

Can cable hurt broadcasting? FCC starts study
The volatile prices in all advertising media

Broadcasting Jun 13

The newsworthy of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER



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**Remember when
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Popcorn cost a nickel then. And a lot of great movies came out of that era.

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I'll Be Seeing You
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Cary Grant
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Judith Anderson
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Joseph Cotten
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Vivien Leigh
James Mason
Ethel Barrymore
Katharine Hepburn
Loretta Young
Laurence Harvey
David Niven
Dorothy McGuire
Henry Fonda
Rex Harrison
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Montgomery Clift
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and more.

With so much greatness in one group, what else would we call it but

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Television's new major source for great movies. Viacom



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The Week in Brief

NETWORK BOOM □ Sales for the new season already approach the billion-dollar mark, despite increased prices and groans from the agencies. **PAGE 27.**

JUST THE FACTS □ The FCC has had enough of "intuition" on the economic relationship of cable to broadcasting; it wants hard data, and it starts an inquiry to get it. **PAGE 28.**

SEMANTIC DIFFICULTIES □ House Communications Subcommittee Chairman Van Deerlin and lawyer Shooshan attempt to set the record straight on their rewrite-review-reappraisal of the Communications Act. Broadcasters, meanwhile, meet with subcommittee staff and come away somewhat relieved about the project. **PAGE 29.**

STEP UP TO THE SOAPBOX □ Broadcasters, citizen group representatives and former FCC members air their opinions on communications matters ranging from reforming the FCC to doing away with it. The forum is the House Communications Subcommittee's panel hearings. **PAGE 34.**

ENTER THE G-MEN □ The Department of Justice files its comments in the FCC's network inquiry. It explains how it will participate and suggests commission generally follow course of 1959 FCC study. **PAGE 38.**

IN THE WINGS □ The U.S. Commission on Civil Rights' report about to be released raps FCC's treatment of EEO matters and minority participation in programing areas of broadcasting. FCC says the figures used are outdated. **PAGE 44.**

SWAN SONG FOR AN OLDTIMER □ Avco Broadcasting, in the business for 55 years, sells its last three stations to Seattle-based King Broadcasting for \$4 million. Last to go are KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill., near St. Louis. **PAGE 44.**

'ROUND THE WORLD □ Universal Pictures Television leads U.S. distributors in the number of shows it offers for international sale. Next in line is Viacom. **PAGE 50.**

READING THE TEA LEAVES □ Herb Jacobs reveals his annual predictions for the first 13 weeks of fall prime-time ratings. He picks ABC to win, CBS to place and NBC to show. **PAGE 53.**

APB IN ST. LOUIS □ Forecasts for the future of news abound at AP Broadcasters convention. Changes include parity between AM and FM stations, increase in influence of public broadcasting, decline in that of networks and growth of pay TV. **PAGE 54.**

OCCUPATIONAL HAZARD □ While covering a local story, four Dallas newsmen are assaulted and their equipment is smashed. **PAGE 54.**

BOOST FOR ENTERTAINMENT □ CBS Television Network takes the wraps off a new video-tape production and editing system that promises to outperform film on the shooting stage. It is said to offer increased quality, lowered costs and allow shorter lead-in time for new series. **PAGE 55.**

AP, UPI LOOK UP □ The wire services are considering a plan to distribute to radio stations and newspapers via satellite instead of AT&T facilities. They say it would save \$11 million a year. **PAGE 55.**

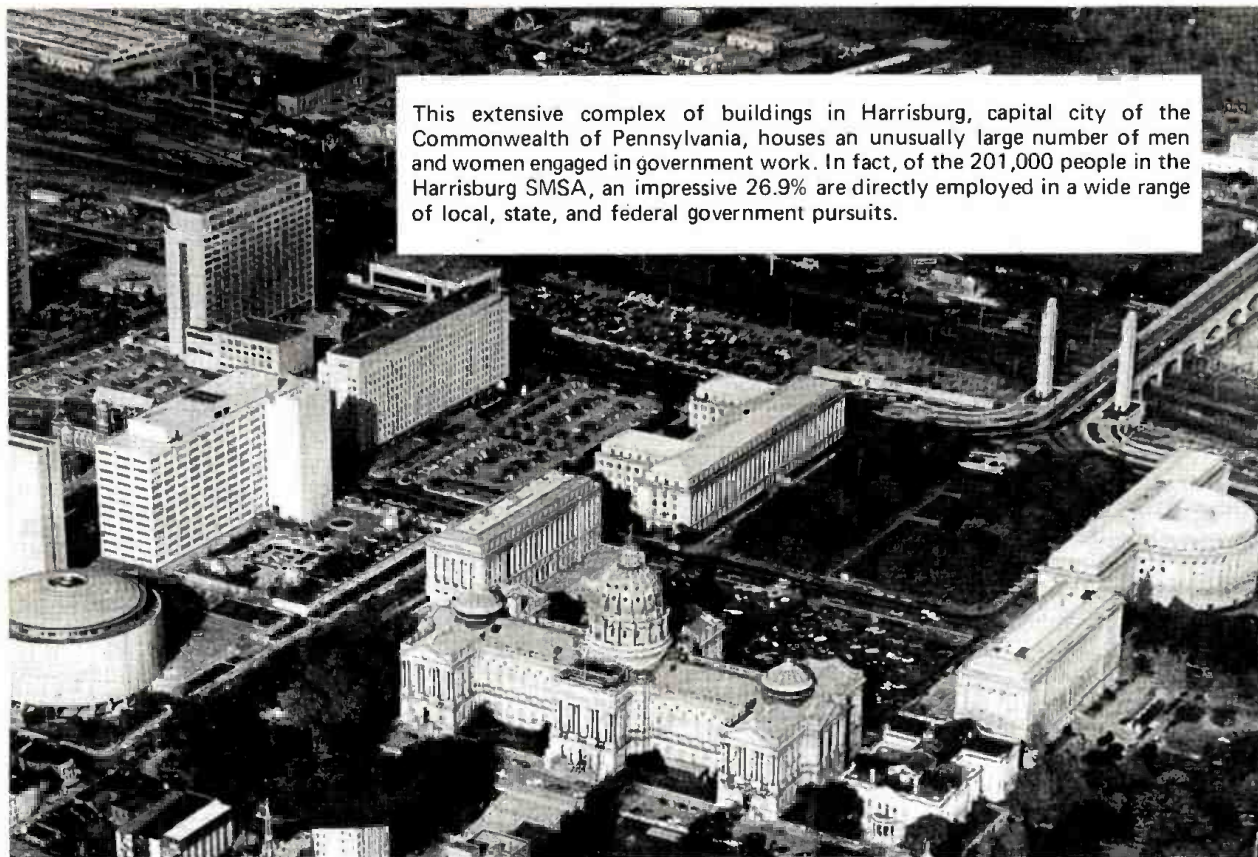
DOUBLE CAPACITY □ Engineers at the CBS lab in Connecticut have been granted a patent for a technique of transmitting two color TV signals on one channel and then splitting the signals back into two at the reception point. **PAGE 56.**

WELCOME WORDS FOR CABLE □ At Senate Communications Subcommittee oversight hearings, Chairman Hollings describes CATV as a regulatory "unwanted child" and promises corrective action. For three days witnesses recite a familiar litany of what's right and what's wrong with cable. **PAGE 58.**

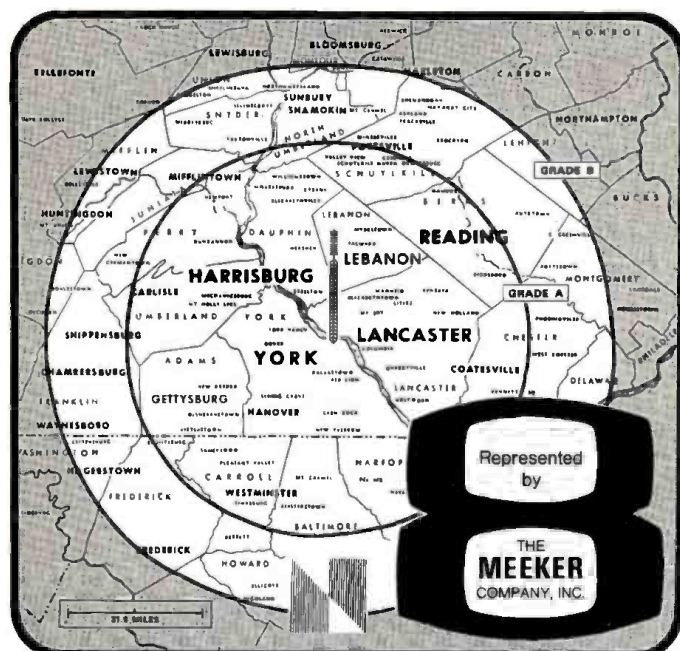
AUTHORITY OVER PAY CABLE □ FCC goes to the Supreme Court for a review of the appeals court reversal that undercut the agency's jurisdiction over pay cable. The commission cites a list of earlier high court rulings to support its contentions. **PAGE 60.**

ALL THE WAY FOR BPA □ Those blessed with belief in radio and television will be truly motivated, says Lynne Grasz of KMOX-TV St. Louis. That's the credo that brought her up the ladder of broadcasting in 10 years and is being applied during her tenure as president of the Broadcasters Promotion Association. **PAGE 81.**

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This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production \$6,603,130,000; agricultural production \$365,294,000; effective buying income \$6,878,735,000*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

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LANCASTER-HARRISBURG-YORK-LEBANON, PA.

