vice president and creative director and senior vice president and media director, respectively, of Wells, Rich, Greene, New York; Peter Lubalin, vice president and creative director, Marsteller Inc., New York, and Chuck Blore, president of Chuck Blore and Don Richman Inc., Los Angeles.

Cablecasting*

Hollings ties cable forfeiture, pole attachments together in bill

He says, however, that he doesn't support the legislation yet, merely wants to stir up comment

A combination pole-attachment/cable-forfeiture bill was introduced in the Senate last week by Communications Subcommittee Chairman Ernest Hollings (D-S.C.).

The two halves of the bill represent the competing interests of two industries, cable and broadcasting. Cable wants the pole-attachment section, which reflects a proposal drafted jointly by the National Cable Television Association and the National Association of Regulatory Utility Commissioners to authorize the FCC regulation of pole-attachment rates for cable operations (or state regulation of pole rates within federally defined boundaries). Broadcasters want the forfeiture bill, which would make cable operators subject to fines for violating FCC rules, just as the broadcasters are now. The forfeiture section is exactly the same as a bill that passed the Senate last year.

Senator Hollings withheld his endorsement of the bill in introducing it last Tuesday, saying his purpose was to elicit comment. He said he thinks it important that the two issues be discussed in tandem now, rather than waiting for a rewrite of the entire Communications Act. Both issues, Mr. Hollings said, "involve federal regulatory intervention in areas where the need for prompt, effective action is becoming increasingly apparent."

On the House side, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has been considering giving separate treatment to pole-attachment legislation under the heading of unfinished business from last year, and a bill based on the NCTA-NARUC compromise was being circulated last week for cosponsors by Representatives Timothy Wirth (D-Colo.) and James Broyhill (R-N.C.). The question of whether the subcommittee would also take up cable forfeiture, has however, received less attention.

Mr. Hollings commented on the forfeiture section of the bill he introduced last week, saying, "with respect to cable television in particular, it should be remembered that the purpose of this bill, as with its predecessor bill last session, is not to create general forfeiture liability for that industry, but to treat all parties subject to the Communications Act equitably. Consistent with past practice, the FCC, I trust, is unlikely to use its new authority over cable to harass small operators for insignificant and isolated technical violations which have insignificant impact on broadcasters or cable subscribers."

Cable Briefs

No merger, but. Time Inc., New York, which held merger talks with American Television & Communications Inc. that were broken off last month, is considering buying 11% more of AT&C stock, which would bring its investment up to 20%. Company said stock purchases would be made in open market and would be purely for investment purposes and not for acquiring company.

Definition dispute. National Cable Television Association has filed petition for reconsideration of FCC's new definition of cable system (BROADCASTING, March 28). NCTA wants FCC to (1) adopt headend standards for cable systems that allow "uniform signal carriage" throughout system and (2) establish regulatory parity between cable and MATV, preferably by deregulating cable systems "in direct competition with unregulated MATV's."

Moving. American Television & Communications moves national headquarters, effective May 31, to 20 Inverness Place East, Englewood, Colo. 80110. Telephone (303) 773-3411.

Jerrold contracts. Jerrold Electronics Corp. signed agreement to provide cable equipment for 400 miles of construction by Suburban Communications Inc., Huntingdon Valley, Pa., for new and rebuilt systems in Lebanon, Telford, Phoenixville and Doylestown, all Pennsylvania. Jerrold also will supply all equipment for construction of Suburban's new franchises in Essex, Hudson and Union counties, New Jersey, which will total about 1,000 miles.

New dues structure at NCTA attracts nine new members

Nine cable television companies have become members of the National Cable Television Association since NCTA changed its dues structure for systems in the 30,000-200,000 subscriber range. The nine firms comprise 250,000 subscribers.

The change, designed to attract more medium-size systems, was approved at NCTA's annual convention last month (BROADCASTING, April 25). Dues are now based on a sliding scale. Systems with 30,000 subscribers now pay .0258 cents per subscriber as opposed to .0321 cents previously and systems with 100,000 pay .0165 cents rather than the earlier .0250 cents.

The new members: Liberty Communications, Eugene, Ore.; Daniels Properties, Denver; Vision Cable Communications, New York; Gill Cable, San Jose, Calif.; Omega Communications, Indianapolis; Community Cable, Crawfordsville, Ind.; TV Cable of Brenham, Brenham, Tex.; Nodakable TV, Bottineau, N.D., and Numsen Master Antenna Systems, La Crosse, Wis.

CUB bolsters plea for noise reduction

UHF group augments FCC filing with advisory on developments by two component manufacturers

The Washington-based Council for UHF Broadcasting has presented the FCC with what it regards as added incentive for the commission to immediately reduce the permissible UHF receiver noise level from 18 db to 14 db and to bring it down to 10 db within 30 months.

On behalf of CUB, Philip Rubin, director of engineering research at the Corporation for Public Broadcasting, told the FCC that Nippon Electric Co. of Japan has three transistors that can bring the noise figures down to 2.6 db, 2.4 db and 1.0 db (the last at 500 mhz), respectively. This information supplements an earlier filing to a CUB-prompted rulemaking petition for noise reduction when CUB said that Texas Instruments had a transistor to bring the level to 4.5 db (at 900 mhz).

As the FCC was told: "Both the TI and the NEC devices clearly demonstrate that the technology is available and can meet and exceed the requirements which CUB requested in its petition." In comments to the FCC, broadcasters have rallied behind the proposal while apprehension was expressed by the Consumer Electronics Group of the Electronics Industries Association, among others (BROADCASTING, March 28).

Japan may restrict export of color TV

Agreement is expected to limit units by 1.2 million over the next three years

Special U.S. Trade Negotiator Robert Strauss's office had no comment last week but it was widely reported that Japan had agreed to reduce its annual color television exports to the U.S. by about 1.21-million

units over the next three years and that an agreement would be signed by last Saturday (May 21).

Mr. Strauss and his Japanese counterpart, Minoru Masuda, have been working out an agreement hoping to satisfy American business and government officials who have claimed that Japanese imports here are endangering the domestic industry. The agreement said to be worked out involves a Japan-to-U.S. export limit of about 1.75-million units per year. Some 2.96-million sets is the reported 1976 total. The anticipated agreement not withstanding, the 1977 total is expected to exceed two million since more than one-million units already have been purchased and the plan is believed not to take effect until July.

NAB seeks an update of transmitter regulations

The National Association of Broadcasters has petitioned the FCC to institute a notice of inquiry aimed at modernizing the rules that govern the operation, monitoring and measurement of the audio characteristics of AM and FM transmitters. NAB, in a petition filed last week, said the present rules have become outdated, as techniques and equipment used in audio processing have changed over the years. "A myriad of technical innovations have come into common use since the commission's adoption of equipment-performance requirements," NAB said. NAB said the notice of inquiry it is seeking should include such topics as audio characteristics, the type of audio performance data which will be required, and methods of measurement for AM and FM broadcast stations.

AMST had requested separate deadline for Johnstown-Altoona proposal, but commission did not grant further extension. Replies are now due Sept. 22.

Translation. FCC has authorized construction of 1,000 w UHF translator to be installed on World Trade Center building in New York to rebroadcast signals of Blonder-Tongue Broadcasting Corp.'s pay television station, WBTB-TV (ch. 68) Newark, N.J. Commission made grant subject to condition that translator not cause interference to WSNL-TV (ch. 67) Patchogue, N.Y., with which it is short-spaced. Commission also said its action should not be regarded as approval of Blonder-Tongue's plans to relocate its transmitter to World Trade Center building. And it said operation of translator did not affect Blonder-Tongue's operation as Newark television station. Beneficiary of grant of construction permit for translator will likely be Wometco Enterprises Inc., whose application seeking commission's approval to buy WBTB-TV is pending (BROADCASTING, Sept. 13, 1976).

Executive search. John C. Messerschmitt of North American Phillips, chairman of Electronic Industries Association, Washington, is in process of selecting search committee from electronics industry to make recommendations to EIA board of governors on successor to V.J. Adduci, current president of EIA who has resigned effective June 15 (BROADCASTING, May 16).

Foreign antennas. E-Systems Inc., Dallas, has delivered first three of its newly developed 11-meter antennas for installation as part of earth-station satellite systems by governmental telephone and telegraph organizations in Italy and African nations of Upper Volta and Algeria.

Pritchard honored. Institute of Electrical and Electronics Engineers will present 1977 Vladimir K. Zworykin Award to Dalton H. Pritchard of RCA Laboratories, Princeton, N.J., for "significant contributions to color television technology." Award will be presented at IEEE Chicago conference June 7.

CCA's agreements. CCA Canada, subsidiary of CCA Electronics Corp., Gloucester City, N.J., has entered into agreement with Time and Frequency Technology to market TFT's line of AM, FM and TV monitors, remote control and emergency broadcast systems in Canada. Also, agreement with Acrodyne Industries will have CCA Canada marketing Acrodyne's television translators there. CCA has sold its majority interest in its Mexican sales subsidiary, CCA Electronics de Mexico, S.A., to subsidiary's general manager, Carlos A. Caballero. Mexican company will continue to represent CCA under exclusive representation. Meanwhile, parent firm has announced it will move to new headquarters and manufacturing facility in June. Address will be 19 Olney Drive, Cherry Hill, N.J. 08003.

Coming aboard. National Association of

Technical Briefs

Later on drop-ins. Responding to petition by Association of Maximum Service Telecasters, FCC extended May 20 deadline to Aug. 22 for comments on four VHF drop-ins (Charleston, W.Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City).

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Broadcasters engineering advisory committee has two new members: William E. Garrison, vice president for engineering and government relations, Multimedia Broadcasting Co., Greenville, S.C., and William H. Hansher, vice president-engineering, Taft Broadcasting Co., Cincinnati.

Lock-out over. Members of International Brotherhood of Electrical Workers (IBEW) who had been locked out by Mutual Broadcasting (BROADCASTING, Feb. 28) are back on their jobs. Union and network have "compromised" and agreed on terms and conditions for new three-year contract.

CBN earth station. Christian Broadcasting Network Inc. has dedicated earth station built in Virginia Beach, Va., for satellite distribution of religious and educational television and radio programming. CBN has signed six-year agreement with RCA American Communications for 24-hour domestic satellite services.

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

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net income	% Change	Per Share	Revenues	Net income	Per Share
Acton Corp.	3 mo. 3/31	9,833,000	+382.0	548,000	+315.1	.20	2,128,000	132,000	.05
Walt Disney Productions	6 mo. 3/31	259,525,000	+ 1.6	29,614,000	+ 1.4	.93	255,238,000	29,198,000	.91
MCA	3 mo. 3/31	197,939,000	- 8.8	16,018,000	- 32.9	.89	217,119,000	23,886,000	1.33
Moylslab	13 wks. 4/2	6,876,287	+ 12.1	180,852	- 18.5	.13	6,132,921	221,758	.16
Oak Industries	3 mo. 3/31	39,370,353	+ 11.9	709,145	- 8.5	.35	35,673,286	774,477	.42
Sonderling	3 mo. 3/31	6,019,000	+ 10.3	203,000	+ 7.4	.18	5,454,000	189,000	.17
Tektronix	40 wks. 3/5	329,650,000	+ 21.6	29,799,000	+ 39.1	3.38	270,914,000	21,422,000	2.44
Teletronics	9 mo. 3/31	7,577,000	+ 12.5	455,000	- 2.0	.45	6,733,000	464,000	.47

Finance

ABC promises stockholders to stay on top, offer best service to the public

At shareholders' meeting, officials vow continued leadership, with new emphasis on news and daytime TV; fall ad rates are substantially higher than last year

A commitment to maintain and strengthen ABC's position of leadership in the broadcasting field was pledged last week by Leonard H. Goldenson, board chairman of ABC Inc., at the company's annual stockholders meeting in New York.

During a meeting that was generally favorable to management proposals and buoyed by ABC's impressive gains in television ratings and in profits, Mr. Goldenson made it clear that broadcasting is ABC's "basic business," and added:

"Today, we are leaders in almost every area of broadcasting, and our first commitment must be to maintain and strengthen that position, through investment in the best people, the best facilities, the best programs, the best development, the best service to the public."

The ABC chairman reported that the company expects another record in the second quarter and added, "We expect the full year will also improve significantly on the record accomplishments of 1976." He said that a per-share earnings figure of \$6 was "achievable" this year.

Elton H. Rule, president of ABC Inc., amplified Mr. Goldenson's comments on broadcasting, and said ABC's special stress outside of prime time will be placed on news and daytime TV. He noted that in



Better yet. ABC Inc. Chairman Leonard Goldenson reports to stockholders on the company's prospects for 1977. Flanking him are members of the board of directors, including (l-r) Leon Hess, chairman and chief executive of Amerada Hess Corp.; Frederick S. Pierce, ABC Television president; Elton Rule, ABC Inc. president and chief operating officer; Everett H. Erlick, ABC Inc. senior vice president and general counsel, and Mamie Phipps Clark, Northside Center for Child Development executive director.

news the company had named Roone Arledge, president of ABC Sports, to become president of ABC News as well, and suggested Mr. Arledge will bring to the area of news the "imagination and proved ability" that marked his sports presentations.

Pointing out that ABC-TV is riding the crest of popularity as a result of its prime-time leadership, Mr. Rule said the network is now offering its fall schedule for sale to advertisers. Because of improved audience levels and of a general industry adjustments of costs-per-thousand, ABC-TV's prices are "substantially higher than last year," Mr. Rule pointed out.

He painted a rosy picture of all ABC broadcast enterprises. He pointed to the ABC Owned Television Stations Division as the "most successful and profitable" of group owned TV stations. He said ABC Radio reported a "record first quarter" for all three of its principal operating units—ABC Radio Network, the ABC Owned AM Radio Stations and the ABC Owned FM Radio Stations.

CCC profits soar in '77 first quarter

Combined Communications Corp., Phoenix, buyer of WMAL-TV Washington in the biggest deal for one station in broadcasting history (BROADCASTING, April 4), which has also purchased Globe Broadcasting (subject to approval by the FCC and Globe and CCC stockholders) (BROADCASTING, May 2), has reported that its net income for the first quarter of this year more than doubled that of the same period last year.

Unaudited net income for the first three months of this year was \$3,175,000, up 209% over last year's first quarter earnings of \$1,519,000. Despite 685,486 more average shares outstanding this quarter, primary earnings per share amounted to 49 cents on gross revenues of \$51,724,000, compared to 26 cents per share on revenues of \$46,498,000 in the 1976 first quarter.

Fates & Fortunes

Media



Back



Fields

George L. Back, VP/general sales manager, Group W Productions, Philadelphia, named executive VP in charge of Hughes Television Network, New York. **Alan R. Fields**, director of market development, nontheatrical division of Paramount Pictures Corp. (Hughes TV parent), appointed senior VP of Hughes TV.

Charles Warner, general manager, NBC's WMAQ(AM)-WKQX(FM) Chicago, named VP of NBC.



Warner



Lee

Rick Lee, general manager of Century Broadcasting's KSHE(FM) Crestwood (St. Louis), Mo., appointed to same post at Century's newly acquired FM in San Francisco (formerly KFRC-FM) (BROADCASTING, March 28). New call letters are pending assignment.

Peter R. Flynn, director, programs, NBC Radio Network, New York, appointed regional manager, affiliate relations, NBC-TV, New York, responsible for Southwest region of U.S.

Clark W. Davis, corporate VP of Starr Broadcasting, Westport, Conn., and VP/general manager of its WTVQ-TV Lexington, Ky., appointed president of Starr's television division.

William Hynes, assistant manager of traffic planning, ABC Broadcast Operations and Engineering, New York, promoted to director of traffic, networking services.

Thomas A. Reynolds, member of RKO General law department, New York, appointed director of broadcast standards.

David P. Haney, sales manager, KRNA(FM) Iowa City, Iowa, elected executive VP of licensee, Communicators Inc. **Robert K. Norton Jr.**, KRNA program director/chief engineer, elected VP of licensee.

Lee Sheridan, operations/program manager, WRDW-TV Augusta, Ga., named general manager, WATU-TV there.

Dale Moudy, station/sales manager, WQSA(AM) Sarasota, Fla., named general manager, WRMF-AM-FM Titusville, Fla.

Jim Keelor, news director, WAVE-AM-TV Louisville, Ky., promoted to WAVE-TV director of programming and operations.

Yube Levin, sales manager, WRNW(FM) Braircliff Manor, N.Y., promoted to general manager.

James M. Hoak, president of Heritage Communications, Des Moines, Iowa, and **Robert Dickinson**, founder of R.G. Dickinson & Co. investment firm there, elected directors of Kansas State Network, group station owner, Wichita, Kan. Both Heritage and Dickinson own interests in KSN.

Ian C. MacBryde, director of community affairs, WFMV-TV Greensboro, N.C., appointed promotion manager, trading places with **Bailey W. Hobgood**.

Harry N. Handley, promotion director, WFTV(TV) Orlando, Fla., appointed director of special projects in addition to responsibilities for broadcast editorials, relations with cable systems, research and public relations. **Sid Perry**, promotion manager, WLCY-TV Tampa-St. Petersburg, Fla., and corporate director of public relations for parent, Rahall Communications, joins WFTV as promotion director, succeeding Mr. Handley.

Broadcast Advertising

Barry Lewis director of special projects, Katz Agency, New York, named VP, corporate development, with additional responsibilities in Katz's corporate planning.



Lewis



Dusek

Alexander S. Dusek, creative services director, WBZ-TV Boston, named manager of station advertising and promotion for parent, Group W.

James G. Lowe, director of systems and procedures, and **Don Bandman**, account supervisor, Doyle Dane Bernbach, New York, elected VP's.

Bob Lattimer, director of personnel, J. Walter Thompson, Chicago, elected VP. **Kathy McAuliffe**, network negotiator, promoted to

account representative. **Helen Peters**, from Campbell-Mithun, joins JWT as media buyer.

Jeffrey Woodruff, director of research and development, ABC Owned AM Radio Stations New York, named director of sales and research there. **Michael Mandelker**, manager of network buying and administration, SFM Media Services, New York, joins ABC-TV as assistant manager of nighttime sales proposals.

Marion Korman, creative department manager; **Charlotte Rosenblatt**, producer, and **Susan Zamichow**, director of media research, Kenyon & Eckhardt, New York, elected VP's.

Leslie J. Stark, senior producer, Benton & Bowles, New York, joins DKG Advertising there as VP/director of internal operations.

Allyn Thompson, associate creative director, C.T. Clyne advertising, New York, named VP.

Bill Brokaw, **Ken Nichols** and **Joel Shinsky**, copywriters, Needham, Harper & Steers, Chicago, promoted to copy supervisors. **Patrick McKeon**, media supervisor, appointed associate media director.

Robert Raymond, senior VP/board member, McCaffrey & McCall advertising, New York, joins Keenan & McLaughlin advertising there as VP/management supervisor, packaged goods. **Paul Richey**, VP/media director, McCaffrey & McCall, joins K&M in same capacity.

Robert A. Sestero, VP/marketing director, Rosenbush Advertising, Baltimore, named to same post, Dorsey Advertising there.

Stephen Rhodes, VP/account supervisor, D'Arcy-MacManus & Masius, New York, appointed director of new department, marketing research services. **William M. Ryan**, account executive/writer, Marsteller there, joins DM&M St. Louis, as writer/creative contact.

Jon Mindell and **Art Larsen**, copy supervisors, Ries Cappiello Colwell advertising, New York, named creative directors there. **Phil Heidelberg**, studio manager, named art director.

Donn Winther, from RKO Radio Reps, Chicago, joins Selcom, station representative there as sales manager.

Shearon Grierson, estimator, Air Time media services firm, New York, promoted to media group supervisor.

Thomas J. McGoldrick, director of retail sales, Television Bureau of Advertising, New York, named VP, retail sales.

Domenick F. Tambone, media specialist, Della Femina, Travisano & Partners, New York, joins Avery-Knodel Television there as account executive.

Chuck Schwartzman, assistant sales manager, Avery-Knodel Television, New York, appointed account executive, Metro TV Sales there.

Robert L. Hutton Jr., campaign manager for Advertising Council, New York, and broadcast executive for 40 years, including post of sales

manager of BROADCASTING magazine, will retire on June 30.

Robert Kotas, from Evanston (Ill.) Savings & Loan Association, joins A. Eicoff & Co., advertising, public relations and marketing firm, Chicago, as director of public relations.

Bill Wilson, press agent for "The Wiz," Broadway musical playing in Chicago, joins Frank L. Beam Co. advertising there as president of public relations department, to be called Bill Wilson Public Relations Division of Frank L. Beam Co.

Charles R. Jackson, copy chief, Daniels & Charles, New York, joins Sawdon & Bess Advertising there as copy supervisor.

Larry Kratofil, account executive, Batz-Hodgson-Neuwoehner advertising, Kansas City, Mo., named VP of Galvin/Farris/Ross Advertising there.

Sheryl Gold, promotion manager, WTVJ(TV) Miami, joins Corinthian Broadcasting Corp., New York, as director of advertising and public relations.

Dan M. Mountain, associate creative director, Tatham-Laird & Kudner, Chicago, promoted to creative director.

Dave Murphy, general sales manager, KHJ-TV Los Angeles, promoted to VP, sales.

Charles Gabelmann, assistant director, research and sales development, WABC-TV New York, appointed director, research and sales development.

Phyllis Green, director of broadcast services, L.S. Ayres & Co., division of Associated Dry Goods, Indianapolis, named market development manager, WBZ-TV Boston.

Denny Rossman, general sales manager, WLEE(AM) Richmond, Va., named to same position, WNDE(AM)-WFBQ(FM) Indianapolis. **Chuck Cunningham**, WNDE-WFBQ salesman, promoted to local sales manager.

Tom Pate, VP/sales director, WDRC(AM) Hartford, Conn., joins KEWT(FM) Sacramento, Calif., as local sales manager.

John T. Scafione Jr., director of advertising/promotion, WTCN-TV Minneapolis, joins WBNS-TV Columbus, Ohio, in same capacity.

Ann Tallman, promotion manager, WWJ-AM-FM Detroit, named advertising manager, WWJ-TV.

Lynn Ann Rocha, associate producer, WCVB-TV Boston, named promotion and advertising director, WVII-TV Bangor, Me.

Bob Sill, general sales manager, WKTQ(AM) Pittsburgh, joins WPFX(FM) there in same post.

Michael Kerrigan, local salesman, WLCY-TV Tampa-St. Petersburg, Fla., promoted to local sales manager, succeeding **Giff Eager**, appointed regional sales representative.

Larry Nuber, account executive, WDTN-TV Dayton, Ohio, joins WTHR(TV) Indianapolis in same capacity.

James H. Otto, management consultant, Alexander Prodfoot Co., Chicago, and **Bryan Steele**, salesman, *Penobscot* (Me.) *Times*, join WVII-TV Bangor, Me., as account executives.

James Garry, market director, First Tennessee Bank, Memphis joins WREG-TV there as local account executive, succeeding **Hugh Pulley**, promoted to local sales manager.

Programing

Ed Michalove, formerly VP, Telemation Program Services, named VP, sales, 20th Century-Fox Telecommunications Inc., Los Angeles.

James C. Kellner, mid-Eastern division manager, Viacom, New York, named director, marketing, Viacom Syndication Development.

Dwayne Hickman, actor/director of advertising, entertainment and public relations for Landmark Hotel, Las Vegas, joins CBS-TV as executive producer, Hollywood program department.

Donna Moxley, from KCST-TV San Diego, joins Tuesday Productions there as executive administrator, broadcast division.

Linda Berken, talent supervisor, ABC Entertainment, Los Angeles, named director of artist relations.

Joel Whitaker, part-owner, Frontrow Productions, specializing in location recording, named assistant director for Walter J. Klein Co., Charlotte, N.C.-based production house.

Rob Kief, unit manager, KNBC(TV) Los Angeles, promoted to production manager. **Clement Uwa Diei**, supervisor of film operations, appointed unit manager production supervisor.

Bob Lewis, production manager, WHBQ-TV Memphis, promoted to program director.

Tim McDonald, director of programing, WDCA-TV Washington, joins WTOP-TV there in same capacity.

Dean Tyler, program director, WIP(AM) Philadelphia, appointed program director, WNEW(AM) New York.

Dave Arrowood, announcer, WSAU(AM) Wausau, Wis., promoted to program director. **Jim Owens**, announcer, co-owned WIFC(FM) there named program director.

Larry Hall, production director, WCAO(AM) Baltimore, named program director, co-owned WXYV(FM) there, succeeded by **Kevin Fennessy**, from WAMS(AM) Wilmington, Del.

Thomas Kudsk, assistant manager of film, WGN-TV Chicago, named manager of film there.

Jerry Immel, chief announcer, WXIA-TV Atlanta, named production manager, WRNG(AM) North Atlanta, Ga.

Bill Beagle, sports reporter, WREX-TV Rockford, Ill., joins WVII-TV Bangor, Me., as sports director.

Lee Webb, weekend sports anchor, WSFA-TV Montgomery, Ala., joins WCKT(TV) Miami as sports producer.

Bill Marlniak, producer/director/photographer, WREX-TV Rockford, Ill., joins WTHR(TV) Indianapolis as producer/director.

Barbara Clark, assistant to senior VP, WPXI(TV) New York, appointed coordinator/producer of public service announcements. **Alice Cook**, administrative program manager, retires after 29 years with station.

Bernie Roscetti, production manager, Maine Public Broadcasting Network, Orono, appointed program manager.

David R. Bunker, announcer/engineer, non-commercial KSUC(FM) Keene, Tex., named program director.

Broadcast Journalism

Larry Pond, assistant news director, WAVE-AM-TV Louisville, Ky., named television news director.

Gerald R. Jensen, assistant news director, WHO-TV Des Moines, Iowa, promoted to news director.

Don Shorock, reporter, KWNS(AM) Pratt, Kan., joins KVGB-AM-FM Great Bend, Kan., as news director.

Jack Sinks, reporter, WECA-TV Tallahassee, Fla., promoted to news director. **Lee Mainella**, news director, WNTY(AM) Southington, Conn., named WECA-TV anchor. **Gloria Albino**, co-anchor, WEVU-TV Naples, Fla., joins WECA-TV as field reporter, and **Bruce Kallnowski**, program director for Channel 3, independent local origination studio, Farrell, Pa., appointed WECA-TV weathercaster/announcer.

Lyle Dean, anchorman, WLS(AM) Chicago, joins WFYR(FM) there as news director/anchor.

Timothy Lennox, newscaster, WERC(AM) Birmingham, Ala., promoted to news director, succeeding **Bob Rowe**, who joins WEBR(AM) Buffalo, N.Y., in same capacity.

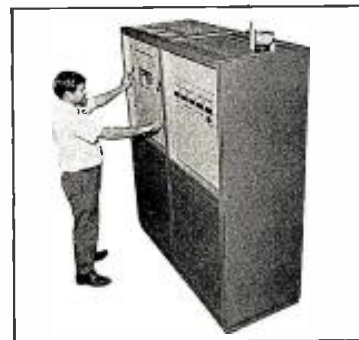
Brad Hughes, newsmen, WKCT(AM)-WDMS(FM) Bowling Green, Ky., named news director and continues in capacity as sports director.

Paul A. Gluck, news writer/assignment editor, KYW-TV Philadelphia, joins WJZ-TV Baltimore as weekend news producer. Both are Group W stations.

Steve Florina, news assignment editor, WRAU-TV Peoria, Ill., assumes additional duties as

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assistant news director. **Harold Hayes**, announcer, WSVI(AM) Pekin, Ill., joins WRAU-TV as reporter.

Jerry Fiore, news producer/anchorman, WKTV(TV) Utica, N.Y., joins WFLA-TV Tampa, Fla., as anchorman.

Andrea Weisgerber, reporter/copy editor, *The Intelligencer*, Wheeling, W. Va., joins WTRF-TV there as reporter.

Preston Monroe, editor of campus newspaper at Arkansas State University, named reporter, KAIT-TV Jonesboro, Ark.

Beth Anne Brown, managing editor, *Food Executive* magazine, Fort Wayne, Ind., joins WVII-TV Bangor, Me., as reporter. **Don Paul**, science writer, Paluszek & Leslie Associates, New York, named WVII-TV weather reporter.

Gene Pell, anchorman/investigative reporter, WBZ-TV Boston, joins WCVB-TV there as special assignment reporter.

Jean Palmer, staff announcer, WTHR(TV) Indianapolis, appointed reporter. **Patrick Costello**, from WTVM(TV) Columbus, Ga., joins WTHR as news photographer.

John Raftrey, reporter/writer/photographer, WILX-TV Onandaga, Mich., joins WYTV(TV) Youngstown, Ohio, as reporter.

Sandra Hausman, news reporter/writer/editor, WCOL(AM) Columbus, Ohio, joins news staff at KDKA(AM) Pittsburgh.

Alen Berrier, morning news editor, WCAO(AM) Baltimore, named news director. **Linda Sherman**, from WRIT(AM) Milwaukee, joins WCAO as co-anchor.

Jeffrey Hutter, from WDAF-TV Kansas City, Mo., joins news staff of WHAS-TV Louisville, Ky.

Joan W. Konner, producer, writer and director, NBC News, New York, appointed executive producer for national public affairs, noncommercial WNET(TV) New York.

David Boxall, news director, noncommercial KPFK(FM) Los Angeles, joins news staff of non-commercial WOI-AM-FM Ames, Iowa.

Ken Lass, news director, WKAU-AM-FM Kaukauna, Wis., joins WONS(AM)-WBGM(FM) Tallahassee, Fla., as reporter.

Dana Holland and **Tom Peterson**, air personalities, KMNS(AM) Sioux City, Iowa, named weathercasters, KCAU-TV there.

Cable

Donald W. Redell, VP in charge of program development and sales, Broadband Communications, New York, named director of program acquisition and sales, Home Box Office's Telemation Program Services there.

Mark T. Hopkins, from Manhattan Cable TV, New York, joins Pawling Tele-Antenna Systems, Dover Plains, N.Y., as general manager of system.

Bob Brockman, Tyler, Tex., city manager, joins Television Cable Service, Abilene, Tex., as general manager of its cable system there.

Equipment & Engineering

Richard F. White, VP/general manager, Belden Corp.'s electronic division, Richmond,



Appreciated. Meyer H. (Shap) Shapiro, retired public relations director of Broadcast Music Inc. of New York and executive director of the Broadcast Pioneers, receives a certificate of appreciation from the George Foster Peabody Awards committee for "his dedicated services to the Peabody Awards." Mr. Shapiro has been responsible for coordinating and arranging the Peabody presentations since 1961.

Ind., elected to additional post of president of General Wire & Cable Ltd., Belden subsidiary in Cobourg, Ontario.

Charles J. Pilliod Jr., chairman and chief executive officer, Goodyear Tire & Rubber Co., and **Howard J. Morgens**, chairman emeritus and director, Procter & Gamble Co., elected directors, Communications Satellite Corp., Washington.

Richard J. Reilly, Western regional manager, International Video Corp., San Francisco, has formed San Francisco branch of United Media Inc., and will be marketing Datatron, Eigen, Conrac, Innovative Television, Computer Image, Terra-Com and Videomagnetics products. He will be headquartered at United Media, 150 Old Adobe Way, Los Gatos, Calif. 95030.

Curtis I. Kring, director of national marketing, communications equipment group, Microwave Associates, Burlington, Mass., joins Broadcast Electronics, Silver Spring, Md., as marketing VP.

Cortland P. Hill, director, manufacturing technology and services, RCA, New York, appointed manager, product design and test technology, consumer electronics division. **L.J. Schneider**, manager, cost analysis, RCA consumer electronics, Indianapolis, named director, product assurance.

Albert E. Audick, from International Video Corp., Sunnyvale, Calif., joins Thomson-CSF Laboratories as district liaison manager and will establish office in Washington. **Jerome P. Vondergeest**, admissions counselor/marketing assistant, Jamestown (N.D.) College, joins Thomson-CSF as territorial manager and will establish Denver-based office.

Abbott Sydney, technical director/international marketing and national sales manager, Cinema Products Corp., joins Berkey Colortran, Los Angeles, as international sales representative.

Bill Kraemer, engineer, WXEX-TV Richmond,

Va., joins WONS(AM)-WBGM(FM) Tallahassee, Fla., as chief engineer.

Herb Kravitz, chief engineer, WLOD(AM) Pompano Beach, Fla., joins WRCP-AM-FM in same capacity.

Doug Christenson, from Nicolet Instrument Corp., Madison, Wis., rejoins WMTV(TV) there as assistant chief engineer.

John Kamenick, engineer, WSAU(AM)-WIFC(FM) Wausau, Wis., promoted to assistant chief engineer.

D. Thomas Smith, service technician, Howard Sales, High Point, N.C., joins engineering staff, WGHP-TV there.

Alan Schoenberg, co-owner/VP, Telesource, Reno, joins Telemation as Northeastern field sales engineer, based temporarily in Newtown, Conn.