* 1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Insider report: behind the scene, before the fact

Straus to Voice?

Carter administration may reach into ranks of broadcasters for next director of Voice of America. Man said to be receiving prime consideration is R. Peter Straus, president of WMCA (AM) New York. Mr. Straus, who has been active in Democratic politics in New York, served in Johnson administration in Agency for International Development.

Meanwhile, Robert Evans, of Atlanta, former CBS News correspondent who had been reported in lead for job ("Closed Circuit," March 28), appears to be out of running. He was aide to late Ed Murrow when latter headed VOA's parent, U.S. Information Agency, in early 1960's. And in that job, Mr. Evans is said to have bruised some feelings of VOA officials who turned out to have long memories.

Not so easy

FCC lawyers have reviewed General Accounting Office's assessment of commission's ability to adopt fee schedule in accordance with court decisions (BROADCASTING, May 16) and, not surprisingly, are not impressed. Where GAO says court decision overturning commission's 1975 fee schedule provides adequate guidance for developing legal schedule, commission lawyers say GAO authors apparently did not read Supreme Court 1974 decision overturning earlier fee schedule. That opinion held that commission must determine "value to the recipient." And figuring that out has been prime commission hang-up. GAO, commission lawyers say, did not deal with that.

They also say GAO, in contending that cost-accounting system can be established to determine refunds, ignores problem of calculating refunds for years going back to 1970, when first schedule was adopted and later found to be illegal. Commission's response to GAO report has been drafted by general counsel's office, and will be reviewed by commission bureaus before being submitted to commission for consideration at meeting next week.

Mobil network

Mobil Oil Corp. has chosen *Between the Wars*, 16 documentary half-hours dealing with America's international involvements from Treaty of Versailles (1919) to bombing of Pearl Harbor (1941), to alternate with 12 half-hours of ITC Entertainment's *When Havoc Struck* for new *Mobil Showcase* series to begin

next January. Mobil has assigned SFM Media Services Corp., New York, to line up stations in top-50 markets for prime-access time period, preferably same night in all markets to maximize advertising/publicity blitz.

Mobil will buy time periods outright and take all three commercial minutes in each half-hour. *Between the Wars* will be put together by Alan Landsburg Productions, Los Angeles.

Israel surfaces

Last touches were being put last week to contract for purchase of WNYT-TV Syracuse, N.Y., channel 9 ABC-TV affiliate, by new group headed by Larry H. Israel, former president of Washington Post Co. (*Post, Newsweek*, station group, other holdings), for \$11 million. Station is owned 80% by Outlet Co. (department stores, station group) and 20% by local interests. Broker: Howard Stark.

Acquisition will be first of planned series. Associated with Mr. Israel is Steven Kumble, senior partner in New York firm in which former Mayor Robert Wagner is also partner.

Hoopla on rails

NBC is thinking of buying American Freedom Train, which toured U.S. during Bicentennial, to promote 1980 Olympics. Train consists of 20 baggage cars converted into traveling exhibit hall, with moving walkway going through middle, and three antique parlor cars. Train is now parked in Alexandria, Va., where NBC's Olympics man, Robert Mullholland, has looked it over. If he buys, he'll need engine—train has none.

Heavy weapon

In preparation is request by National Association of Broadcasters that general counsel of National Labor Relations Board prosecute American Federation of Television and Radio Artists for alleged secondary boycott against WPGC-AM-FM Morningside, Md. (Washington market), where AFTRA members are on strike. Charge is that AFTRA has told Washington advertising agencies to cancel advertising on struck stations or face suit for violation of AFTRA contracts with agencies.

If that tactic works, it's reasoned, it could be applied anywhere that AFTRA has labor contracts with advertising

agencies. That's reason NAB wants to head this one off. Evelyn Freyman, head of Washington-Baltimore AFTRA chapter, authorized strike against WPGC stations, owned by Marriott family, last May 3.

New imports

American suppliers of broadcast transmission equipment are facing new competitor: Japan's giant Nippon Electric Co. (predicted 1977 sales: \$2.4 billion). Broadcast division of Nippon's U.S. subsidiary, NEC America Inc., has filed for FCC type approval of FM transmitter, will soon move to clear VHF, UHF and AM transmitters with FCC. Company, which is to Japan's telecommunications industry as Western Electric is to Bell Telephone in U.S., is no stranger to broadcasting. Some 70% of signals in international radio broadcast are said to come from its transmitters, as well as major share of European UHF signals.

'Hartman' sequel

Highly placed sources at Norman Lear's TAT Communications say *Fernwood U.S.A.* will definitely go into production this summer for first-run syndication stripping next fall. Series is basically continuation of *Mary Hartman, Mary Hartman* without Louise Lasser as title character. (Ms. Lasser resigned two months ago to go on to other things.) Lear sources say enough *Mary Hartman* stations have made firm renewal offers to warrant production of *Fernwood U.S.A.*

Pierce's baby

White House and Department of Health Education and Welfare have picked up on ABC's idea for conference to discuss problems standing in way of providing television programming for deaf. ABC-TV's President Frederick W. Pierce made suggestion in letter responding to President Carter's request for suggestions as to how networks might help deaf get more out of television. Other two networks took largely negative position (BROADCASTING, March 14). Mr. Pierce suggested HEW call conference of representatives of commercial and public broadcasting, electronic industries, program producers and others. HEW's Caption Films and Telecommunications Branch is working on conference along those lines.

Business Briefly

TV only

Rival □ Appliance manufacturer plans 14-week TV campaign starting in mid-September for its Crock Pot and Plate. Barickman Advertising, Kansas City, Mo., will buy spots in 53 markets during day and fringe periods, focusing on men and women, 25-49.

Calgon □ Division of Merck Co. will start 12-week spot-TV campaign for its Calgon water conditioner in late June. Cunningham & Walsh, New York, is buying spots in 46 markets during fringe time, looking for women, 25-49.

Gillette □ Company will kick off 13-week TV campaign for its summer products in late June. Grey-North, Chicago, will seek spots in 50 top markets during fringe time, focusing on men and women, 18-49.

ADA □ American Dairy Association will promote milk in 11-week TV campaign starting in early July. D'Arcy-MacManus & Masius, Chicago, is placing spots in 25-30 markets during day, prime and late-

fringe periods. Demographic target: women, 18-49, and children, 2-11.

Curtis Mathes □ Manufacturers of television sets, stereos and home entertainment centers is setting up eight-week TV campaign beginning late June. Curtis Mathes Advertising, Athens, Tex., is placing spots in 92 markets, gearing toward men 25-54.

Marriott □ Corporation is arranging 11-week spot-TV buy for its Marriott Great America Theme Parks, starting later this month. Clinton E. Frank, Chicago, will arrange for fringe and prime time, keyed to children, teen-agers and adults, 18-49, in 14 markets.

E-Z Painter Corp. □ Paint applicators will get three-week to four-week TV push starting in mid-July. Mandabach & Simms, Chicago, will arrange spots during early and late fringe time periods in about four markets, gearing towards men and women.

Elaine Powers □ Figure salon franchise will schedule two-to-four week spot-TV drive beginning in July. Stephan & Brady, Madison, Wis., plans to use about

Rep appointments

- WWEZ(FM) Cincinnati: Eastman Radio, New York.
- KMMJ(AM) Grand Island, Neb.: McGavren-Guild, New York.
- KBAM(AM) Longview, Wash.: KXBQ(FM) Ontario, Ore.: Simpson/Reilly & Associates, Seattle.
- KWIZ-AM-FM Santa Ana, Calif.: HR/Stone, Los Angeles (for Los Angeles county, augmenting HR/Stone's national representation).

20 markets during day, prime and fringe time, seeking women, 18-34.

Alpha Beta □ Supermarket chain is starting 11-week TV drive later this month. Eisaman, Johns & Law, Los Angeles, is placing spots in about 10 markets during fringe, day and prime time, to reach women, 25-49.

Nalley's Fine Foods □ Food company is scheduling nine-week TV promotion for its 100% Natural Corn Chips, beginning in early July. Della Femina, Travisano & Partners, Los Angeles, will slot spots in 13 markets including Seattle and Anchorage, aiming for women, 18-49.