Harold Smith, from Systron Donner Microwave Equipment Co., joins WTHR(TV) Indianapolis as broadcast technician.

Allied Fields

Nick Anthony, VP/general manager, WGM(AM)-WDO(AM) Cleveland, and director of broadcasting for parent, Globe Broadcasting, resigns to become president of Custom Network Developers, subsidiary of Burns Media Inc., Los Angeles, firm dealing with computer assistance to broadcasters.

William Van Huss, manager of communication finance division, Firstmark Financial Corp., station financing organization, Indianapolis, promoted to VP.

James L. Stafford, senior VP, ICPR public relations, Los Angeles, promoted to executive VP. **Charles Munch**, director of special projects, named VP. **Cliff Dektar**, VP, named coordinator of television operations.

Marvin Korach, VP/national sales director, Earth News Corp., San Francisco, named regional manager, Northwest Arbitron Radio sales there.

Mario De Fillippo, director of national commercial sales, RCA Records, New York, appointed division VP, commercial sales.

William A. Buell, retired (in 1975) director of Office of Northern European Affairs for Radio Free Europe/Radio Liberty, and since then, legislative assistant to Senator Adlai Stevenson (D-Ill.), appointed director of Munich division of RFE/RL, effective Aug. 1.

Randolph T. Blackwell, executive director of Southern Rural Action, Atlanta, organization promoting small business ownership in Southern communities, selected as director designate of Office of Minority Business Enterprise at U.S. Department of Commerce, Washington.

George Jacobs, director of engineering, Board for International Broadcasting, Washington, awarded 1977 Marconi Memorial Gold Medal of Achievement by Veterans Wireless Operators Association.

Tom Johnson, publisher of *Dallas Times Herald*, named president/chief operating officer of Los Angeles Times unit of Times Mirror Co., owner of newspaper and broadcast interests.

Edward I. Barz, in sales with W.R. Simmons

Research Associates, New York, named senior VP/director of client services.

Captain John O. Coppedge, U.S. Naval Academy, Annapolis, Md., named chairman of National Collegiate Athletic Association television committee, succeeding **Seaver Peters**, Dartmouth College, Hanover, N.H., who retires Sept. 1 after six years on committee.

Stewart Truelsen, editor in charge of Chicago bureau, ABC Radio News, named director of radio news services, American Farm Bureau Federation, Park Ridge, Ill.

William B. Tanner, president of Memphis broadcast services company of same name, named Marketer of Year by Memphis chapter of American Marketing Association.

Frank Curtis, VP/general sales manager, WTRF-TV Wheeling, W.Va., named Advertising Man of Year by Alpha Delta Sigma, professional advertising fraternity of West Virginia University.

Pauline Frederick, international affairs

analyst and producer/host for National Public Radio, selected as Woman of the Year by New York chapter of American Women in Radio and Television. Award to be presented at May 25 luncheon.

Hartford N. Gunn Jr., vice chairman, Public Broadcasting Service, Washington, named to receive Central Educational Network's 1977 Award for Exceptional Service to Public Broadcasting at CEN annual meeting June 14 in Lincoln, Neb.

Deaths

C. Earl Williams, 81, pioneer radio broadcaster, died of hardening of arteries May 3 in Silver City, N.M. His career began in 1924 at WNAX(AM) Yankton, S.D. (where he served as first announcer for Lawrence Welk and his band). During 1930's and 1940's he was with KFEQ(AM) St. Joseph, Mo., and manager of KFAB(AM) Omaha. From 1948 to 1957 he was

manager and part owner of KFNF(AM) Shenandoah, Iowa. At time of his retirement (about six years ago) he was manager of KSIL(AM) Silver City, N.M. Survivors include his wife, Alice, and sons Charles and Harold.

Vince Lee, 59, newscaster, KYW(AM) Philadelphia, died of heart attack May 8 at his home in Thornton, Pa. He began career in 1941 at WEEI(AM) Boston. He joined KYW in 1949 but left following year to join WGN(AM) Chicago, where he stayed until 1960. He rejoined KYW then and in 1965 left for WINS(AM) New York. Later that year he rejoined KYW when it changed to all-news. He is survived by his wife, Mary, and five children.

Otis Riggs Jr., 63, three-time Emmy award winning art director for NBC-TV's *Another World* and *Lovers and Friends*, died May 4 in Yonkers, N.Y. He won his first Emmy in 1955 for musical version of *Our Town* and his second and third for *Another World* in 1973 and 1976. He is survived by his wife, Joan, and son, Thomas.

For the Record[®]

As compiled by BROADCASTING, for the period May 9 through May 13 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aut.—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

AM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WJTP Newland, N.C. (BMP-14,372), Sept. 25.

■ Norfolk, Mass.—Norfolk County Broadcasting Co.—Broadcast Bureau granted 1170 khz, 500 w-DA-D. P.O. address: 118 Main St., Norfolk, Mass. 02056. Estimated construction cost \$97,605; first-year operating cost \$85,920; revenue \$90,000. Format: Soft contemporary. Principals: John M. Quinlan (51%); Joseph J. Lorusso (20%), et al. Mr. Quinlan is former state senator. Mr. Lorusso owns real estate interests and sandstone company. None of the applicants have broadcast interests.

■ Bemidji, Minn., KNOX Radio—Broadcast Bureau granted 1360 khz, 5 kw. P.O. address: Box 1638, Grand Forks, N.D. 58201. Estimated construction cost \$71,844; first-year operating cost \$75,550; revenue \$90,000. Format: Pop, C&W. Principals: Justin Hoberg (56%), Robert Hansen (22%), Wayne Lockhart (15%), et al., are employees of KNOX Grand Forks (BP-20,173). Action May 5.

FM applications

■ *San Rafael, Calif.—San Rafael High School District seeks 91.5 mhz, 10 w, HAAT 66 ft. P.O. address: Third and E Streets, San Rafael 94901. Estimated construction cost \$4,200; first-year operating cost \$400. Format: educational. Applicant is public school dis-

trict, Donald E. Leisey, superintendent. Ann. May 11.

■ Oklahoma City—SRB Inc. seeks 100.5 mhz, 100 kw, HAAT 422 ft. P.O. address: c/o Rees & Associates, 1500 United Life Building, Oklahoma City 73112. Estimated construction cost \$95,367; first-year operating cost \$240,000; revenue \$240,000. Format: album-oriented rock. Request for facilities of KATT(FM). Principals: F.W. Rees Jr. (45%), Stanley Earl Kenslow (45%) and E.A. Forman (10%). Mr. Rees is Oklahoma City architect and president of Weatherscan Radio Network, commercial weather service. Mr. Kenslow is management official of Albuquerque, N.M., insurance company. Mr. Forman is former Los Angeles food wholesaler. Ann. May 11.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: KZIP-FM Amarillo, Tex. (BMPH-15,088), Sept. 25; *KVPR Fresno, Calif. (BMPED-1478), Dec. 22; WIAB Key West, Fla. (BMPH-15,100), Nov. 9; *WVPR Rock Hill, S.C. (BMPED-1480), Oct. 15; KSCF Florissant, Mo. (BMPH-15,101), Nov. 2; KVRN-FM Sonora, Tex. (BMPH-15,070), Aug. 9; KXDD Richland, Wash. (BMPH-15,102), July 15.

■ Copperas Grove, Tex., KOVE Broadcasting Co.—Broadcast Bureau granted 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Ted C. Connell, W. Hwy. 190 & Fort Hood Rd., Killeen, Tex. 76541. Estimated con-

struction cost \$53,711; first-year operating cost \$134,169; revenue \$144,000. Format: C&W. Principals: Ted C. Connell and Gaylon Wayne Christie (50% each). Mr. Connell owns Texas car dealerships, cleaners, realty company, airways company and interests in common carriers and bank. Mr. Christie has real estate, insurance and motorcycle interests (BPH-9811). Action May 10.

■ Luray, Va., Caverns Broadcasting Co.—Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 43 ft. P.O. address: Box 748, Luray 22835. Estimated construction cost \$119,805; first-year operating cost \$54,350; revenue \$120,000. Format: MOR. Principal: H.T.N. (90%) and H.T.N. II (10%) Graves. Elder Graves has tourist attraction complex; younger Graves is college student (BPH-10,119). Action May 2.

Ownership changes

Applications

■ KIVI(TV) Nampa, KPVI(TV) Pocatello, both Idaho (chs. 6)—Seek assignment of license from Idaho Television Corp. and Eastern Idaho Television Corp., respectively, to Futura Titanium Corp. for \$655,850. Sellers: M. Walker Wallace (37.7%) and four others,

Summary of broadcasting

FCC tabulations as of April 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4469	6	21	4496	42	4538
Commercial FM	2845	1	69	2915	148	3063
Educational FM	861	0	33	894	78	972
Total Radio	8175	7	123	8305	268	8573
Commercial TV	722	1	3	726	42	768
VHF	514	1	0	515	8	523
UHF	208	0	3	211	34	245
Educational TV	243	3	12	258	7	265
VHF	93	1	7	101	2	103
UHF	150	2	5	157	5	162
Total TV	965	4	15	984	49	1033

*Special temporary authorization

**Includes off-air licenses

none of who has other broadcast interests. Buyer is owned by Robert V. Hansberger, who presently owns 20.5% of stations. Mr. Hansberger also has various other manufacturing and commercial interests. Ann. May 10.

■ **KANE(AM)** New Iberia, La. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of New Iberia Broadcasting Co. from George Thomas and James Davidson (100% before; none after) to Arthur Suberbielle and seven others (none before; 100% after). Consideration: \$629,000. Principals: Neither Mr. Thomas (75%) nor Mr. Davidson (25%) has other broadcast interests. Mr. Suberbielle (25%) is general manager of KANE. Patrick Caffery (11%) is New Iberia attorney. Alfred Granger Jr. (10%) is fertilizer distributor there. Kenneth J. Romero (5%) is KANE employee. Other stockholders are New Iberia physicians: Roy L. Landry (16%), Michael and Gerald Halphen, brothers (11% each) and Vernon Voorhies (11%). Ann. May 12.

■ **KABG(FM)** Cambridge, Minn. (105.5 mhz, 3 kw)—Seeks transfer of control of Isanti Broadcasting Co. from Jack I. and Howard I. Moore (100% before; none after) to Stewart G. Dahl (none before; 100% after). Consideration: \$149,000. Principals: Howard I. Moore (5%) is father of Jack Moore (95%). They have no other broadcast interests. Mr. Dahl is operations and sales manager of KABG. He has no other broadcast interests. Ann. May 12.

■ **KRTR(AM)** Thermopolis, Wyo. (1490 khz, 250 w)—Seeks assignment of license from Mildred V. Ernst to Michael and Sharon Lish for \$50,000. Seller, who is leaving station for health reasons, is also co-owner of KWRB-TV Thermopolis. Buyers, married, have no other broadcast ownership interests. Mr. Lish is general manager of KEVA(AM) Evanston, Wyo. Ann. May 12.

Actions

■ **WGSY(FM)** Peru, Ill. (100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from George W. Yazell to Radio Illinois Ltd. for \$85,000. Seller is businessman with no other broadcast holdings. Buyer is owned by R. Dana MacVay, stockbroker, and Keith Gensheimer, real-estate broker, who also owns WBUK(AM) Portage, Mich. Buyers have also bought WKTN-FM Kenton, Ohio (BROADCASTING, May 16) (BALH-2549, BALRE-3186). Action May 9.

■ **WLTH(AM)** Gary, Ind. (1370 khz, 1 kw-D)—Commission granted assignment of license from Northeastern Indiana Broadcasting Corp. to Inter-Urban Broadcasting for \$190,000. Seller: Assignor wishes to sell station to local black group, to make "first black-owned broadcast outlet in Gary." Principal in buyer is Thomas P. Lewis (51%), who has banking interests. Five others, one of whom is reporter for WBBM-TV Chicago (Doc. 20,604). Action May 11.

■ **KWKH(AM)-KROK(FM)** Shreveport, La. (AM: 1130 khz, 50 kw; FM: 94.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from International Broadcasting Corp., subsidiary of Shreveport Times Publishing Co., to Wichita Great Empire Broadcasting Inc. for \$2,360,400. Transfer is spin-off resulting from acquisition of Shreveport Times and Monroe (La.) World and News-Star by Gannett newspapers (BROADCASTING, April 25). Buyer is owned by F.F. Lynch and Michael Oatman, who have recently purchased KLNQ(AM) Omaha (see below) (BAL-8958, BALH-2467, BALRE-3194, BALST-349). Action May 9.

■ **KLNG(AM)** Omaha (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Paxton Radio Inc. to Wichita Great Empire Broadcasting Inc. for \$700,000. Seller is division of Welcome Radio Inc., Harrison Fuerst, president, which owns KTIK(AM) Denver, WOKO(AM) Albany, N.Y., and WSLR(AM) Akron, Ohio. Principals in buyer are F.F. Lynch and Michael Oatman, who also own KFDI-AM-FM Wichita, Kan., and KTTS-AM-FM Springfield, Mo. (BAL-8940, BALRE-3178). Action May 9.

■ **WCKL(AM)** Catskill, N.Y. (560 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Caranje Broadcasting Co. to Catskill Communications Inc., for \$240,000. Seller is Carmine A. Pizza, president and general manager of WCKL, who will remain with station as executive vice president and chief operating officer. Buyers are Nick Vanoff, Frank Peppiatt, John Aylesworth and Alan Courtney, all associ-

ated with Yongestreet Program Services Inc., Los Angeles-based television program producer and distributor (BAL-8939, BALRE-3175). Action May 9.

Facilities changes

TV action

■ **WDTN** Dayton, Ohio—Broadcast Bureau granted CP to change trans. location approximately 400 ft. N.N.E. of present site; change type trans.; change type ant. and change ant. height to 1000 ft.; ERP 100 kw; max. ERP 100 kw (BPCT-4987). Action May 6.

AM actions

■ **WRBD** Pompano Beach, Fla.—Broadcast Bureau granted mod. of permit to add nighttime power with 2.5 kw; change hours of operation to unlimited; install DA-2; conditions (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 covering change in main studio location to 514 1/2 North Court (Courtview Apts.) Carroll; operate trans. by remote control from main studio location (BRC-3765). Action April 26.

■ **KWNA(AM)** Winnemucca, Nev.—Broadcast Bureau granted mod. of license covering change in hours of operation to unlimited (BML-2626). Action May 6.

■ **WAYC** Bedford, Pa.—Broadcast Bureau granted mod. of license covering change in licensee name to Cessna Communications; granted mod. of permit to change name to same (BML-2629, BMP-14,403). Action May 5.

■ **WIXC** Fayetteville, Tenn.—Broadcast Bureau granted CP to increase daytime power to 5 kw; install 2.5 kw critical hours operation and change type trans. (BP-20,198). Action May 6.

FM actions

■ **KFMV** Magnolia, Ark.—Broadcast Bureau granted CP to redescribe studio location/remote control to 131 S. Jackson St., Magnolia; install new ant.; change ant. height; ERP 50 kw; ant. height 360 ft.; remote control permitted; conditions (BPH-10,508). Action May 4.

■ **KRJB** Monte Rio, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to just off Monte Rio Fire Trail, pool ridge, 2 miles N.W. of Monte Rio; operate trans. by remote control from studio location; change ant.; make changes in ant. system (increase height); ERP .450 kw (H&V); ant. height 780 ft. (H&V); remote control permitted (BMPH-15,109). Action May 4.

■ **KGLS** Glenwood Springs, Colo.—Broadcast Bureau granted mod. of CP to change trans.; ERP 3 kw (H&V); ant. height—1300 ft. (H&V); remote control permitted (BMPH-15,113). Action May 4.

■ ***WDNA** Miami—Broadcast Bureau granted mod. of CP to change ant.; ERP 2.3 kw (H&V); ant. height 710 ft. (H&V); remote control permitted (BMPED-1484). Action May 4.

■ **WAJB** Pensacola, Fla.—Broadcast Bureau granted mod. of CP to change studio location and remote control location to Santa Rosa Country Club, Gulf Breeze, Fla. (main trans. location outside city limits) (BMPH-15,115). Action May 6.

■ **WYCA** Hammond, Ind.—Broadcast Bureau granted CP to install new aux. ant. at main trans. location to be operated on 92.3 mhz; ERP 8.7 kw (H&V); ant. height 330 ft. (H&V); remote control permitted (BPH-10,513). Action May 4.