General Mills □ Consumer Foods group will feature its Bisquick biscuit mix in 12-week TV campaign slated to start later this month. Needham, Harper & Steers, Chicago, will place spots in 16 markets, during fringe, day and prime time, zeroing in on women, 18-49.

Pizza Hut □ Speciality menu family restaurant is arranging three-week TV drive starting in mid-June. Foote, Cone & Belding, Chicago, will schedule spots in 60 markets during early and late fringe periods, seeking adults, 18-34.

Wilson Foods □ Food corporation will feature its Wilson meats in three-week TV promotion beginning in mid-June. Tracy-Locke, Dallas, will place spots in 25 markets during all day parts, targeted to women, 18-49.

Colgate □ Company is placing 11-week TV flight for its Curad adhesive bandages starting later this month. Kenyon & Eckhardt, New York, will handle spots during fringe, day and prime-time viewing periods in 15 markets, aiming for women, 18-54.

Bic Pen □ Corporation will feature its Bic disposable shaver in 11-week spot-TV flight starting in late June. Wells, Rich & Greene, New York, will buy in four markets during prime and late-fringe

The Andy Griffith Show



This sheriff runs on his record: an average 43% share over 8 prime-time seasons; a 46% share over 6 daytime seasons; and never defeated in his time period!

Couldn't you use a little help from the law?



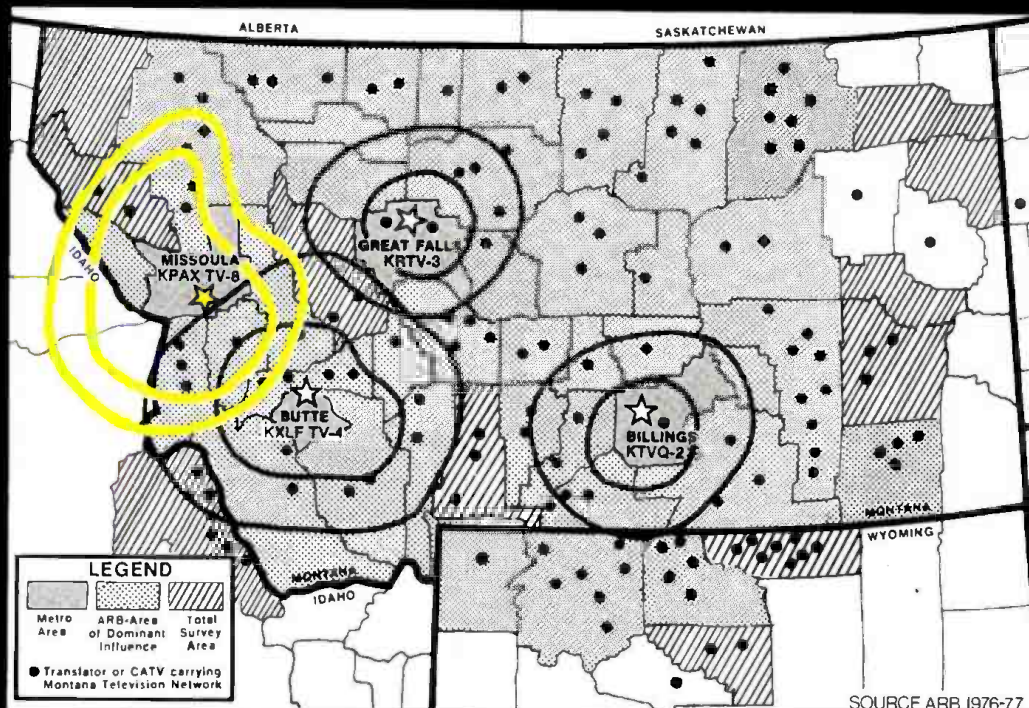
Source: NTI, 1960-1970 (Oct.-Apr. avgs.). Audience estimates subject to qualifications available on request.

Broadcasting June 13 1977

KPAX-TV8 Missoula.

Once a satellite...

Now a full-service local VHF station.



KPAX-A Missoula station.

Because of the boom in western Montana, it was time to convert KPAX-TV8 from a satellite of our Butte station to a completely local station.

The MTN Butte/Missoula combination rate still applies.

Even though Butte and Missoula are now separate stations, MTN continues to offer a combined rate for both markets. It will save you money because you get both markets for only a fraction more than Butte only. But if you want either market alone, we can handle your buy with individual market rates and availabilities.

Talk to our representative or Sarah Etchart.

Sarah Etchart, national sales manager for MTN, spent six years as a media buyer for one of the top ten agencies in the U.S. She has both national experience and local knowledge to give you all the information and answers you need.

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Telephone (406) 252-5611
TWX 910-975-1030

National Sales Manager, Sarah Etchart
Represented by Avery-Knodel, Inc., nationally; Art Moore & Associates, Seattle-Portland; Mountain Media, Inc., Denver; Andy McDermott Sales Ltd., Canada.

BAR reports television-network sales as of May 22

ABC \$471,598,000 (33.8%) □ CBS \$467,044,300 (33.5%) □ NBC \$455,283,200 (32.6%)

Day parts	Total minutes week ended May 22	Total dollars week ended May 22	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	160	\$ 1,080,300	3,026	\$ 18,784,700	\$ 14,593,100	+28.7
Monday-Friday 10 a.m.-6 p.m.	1,043	15,823,400	19,989	301,962,900	248,466,600	+21.5
Saturday-Sunday Sign-on-6 p.m.	306	7,780,500	6,841	168,272,500	132,420,400	+27.0
Monday-Saturday 6 p.m.-7:30 p.m.	105	3,792,500	2,060	78,173,500	60,493,100	+29.2
Sunday 6 p.m.-7:30 p.m.	25	1,118,500	447	23,323,200	19,602,700	+18.9
Monday-Sunday 7:30 p.m.-11 p.m.	436	36,743,000	8,528	711,404,500	574,152,700	+23.9
Monday-Sunday 11 p.m.-Sign-off	206	5,167,100	4,152	92,004,400	76,763,100	+19.8
Total	2,281	\$71,505,300	45,043	\$1,393,925,500	\$1,126,491,700	+23.7

Source: Broadcast Advertisers Reports

periods, seeking men, 18-49.

Wilson Foods □ Company will feature its Corn King and Certified franks in four-week TV promotion beginning in late June. Tracy-Locke, Dallas, will buy spots in 16 markets during fringe, day and prime time, focusing on women, 18-49.

Wella □ Company will promote its Kolesterol hair-conditioning product in four-week push starting in early July. James Neal Harvey, New York, will place TV spots in major West Coast markets during fringe time, looking for women, 18-49.



United Dairymen of Arizona □ "Open Your Mouth for Milk" campaign will run on major TV outlets in state for balance of 1977. Messages, targeted to 12-34 age group, feature endorsements from selected group of consumers, chosen from respondents to earlier radio appeals of Arizona dairymen. Campaign starts this month and is being placed by Cunningham & Walsh, San Francisco.

Orkin Exterminating □ Company has scheduled 14-week TV buy for its Orkin Termite Pest Control, beginning in mid-

June. J. Walter Thompson Co., Atlanta, is placing spots in about 46 markets during news and prime-time periods, to reach adults, 25-49.

Steak N Shake □ Fast food chain has arranged four-week TV campaign starting in early July. Grey-North, Chicago, will schedule spots in nine markets, targeted to adults, 18-34.

Sterling Table Salt □ Division of International Salt Co. is arranging four-week TV buy beginning in late July. Weightman Advertising, Philadelphia, will place spots in four markets in day and fringe time, seeking women, 25-64.

Tender Corp. □ Firm is launching two-week TV flight for its After Bite mosquito lotion in mid-June. A. Eicoff, Chicago, is placing spots in 35 markets during all dayparts, to reach men and women, 18-49.

Radio only

Johnston Foods □ Division of Beatrice Foods will start six-week spot-radio drive for its Johnston's yogurt, starting in mid-June. Marsteller, Los Angeles, will schedule seven markets including Los Angeles and Phoenix, aiming towards women, 18-49.

Ditto of California □ Jean company has set up one-week radio flight, beginning in mid-June. Dailey & Associates, Los Angeles, is placing spots in five markets including San Francisco and San Diego, to reach teen-agers and women, 18-24.

Armour-Dial □ Company will feature its Tone Soap in eight-week spot-radio promotion that starts in early July. Foote, Cone & Belding/Honig, San Francisco,

will buy in Dallas and New Orleans, zeroing in on women, 25-49.

Braniff □ Airline is scheduling 12-week radio flight to begin later this month. Dillon, Gordon, Hawkey & Short, New York, will buy spots in 17 markets, seeking men, 25-49.

Celebrity Foods □ Division of Atlanta Corp. will place four-week spot-radio campaign for its Celebrity foods starting in early July. Norman Robert Associates, Philadelphia, is buying in 10 markets including Atlanta and New York, targeting on women, 25-49.