■ **WMCB-FM** Michigan City, Ind.—Broadcast Bureau granted CP to install new trans.; ERP 3 kw (H&V); ant. height 230 ft. (H&V); remote control permitted (BPH-10,500). Action May 4.

■ **WRIA** Richmond, Ind.—Broadcast Bureau granted mod. of CP to change trans.; ERP 23 kw (H&V); ant. height 280 ft. (H&V); remote control permitted; conditions (BMPH-15,103). Action April 26.

■ **KEYN-FM** Wichita, Kan.—Broadcast Bureau granted CP to change trans. location to 1.8 miles east of Colwich on K-296, Colwich, Kan.; install new trans.; make change in ant. system (increase height); ERP 100 kw (H&V); ant. height 930 ft. (H&V); remote control permitted (BPH-9885). Action May 6.

■ **WJMD** Bethesda, Md.—Broadcast Bureau granted

mod. of CP to change ant.; ERP 21 kw (H&V); ant. height 780 ft. (H&V); remote control permitted; conditions (BMPH-15,108). Action May 4.

■ ***WIAA** Interlochen, Mich.—Broadcast Bureau granted CP to install new trans.; ERP 115 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPED-2471). Action May 4.

■ ***WSDP** Plymouth, Mich.—Broadcast Bureau granted Mod. of license covering change in licensee name to Plymouth-Canton Community Schools (BMLED-111). Action May 5.

■ ***WSWC** Cottage Grove, Minn.—Broadcast Bureau granted mod. of CP to change trans. location/studio location to Woodburg High School, 625 Woodlane Ave., Woodburg, Minn. (BMPED-1485). Action May 6.

■ **WJMI** Jackson, Miss.—Broadcast Bureau granted CP to install new trans.; ERP 98 kw (H&V); ant. height 1060 ft. (H&V); remote control permitted (BPH-10,507). Action May 4.

■ **KWBE-FM** Beatrice, Neb.—Broadcast Bureau granted CP to install new trans.; ERP 97 kw (H&V); ant. height 310 ft. (H&V); remote control permitted; conditions (BPH-10,512). Action May 4.

■ ***WGLS-FM** Glassboro, N.J.—Broadcast Bureau granted CP to change ERP to .44 kw; ant. height 82 ft.; remote control permitted (BPED-2487). Action May 6.

■ **WPJC** Burgaw, N.C.—Broadcast Bureau granted mod. of CP to change trans.; ERP 100 kw (H&V); ant. height 520 ft. (H&V); remote control permitted (BMPH-15,114). Action May 4.

■ **KFMT** La Grande, Ore.—Broadcast Bureau granted CP to change trans. location/studio location to Cove Ave., La Grande; make changes in ant. system; increase height; ERP 1.3 kw (H&V); ant. height—1420 ft. (H&V); remote control permitted; conditions (BPH-10,506). Action May 4.

■ **WACM** Freeland, Pa.—Broadcast Bureau granted CP to install new ant.; ERP .45 kw (H&V); ant. height 680 ft. (H&V); remote control permitted (BPH-10,509). Action May 4.

■ **WDOD-FM** Chattanooga—Broadcast Bureau granted CP to install former main trans. as an aux. at main trans. location to be operated on 96.5 mhz; max. ERP 26 kw (H), 23 kw (V); ant. height 1080 ft. (H&V); remote control permitted (BPH-10,501). Action May 4.

■ **WSEV-FM** Sevierville, Tenn.—Broadcast Bureau granted CP to change trans. location to 3.5 miles N.E. of Pigeon Forge on Seaton Top, Pigeon Forge, Tenn.; install new trans.; install new ant.; make change in ant. system (increase height); ERP 100 kw (H&V); ant. height 1090 ft. (H&V); remote control permitted (BPH-10,141). Action May 6.

■ **KIKK-FM** Houston—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 95.7 mhz; ERP 16 kw (H&V); ant. height 790 ft. (H&V); remote control permitted (BPH-10,527). Action May 6.

■ **KWHO-FM** Salt Lake City—Broadcast Bureau granted mod. of CP to change trans.; ERP 30 kw (H&V); ant. height 3660 ft. (H&V); remote control permitted (BMPH-15,107). Action May 4.

■ **WTMB-FM** Tomah, Wis.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H), 93 kw (V); ant. height 660 ft. (H&V); remote control permitted (BPH-10,514). Action May 4.

■ **WEAU-FM** Eau Claire, Wis.—Broadcast Bureau granted CP to install new aux. ant. at main trans. location to be operated on 104.5 mhz; ERP 98 kw; ant. height 1290 ft.; remote control permitted (BPH-10,511). Action May 4.

In contest

Designated for hearing

■ **Boise, Idaho, FM proceeding:** Rex J. Jensen and KIDO Broadcasters Inc., competing for 104.3 mhz (Docs. 21,193-4)—Chief, Broadcast Bureau, designated for hearing to determine Mr. Jensen's efforts to ascertain community problems, whether he consulted with leaders of industry, whether person who conducted survey was employee or prospective employee of proposed station. Action May 6.

■ **Bardstown, Ky., FM proceeding:** Nelson County Broadcasting Co., Earl Lamar Clark and Old Kentucky

Home Broadcasters Inc., competing for 96.7 mhz (Docs. 21,241-43)—Commission designated for hearing to determine financial resources of Nelson and Clark, to determine efforts made by Nelson to ascertain needs and problems of women and minorities in area to be served, whether Mr. Clark will provide reasonable opportunity for presentation of contrasting viewpoints on controversial issues and whether Old Kentucky indicated which community in proposed service area it would serve. Action May 12.

Procedural rulings

■ **Jensen Beach, Fla., FM proceeding:** Robert A. Jones, Raymone A. Kassis and Paul J. Lewis (Florida Gospel Network), and Jensen Beach Broadcasting Co. Inc., and Robert L. Lord and Marshall W. Rowland (Lord & Rowland Radio) and HLG Inc., competing for 107.1 mhz (Docs.-20,996-9)—ALJ Thomas B. Fitzpatrick postponed certain procedural dates and rescheduled hearing for July 25. Action May 6.

■ **Baltimore, AM proceeding:** J.B. Broadcasting of Baltimore Ltd. (WEBB), (Doc. 21012)—ALJ Frederick W. Denniston canceled procedural dates including June 13 hearing. Action May 9.

■ **WGAL-TV Lancaster, Pa., renewal proceeding:** WGAL-Television Inc. (Doc. 21,034)—ALJ Reuben Lozner canceled procedural schedule including June 6 hearing, subject to being re-established and rescheduled; extended to June 17 time for parties to move for summary decision. Action May 5.

■ **Lares, P.R., AM proceeding:** Radio Lares and Lares Broadcasters (Docs. 20,968-9)—ALJ Thomas B. Fitzpatrick canceled procedural schedule and continued indefinitely hearing set for July 5. Action May 10.

Initial decisions

■ **Marshfield, Mass., FM proceeding:** Marshfield Broadcasting Co. Inc. seeking 95.9 mhz (Doc. 21,016)—ALJ Thomas B. Fitzpatrick recommended grant of application of Marshfield in summary decision. Ann. May 12.

■ **Flint, Mich., FM proceeding:** Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20,570-4)—ALJ Joseph Stirmer granted application of Flint Metro Mass Media and denied competing applications. Initial decision becomes effective in 50 days unless appealed or commission reviews on its own motion. Ann. May 12.

Fine

■ **WJMB(AM) Brookhaven, Miss.—Broadcast Bureau ordered licensee to forfeit \$25 for not filing license application with appropriate commission office by due date. Action May 6.**

Allocations

Petitions

■ **Los Banos, Calif.—KLBS-AM-FM Los Banos requests substitution of FM ch. 284B for 240A (RM-2879). Ann. May 9.**

■ **Louisa, Va.—Louisa County Broadcasting Co. requests assignment of FM ch. 288A (RM-2881). Ann. May 9.**

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced May 10 (stations listed are TV signals proposed for carriage):

- San Leandro Cable Television Inc. for San Leandro, Calif. (CAC-08687): WTCG Atlanta.
- Cable Television of San Lorenzo Inc., for Alameda, Calif. (CAC-08688): WTCG Atlanta.
- Trans-Video Co. of Oregon, for Portland, Ore.

(CAC-08689): Interim authorization for existing operation.

■ **Ultracom of Gatlinburg Inc., for Gatlinburg, Tenn. (CAC-08690):** Interim authorization for existing operation.

■ **Kentucky Cable TV Inc., for Campbellsville, Ky. (CAC-08691):** Certificate of compliance for existing operation.

■ **Kentucky Cable TV Inc., for Leitchfield, Ky. (CAC-08692):** Certificate of compliance for existing operation.

■ **TV Cable Co. of Andalusia Inc., for Andalusia, Ala. (CAC-08693):** Interim authorization for existing operation.

■ **Bi-Cities Cable Co., for Colusa, Calif. (CAC-08694):** Interim authorization for existing operation.

■ **Bi-Cities Cable Co., for Colusa, Calif. (CAC-08695):** Interim authorization for existing operation.

■ **Cable TV of Kalamazoo Inc., for Kalamazoo, Mich. (CAC-08696):** WKZO-TV Kalamazoo; WFLD-TV Chicago; WNIT-TV, WSBT-TV South Bend, Ind.; WKBD-TV, WTVS Detroit; WGN-TV, WTTW Chicago; WJIM-TV Lansing; WUHQ-TV Battle Creek; WGVC, WOTV, WZZM-TV Grand Rapids; WKAR-TV East Lansing; WILX-TV Onondaga, all Michigan.

■ **Telecommunications Inc., for Dover, Mine Hill, Wharton, Rockaway, Roxbury, Stanhope, Hopalong, Nelcong, Victory Gardens, Mountain Lakes, Parsippany-Troy Hill, Mount Olive, Rockaway, Mount Arlington, all New Jersey (CAC-08697-710):** WHYY-TV Wilmington, Del.

■ **Twenty CATV Inc., for Carrollton, Ga. (CAC-08711):** Interim authorization for existing operation.

■ **Oroville Communications Co., for Oroville, Butte, both California (CAC-08712-3):** Interim authorization for existing operation.

■ **Orange CATV Inc., for Orange, West Orange, Pinehurst, all Texas (CAC-08714-6):** Interim authorization for existing operation.

■ **Liberty-Dayton CATV Inc., for Liberty, Tex. (CAC-08717):** Interim authorization for existing operation.

■ **King Community Television Co., for Port Neches, Groves, Nederland, Pear Ridge, Lakeview, Griffing Park, all Texas (CAC-08718-23):** Interim authorization for existing operation.

■ **International Telemeter Corp. of Louisiana, for Bunkie, Oakdale, both Louisiana (CAC-08724-5):** Interim authorization for existing operation.

■ **Athena Cablevision Corp. of Knoxville, for Knoxville, Tenn. (CAC-08726):** WCPT-TV Crossville, Tenn.

■ **Community Systems Inc., for Middleburg, Middlecreek, Franklin, all Pennsylvania (CAC-08727-9):** WPHL-TV, WTAF-TV Philadelphia.

■ **Eastern Pennsylvania Relay Stations Inc., for Shamokin, Kulpmont, both Pennsylvania (CAC-08730-1):** WITF-TV Hershey, Pa.; WOR-TV New York; WHP-TV Harrisburg, Pa.

■ **Montgomery Video Corp., for Montgomery, Gregg, Delaware, Clinton, Washington, all Pennsylvania (CAC-08732-6):** WPHL-TV, WTAF-TV Philadelphia.

■ **Wellsburg Cable Co., for Wellsburg, W.Va. (CAC-08737):** Interim authorization for existing operation.

■ **Brooke Cable Co., for Wellsburg, W.Va. (CAC-08738):** Interim authorization for existing operation.

■ **Tulsa Cable Television, for Tulsa, Okla. (CAC-08739):** WTCG Atlanta.

■ **Cable TV Systems Inc. of Bethany, for Bethany, Mo. (CAC-08740):** KCPK Kansas City, Mo.

■ **Liberty TV Cable Inc., for Angola, Ind. (CAC-08741):** WNIT-TV South Bend, Ind.; and to delete WJIM-TV Lansing, Mich.

■ **Alert Cable TV of South Carolina, for Lake City, Scranton, Florence, Lee, all South Carolina (CAC-08742-5):** Interim authorization for existing operation.

■ **Alert Cable TV of South Carolina Inc., for Bishopville, S.C. (CAC-08746):** WNOK-TV Columbia, S.C.; WTCG Atlanta; WOLO-TV Columbia, S.C.

■ **Carolina Cablevision Inc., for Dillon, Mullins, both South Carolina (CAC-08747-8):** Interim authorization for existing operation.

■ **Teleprompter of Caribou Inc., for Loring AFB, Limestone, Presque Island, all Maine (CAC-08761-3):** WSBK-TV Boston; WLVI-TV Cambridge, Mass.

■ **Sidney Cable TV Co., for Sidney, Neb. (CAC-08764):** Interim authorization for existing operation.

■ **Scots Bluff Cable TV, for Scots Bluff, Neb. (CAC-08765):** Interim authorization for existing operation.

■ **Trenton TV Cable Co., for Trenton, Tenn. (CAC-08766):** Interim authorization for existing operation.

Certification actions

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:** Centre Video Corp., for White Oak, Pa. (CAC-06298); Mannington TV Service Co., for Marion, W.Va. (CAC-06774); Surrey Cable TV Inc., for Surrey, N.D. (CAC-07112); Mahoning Valley Cablevision Inc., for Hubbard, Liberty, Girard, Howland, Niles, Warren, Champion, Warren, Weatherfield, Vienna, all Ohio (CAC-07202-11); Newchannels Corp., for Mechanicsville, N.Y. (CAC-07324); Mahoning Valley Cablevision Associates, for Niles, Weatherfield, Howland, all Ohio (CAC-07473-5); Citizens Cable of Allen County Inc., for Wayne, Aboite, both Indiana (CAC-07564-5); New England Cablevision of Massachusetts Inc., for Amesbury, Mass. (CAC-07729); Alpine Cable TV Inc., for Pineville, La. (CAC-07866); Cablerama of Pa. Inc., for Central City, Hooversville, Stoystown, all Pennsylvania (CAC-07867-9); American Television & Communications Corp., for Island City, La Grande, Union, Baker, all Oregon (CAC-07886,98-900); Franklin CATV Inc., for Cowan, Tenn. (CAC-07918); North Gibson County Cable TV Co., for Dyer, Rutherford, Kenton, all Tennessee (CAC-07944-6); North West Cable TV, for Oakridge, Ore. (CAC-08069); Natchitoches Cable TV, for Natchitoches, La. (CAC-08070); Southwest Cable Corp., for West Union, Ohio (CAC-08071); Carolina Communications Corp., for Chadbourne, N.C. (CAC-08073); Vernal Cable TV, for Vernal, Utah (CAC-08078-9); Southwest Cable Corp., for Peebles, Ohio (CAC-08080); Cape Cable TV Inc., for Brewster, Me. (CAC-08171).

In contest

■ **Pottsville, Pa., cable TV proceeding:** Wire Tele View Corp., (Doc. 21,209)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar to serve as presiding judge, scheduled hearing for Aug. 15. Action May 11.

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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.

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.

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.

Station Manager for established, well equipped Michigan small market AM-FM. Must be self starter, community oriented and able to motivate two man sales department. Excellent opportunity in clean air, clean water year round vacationland. Base salary, plus percentage, fringe benefits, opportunity for advancement in group organization. Will consider husband-wife team if qualified. Resume, picture and requirements to Bob Benedict, WCBY, Cheboygan, MI 49721.

Wanted: General Manager of Radio Station KVOU-KYUF, Uvalde, Texas. Should be heavy on Sales. Contact E.J. Harpole Box 758, Uvalde, TX 78801.

Radio Station Manager Immediate opening. Must be capable of establishing and operating a new F.M. station. Take full control of operations and maintenance of proposed station. Organizational and management ability required. Experience essential. Salary 14M to 17M depending on experience. Send resume or contact Dick Brigham, Alvin Community College, 3110 Mustang Road Alvin, TX 77511. 713-331-6111.

Sales and operations manager for kilowatt MOR fulltimer in mideastern county seat. Now grossing over 200K, prospects for growth excellent. Equal Opportunity Employer. Box F-91.

Wanted: Aggressive radio account executive presently in small to medium market. Opportunity for big dollars and potential management exist now with major, group owned, facility in major New England market. Send resume ASAP EOE. Box F-70.

Sales manager, present sales up 40%, expanding with another AM/FM, more! Rush resume, salary requirements, Box F-61.

HELP WANTED SALES

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.

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.

New Michigan melow contemporary FM Stereo. Good account list. WRCI, Midland, MI 48640. 517-631-3151.

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.

Sales Managerial Opportunity. Aggressive experience salesperson. 10KW AM in excellent Long Island Market. WHLI, Box 219, Hempstead.

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.

Adult Programmed Station seeks mature, experienced salesperson willing to relocate in Anchorage. Guaranteed base, plus commissions and excellent company benefits. If you like skiing, fishing and the great outdoors as a reward for hard work, send resume to: John Seekatz, Sales Manager KBYR/KNIK Box 2200 Anchorage, AK 99510.

Pittsburgh Sales Executive radio advertising sales. Able to share in management decisions. Direct sales experience required. Proven record of success, ability to generate ideas and a desire to become directly involved in a successful adult approach to radio. Major market salary plus commission, hospitalization, expenses and car. Reply in confidence to David Leiner, WEDO, 414 Midtown Plaza Mall, McKeesport, PA 15132. E.O.E.

We're Looking for an experienced sales representative—preferably in radio sales—to fill an existing vacancy on our staff. Send your resume with salary requirements to Tom Kameron, KOTH Radio, Box 688, Dubuque, IA 52001. An Equal Opportunity Employer M/F.

Rare Opportunity for aggressive successful radio salesperson with several years experience. Take over long established list which is producing well above average income with potential for a great deal more. Good company benefits. Send resume and record of achievement to WERA Radio, Plainfield, NJ 07060.

Experienced radio person needed to fill existing sales position. Will consider professional school or college grad with related sales experience. College community of 25,000. Resume to KICS Radio-P.O. Box 1005, Hastings, NE 68901.

Sales manager and person, present sales up 40%, expanding with another AM/FM, more! Rush resume, salary requirements, Box F-61.

Salesmanager who is one now, or top salesperson who wants to become one. Suburban Washington, DC, FM with expansion plans. Box F-76.

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.

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

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.

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.

Mature, experienced announcers. 1 for night shift. 1 for sign-on or afternoon shift. Ready to work within our formats. AM is bright MOR. FM is pop-country. Excellent working conditions. Many benefits. Call General Manager (717-286-5838) or send resume and tapes to WKOK, Box 1070, Sunbury, PA 17801. EOE.

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.

Announcer/Producer for weekday black oriented jazz/culture program for public radio KUNI/KHKE, producer of modular program material, documentaries and special feature programs. Qualifications include: Third Class license, endorsed, "combo" capable, good knowledge of jazz music, clear, smooth, authoritative delivery, B.A. or equivalent. Salary Range: \$9,380-\$10,376 for initial 11 month appointment, plus fringe benefits. Send applications, resume and audition tape (7 1/2 reel) by June 14, 1977 to: Douglas L. Vernier, Director of Broadcasting KHKE/KUNI, University of Northern Iowa, Cedar Falls, IA 50613. The University operates two separately programmed FM stereo public radio stations, KUNI at 100,000 watts covers nearly one-half of Iowa, and KHKE at 8,000 watts covers metro Waterloo/Cedar Falls. New studios, seven control rooms, three studios, 12,000 sq. ft. plant UNI is an EEO/AA Employer.

Experienced 1st ticket fast-format disco announcer. Know and follow format at KDKO, Littleton, CO 80160. No phone calls.

First Phone: For regional country station, 5 kw in south Texas. Modern on-the-go format. Must be dedicated and 2 plus years experience. EOE/Call Jack Bales, 512-782-3515 days. No collect calls.

Innovative morning communicator wanted. Strong production required. If you have the ability, we have the position. EOE, good pay, excellent fringes. Tape and resume to Pat Martin, WSPT, Box 247, Stevens Point, WI 54481.

Great opportunity for announcer with excellent voice, smooth, easy, adult approach. 50,000 watts at 750 plus \$15,000 to the right person. Rush tape and resume to Larry Roberts, KXL, Portland, OR 97222. An EOE employer.

Opportunity is Still As Big as you are in Alaska, and the pay is good. Public Radio KDLG has openings for two qualified announcers, who have enough to be Number One in an area larger than most states. Must have secondary skill in engineering or news. Send tape and resume to Paul Davis, Manager, KDLG, Box 670, Dillingham, AK 99576. EOE.

Experienced, Creative Morning Man for AOR format, Top 50 market. Box F-105.

HELP WANTED ANNOUNCERS CONTINUED

Strong experienced announcer with first phone for contemporary MOR. Dominant station in good North Carolina market. Good production, too. Equal Opportunity Employer. Contact Box F-72.

Announcer—Salesperson for Maryland contemporary station. Part announcing, part sales calls. Sales training provided. Box F-78.

Maryland Contemporary station seeks announcer. Also, news director opening. Box F-75.

Announcer with good voice and reading ability for a 5000 watt Colorado station. Send resume with salary requirement. Equal Opportunity Employer. Box D-126.

Good Voice—Smooth? MOR/Contemporary sound looking for an Announcer/Operator. Young and experience but long in ability. Good pay and benefits for the right person. Contact Larry King, Program Director, WSOY Decatur, IL immediately.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

WJDM Radio, Union County, New Jersey is seeking MOR format program director. Position includes airshift, administrative duties and production. Must have initiative to work with excellent, growing staff, and at least 2 years experience, plus leadership qualities. Send tape and resume to: Geri Leonhardt, Operations Manager, WJDM Radio, 9 Caldwell Place, Elizabeth, NJ 07201.

WSAR, Fall River, MA, has immediate opening for adult contemporary personality. Good voice and strong production a must. Rush tapes and resumes to Daniel Francis Hayden, P.D., WSAR, P.O. Box 927, Fall River, MA 02722. An Equal Opportunity Employer.

Classical Announcers. KFSD-FM, San Diego, is seeking announcers with thorough working knowledge of classical music and excellent pronunciation. Send resume & tape. 1540 Sixth Ave, San Diego, CA 92101.

HELP WANTED TECHNICAL

Y-100, (WHYI) Miami. Excellent salary and benefits for top-notch professional. Send resume with salary history to William J. Clark, % KE2K Radio, 1780 S. Brentwood Blvd., St. Louis, MO 63144.

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.

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: KWJ/KTIB, 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.

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.

Assistant to Chief. 50kw FM, 1 kw AM. Must be strong on audio and automation maintenance. Resume, salary requirements to MGR, WHUD, Peekskill, NY. EOE.

Engineer for University-owned 100,000 watt FM stereo public radio station. First phone. Bachelor's degree and minimum two years experience, or tech school and minimum four years experience. Repair and maintenance of stereo and mono broadcast equipment. Transmitter maintenance and repair. Knowledge of FCC technical rules and regulations. In charge of studio recording, and engineers remote broadcasts as assigned. Supervises students in proper operation of equipment No air work. Send resume to Manager, KASU, Box 4B, State University (Jonesboro), AR 72467. Deadline for applications is June 13, 1977. Arkansas State University/KASU is an equal opportunity/affirmative action employer. M/F.

Wanted: Engineer capable of maintaining technical excellence at medium market AM and FM station complex. Good salary, benefits. Great place for a professional. Send resume to Manager, WAJR, Morgantown, WV 26505. EOE.

Creative Chief Engineer must be experienced in AM-FM, especially FM audio. 100 KW regional FM beautiful music station. Excellent living conditions close to both mountains and sea shore. Salary commensurate with experience. Send resume to WGLD, Box 2808, High Point, NC 27261.

AM/FM Maintenance Engineer—1st phone, 2 yr. degree preferred. Call Charles Dodge C.E., WAJR, Morgantown, WV 304—292-6301.

Chief Engineer for Class IV AM. Remote controlled. Eqp't. 3 years old and well maintained. Full time engineering—no air work. Strict compliance with Reg.—no short cuts. Resume to GM, WALE, Box 208, Fall River, MA 02722.

We Need a hip Chief Engineer. The person we select must be ready to work! This is an AM/FM combo operation. The candidate must: know F.C.C. rules and regulations, have experience with D.A. systems, automation systems, high RF fields, and modern AM/FM audio. Five day week, benefits, vacation, and good money. EEO M/F. We are located in beautiful Central Pennsylvania. If you really think you can do it, send your resume to Box F-65.

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.

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.

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 dependent on experience. Resume, tape, and writing samples to: Bob Kirby, News Director, KWKH Radio, Box 21130, Shreveport, LA 71120.

KDKB, Phoenix's Leading AOR station, needs experienced newswoman. Must have solid journalism background. No rip and read. Salary to \$600 plus benefits. Rush tape and resume to Mark Nykanen, P.O. Box 4227, Mesa, AZ 85201. No phone calls.

Northeast FM-Automated radio station in smart ocean resort area is seeking dynamic, self-motivated News Director for AM shift. One year's experience plus 3rd class license, a must. \$150 to start. Reply Box F-73.

Our News Department is No. 1 and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130.

New York Suburbs. Heavy local news. Need assignment editor to direct news staff. Must be digger, good writer, good air person. E.O.E. Box F-68.

Two on air Writer/Reporters for all news independent radio. Must have background in heavy writing and reporting. Good conversational air sound. Jobs open now. Send resume, tape: Jay Frank, Operations Manager, WQSA, Box 7700 Sarasota FL 33578.

Community oriented, professional news person wanted. Ability to write, organize and communicate a must! EOE, good pay, excellent fringes. Tape and resume to Jim Schuh, WSPT, Box 247, Stevens Point, WI 54481.

Can You Gather, write, edit and deliver news? Send resume and tape to WELK, Box 1294, Charlottesville, VA 22901. E.O.E.

Help Wanted: Medium market rocker looking for aggressive young News Director. Excellent station and working conditions. Tapes and resumes only to Bob Henabery, 136 East 55th Street, New York, NY 10022.

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.

Competent Operator, Automated 50 Kw AM/100Kw FM. Shift, production, insurance, beach. Tape and resume to Box 898, Corpus Christi, TX 78403.

American Foundation for the Blind looking for specialist who can organize program exchange for Radio Reading Service stations, closed circuit radio for blind persons and produce programs. Must be able to write, have experience interviewing, and use recording and editing equipment. New York area only. Send resume, tapes to Arthur Zigouras, AFB, 15 W. 16th St., NY 10011.

Beautiful Music Program Director. West coast, highly successful syndicated format station seeks a pro. What are your qualifications? EEO employer. Reply Box F-56.

Solid Midwest station looking for Sports Director. Must have 5 years experience. Production skill required. Send resume and references. Box F-80.

Production Continuity Director—Creative take-charge Production/Continuity chief needed for mid-west adult contemporary. We need a production and copy pro with excellent organizational and administrative skills. Work with the best and grow. Send resume in confidence to Box F-104.

Wanted—Experienced Programmer to direct small market AM-FM with separate formats. Air shift required. Progressive group acquiring properties—need right person to program them. Send tape and resume to Ted Nixon—WDOS/WSRK—Oneonta, NY.

Great Scott Stations Comptroller—Ability more important than experience. Send details first letter Herb Scott, WPAZ, Pottstown, PA 19464.

SITUATIONS WANTED MANAGEMENT

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.

Stable broadcast pro. Excellent management record with respect to billing and ratings. Seek small to medium market. Box F-13.

SITUATIONS WANTED MANAGEMENT CONTINUED

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.

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.

General Manager/Sales Manager West coast preferred. 25 yrs. experience all phases including ownership 4 properties. Last sale just completed. Strong in sales, fiscal control, programming. John Mowbray Box 66192, Seattle, WA 98166 206-747-5330.

Mature Professional Radio Salesman with large market experience desires management in small market. Young, Family. Box F-83.

Gen. Manager who knows that sales comes first. An effective leader who can provide short and long range direction. Box F-58.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5.

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.

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, 239 W. 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.

Announcer/DJ, third endorsed, 24, single, college experience, eager to work, anywhere, but prefer East, for tape and resume; Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237, or 412-364-5622.

Former Cocoa Beach Jock, Top-40/Contemporary, 1 yr. experience, 3rd endorsed. Anywhere, 212-629-1169, mornings.

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.

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.

Morning Drive Team—Dick and Ellen Stout, warm friendly communicators, excellent references. 703-437-4881.

1st phone anncr. seeks position doing news, production, some boardwork. Am good interviewer. 27 mos. exp. 207-882-7395.

Humorous, first phone, air personality desires top 40 or adult contemporary small market station, S.H. Green, 213-387-7175.

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.

7 Years, 1st Phone, mature, all formats. Prefer Florida where I'm already stable, but will consider all. (Money talks!) 374 Blue Sky Drive, Port Orange, FL 32019.

Wanted: Announcing Job. Able, qualified, experienced in all phases of programing. Professional sound. Dave Tucker 724 Greymont Nashville, TN 37217.

First class license. Nees break to prove himself. Prefers on-air talent but will accept anything to gain experience. Prefers MD, VA, or Metropolitan area but will consider relocating. Call—J. Hurdle (collect) 703-560-7124, 109 Casmar St., Vienna, VA 22180.

Hi, I'm 27, have 3rd ticket, experience, and want full-time air shift in small or medium market MOR, AOR, C&W in West or S.W. Good pipes, no screamer, tight board, good news & production. Available now, will relocate. Call or write Frank Cordell, 26353 Columbia Street, Hemet, CA 92343. 714-658-1094.

Sportscaster, experienced play-by-play man and sports interviewer, also with production and music announcing background. College grad with 3rd ticket, relocation no problem. If you are looking for great imaginative sportscasting and sound steady music announcing I'm you man. For references, resume and tape, write: Steve Jackson 2515 Vista Laguna Terrace, Pasadena, CA 91103, or call 213-795-6803 and ask for Mr. Jackson.

12 Year Pro out of radio for 2 years and would like to return. Major market background with complete references. Prefer Country format or MOR in medium or large market, Call Steve Ryan at 716-873-7374.

D.J. 3rd Phone—School Grad—Good news. Commercial personality—Looking for start—Go anywhere. Box F-96.

DJ-3rd endorsed. Good knowledge music, news, sports. BA Speech, bright personality. Available for immediate relocation. Box F-100.

Announcer 22, 3rd endorsed seeks MOR, AOR, or Beautiful Music format. Good resonant voice, news, commercials. Anywhere, but prefer Upstate New York, New Jersey or Connecticut. Tapes upon request. Box F-84.

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.

SITUATIONS WANTED TECHNICAL

Have been asst. engineer now seeking chief engineer. Call Bob at 405-256-5662, anywhere.

Broadcast Technician, 1st phone, 12 years varied experience seeks permanent position, willing to relocate family. Box F-67.

Quality Radio Technician. First Phone—long varied experience all technical areas. Family, reliable, capable. Willing to accept assistant or staff job. Prefer South or Midwest, any size market, no announcing, but will consider all replies. Box F-88.

For 250 per mo. due ss limitation you get retiree with CE first class license experienced all and combo. No physical disabilities, car, male, white, no dependents. Box F-71.

SITUATIONS WANTED NEWS

Experienced, fully accredited Washington, DC correspondent offers your news department personal feeds. Market exclusively, both radio and TV. Nominal rates. Box F-50.

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.

N.D. Major N.E. FM seeks greater challenge. Experienced all formats and good references. Contact Peter Albee, 45 Trebb Dr., Manchester, CT 06040. 203-649-9103.

Enthusiastic print reporter with solid news, features background wants break in radio announcing/writing. 3rd ticket, college broadcast experience, mobile. Patti Mengers, 2333 Orchard Lane, Boothwyn, PA 19061.

Help! Sports Director looking to relocate to a more affordable climate. P.B.P. all sports, telephone talk, writing, production. 12 yrs. exp; no drifter. 617-532-3349.

Sports Director: Pbp all sports. Award winning, hard working. 214-278-0150.

Newsman 2 years experienced, degreed. Consider any West Coast market. Call 213-752-6863.

Country Music Pro—with 13 years experience. Last 5 1/2 years music director in leading southern medium sized market. Basketball and football Play-by-Play. Also experienced talk show host. Prefer South or West. 1-501-982-4754.

Female Newscaster with 1st. Strong in sports and public relations. Not afraid of hard work. Box F-63.

Young, versatile, top 25 market Assistant SD/PBP wants Sports/PBP, anywhere. Degree. Box F-60.

Young Broadcast Journalist—Understands news, digs, writes, 3rd, very enthusiastic, medium market NIS experience, prefers Northeast. Box F-59.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

Penn State broadcasting major seeking summer job. Experienced in news, production, writing. 3rd endorsed. Steve White 814-237-3326, 215-NE7-1451.