Ponderosa □ Fast food steak house has arranged 13-week spot-radio push starting in mid-June. Doyle Dane Bernbach, New York, has bought in five markets, aiming for adults, 18-49.

Foodtown □ Supermarket chain will start 12-week radio buy in mid-June. Eisaman, Johns & Laws, New York, will place spots in about five markets, aiming for women, 25-49.

Kayser-Roth □ Hosiery division will feature its No Nonsense Panty Hose in one-week spot-radio promotion, beginning in mid-June. Mars Advertising, Southfield, Mich., will buy in at least 43 markets, to reach women, 18-49.

Pocket Books □ Division of Simon & Schuster will use one-week spot-radio flight for its paperback version of Leon Jaworski's *The Right and The Power*, starting in mid-July. Waterman, Getz & Niedelman, New York, will place spots in six markets, zeroing in on adults, 18 and over.

Avoset Foods □ Subsidiary of Smith-Kline Corp. plans six-week radio promotion for its Avoset liquid yogurt milk shake starting late this month. Clinton E. Frank, San Francisco, will select spots in three markets, targeted to women, 18-34.

Central Soya Co. □ Feed division is arranging five-week radio push for its Farmix feed product, starting later this month. Badar Rutter & Associates, Milwaukee, will place spots in 60 markets, aiming towards farmers.

Genovese Drugs □ Drug store chain launches three-week spot-radio buy beginning in mid-June. Lewis/Levine Advertising, New York, will select spots in four markets, targeted to women.

G.P. Putnam & Sons □ Publishing company plans one-week spot-radio promotion for its book, *Big Stickup at Brinks* by Noel Behn, in Boston and New York. Denhard & Stewart, New York, is seeking adults, 18-49.

AMTRAK □ National Railroad Passenger Corp. is placing four-week radio campaign to begin this month. Needham, Harper & Steers, New York, will use spots in five markets, reaching for adults, 35 and over.

How effective is television in getting across messages of social value to young viewers?

To find out, we went to experts. For the past five years, educators and specialists in child development have helped us create programs that skillfully incorporate simple lessons in living within the framework of popular entertainment.

Does it work?

The CBS Office of Social Research, in collaboration with research firms specializing in the study of children, performed a series of five surveys, involving a total of more than 4,000 children, to find out what messages they received from the programs. Most of the children were aged 7 and 8 and 10 and 11; two surveys also included young teenagers.

The results may surprise you. And they're yours for the asking. Write: "Learning While They Laugh," CBS Television Network, 51 West 52 Street, New York, NY, 10019, and ask for your free copy.

We think it's an eye-opener.

WHAT WE LEARNED ABOUT CHILDREN'S TELEVISION WOULD FILL A BOOK



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SHA NA NA



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THEY'RE IN PRODUCTION, AND THEY MEAN BUSINESS.
BRINGING THE 50'S TO THE 70'S THIS FALL...**

WITH THEIR EXCITING SOUND. HILARIOUS COMEDY. FABULOUS GUEST SUPERSTARS.

24 Glittering Half-Hour Programs,
Sponsored By Procter and Gamble, Are
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Sure To Visit The LBS Suite At The

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Take A Look At The Show. And Meet The
Sha Na Na Guys. For Proof Of The Excitement
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Henry Siegel, Roger Lefkon, John Ranck And Heather Regan Will Be
At The Beverly Hilton Hotel, Suite 545-6, From June 12th To 15th.

Datebook

This week

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—Revised date (formerly May 30) for the *Canadian Radio-Television Telecommunications Commission* hearing on pay television. Chateau Laurier, Ottawa.

June 13-15—*Broadcast Promotion Association* 22d annual seminar. Speakers include John A. Schneider, president, CBS/Broadcast Group (keynote); Richard O'Leary, president, ABC Owned Television Stations, and John McMahon, vice president, programming, NBC. 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**—Regional conference on local public affairs programming for commercial TV stations, sponsored by *Lab for Public Affairs Television, Markle Foundation* and *New York chapter of National Academy of Television Arts and Sciences*. New School Graduate Center, New York. Contact: Cathy Popernik, (212) 741-5950.

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

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

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

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

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

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

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

June 16-17—*Oregon Association of Broadcasters* spring conference. 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, NYSCTT, (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 17-19—*North Carolina Association of Broadcasters* spring meeting. Myrtle Beach Hilton, Myrtle Beach, S.C.

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

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

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

Also in June

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

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

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

June 21—*Association of National Advertisers/Radio Advertising Bureau* radio workshop. Waldorf hotel, New York.

June 21-23—*Armed Forces Communications and Electronics Association* 31st annual convention. Sheraton Park hotel, Washington.

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

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

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

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

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

June 23-24—Hearings by *Senate Subcommittee on Communications* on S.1547, a bill to amend the Communications Act with respect to forfeitures and to authorize the FCC to regulate utility pole attachments for

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ST. LOUIS	KPLR
MIAMI	WPLG
ATLANTA	WAGA
TAMPA/ST. PETERSBURG	WTOG
SEATTLE	KOMO
BALTIMORE	WMAR
DENVER	KOA
CINCINNATI	WUWT
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ORLANDO	WDBO
LOUISVILLE	WLKY
DAYTON	WDTN
SAN ANTONIO	KSAT
SYRACUSE	WNYX
WILKES-BARRE/SCRANTON	WBRE
CHARLESTON/HUNTINGTON	WCBS
NORFOLK/PORTSMOUTH	WAVY
FLINT/SAG/BAY CITY	WNEM
GREENSBORO/H. POINT	WGHP
TULSA	KOTV
TOLEDO	WOHO
RICHMOND	WWBT
JACKSONVILLE	WJKS
OMAHA	KMTV
ROCHESTER	WROC
FRESNO (VISALIA)	KMPH
ROANOKE	WSLS
JOHNSTOWN/ALTOONA	WJNL
SOUTH BEND	WNDU
HONOLULU	KHON
LINCOLN/HASTINGS	KHGI
GREENVILLE	WCTI
YOUNGSTOWN	WYTV
SPRINGFIELD/HOLYOKE	WWLP
LEXINGTON	WTVQ
FARGO/VALLEY CITY	WDAY
TUCSON (NOGALES)	KGUN
COLUMBIA, S.C.	WNOX
BURLINGTON/PLATTSBURGH	WEZF
EL PASO	KDBC
HUNTSVILLE/DECATUR	WHNT
AUSTIN, TEX.	KTVV
AUGUSTA, GA.	WROW
OKLAHOMA/SUPERIOR	WDIO
WICHITA FALLS	KSWO
TRAVERSE CITY	WPBN
CHARLESTON, S.C.	WCIV
MASON CITY/AUSTIN/ROCH.	KAAL
BINGHAMTON	WICZ
SIOUX CITY	KMEG
SAVANNAH	WTOG
ERIE	WSEE
LAS VEGAS	KVVU
BECKLEY/BLUEFIELD/OAK HILL	WOAY
BOISE	KIVI
BANGOR	WENT
TALLAHASSEE	WECA
OTHAN	WQHN
GREAT FALLS	KFBB
NORTH PLATTE	KNOP
ANCHORAGE	KTVB
CHARLOTTESVILLE, VA.	WVIR
GAINESVILLE, FLA.	WCJB

cable television. Room 235, Senate Office building, Washington.

June 23-25—Southeastern regional convention of *National Religious Broadcasters*. Choo-Choo Hilton, Chattanooga.

June 24-25—*Tennessee Associated Press Broadcasters Association* annual convention. Glenstone Lodge, Gallatinburg.

June 25-29—*Georgia Association of Broadcasters* convention. Lowell Thomas will be keynote speaker. Lake Lanier Islands.

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

June 26-28—*Montana Cable Television Association* meeting. Outlaw Inn, Kalispell.

June 27—FCC's new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

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

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

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

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

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

June 28-29—*Department of State National Foreign Policy Conference* for editors and broadcasters. Policy-making officials will make available the maximum possible information on current foreign-policy issues. New Department of State building, Washington. Invitations for domestic media available on written request to director, Office of Media Services, Department of State, Washington 20520.

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

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

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

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

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

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

June 30—FCC's new deadline for comments on inquiry on fund-raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

■ June 30—Public meeting on proposed schedule for the implementation by media and others of "National Weather Service Metrication Plan" of *National Oceanic and Atmospheric Administration/National Weather Service, American National Metric Council* is cooperating in proposal. Department of Commerce Auditorium, Washington.

July

■ July 1-4—Radio seminar, "Another Perspective: Alternatives in Radio Journalism," sponsored by *WYSO(FM) Dayton, Ohio*. Antioch College, Yellow Springs, Ohio.

July 6-Aug. 12—Institute in Broadcast Sports as part of *Boston University's* summer term. Guest lecturers will include *Roone Arledge*, ABC vice president, news and sports; *Chet Simmons*, vice president, NBC Sports; *Barry Frank*, vice president and executive producer, CBS Sports; *Baseball Commissioner Bowie Kuhn* and *Harry M. (Chip) Shooshan*, chief counsel, House Subcommittee on Communications. Boston University, Boston. Information: *David Klatell*, institute director, (617) 353-3491, or Boston University's summer term, 725 Commonwealth Avenue, Boston 02215.

July 10-11—*South Carolina Broadcasters Association*

summer convention. Holiday Inn, Hilton Head.

July 10-12—*New England Cable Television Association* summer meeting. Wentworth by the Sea, Portsmouth, N. H.

July 10-12—*New York State Broadcasters Association* 16th annual executive conference. Saratoga Springs.

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

■ July 11—Start of *House Communications Subcommittee* hearings on the broadcasting chapter of the option papers in connection with the rewrite of the Communications Act. Proceedings to run that week and week of July 18. Washington.

July 13—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Ramada Inn, Logan Airport, Boston.

■ July 13-15—*Wisconsin Broadcasters Association* summer meeting. Olympia-Princess Resort, Oconomowoc.

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

July 15—Sales seminar on radio and newspapers, sponsored by the *National Radio Broadcasters Association*. Sheraton, Airport, Memphis.

July 16-17—*United Press International Broadcasters of Louisiana* annual convention and awards banquet. Marriott hotel, New Orleans.

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

July 17-23—*National Association of Broadcasters* sales management seminar. Harvard University Graduate School of Business Administration.

July 20—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters Association*. O'Hare Hilton, Chicago.

July 21—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters Association*. Marriott at Kansas City Airport.

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

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

July 28-31—Annual conference of the *National Association of Black Journalists*. FCC Commissioner Benjamin Hooks, who also is executive director-designate of the National Association for the Advancement of Colored People, will be keynote speaker. Baltimore Association of Black Media Workers will be host. Lord Baltimore hotel, Baltimore.

July 29-30—Annual MPL seminar of *Motion Picture Laboratories*, produced in conjunction with the Nashville section of *Society of Motion Pictures and Television Engineers* and *Memphis State University*. Memphis Information: MPL seminar, Box 1758, Memphis 38101; (901) 774-4944.

■ July 30—Deadline for entries in the 1977 Ondas Awards (12 for radio and five for TV in Spain, five for radio and five for television in other countries). Awards for programs organizations and individuals for accomplishments in the year prior to March 1. Awards will be given in Barcelona Nov. 14. Information: Premios Ondas, *Radio Barcelona*, Barcelona, Spain.

August

Aug. 1-4—Washington-based *National Commission on Cooperative Arrangements* conference on community colleges and telecommunications. Crown Center, Kansas City, Mo.

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

■ Aug. 9—*American Bar Association* public hearing on updating and revising ABA standards on fair trial and free press. Chicago. Information on testifying: Deborah van Peski, communications division, Ameri-

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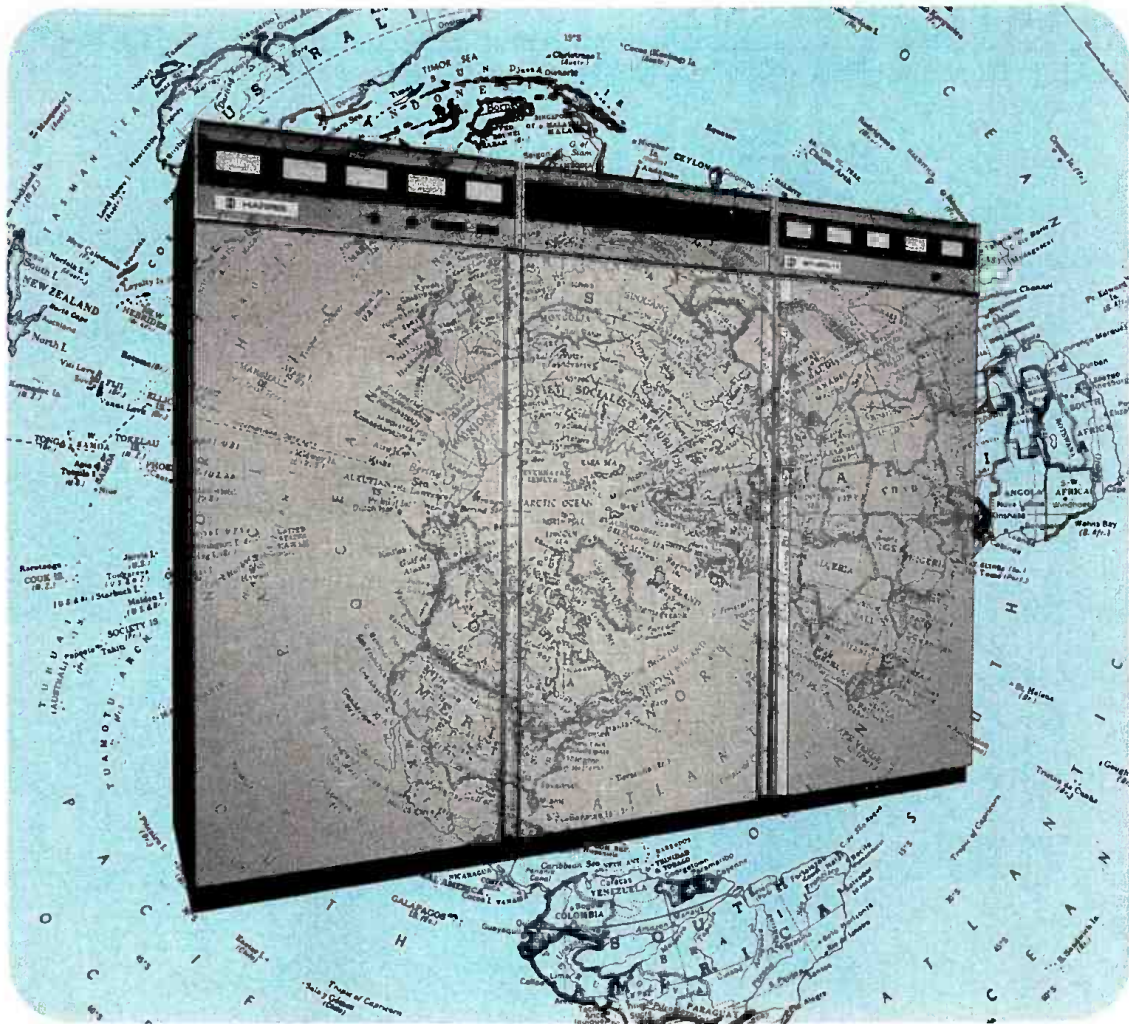
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can Bar Association, 77 South Wacker Drive, Chicago 60606; (312) 947-4177.

■ **Aug. 17-19—Rocky Mountain Cable Television Association** summer meeting, Ramada Show King Inn, Jackson.

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

■ **Aug. 21-23—Southern Cable Television Association** 17th annual convention. *Southeastern chapter of Society of Cable Television Engineers* will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

■ **Aug. 22—Association for Education in Journalism's** plenary session, "Freedom vs. Control: The U.S. and World News Flow." School of Journalism and Mass Communication, 5115 Vails Communication Hall, University of Wisconsin, Madison.

■ **Aug. 22—FCC's** new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va., Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Sept. 22 (Docket 20418). FCC, Washington.

■ **Aug. 22—FCC's** new 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 Sept. 1 FCC, Washington.

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

■ **Aug. 25-28—West Virginia Broadcasters Association** fall meeting. The Greenbrier, White Sulphur Springs.

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

September

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

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

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

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

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

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

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

■ **Sept. 18-21—Pacific Northwest Cable Television Association** meeting. Ridpath hotel and motor inn. Spokane, Wash.

■ **Sept. 19-21—Western Electronic Show and Convention**, organized and managed by nonprofit *Electrical and Electronics Exhibitions Inc.* Brooks Hall and San Francisco Civic Auditorium.

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

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

October

■ **Oct. 2-5—Missouri Broadcasters Association** fall meeting. Holiday Inn, Hannibal.

■ **Oct. 3-4—Southwestern regional convention of National Religious Broadcasters.** Southwest Radio Church, Oklahoma City.

Major meetings

■ **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.

■ **Oct. 4-6—Second conference on satellite communications** for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

■ **Oct. 5-7—Indiana Broadcasters Association** fall meeting. Marriott Inn, Fort Wayne.

■ **Oct. 5-8—Information Film Producers of America** national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; (213) 874-2266.

■ **Oct. 5-10—Women in Communications Inc.** annual meeting. Sheraton-Waikiki hotel, Honolulu.

■ **Oct. 9-11—North Carolina Association of Broadcasters** annual convention. Pinehurst hotel, Pinehurst.

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

■ **Oct. 10-13—Electronic Industries Association** 53d annual convention. Fairmont hotel, San Francisco.

■ **Oct. 13-14—National Association of Broadcasters** fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.