Over five years program management experience in all phases radio. Can do it all from news to production and can direct the efforts of others to maximum mutual benefit. I am a generalist seeking entry-level position in Metro-market program management. Ambitious, energetic, perceptive, creative. Prefer New England. Consider all. Reply Dal Dearmin, Box 433, North Kingstown, RI 02852.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Wait! Before you hire that P.D. I have many years experience in various formats in medium and major markets. Knowledgeable in every aspect of successful station operation. Looking for medium/small market operator who can utilize my experience in exchange for eventual management opportunity. West. Mikel Hunter-Herrington 213-981-0500.

9 Year Pro with major market and PD exp. wants on air PD slot at small or medium market rock, Pop Adult or AOR station. Hard working, dedicated, family man hoping to settle down. Good production, creative, relates well to jocks and management. Call 304-296-8458 before 4 pm edt.

Help! I'm being held prisoner by an MOR station in the Great American Alps. Would like to program Rock or Country. 18 years experience with excellent credentials and references. Prefer West but will consider the rest. Jim Jacobs, Box 3457, Estes Park, CO 80517. 303-586-5178.

Major Market Contemporary Assistant Programmer looking to move up to major or medium market as programmer. Box F-92.

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.

TV News Director/Northwest Mkt. Three to five years news management experience. College preferred. Familiarity with personnel management, financial planning/administration, purchasing and gen'l 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.

University of Cincinnati seeking Academic and Administrative Head—Division of Broadcasting. For job description and further information write: Dr. Paul M. Palombo, Associate Dean, UC College-Conservatory of Music, Cincinnati, OH 45221.

Help WANTED SALES

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

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 MT 59103.

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.

Chief engineer for Western Montana VHF Commercial station. Must be strong in maintenance on VTR, studio and transmitter equipment. Located in growing university town. Equal opportunity employer. Send resume to Pete Friden, KPAX-TV, Box 4827, Missoula, MT 59806, or call 406-543-7106.

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.

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, DTCA-TV, 1640 Como Avenue, St. Paul, MN 55108. 612-646-4611. EOE—M/F.

Wanted—Engineer with First Class phone license. Please contact WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. An Equal Opportunity Employer.

Chief Engineer for Southwest UHF Public TV station. First Phone, good maintenance background and supervisory experience necessary. Competitive salary. Application deadline June 1. Write or call J. Dryden, KRWG-TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. 505-646-2233. An Equal Opportunity/Affirmative Action Employer.

Design Engineer. Immediate need for individual with B.S. in Electrical Engineering and 2-3 years experience in broadcast equipment engineering to work in our national media organization. Must be able to participate in systems design, design equipment not available commercially, oversee installation and checkout equipment. Excellent salary and benefit package available. Send resume to: PBS, 475 L'Enfant Plaza West, SW, Washington, DC 20004.

New York City color studio facility for cable TV & industrial productions has two openings. Part-time maintenance engineer to work with Sony 3/4" VTR's, Tricon cameras, CVS TBC, as well as broadcast-quality, production equipment. Experienced freelance videocassette editor for per diem work with 2850's, vidifont, graphics, film chain and sound mixing. Both jobs available immediately. Applicants must be city-based. Send resume. Box F-89.

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.

HELP WANTED NEWS

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. Aggressive 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.

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.

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.

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.

TV News Photographer/Editor. Must be experienced in film and ENG techniques. Write immediately to Bill Lawlor, News Director, WTNH-TV, P.O. Box 1859, New Haven, CT 06508.

Major Market Television station news assignments manager. Must be experienced in gathering and production of television news. Must understand applications of both film and E.N.G. Send detailed resume to: Broadcasting, Box F-69.

Strong Assistant News Director for ENG equipped No. 1 news department in beautiful mountain west VHF network affiliate. Anchor experience helpful. Knowledge of ENG and minimum of five years experience and ability to motivate young staff required. E.O.E. Include salary expectations with resume to Box F-103.

Street Reporters for Top Ten, Eastern market ... small staff ... looking for hustling, versatile people who understand film and who know how to pursue multiple stories on any given day ... expect to work long hours regularly ... solid news credentials a must ... send resume to Post Office Box 6236, Washington, DC 20015. ... E.O.E. M/F.

Small market station winning national recognition for news is looking for producer for six and 10 casts. Newsroom format. Need strong writer with good news judgment. Salary open. Experience preferred. Contact Jack Hill, news director, KAIT-TV, Jonesboro, AR 72401.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager for western medium market PTV. Responsible for supervision and scheduling of technical and production personnel and for quality control of local productions. Candidates should have proven experience in all aspects of television production, staging, lighting, film, and ENG/EFP. Commercial experience desired. Position open in July. Send resume, supporting material, salary requirements to Box F-62.

Director ... Southeast coastal station looking for dynamic, creative individual to direct newscasts. Must be innovative and a self starter. Help us develop an exciting new look for our No. 1 rated news programs. Must have experience directing news for commercial stations. EOE. Box F-79.

Promotion-Publicity Director wanted by Pacific Northwest VHF. Create and execute on-air, other media, sales promotion. Several years commercial station experience essential, preferably at an independent. An EEO employer, M/F, minorities encouraged. Reply to Box F-87.

Producer/Director for dominant affiliate small Eastern market. Must be experienced in CML production, news and VT editing. An Equal Opportunity Employer. Box F-94.

Producer needed for Top 50 VHF in midwest. Maturity and experience are the requisites. Box F-101.

Promotion Manager—Experienced in creative on-air promotion with basic print knowledge. One person operation in good-living college town. Send resume, salary in first letter to Hank Taylor, KCBP-TV, P.O. Box 2190, Lubbock, TX 79408. Equal Opportunity Employer.

Wanted: Emmy winning San Francisco Bay Area TV station needs creative, fast, versatile Graphic Artist with at least three years experience in producing art and graphics for daily TV news show. Send resume to: Dick Weise, KTVU, Channel 2, One Jack London Square, Oakland, CA 94607. 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.

MBA Finance, 10 years television experience all areas, station and corporate level. Desire position in Finance or Programming. Box F-97.

SITUATIONS WANTED MANAGEMENT CONTINUED

24 Years Experience in all phases of broadcasting. Presently GM of AM/FM/TV in 200,000 market. Seeking similar position with responsible owner in Southwest, preferably California. If you are looking for a GM that places a high priority on sales and cost control with a proven track record of being No. 1 in profits and ratings. I will be in the L.A. area the week of 5/23 and can be contacted at 714-795-3058 or Write Broadcasting Box F-102.

SITUATIONS WANTED SALES

Recent College Grad seeks position in TV sales. College background in audience research and TV sales. Six years commercial broadcasting experience. Box F-90.

SITUATIONS WANTED TECHNICAL

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.

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.

Transmitter Watch and/or Switcher position wanted. On air experience. Will re-locate anywhere. Experienced, 1st Phone, available immediately. 813-385-7991, evenings.

Kansas/Save this ad ... 6 years experience, announcer-technician, TV experience. Family man. Contact Broadcasting Box F-98.

SITUATIONS WANTED NEWS

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.

Enthusiast Sports Anchor/Reporter seeking position in Radio or TV. One year TV/four years Radio experience. PBP major college, news, interviewing. Can shoot, edit 16 mm. B.A.-Degree. Prefer Atlantic coast states. Resume/VTR available. Rick Stoss, Dutch Village Apts. V6, Bucksburg, VA 24060.

Seeking Medium Market sports or sports/news position: Large market radio sports director, four years experience; 22, Married. 602-934-4824.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Penn State Broadcasting Major seeking summer job. Experienced with cameras, production, writing. Hard-worker. Steve White 814-237-3326, 215-NE7-1451.

Ten Year Pro—Program Director. Host of a national network program, air personality in two top 5 markets, experience in network, AOR, MOR programming. Seeking a position in Program Management—Contact Jim Bauer, 86 Burnaby Blvd, Toronto, Ontario, 416-484-9328.

Talk Program Producer/Host. Into all phases "talk" past ten years in St. Louis, New Orleans, Milwaukee plus NBC News Vietnam correspondency. Strong female demos! Can anchor/report too. Will audition my expense. Replies confidential. Box E-61.

1st Phone Desires experience, TV, FM, AM, willing to learn. John Ostermeier, 64 W Ruby Dr., Manchester, CT 06040 203-649-2351.

Over five years radio program management experience—all phases. Generalist seeking entry-level position in television program management or related. Can do it all in radio from news to production and can direct the efforts of other to maximize mutual benefit. Ambitious, energetic, creative, perceptive. Prefer New England. Consider all. Reply Dal Dearmin, Box 433, North Kingstown, RI 02852.

Versatile Production Specialist. Produce, direct, switch, camera, audio, lighting, film, ENG, and operations. 7 years professional experience. Management potential. Graham Brinton. 215-664-3346.

Well-developed Producer-Director seeking to lift your station to new heights. 7 years extensive professional experience. Graham Brinton. 215-664-3346.

WANTED TO BUY EQUIPMENT

Self-supporting, insulated tower, 140 feet or adaptable. Milton Holladay, WCOS, P.O. Box 748, Columbia, SC 29202.

CBS Model 526 extender boards. Call McB Labs collect 202-244-2345.

Wanted—Ampex 1200 or 2000 w/ editc + full color playback—call Bill Butler 213-461-8505.

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 Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

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.

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.

250 Watt Gates Trans. Excellent condition \$950. Brian Tolby 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.

RCA Model BTF-10, 10 KW FM Transmitter in "as is" condition. Call Jeff Browne at 916-383-5353. \$550.

Schafer—Model 800 Stereo Automation. Complete control system in rack including audio switcher, 25 Hz tone detector, silence sensor, line amps with tone filter, time clock, overlap, cue amps and power supply. Excellent condition. \$1200 FOB St. Louis. Noel Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63144, 314-968-5550.

Gates BC-5P 5 kilowatt AM transmitter currently on the air at WWEL, Medford, MA. Available July. \$6,000 Contact Christopher J. Hall, Chief Engineer 617-396-1430.

Scully Stereo Tape Reproducurs, model LJ-10, two track, 3 3/4-7 1/2 IPS, internal 25 Hz detectors, rack mount, up to 14" reels. Excellent condition. Ideal for quality stereo automation system or background music play. 3 each at \$1000 FOB St. Louis, Noel Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63114, 314-968-5550.

Urei BL-40 Modullimiter, CBS Audimax 4440A, excellent condition, \$450 each. 714-745-8511.

Jampro type No. JA-8, horizontally polarized, 8-bay FM antenna tuned to 94.5 Mhz. Make offer. Phone 1-419-734-3146.

Country & Western Record Library. Approx. 1000 LP's in good condition. Call 201-567-8820.

Viking Record/Playback cart machine. Looks and works great. Requires sensing tape. \$250 or best offer. 501-735-0365.

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 Twineing, Dallas, TX 75227.

Knockers! A great set of funny recorded bits for your show. Sample. Fuller, Box 1008, Kaneohe HI 96744.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

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.

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.

Here's An Idea! A new approach to help increase the billing—a promotion subscription service. Write for our exciting free brochure. Daring Management, P.O. Box 19827, New Orleans, LA 70179.

Need Help with sales/programing/promotions. Guaranteed results! Write Daring Management, Inc. P.O. Box 19827, New Orleans, LA 70179.

Small staff? Automated? Professional announcers can record your spots for less than \$10 each. Send \$2 for sample cassette to X.V.S., Box 9341, Cleveland, OH 44138.

Collection Problems? We have a unique solution. Write for free details. Daring Management, Inc. P.O. Box 19827 New Orleans, LA 70179.

Deejays: A collection of Stories, Facts, and Laughs. King's Korner: Write to The King at 1045 Park Avenue, River Forest, IL 60305 for free sample.

First A.T.S. Alumni Dance, Fri., June 3rd 9 pm-1 am NY Sheraton Hotel, 870 7th Ave (55th St.) Honoring Alumni & Friends of A.T.S. For tickets send \$10 to Richard Bynoe c/o A.T.S. 152 W 42 St. NYC 10036. Or call 212-221-3700-242-2982.

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.

INSTRUCTION CONTINUED

"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 Announcers

CLEAR-CHANNEL 50-kw WHAS

Personality—Promotion

The right announcer who can take charge of on-air promotions and who can mesh with hi-profile personalities for several hours air work.

Send resume, tape, examples of promotions & promos you've written, anything else you think is important!

HUGH BARR, MGR.
BOX 1084
LOUISVILLE, KY 40201

An Equal Opportunity Employer
Male Female

Help Wanted Programing, Production, Others

MAINE PUBLIC BROADCASTING NETWORK

University of Maine System
WMEA, WMEH, WMEN
Alumni Hall, Orono, Maine 04473
Reopened Search

RADIO PROGRAM MANAGER/ PRODUCER

Develops, plans, coordinates 3-station network Radio scheduling and program acquisitions. Produces radio programming and supervises production staff. Works in areas of promotion, publicity, budget, personnel development, and research data.

Experience required: minimum five years in radio programming and production—proven administrative, as well as creative/conceptual ability. Experience with educational radio services and SCA desirable. Grant and fund raising experience useful.

Education: Degree in humanities or social sciences required.
Please send resume, references, and salary requirements with letter of application no later than June 1, 1977.

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION
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.

Help Wanted Programing, Production, Others Continued

Program Director

Large AM—West of the
Mississippi—Hard Work, Good Pay
Resume to Box F-93 Broadcasting
EOE M/F

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.

BROADCAST ENGINEERING OPPORTUNITIES (coast to coast)

We specialize in the placement of well qualified people in the Broadcast Engineering Industry. Openings at all locations—all levels. Confidential—no cost to applicant. Employer inquiries invited. Contact Alan E. Kornish, KEY PERSONNEL, 116 South Main Street, South Main Towers, Wilkes-Barre, Pennsylvania 18701. (717) 822-2196. 2-77-TF

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 Wurlitzer" or "Sam Seeburg". **HAL MURRY** proven talented air-personality (KQV, WQAM, 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".

CAN YOUR STATION USE ONE OF AMERICAS TOP ANNOUNCERS/ NEWSMEN?

After 30 years broadcast experience under another name, over 200 national and network commercials, 100 motion pictures and TV shows of every kind, 15 solid years of solid News and Special Events background, and 5+ years top-level management, I'm ready to settle down permanently in a medium-to-large Good Climate market on Staff. Special Assignment, or News Anchor spot. I can do it all for you: radio or TV or both. Money secondary to good living, working conditions. Coleman George, Box 271, 1610 Argyle Ave., Hollywood, Calif. 90028.

Situations Wanted Management

THE DIFFERENCE

... between "just Average" and "very profitable" is usually the man in charge. Above average ratings and solid profits require a manager with ability and experience. I have both. And I have top level local and national references to prove it. Background includes G.M., S.M. AND P.D. in markets of all sizes including major market as G.M. If you believe your station could—or should—be doing better, I'd like to meet with you. Contact me in confidence at Box F-95.

Situations Wanted News

SPORTSCASTER

Looking for opportunity with sports-minded station. I've done play-by-play of all major sports at all market levels, plus major market radio and television sports reporting, and telephone—talk. College Grad—Presently employed. Box F-82.

TELEVISION Help Wanted Sales

CLOSED CIRCUIT TELEVISION BROADCAST SALES

Large Northeastern multi-faceted sales organization seeks Divisional Sales Manager for National Sales of its Products to Broadcasters and Video Dealers ... a Challenging opportunity for the aggressive sales "PRO" that is knowledgeable in this industry ... limited travel, with full fringe benefits ... base pay plus commissions, ... all expenses paid. Reply in confidence with resume and salary history to Box F-106. Equal Opportunity Employer M/F.

Help Wanted Technical

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.

Help Wanted Technical Continued

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

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Programing, Production, Others

PRODUCTION MANAGER

FOR TELEVISION STATION
WFLD CHICAGO.
WILL SUPERVISE ALL
CREATIVE DEPARTMENTS
INVOLVED IN PRODUCTION
AND ON-AIR OPERATIONS.
CANDIDATE MUST HAVE
SUBSTANTIAL BROADCASTING
EXPERIENCE.
PLEASE REPLY IN WRITING TO:

DAVID KENIN
PROGRAM MANAGER
WFLD TV
300 NORTH STATE STREET
CHICAGO, ILLINOIS 60610

KAISER
BROADCASTING COMPANY
M/F EQUAL OPPORTUNITY
EMPLOYER

Help Wanted Programing, Production, Others Continued

TV Personnel Needed

Religious Broadcaster has continuing need for experienced professional personnel in all areas of TV programming, production, engineering, promotion, advertising and accounting. Minimum 3 years of experience in major markets.

Reply Box F-99.