■ **Oct. 14-16—Fall convention of Illinois News Broadcasters Association.** Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

■ **Oct. 16-19—The Society of Motion Picture and Television Engineers** 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

■ **Oct. 17-18—National Association of Broadcasters** fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.

■ **Oct. 17-19—Advertising Research Foundation** 23d annual conference. Waldorf Astoria, New York.

■ **Oct. 18-20—Seventh annual conference of Western Educational Society for Telecommunications (WEST).** Harrah's hotel, Reno. Information: Wendell H. Dods, WEST '77 chairman, University of Nevada, Reno 89557.

■ **Oct. 19-21—Tennessee Association of Broadcasters** annual convention and business meeting. Read House, Chattanooga.

■ **Oct. 20-21—National Association of Broadcasters** fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.

■ **Oct. 20-22—Mississippi Cable Television Association** annual meeting. Broadwater Beach, Biloxi.

■ **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 1-3, 1978—Associated Press Broadcasters** annual meeting. Stouffer's Twin Towers, Cincinnati.

■ **Oct. 23-24—North Dakota Broadcasters Association** fall meeting. Holiday Inn, Fargo.

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

November

■ **Nov. 2-4—American Association of Advertising Agencies** central region annual meeting. Ambassador hotel, Chicago.

■ **Nov. 4-5—Fifth annual Midwest Seminar on Videotape and Film**, sponsored by the *Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers.* Downtown Marriott hotel, Chicago.

■ **Nov. 4-6—Eighth annual national radio conference of Loyola University of Chicago.** Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.

■ **Nov. 4-7—American Advertising Federation western** region conference. Broadmoor hotel, Colorado Springs.

■ **Nov. 7-8—National Association of Broadcasters** fall regional meetings for radio, TV and engineering executives. Marriott hotel, Denver.

■ **Nov. 7-12—Western Cable Show**, sponsored by the *Arizona Cable Television Association, California Cable Television Association and Hawaii Cable Television Association.* Town and Country hotel, San Diego.

■ **Nov. 8-10—Midcon electronic convention and exposition**, sponsored by regional *Electronic Representatives Association.* O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.

■ **Nov. 10-11—National Association of Broadcasters** fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.

■ **Nov. 10-13—National Association of Farm Broadcasters** convention. Crown Center Kansas City, Mo.

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

■ **Nov. 14-15—National Association of Broadcasters** fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.

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

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'Common sense' questioned

EDITOR: If anyone feels that a small station owner is justified [in building] or that the FCC is consistent in allowing a licensee to erect a tower without a construction permit, don't bet the farm on it. I am referring to the owners of KVCM(FM) Montgomery City, Mo., who took it upon themselves to erect a tower without FCC approval (BROADCASTING, May 30).

If a larger group owner did the same thing, the commission would have a hide up on the door as a lesson. I didn't even see mention of a fine in the FCC decision. — *George H. Diller, noncommercial WUSF(FM) Tampa-St. Petersburg, Fla.*

(In the KVCM case, the commission by a 4-to-3 vote decided that it was "common sense" not to require the grantee to take down and then rebuild a tower that it had erected before receiving its construction permit, a procedure that the commission staff members said violated the law.)

More shooting

EDITOR: We of KQCR(FM) were interested to read your article on the "Shoot-out" in Cedar Rapids, Iowa (BROADCASTING, May 9). You spent one-and-a-half pages describing what the AM stations are doing about the recent shake-up in Cedar Rapids ratings and one brief reference to the cause.

The fact is that KQCR in one year became the highest rated in teens and 18-34 and number two in 18-49.

One more point: Bill Moyes of Magid Associates "boasted" that he and three other Magid consultants ("all experienced disk jockeys") are personally pulling weekend air stints on KCRG(AM). Do Mr. Moyes and friends intend to continue this through the remainder of the year?

I believe that this and the super contests make Cedar Rapids a prime example of the very activity Arbitron and other rating services are diligently trying to stop. — *Mike Dulaney, general manager, KQCR (FM) Cedar Rapids.*

EDITOR: Thank you for your totally honest reporting in the article in the May 9 issue. It is a most interesting battle. — *Ron Thompson, program director, KLWW(AM) Cedar Rapids.*

'Required' text

EDITOR: I have submitted an order to our university bookstore for 70 copies of your 1977 BROADCASTING YEARBOOK as a "required" text for my broadcast management class next fall. I believe the YEARBOOK is a valuable resource, especially for graduating seniors. — *Robert E. Yadon, instructor, Michigan State University, East Lansing.*

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An overwhelming community response.

In April, violent tornadoes devastated several communities just east of Kalamazoo, Michigan. Although the storm took no lives, many families were left without shelter and other essentials.

From the first storm warning, WKZO Radio and Television devoted their facilities to alerting the community to the danger. Afterward, emphasis shifted toward helping victims by broadcasting appeals for aid.

Within hours, more food and clothing had been donated than could be used. WKZO Radio and Television were asked to suspend the appeals and simply refer callers to special aid centers.

Through the generosity of their neighbors, the homeless were helped through a frightening and traumatic experience. Motivating our audiences to help others in need is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTB Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Monday Memo®

A broadcast advertising commentary from Frank Perdue, president of Perdue Farms, Salisbury, Md.

The radio-TV egg and I: reflections of a chicken-man

My "celebrity" status after six years of appearances in my company's radio and TV commercials has certainly made an impact on my life. For the most part, I can say that it's been an enjoyable extension of my business career. I like people and find that most often my privacy is respected with just momentary intrusions, an autograph seeker or a friendly cocktail sent to the table compliments of an admirer across the room.

Perdue Farms began advertising in 1968 when we first started processing chickens. Prior to then, we had sold the chickens live at auctions to large processors like Swift and Armour to serve the New York market. We were well known in the industry because our live chicken quality had always been the best due to the care and expense we took concerning the health, nutrition, physical surroundings and handling of our birds.

Thus when we started to process chickens, I began to examine the idea of advertising our product. There seemed to me to be a much greater variation in the quality of chickens than in other heavily advertised products such as detergents, cigarettes and beer.

We first started advertising on New York radio with a meager \$50,000 budget. After three years, I wanted to expand our media programs, a move which dictated that I return to Maryland and learn how to play the advertising game. I became versed in the business by reading all the top books on the subject and making it a point to seek out those in the field who could advise me best. I also developed specific criteria for my company's next attempt to take the New York market by storm.

After scouring New York for 10 weeks, harassing upwards of 40 ad agencies and every media sales manager I could corner, we chose Scali, McCabe, Sloves. So began our historic relationship.

Sam Scali and Ed McCabe came down to spend a week touring our facilities to learn more about Perdue chickens. Having expended so much energy and valuable time in my search, I had to trust their idea of using me in the ads. I theorized that had I spent as much time choosing a surgeon to perform an operation, I wouldn't try to tell him how to operate.

Although I thought my high-pitched voice alone was enough to eliminate me, in retrospect I think it has a uniqueness that causes people to recognize a Perdue commercial—even if they don't actually see it. That doesn't make my products any better, but it does make the advertising more memorable. In fact, on several occa-



Frank Perdue grew up on his father's poultry farm in Salisbury, Md. He attended Salisbury State College for two years, returning to the farm in 1939 to join his father in the business which at that time had three employees. Eleven years later, he became the company's president and in 1968 Perdue Farms began processing its own birds, becoming one of the industry's largest privately owned, integrated poultry processors and the employer of more than 3,200 people. Frank Perdue made his television debut in 1971.

sions I have had people tell me that they think they are listening to me on radio when I am making a call in an adjacent telephone booth.

And so, I gave in to the direction of the agency that told me and New York that "it takes a tough man to make a tender chicken!"

We then began to expand our marketing areas, and soon we hired our first public relations firm. They suggested that we piggyback on the image already projected of me in the ads. Via print and broadcast interviews, I was able to expand on and lend greater credibility to our story.

In addition, as I made more and more media appearances, my real personality came through. I wasn't just the hard-nosed chicken farmer any more—my personal appearance and my lifestyle came into play to a much greater degree. People interviewing me were fascinated that I should drive a Mercedes, that I bought my clothes in New York and that I wore Gucci shoes. Not so strange, I thought, considering that many businessmen in equally strange fields do the same.

An increasing number of people began to stop me on the street to say hello and tell me how much they enjoyed my commercials. (But what about my chickens?) What's more, I quickly learned that taxi drivers and cops are the best with faces—I've never been stopped by a trooper who didn't know who I am.

Nowadays my marketing activities have been expanded to include grand opening appearances for my top retailers. Hovering near the poultry counter, I find myself surrounded by consumers and often very valuable exchanges result. We swap recipes, discuss the preparation of my Cornish hens and Oven Stuffers, and I listen to their honest criticisms. The consumers, I have learned, are the last and the best in my line of quality control. Only they can tell me if something is really slipping. And they will.

Sure, I am told that I look like myself, that I sound like myself, and that I'm taller than on television. Often a woman will be so bold as to remark that I'm not as funny looking as the man on the tube. And everyone wants to know if I eat chicken. But most of the time my personal exchanges with consumers are straightforward and constructive appraisals of my products.

It is not only my input that has contributed to this company's maturation. It takes many dedicated people and a high-quality product to be able to face the consumer head-on as we do. The power of the media, particularly broadcast, has also had a tremendous impact on the company's rate of growth.

During the past five years, Perdue has averaged a 17% growth in production over each previous year, compared to the industry's average rate of growth of 1% over the same period.

We have expanded our marketing area to include New York, Boston, Providence, Philadelphia, Baltimore and Washington, and now have 60% awareness in all our markets except Baltimore and Washington, which we entered in June 1976 and April 1977, respectively. Baltimore's awareness figure in a year's time has already reached 50%.

Our company's gross sales figures are a definite indication of our rapid acceptance in the marketplace. In 1970, before we started our present ad campaign, our net sales were \$50 million. Seven years later, with the addition of public relations along the way, we estimate that our sales will reach \$200 million.

Before the 1976 election, I attended a store opening in Ipswich, Mass. When I arrived, I was greeted by hundreds of well-wishers—all trying to get the chicken farmer to run for President. Placards, signs and posters reading "Frank Perdue for President" and "Put an Honest Man in the White House" adorned the entrance of one of my retailers.

In fact, many people suggest that politics is the next logical step for my career, although I renounce it constantly. My ambition is only to create the best chicken and do it consistently.



THE MIKE DOUGLAS SHOW

Mike's already up to 3800 episodes of America's No. 1 variety-talk strip. Fresher than ever with such current cohosts and guests as Sylvester Stallone, Peter Frampton, Ron Howard, Liv Ullmann, Dolly Parton, Kate Jackson, Neil Sedaka, Sean Connery, Elliott Gould, Burt Reynolds and many other of today's hottest personalities.

Soon to be the only early fringe variety-talk show on WCBS-TV, New York, and KNXT, Los Angeles.

Up and coming stars shine very brightly on the innovative new special, fare-runner of a projected fall series, we've just produced in Hollywood.

THE STAR SHOW



Jimmie Walker of "Good Times" hosts an hour of non-stop comedy and entertainment.

Presenting the most talented young performers you've ever seen doing the wildest things you've never seen on television.

Cleared for prime-time or late-night in more than 80% of the U.S.

Down in the Great Barrier Reef, the natural wonders of the underwater world provide the setting for the eye-popping real-life adventures of the husband-and-wife team of Ben and Eva Cropp.

THE CORAL JUNGLE

Leonard Nimoy hosts these eight one-hour specials that are furnishing their own rating wonders in prime-time and early-fringe. For example:

No. 1 in its Sunday 5 pm period on KABC-TV, Los Angeles, with a 10 rating and 22 share.



Source: NSI, Jan.-Mar. 1977.
The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted.

27 FOR '77

Whatever they're up against our 27 feature films can deliver audience. They offer action, comedy, romance, Academy Award-winning stars. Recently sold to WOR-TV, New York, KHJ-TV, Los Angeles.



CALL IT MACARONI

These 24 half-hour young people's adventures, filmed across the country, have won critics' raves, major awards including the Peabody and enthusiastic family viewers. Some markets open.

THE PETER MARSHALL VARIETY SHOW

Weekly 90 minutes of music, comedy, top names. Now completing its year's run on stations covering more than 80% of the U.S. Still available in certain markets.

LOOK WHAT WE'RE UP TO!

If up to now, you've associated us mainly with successful variety-talk shows, we understand that—and we appreciate the recognition. But please keep in mind that we're up to filling the expansive programming needs of stations. Some of our projects are on the air, some in development and some just might come about from our next conversation with you. Let's get together.

GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY

90 PARK AVENUE NEW YORK 10016 (212) 983-5088



The BVH-1000.

Consider the advantages.

Last year, Sony Broadcast introduced the prototype of a new 1" high band video recorder. The BVH-1000.

The BVH-1000 produced picture quality difficult to believe. In fact, broadcasters didn't believe it. They had to see it for themselves. And they snapped up every prototype we could deliver.

Since then, we've made some changes. Added more features. Expanded the BVH concept to include a portable model, the BVH-500, for professional 1" production in the field.

And we've sold a lot of machines.

If you're considering the move to 1", consider the advantages of the BVH-1000.

1. The Advantage of Shared Sector Scanning. The Sony Broadcast BVH-1000 and BVH-500 both use an exclusive system of scanning that records video and sync (lines 1-17) with separate heads. Which means the entire vertical interval is captured and available for encoding any signal required in the future by the FCC.

Color banding is eliminated. And generation after generation, the BVH-1000 picture retains incredible clarity and precision.

2. The Advantage of BIDIREX. Film editing techniques, with a professional video recorder?

That's what you get with the BVH-1000. Not one, but two control modes are provided to give editors a true "film" feeling. In shuttle mode, the tape can be moved in either direction, from stop to 30 times normal speed. With a recognizable picture, so you can make fast editing decisions.

In jog mode, the BVH-1000 lets you move the tape as though you were positioning the reels by hand—while you monitor a fully locked picture.

3. The Advantage of Interchangeability. 1 dB down is the specification. Need we say more?

Sony's interchange is guaranteed by a gimmick-free devotion to precision mechanics and supported by the experience of building several hundred thousand video recorders.

4. The Advantage of Color Framing. Some high end production recorders don't offer color framing. Others make it available as an expensive option.

But both the BVH-1000 and BVH-500 provide color framing capability as standard equipment. Add that to a logic system ideally suited for computer assisted editing, and the Sony BVH-1000 is your best bet to produce that "word from our sponsor."

5. The Advantage of High Fidelity Audio. Not one, not two, but three isolated audio tracks with frequency response from 50 Hz to 15 kHz. With over 50 dB isolation between tracks.

Never before has any production recorder offered the level of audio quality found in these two new Sony Broadcast machines.

And a special wide band amplifier is automatically switched onto the cue track in search mode, to accommodate SMPTE code playback in high speed.

But it is impossible to describe all the advantages of the Sony BVH-1000 and BVH-500 high band recorders. You must see them to believe them.

Contact Sony Broadcast today, and ask for a demonstration. You'll see why networks and production companies alike are buying this remarkable new recorder.

Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019 (212) 371-5800.

Sony® is a registered trade mark of Sony Corporation of America.

MARTY ROBBINS' SPOTLIGHT

Johnny Cash... Ray Stevens...
Carol Channing... Tom T. Hall...
Hank Williams Jr.... Dottie West
... Chet Atkins... Sonny James
—just a few of the stars on
Marty Robbins' Spotlight now
in production for a Fall start.

This is a unique series. Each
program is a 30 minute special
that builds an entire show
around the music and
performance of a major star.

**Check these quick program
notes:** A 17 piece orchestra and
vocal group. Marty Robbins'
hits that keep him at the top of
both the country and pop charts.
Big name guests on every show.
Production by the same team
that now gives you DOLLY.

**This is the freshest new music
variety show of the season.**
Now sold to 57 stations. If your
market is still open we'd like to
rush a cassette out to you.
May we hear from you today?

**IT'S LIKE PROGRAMMING
YOUR STATION WITH
A SERIES OF 24 NEW
SPECIALS**



*now
let's*

Neika Brewer—Exec. VP/David Sifford—Exec. VP
Show Biz, Inc./Baker Building/Nashville, Tennessee/(615) 327-2532

ShowBiz
INC.

Top of the Week

Network sales brisk at C-P-M's 15-30% higher than last year

Some big advertisers hang back; station worries about drains on spot are countered by reps who see this as biggest year; prices also up in other media

The television networks are approaching the billion-dollar mark in selling their 1977-78 prime-time schedules, at costs-per-thousand that seemed to be running, late last week, 15% to 30% higher than a year ago.

Network sales were doing so well, in fact, that some station sources professed concern that advertisers, in paying the higher network prices, would deplete their budgets so much that spot TV would suffer. But station reps, acting through the Television Bureau of Advertising and in conjunction with a group of station executives, issued a statement after a two-day annual meeting proclaiming confidence that 1977 would be "a banner year."

The 15%-30% range of estimated increases in C-P-M was so wide because the estimates varied from agency to agency. On the whole, however, the increases seemed to be somewhat lower than some earlier estimates, which had reached the 30%-and-up range, but they were still denounced by many agency executives as "outrageous" and "unbelievable."

No one could project what the "average" prime-time C-P-M would prove to be. As it stood last week, each agency had its own average, based on the buys it had made thus far, and that average was changing, as one executive put it, "every time we make a new buy." Nobody was saying where his average stood at any given moment.

Some agency sources did, however, disclose what they said were the highest and lowest C-P-M's they had achieved so far. In terms of households for a 30-second commercial these tended to range from \$3.25 to \$3.64 on the low side and from \$3.85 to \$4.25 on the high.