Situations Wanted Management

MBA/NEWS

Reporter/anchor experience with management MBA. B.A. in R/TV. Willing to split time in news/business for growth opportunity. Veteran, 32. Les Palmer, 713-846-0786, 845-4611.

Situations Wanted Sales

GENERAL SALES MANAGER

Sales pro with group owned major market affiliate and independent experience seeks GSM position. Successful background includes Local and General Sales Management. Now employed single station operation. Young, 15 years broadcasting including: sales, programming, production and promotion. Excellent references. Box F-86.

Situations Wanted News

ATTN: NEWS DIRECTORS REPORTERS, CAMERAMAN

Will buy extraordinary weather footage: hurricanes, tornadoes, snow storms, floods, etc. Tell us what you have.
Box F-81 or 215-687-5767.

Audience Research

INCREASE SALES

with a customized PRS audience survey
from \$329.⁰⁰

Professional Research Services

6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

Radio Programing

★ SAM SPADE ★ FRED ALLEN
★ YOUR HIT PARADE ★ BIG TOWN
★ AMOS 'N ANDY

Plus over 1,000 other Old Time Radio
Shows now available for half hour
strip programming under the title
CAT WHISKERS

PROGRAM DISTRIBUTORS

1001 SPRING STREET - LITTLE ROCK, ARKANSAS 72202
(501) 376-9292

Buy-Sell-Trade



CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • CUCOA RICH

Equipment For Sale

VHF TV TRANSMITTER

RCA TT 11-AH. 11kw visual, 6kw aural. Recently reharnessed & refurbished. 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

Public Company interested in acquisitions and/or mergers. T.V. — Radio. Profitability not a factor.

Reply Box E-69.

Major Film Company

wishes to acquire independent or network T.V. Profitability not important.

Box F-85.

WANT FLORIDA RADIO

25 yr. veteran wants to invest in or purchase Florida properties.

Brokers protected.
Call 813-366-5775.

For Sale Stations

RELIGIOUS RADIO MAJOR MARKET

You'll need \$500,000 to share ownership. Handsome net gets you out quickly. Send proof of financial ability. No brokers. Box E-72.

For Sale Stations Continued



STATIONS

Ca.	Med.	Profitable	\$250K	\$63.5K	Ray Stanfield (213)363-5764
MW	Sm.	Profitable	\$180K	\$ 80K	Alan Jones (312)354-3340
SE	Met.	Power	\$500K	\$240K	Bill Chapman (404)458-9226
NW	Med.	Daytime	\$400K	\$116K	Ray Stanfield (213)363-5764
SW	Met.	Daytime	\$145K	nego	Bill Hammond (214)243-6043

CONTACT

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA. 30341.

- AM/FM within 40 miles of Macon, Georgia. \$180,000. Terms.
- 1000 Watt daytime 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 daytime 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

Metro Market Radio Midwest
5000 Watt AM Fulltimer. Best Facility in Market. Excellent Cash Flow.
Box F-64.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

MEDIA BROKERS APPRAISERS
RICHARD A. **Shahen**
435 NORTH MICHIGAN • CHICAGO 90811
312-467-0040



MOBILE SUBURBAN
1KW Daytimer in Alabama's largest growth area, with a 5 MV/M signal in Mobile. Big market coverage with a small market price. 205-928-2384
Russ Kilgore P.O. Box AS, Fairhope, AL 36532.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact:
William L. Welker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

HAMPTON-NEWPORT NEWS-NORFOLK
Are just some of the many areas covered by this 50,000 watt FM stereo station. Station is for sale at a low price on excellent terms. Submit financial qualifications for more information.
Box F-74.

For Sale Stations Continued

EASTERN AM

A real money-maker serving attractive middle-Atlantic area. Strong cash flow plus top ratings. Terms available to qualified buyer with 29% down. A value at \$500,000 including building. Contact Horton Associate Bill Cook at 302-737-4772.

MOUNTAIN STATES

Profitable fulltime AM in western college community. Pay-out over 10 years after 29% down. Dick Kozacko will give you details. Contact Dick at our Elmira office.



Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (807) 733-7138

Miscellaneous

For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W 6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery
FLAG HEADQUARTERS
for All Media
Write or call Today for Catalog Sheet
ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618 273-3376



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.

Cecil L. Richards inc.

media brokers

Negotiations • Appraisals
Radio • T.V. • Newspapers

(703) 821-2552

Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043

Fulltime AM—East Coast—

Profitable history under absentee owner. Capable manager available. Good market. Price of \$625,000 on terms (approx. 2 X gross). Significant discount for cash.

A Confidential Service to Owners & Qualified Buyers

Stock Index

	Stock symbol	Exch.	Closing Wed. May 18	Closing Wed. May 11		Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)	
								High	Low				
Broadcasting													
ABC	ABC	N	46 1/4	45 5/8	+	5/8	+	1.36	44 1/4	37	11	18,058	835,182
CAPITAL CITIES	CCR	N	47 3/4	49	-	1 1/4	-	2.55	57	44 3/4	10	7,484	357,361
CBS	N	58 3/4	58 1/2	+	1/4	+	.42	60 3/8	55	10	28,395	1,668,206	
COX	COX	N	28 3/4	28 3/4	-	3/8	-	1.30	33 5/8	28 1/4	8	5,872	166,618
GROSS TELECASTING	GGG	A	15 1/8	15 1/2	-	3/8	-	2.41	15 1/2	13 5/8	8	800	12,100
KINGSTIP COMMUN.	KTVV	O	4 1/4	4 1/8	+	1/8	+	3.03	4 5/8	3 7/8	8	461	1,959
LIN	LNK	O	17	17 1/8	-	1/8	-	.72	19 1/8	16 3/4	7	2,725	46,325
MOONEY	MOON	O	2 5/8	2 1/2	+	1/8	+	5.00	2 5/8	1 7/8	9	.425	1,115
RAHALL	RAHL	O	15 1/4	15 1/4			.00	18 1/2	8 5/8	18	1,281	19,535	
SCRIPPS-HOWARD	SCRIP	O	32 1/2	33 1/2	-	1	-	2.98	36 1/2	31 1/2	7	2,589	84,142
STARR**	SRG	M	6 7/8	6 3/4	+	1/2	+	7.84	7	3 1/2		1,202	8,263
STORER	SRK	N	22 5/8	22 5/8			.00	26 7/8	22 5/8	8	4,876	110,319	
TAFT	TFR	N	28 5/8	27 1/2	+	1 1/8	+	4.09	33 7/8	27 1/2	8	4,070	116,503
TOTAL											78,238	3,427,628	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/4	5	+	1/4	+	5.00	5 1/2	3 3/4	9	1,234	6,478
AVCO	AV	N	16 1/2	15 1/8	+	1 3/8	+	9.09	16 5/8	13 3/8	3	23,792	392,568
JOHN BLAIR	BJ	N	17 1/2	16	+	1 1/2	+	9.37	17 1/2	11 1/8	7	2,414	42,245
CHRIS-CRAFT	CCN	N	4 3/4	4 5/8	+	1/8	+	2.70	7 3/8	4 5/8	4	4,396	20,881
COMBINED COMM.	CCA	N	21 1/2	21 3/8	+	1/8	+	.58	23	19	8	6,493	139,599
COWLES	CWL	N	15 5/8	15 1/4	+	3/8	+	2.45	15 5/8	12 1/2	19	3,969	62,015
OUN & BRADSTREET	DNB	N	27	27 1/4	-	1/4	-	.91	30 1/2	26 1/4	15	26,447	714,069
FAIRCHILD IND.	FEN	N	11 3/4	10 3/4	+	1	+	9.30	11 3/4	9 1/2	11	5,708	67,069
FUQUA	FQA	N	10 1/8	9 3/4	+	3/8	+	3.84	13	9 1/8	7	8,987	90,993
GANNETT CO.	GCI	N	33	32 7/8	+	1/8	+	.38	40 3/4	32 7/8	15	22,430	740,190
GENERAL TIRE	GY	N	28 1/8	28 1/4	-	1/8	-	.44	28 5/8	24 3/4	6	22,242	625,556
GLOBE BROADCASTING	GLATA	D	3 3/4	3 3/4			.00	4 3/8	2 1/8	42	2,783	10,436	
GRAY COMMUN.	O	10		10			.00	11	8	5		4,750	
HARTE-HANKS	HHN	N	27 7/8	27 3/4	+	1/8	+	.45	29 3/8	26	12	4,470	124,601
JEFFERSON-PILOT	JP	N	30	28 1/8	+	1 7/8	+	6.66	32 3/8	26 5/8	11	24,128	723,840
KAISER INDUSTRIES	KI	A	17 7/8	18	-	1/8	-	.69	18 5/8	14 3/4	9	28,119	502,627
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	23 1/8	-	1/8	-	.54	28 1/8	22 1/4	11	5,010	115,230
LIAERTY	LC	N	21 5/8	19	+	2 5/8	+	13.81	21 5/8	18	7	6,762	146,228
MCGRAW-HILL	MHP	N	18	17 3/4	+	1/4	+	1.40	18	15 5/8	11	24,655	443,790
MEDIA GENERAL	MEG	A	16 5/8	17	-	3/8	-	2.20	20	16 1/2	7	7,272	120,897
MEREDITH	MOP	N	20	18 3/4	+	1 1/4	+	6.66	20 1/4	17 3/8	5	3,067	61,340
METROMEDIA	MET	N	28 1/8	28 1/4	-	1/8	-	.44	31 1/8	27 1/8	6	6,771	190,434
MULTIMEDIA	MMFO	O	25 1/2	23 1/4	+	2 1/4	+	9.67	25 1/2	21 1/2	11	4,391	111,970
NEW YORK TIMES CO.	NYKA	A	19 1/4	18 1/2	+	3/4	+	4.05	19 1/4	15 3/4	10	11,207	215,734
OUTLET CO.	OTU	N	17 3/4	18	-	1/4	-	1.38	24 1/4	17 3/4	6	7,140	37,985
POST CORP.	POST	O	18 1/2	18 1/4	+	1/4	+	1.36	19 1/4	16 1/4	8	869	16,076
REEVES TELECOM	RAT	A	2 5/8	2 1/2	+	1/8	+	5.00	3	1 3/4	16	2,380	6,247
ROLLINS	ROL	N	17 1/8	17 1/4	-	1/8	-	.72	24 1/4	17 1/8	10	13,404	229,543
RUST CRAFT	RUS	A	11 1/2	11 1/2			.00	11 7/8	8 1/2	8		2,291	26,346
SAN JUAN RACING	SJR	N	7 5/8	8 1/8	-	1/2	-	6.15	9 3/8	7 5/8	7	2,509	19,131
SCHERING-PLOUGH	SGP	N	34 1/8	32 7/8	+	1 1/4	+	3.80	44 3/4	32 7/8	12	54,047	1,844,353
SONDERLING	SDR	A	9 1/8	9 1/4	-	1/8	-	1.35	10 7/8	9	4	1,103	10,064
TECH OPERATIONS**	TO	A	2 7/8	2 7/8			.00	3 3/8	2 3/8			1,344	3,864
TIMES MIRROR CO.	TMC	N	22 1/8	22 1/8			.00	23	20 3/4	11		33,927	750,634
WASHINGTON POST CO.	WPO	A	23 1/2	22 7/8	+	5/8	+	2.73	25 1/8	21 3/4	9	8,876	208,586
WOMETCO	WOM	N	11 1/4	11 3/8	-	1/8	-	1.09	12 3/4	10 7/8	7	9,437	106,166
TOTAL											391,265	8,942,616	

Cablecasting

ACTON CORP.	ATN	A	4 1/2	4 5/8	-	1/8	-	2.70	4 3/4	3 1/8	10	2,757	12,406
AMECO**	ACO	O	1/8	1/8				.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	25 3/4	21	+	4 3/4	+	22.61	25 3/4	19 3/4	19	3,374	86,880
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				.00	5 1/2	3 5/8	16	4,761	24,400
COX CARLF	CXC	A	27 1/8	21 5/8	+	1/2	+	2.31	22 1/4	16 1/2	21	3,546	78,897
ENTRON	ENT	O	1	1 5/8	-	5/8	-	38.46	2	1	1	.979	.979
GENERAL INSTRUMENT	GRI	N	19 1/8	19 3/8	-	1/4	-	1.29	21 3/4	18 1/2	21	7,178	137,279
GENEVE CORP.	GENV	O	8	8 1/4	-	1/4	-	3.03	9 1/4	7 1/2	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	4 1/4	4 1/4				.00	5 1/8	2 7/8	61	5,281	22,444
TELEPROMPTER	TP	N	7 3/8	7 3/8				.00	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	36	35 3/4	+	1/4	+	.69	38 1/4	33	11	20,306	731,016
TOCOM	TOCM	O	3 1/4	3 1/8	+	1/8	+	4.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CARLF	UACC	O	17	16 3/4	+	1/4	+	1.49	18	15 1/2	13	1,679	28,543
UNITED CABLE TV**	UCTV	O	4	4				.00	4 5/8	3 7/8		1,879	7,516
VIACOM	VIA	N	13 3/4	13 3/8	+	3/8	+	2.80	15 5/8	9 1/2	13	3,736	51,370
TOTAL											88,828	1,354,190	

	Stock symbol	Exch.	Closing Wed. May 18	Closing Wed. May 11		Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programming													
COLUMBIA PICTURES	CPS	N	11 1/4	10 3/4	+	1/2	+	4.65	11 3/4	7 3/8	4	6,748	75,915
DISNEY	DIS	N	36 1/4	35 3/8	+	7/8	+	2.47	47 5/8	34 1/2	15	31,908	1,156,665
FILMWAYS	FWY	A	8 1/8	8 3/8	-	1/4	-	2.98	9 7/8	6 7/8	7	2,367	10,475
FOUR STAR			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	14 1/2	14 3/4	-	1/4	-	1.69	18 3/8	13 1/8	3	48,260	699,900
MCA	MCA	N	40 1/4	38 3/4	+	1 1/2	+	3.87	42 1/2	36 3/8	8	18,024	725,466
MGM	MGM	N	22 5/8	20	+	2 5/8	+	13.12	22 5/8	16	10	13,102	296,432
TELETRONICS INTL.		O	5	5				.00	4 1/2	5	7	1,018	5,000
TRANSAMERICA	TA	N	14 7/8	14 1/2	+	3/8	+	2.58	15 1/4	13 5/8	9	67,238	1,000,165
20TH CENTURY-FOX	TF	N	12	12 1/8	-	1/8	-	1.03	12 1/4	10	9	7,631	91,572
WARNER	WCI	N	31 1/2	28 1/2	+	3	+	10.52	31 1/2	26 1/4	8	14,436	454,734
WRATHER	WCO	A	5 3/4	5 3/4				.00	5 3/4	4 1/2	9	2,229	12,816
TOTAL											213,667	4,538,897	

Service

BBDO INC.	BBDO	O	28	28 1/4	-	1/4	-	.88	28 1/4	22 1/2	9	2,513	70,364
COMSAT	CO	N	36 3/4	36 1/4	+	1/2	+	1.37	36 3/4	29 3/8	10	10,000	367,500
DOYLE DANE BERNBACH	DOYL	O	13 3/8	19	+	3/8	+	1.97	19 7/8	16 3/4	6	1,866	36,153
FOOTE CONE & BELDING	FCR	N	16	16 1/8	-	1/8	-	.77	16 5/8	14 3/4	8	2,304	36,864
GREY ADVERTISING	GREY	O	23 1/2	21 1/4	+	2 1/4	+	10.58	23 1/2	16 1/2	6	729	17,131
INTERPUBLIC GROUP	IPG	N	35	34 1/2	+	1/2	+	1.44	35	28 1/2	8	2,387	83,545
MARVIN JOSEPHSON	MVRN	O	12 1/4	12 1/4				.00	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	6	19,985	37,471
MOVIELAR	MOV	A	1 3/8	1 1/4	+	1/8	+	10.00	2	1 1/4	6	1,410	1,938
MPO VIDEOTRONICS	MPO	A	6 1/4	6 1/4				.00	9	4	7	520	3,250
NEEDHAM, HARPER	NHMA	O	12 1/2	12 1/2				.00	12 1/2	11 1/8	7	823	10,287
A. C. NIELSEN	NIELR	O	21	21				.00	22 1/8	20 1/8	13	10,762	226,002
OGILVY & MATHER	OGIL	O	32	31 1/4	+	3/4	+	2.40	33 1/2	31	8	1,805	57,760
J. WALTER THOMPSON	JWT	N	15 5/8	16	-	3/8	-	2.34	18 1/2	15 1/8	8	2,649	41,390
TOTAL											59,649	1,012,881	

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	O	4 1/2	5 1/2	-	1	-	18.18	5 1/2	2 3/8	20	1,672	7,524
AMPX	APX	N	8 3/4	8 1/2	+	1/4	+	2.94	9 3/8	7 3/8	12	10,885	95,243
ARVIN INDUSTRIES	ARV	N	17 1/8	17 5/8	-	1/2	-	2.83	19 1/4	15	5	5,959	102,047
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CFTEC	CEC	A	3	3				.00	3 1/8	1 3/4	12	441	1,323
COHU, INC.	COH	A	2 3/4	2 7/8	-	1/8	-	4.34	3 1/8	2 1/8	16	1,779	4,892
CONRAC	CAX	N	26 3/4	25 3/4	+	1	+	3.88	27 1/4	23 3/4	8	1,433	38,332
EASTMAN KODAK	EASKO	N	61 1/2	58 1/4	+	3 1/4	+	5.57	86 3/4	58 1/4	15	161,371	9,924,316
FARINON ELECTRIC	FARN	O	9	9 1/4	-	1/4	-	2.70	12	8	11	4,267	38,403
GENERAL ELECTRIC	GE	N	55 1/4	54 1/8	+	1 1/8	+	2.07	55 7/8	49 1/4	13	184,581	10,198,100
HARRIS CORP.	HRS	N	39	37 3/4	+	1 1/4	+	3.31	39	28	15	12,261	478,179
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	3/4	1	-	1/4	-	25.00	2 3/8	3/4	8	2,701	2,025
MICROWAVE ASSOC. INC	MAI	N	22 1/2	22 1/2				.00	24 1/2	20 1/4	11	1,320	29,700
3M	MMM	N	52 1/8	50 1/4	+	1 7/8	+	3.73	57	48 1/2	18	115,265	6,008,188
MOTOROLA	MOT	N	43 7/8	43 3/4	+	1/8	+	.28	56 7/8	43 3/8	15	28,544	1,252,368
N. AMERICAN PHILIPS	NPH	N	32 3/4	33 3/8	-	5/8	-	1.87	36	31 5/8	7	12,033	394,080
OAK INDUSTRIES	OAK	N	15 3/4	16 5/8	-	7/8	-	5.26	17 7/8	9 5/8	11	1,639	25,814
RCA	RCA	N	31 3/8	30 7/8	+	1/2	+	1.61	31 3/8	25 3/8	14	74,807	2,347,069
ROCKWELL INTL.	ROK	N	33 1/4	32 5/8	+	5/8	+	1.91	34 5/8	30 7/8	9	32,400	1,077,300
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	-	1/8	-	7.14	2	1 5/8	8	2,690	4,371
SCIENTIFIC-ATLANTA	SFA	A	19	19				.00	21 1/8	16 3/4	12	1,668	31,692
SONY CORP.	SNE	N	9 1/8	9 1/4	-	1/8	-	1.35	10 3/8	8 1/8	17	172,500	1,574,062
TEKTRONIX	TEK	N	33 3/8	28 1/4	+	5 1/8	+	18.14	68 1/2	28 1/4	8	17,362	578,789
TELEMETRIX	TMT	O	1/2	1/2				.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	19 3/4	19 7/8	-	1/8	-	.62	19 7/8	14 3/4	14	6,838	135,050
WESTINGHOUSE	WX	N	20 1/2	21 1/4	-	3/4	-	3.52	21 1/2	16 1/4	8	87,492	1,793,586
ZENITH	ZE	N	24 1/8	21 3/4	+	2 3/8	+	10.91	28	21 3/8	12	18,818	453,984
TOTAL												963,133	36,599,022

GRAND TOTAL 1,794,780 55,875,234

Standard & Poor's Industrial Average 110.7 109.1 +1.8

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Profile

Van Gordon Sauter: setting standards for CBS

Van Gordon Sauter likes to say that "on one plane trip I went from the best job at CBS to the worst." He says it facetiously, but it nevertheless underscores the difficulty of developing and enforcing standards that, no matter how conscientiously done, will inevitably be faulted by some people as too strict, by others as too lax.

"The job is difficult because it's so subjective," he says of his post as vice president for program practices. "There's no one place in the country where anyone can find what the American people consider appropriate standards for television."

The "best job" that Mr. Sauter enplaned away from was that of chief of CBS News's Paris bureau. He was in Damascus, Syria, one of the outer precincts of the Paris bureau, when the call came through from Robert Wussler, a long-time CBS News colleague who had recently been installed as president of CBS-TV.

"Wussler said they had an important job and needed me to do it," he recalls. "I asked him what it required. He said, 'You'll have to wear a suit every day and you can't get drunk at lunch.' I told him I refused to change my life style. Then we settled down to a serious conversation, and pretty soon I was on the plane."

The program-practices job, he says, is not as far removed from journalism as it might seem. He finds certain parallels between the two: "The motivation is not ratings or sales. It is to represent the interests of the viewers. In a sense, it's an ombudsman's job."

Mr. Sauter got into journalism after a brief go at the advertising agency business following graduation from Ohio University.

Fresh out of the University of Missouri's School of Journalism, he took a job as a reporter for the *New Bedford* (Mass.) *Standard-Times*.

From New Bedford he went to the *Detroit Free Press* and soon found himself in Vietnam, where he spent 10 months reporting the war for the *Free Press* and the *Knight Newspapers*. Returned home, he covered the civil-rights movement in the South before moving on, in 1967, to the *Chicago Daily News*.

For the *News* he covered the 1967-68 urban riots, which took him for a time back to Detroit and out of which came one of two books he has written, "Nightmare in Detroit: A Rebellion and Its Victims." (The other book, in addition to numerous magazine articles, is "Fabled Land/Timeless River," a photo-text of the Mississippi.)

The *Daily News* stint also produced, aside from the book, a blowup of consider-



Van Gordon Sauter—vice president, program practices, CBS-TV; b. Sept. 14, 1935, Middletown, Ohio; BA in English, Ohio University, 1957; MA in journalism, University of Missouri, 1959; reporter, *New Bedford* (Mass.) *Standard-Times*, 1959-63, *Detroit Free Press* 1963-67, and *Chicago Daily News*, 1967-68; chief correspondent and managing editor, subsequently news director, WBBM(AM) Chicago, 1968-70; executive producer of special events, CBS News, radio, 1970-72; news director, later anchorman, WBBM-TV Chicago, 1972-75; Paris bureau chief, CBS News, 1975-76; present post, July 1976; marital status: divorced; children—Mark, 17, and Jeremy, 14.

able proportions with the city editor. "I walked out," he says, "with \$13 in the bank, a fair amount of credit at a nearby bar and the word that WBBM planned to go all-news and was hiring newspaper people at unheard-of salaries."

WBBM, the CBS-owned AM station in Chicago, hired him as chief correspondent and managing editor. In five months, he became news director, in which post he was instrumental in developing WBBM's all-news operation.

Next stop, 16 months later, was CBS News, as executive producer of special events for radio, including radio coverage of the 1970 and 1972 elections. In that job he found himself sharing a lot of plane rides with Bob Wussler, who was then handling TV election coverage for CBS News. When Mr. Wussler was named manager of WBBM-TV he returned Van Sauter to Chicago as news director.

WBBM-TV's news ratings went up, and as one consequence Van Sauter became an anchorman—"probably one of the worst

anchormen in the history of commercial television," he says. After six months or so he became a street reporter for WBBM-TV, discovered in time that "I just wasn't up to chasing fires" and, when the opportunity came to head CBS News's Paris bureau, gladly accepted.

Sixteen months later he took the plane to his present job, which involves keeping a watch on all series and all specials from the concept stage to air, on the editing of all theatrical movies for broadcast and on all commercials submitted for use on CBS-TV. The demands in the commercial area alone—close to 40,000 commercials a year—are such that the department employs as editors a registered pharmacist, an automotive engineer and other specialists in areas ranging from toys to perfume.

One of the most difficult parts of the job, he says, is to maintain standards without inhibiting the flow of creative juices among writers, producers, directors and performers. "It would be easy to become a Doctor No," he continues. "But if we end up as Doctor No's, we're really failing in our function."

The ultimate concern, he says, "is what kind of value system does TV programming represent? Is it consistent with the positive side of the American experience and aspiration, or is it an entertainment medium—the most powerful ever devised—that has no interest in whether the values it represents are positive or negative?"

Mr. Sauter believes that "the level of violence on television today is not harmful to the people who watch television," but that "it may be harmful to television itself." Mail from viewers, he says, shows little concern about violence. But he feels the violence issue could become harmful if critics fail to recognize that the networks have substantially reduced the gritty back-alley police-action programs and incidents. "These people and individuals should respond as we have responded," he says. "If they don't, I'm afraid we'll find ourselves locked into an adversary position with people and groups that we ought to be having dialogues with."

To get a feel for what viewers think, what values they have, Mr. Sauter reads widely, talks, travels, asks questions. He reads "tons of magazines," he says, to get an idea of the diversity of life styles and values. When he travels he becomes a reporter again, striking up conversations, eventually bringing the talk around to television—but never revealing what his job is. "Ask a man if there's too much violence on television," he explains, "and he'll say of course there is. Then he'll go home and watch *Kojak* and have a lovely time. But just talk to him about television, what he likes and doesn't like, and you find out what he really thinks of it."

Editorials

Next issue

The PTA is training cadres of violence hunters to monitor television. The California Medical Society is asking the courts to declare television violence a civil liability. Nicholas Johnson, a figure fading from the public scene, is gimmicking the issue with a calculation of the prison terms networks would draw if punished for the crimes in their schedules. These are all excesses and bespeak a sense of desperation. It is obvious that television violence is losing its appeal as a cause.

That leaves those whose livelihoods depend on causes to look for something else to criticize. A likely target is television profits, and broadcasters had better be prepared.

The cliché, an embarrassment of riches, has never been more in point. With every financial report, television broadcasters set new records for gross revenues and earnings. If the reports are left at that, another tired cliché—that a broadcast license is a license to steal—will regain currency.

The facts are, of course, that the general economy is strong, and total advertising volume is setting records. Newspapers never had it so good. Magazines are prospering. Outdoor advertising volume has made record gains in the past year. Put in context with its environment, television is participating in widespread prosperity.

Some recent actions of the market may be pertinent. Capital Cities Communications just paid \$125 million (plus about \$17 million in sale expenses, loan costs and insurance) for the *Kansas City (Mo.) Star*. The highest price ever paid for a television station was the approximately \$100 million at which Combined Communications Inc.'s proposed purchase of WMAL-TV Washington has been evaluated.

Why is a newspaper in Kansas City, a market less than half the size of Washington, worth substantially more than a television station in the nation's capital? Perhaps one answer may be found in the local competition among media. The *Star* is, whisper the phrase, a monopoly newspaper. WMAL-TV is one of four VHF commercial stations in a market also served by a lively commercial U. If newspapers had licenses, they would soon be called passes to the government's engraving plant.

The point is that the profits of all media, like those of other businesses, are subject to fluctuation. In good times they go up. The government franchise is a necessary instrument of television operation, but it provides no insurance against declines in fortunes if times turn bad.

Past due

Since 1970 broadcasters have paid \$31.9 million to the FCC in fees that have twice been ruled by the courts to be excessive. It looked for a while, after the latest appellate-court ruling, as if the FCC would reimburse broadcasters for their overpayments as it reimbursed cable operators for fees they had paid under a schedule overruled by the Supreme Court three years ago.

The FCC chose, however, to make reimbursement in a way that was certain to arouse violent reaction on Capitol Hill. The agency said it lacked the accounting capability to recalculate a new fee schedule that would meet the court's specifications and hence was intending to refund all fees it had collected above the \$5 level. (The \$5 limit was chosen to avoid the probably impossible job of refunding millions of fees collected from citizen-band radio operators at \$4 each.)

As was expected, the chairmen of the Senate and House Communications Subcommittees hit the roof at word that the FCC

was about to pay back all that money, and they called on the General Accounting Office to get into the act. The GAO has now told the FCC that it is easily within the agency's capability to devise a new schedule that would meet court tests (BROADCASTING, May 16). Once that is done, the agency can go about refunding the differences between the new fees and the old ones that broadcasters and others have paid.

This subject will no doubt come up at FCC oversight hearings that the House Communications Subcommittee is to hold this week. Whatever the FCC says, it is apparent that the leadership on Capitol Hill is convinced that the FCC is legally required to be collecting fees from the interests that it regulates and that the courts have confirmed that view, criticizing only the FCC's calculation of the amount of fees that it is entitled to. Unless it can be shown that both the courts and the Congress are wrong, the FCC ought to get on with the job of establishing reasonable fees that will conform to the law. Until it takes that action and with it the refund of excess fees that broadcasters and others have paid, it will only be perpetuating what amounts to a swindle that has been going on too long.

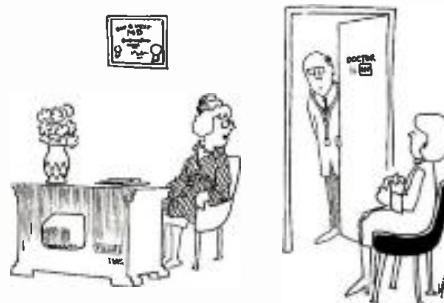
Grading time

The commonest discourtesy displayed in Washington, a not very mannerly town, occurs at congressional hearings. Witnesses are summoned, many from distant places, prepare their testimony in elaborate detail and find themselves presenting it to an empty chamber. An example was provided by the three days of hearings that the Senate Communications Subcommittee conducted two weeks ago (BROADCASTING, May 16).

Presidents of networks and broadcast groups traveled from New York. The chairman and five members of the FCC appeared in a body. The presidents of the National Association of Broadcasters and the National Cable Television Association were there, as were others. All had been invited to brief the subcommittee members, six of them new to the subcommittee, on the present state of communications regulation.

As reported here last week, senators spent most of the time somewhere else. The subcommittee chairman, Ernest Fritiz (D-S.C.), missed most of the second day. Some members never appeared. None but Senators Hollings and Howard Cannon (D-Nev.) spent more than short periods in the hearing room.

This was represented as an indoctrination session, and the senators will doubtless say that the record has been made for them to read. Maybe so. After a reasonable period, it would be interesting to test their familiarity with the testimony so laboriously prepared at their command.



Drawn for BROADCASTING by Jack Schmidt

"You go ahead, dear. I want to see the end of this show."

**KTXL is the
number one
independent station
in California**

**According to the
Feb/March '77 Arbitron
survey, KTXL, serving
Sacramento-Stockton,
delivers a 17% Share of
the available audience
sign-on to sign-off, Sunday
through Saturday — a
larger Share than any
other California
independent.**

KTXL, SACRAMENTO — STOCKTON	METRO SHARE
	17%
KTTV, Los Angeles	14%
KMPH, Visalia (Fresno)	12%
KTVU, San Francisco-Oakland	12%
XETV, San Diego	10%
KBHK, San Francisco-Oakland	9%
KTLA, Los Angeles	8%
KCOP, Los Angeles	7%
KHJ, Los Angeles	6%

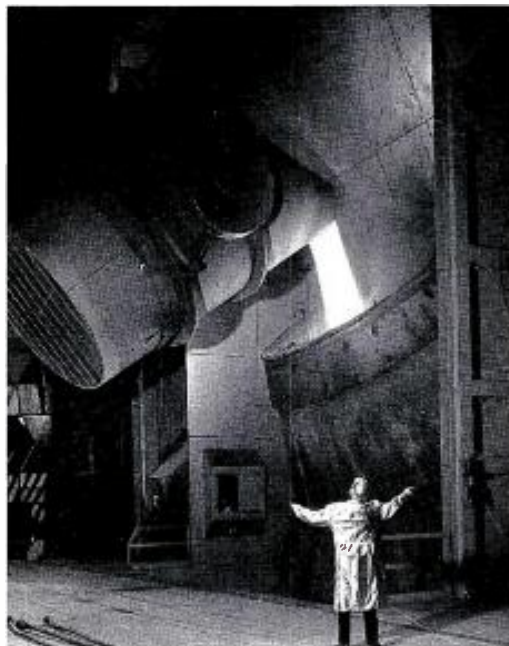
In terms of audience shares and weekly circulation, KTXL is a phenomenon among the nation's independent television stations. In the Feb/March ARB Reports for '75, '76, '77, KTXL showed percentage gains in Metro Share of 9%, 25% and 13%. In those same years, KTXL's Net Weekly Circulation increased 38%, from 447,000 to 616,000.



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