The pricing patterns of the individual networks reflected, as usual, the networks' positions in the ratings. ABC-TV, coming

off a year in which it was unchallenged as number one, was said to have by far the highest priced tags and NBC-TV, third in the 1976-77 ratings, generally the lowest. In terms of the highly prized target audience, men and women 18-49, however, pricing by all three networks was said to be similar.

Agency sources said all three came out with what one executive called "unconscionably high" asking prices at the outset but subsequently retreated somewhat, NBC and CBS more than ABC. ABC was said to have lost some business to the other networks because of its "inflexibility."

Yet ABC, because most buyers tended to see it as a clear winner again in 1977-78, was said to be considerably more widely bought, and to be included more often in multinetwork buys, than either of its competitors. One source estimated that 55% of his agency's budget commitments thus far had gone to ABC, 25% to NBC and 20% to CBS.

Agency sources disagreed on how near the networks were to winding up their up-front or long-term selling, and the networks weren't saying. Some sources said more than half had been completed; others felt that virtually all of it had been

done and that the second stage of the selling season, the offering of scatter plans, was practically ready to start. Late in the week an ABC source said scatter selling could start there this week.

It was widely agreed, however, that several advertisers normally in the up-front ranks are not yet committed—some reportedly in hopes of getting better prices, some because they wanted more time for appraisals. Those with major buys yet to be made were said—though in no case by a representative of one of its own agencies—to include Procter & Gamble, Ford, Chevrolet, Colgate-Palmolive and Warner-Lambert.

ABC-TV's prime-time sales were reported by an ABC source late last week to have reached \$425 million, and an NBC-TV source said his network's were "approaching \$300 million." CBS-TV officials refused to make such estimates, as a matter of policy, but agency executives speculated that the CBS total was probably around \$250 million.

Network sources have never denied that sizable price increases were in store this fall but they have insisted that in most cases the increases are "catch up" and in any case justified in terms of advertising effectiveness and in relation to the costs of other media.

BBDO's new 1977 "Audience Coverage and Cost Guide" estimates that nighttime network C-P-M's this year are 12% higher than in 1976, as compared with a 10% rise for daily newspapers, 6% for consumer magazines, and 11% for network radio and 10% for spot radio. But the BBDO table also goes back to 1967 and shows that the C-P-M increase since then has been 76% in the case of nighttime TV as against 125% for daily newspapers and 25% for consumer magazines 21% for network radio and 42% for spot radio.

(The "Guide" projects a \$3.35 cost-per-thousand households for a prime-time 30 for this year's fourth quarter, but the projection, BBDO spokesman noted, was made in February, before the 1977-78 schedules and pricing reached the market. The estimates being circulated last week suggested the projection will prove conservative.)

While the networks and agencies were concentrating primarily on 1977-78, a detailed look at the year to date and a general look at 1977 as a whole were provided last week by Merrill Lynch, Pierce, Fenner & Smith in its latest monthly analysis of the broadcasting business. The analysis was prepared by William P. Suter, vice president of the Wall Street firm.

On the strength of performance thus far



Bogged down. National Association of Broadcast Employees and Technicians members are still striking and picketing ABC (above at the ABC News headquarters in Washington), and no end is in sight to the four-week-old walkout. ABC, NABET and a federal mediator sat together to negotiate for several days earlier this month, but made no progress and set no new meetings.

this year, Mr. Suter said he was raising his earlier estimate of 1977 network revenue gains (to 17%-21% over 1976 rather than the earlier 15%-17%) and lowering his earlier projection of gains in stations' national and local spot revenues (to 6%-9% rather than 7%-11%).

Mr. Suter said he was raising his estimates for network billings because prices, especially daytime prices, had already risen more than expected.

"In the first quarter," he said, citing estimates compiled by Broadcast Advertisers Reports, "total network billings were up by an estimated 24%. With the number of minutes [sold] up by only 1%, higher prices accounted for almost all of the gain.

Mr. Suter said he now expects 1977 billings gains of 24%-28% for ABC, 15%-18% for CBS and 14%-17% for NBC.

He is assuming that percentage gains will slow somewhat in the second and third quarters because those were strong quarters last year, and that the fourth quarter will "obviously be pivotal" in determining total gains for the year. For that quarter he anticipates that ABC's "realized prices" for prime time will be up by about 25% and CBS's up about 20% but says NBC's "weak rating position" and its plans for frequent pre-emption of regular series next year impairs its "ability to command premium prices."

For the fourth quarter he projects 16%-21% increases in both prime-time and total billings for the three networks.

His lowering of station revenue estimates, according to Mr. Suter's analysis, stemmed primarily from "a lull in station spot activity" in recent months, "especially in national spot business."

"Local spot activity," he said, "has held up fairly well, although gains are moderating from the first-quarter level. The trend has led stations to back off on their asking prices somewhat. Although spot advertising is no longer a seller's market, it has not turned into a buyer's market. Nevertheless, the lower level of activity means that the industry is selling fewer units this year.

For full-year 1977, Mr. Suter said he anticipates a 7%-11% rise in local billings and a 5%-8% gain in national spot.

Along with the somewhat lowered projection he offered some solace. It was based in part on his anticipation that spot's cost-per-thousand would not rise more than 6%-7% this year. "Such a moderate increase," he said, "would have the long-term advantage of making advertisers less anxious to try alternative media."

If station reps needed solace, the need was not apparent in a statement issued through TVB last week reporting on the reps' annual meeting to review progress and set plans for the next 12 months. The reps, who make up TVB's national sales advisory committee, were joined in that meeting, at their request, by eight members of TVB's station sales advisory committee, as well as by TVB officials.

In their statement the reps, station executives and TVB set out 14 "positive indicators" that 1977 will be "a banner year

Back up. FCC commissioners last week instructed staff to draft notice of rulemaking whose issuance could result in commission being buried in avalanche of mail. Perhaps for that reason, commissioners later began thinking in terms of policy statement. At issue is question of religious broadcasters using noncommercial FM spectrum. Issue arose in connection with Moody Bible Institute applications for FM stations on noncommercial channels in East Moline, Ill., and Boynton Beach, Fla. Staff had split on issue, with Broadcast Bureau stating that since Moody Bible did not have educational institution in those cities (as it does in Chicago, where it operates FM), commission rules prohibit it from operating FM's there. It recommended hearing. General counsel said religion and education are so closely related that commission would violate First Amendment provisions dealing with freedom of religion and speech and Fifth Amendment protection against discriminatory treatment in failing to grant application. Another complication was that commission had—"by mistake" staff concedes, granted Moody Bible FM in Chattanooga. Commissioners, agreeing situation was "a mess," decided 7 to 0 to grant Moody applications but without order—aim was to avoid reversing policy—and to initiate rulemaking to establish clear rules. Two years ago, petition for rulemaking dealing with religious broadcasting touched off flood of oppositions that has yet to ebb; more than five million have thus far been filed, almost two years after petition was denied in August 1975 (BROADCASTING, Aug. 4, 1975).

for television business."

Among those indicators: continuing growth of the national economy; rising confidence among consumers; increases in personal savings, offering a big potential market for advertisers; gains in auto sales; a positive outlook for retailers; a big resurgence in new-product introductions, reaching an all-time high in May; continued growth in TV viewing levels, and increased use of TV by other media to build their own circulation.

Just the facts: FCC is going after hard data on economics of cable, broadcast

Commission starts up wide-ranging inquiry that seeks information on effects of CATV on audiences and revenues of local stations

The FCC last week initiated an inquiry aimed at extending its knowledge of the economic relationship between broadcast television and cable television. For the past 12 years in which it has regulated cable television, the commission noted, the controversy over the extent of cable's impact on broadcasting has more often than not produced "more heat than light." The time has come, the commission feels, to apply factual information where "intuition" has been used in the past.

The inquiry's point and rationale were probably defined in a colloquy between Commissioner Abbot Washburn and Robert Ungar, chief of the Cable Television Bureau's Research Division, in the discussion that preceded the commission's adoption of the inquiry by a 7-to-0 vote. To Commissioner Washburn, "intuition" is not involved in the assumption that loss of audience leads to loss of revenue; that, he said, "is axiomatic."

Mr. Ungar agreed that a relationship be-

tween audience loss and revenue loss, which in turn leads to loss in service, can be assumed. "But," he said, "we don't know the extent to which those things happen. We assume it's a one-to-one relationship between audience loss and revenue loss. We want to test that."

The relationship between audience and revenue and the impact of audience loss on service to the public are not the only areas covered in the inquiry. It seeks information, also, on the demand and cost factors in the growth of cable and on the elements to be considered in measuring cable television-caused audience fragmentation.

The staff draft included a total of 35 questions. Commissioner Joseph Fogarty suggested another, which was included: Are there situations in which cable television has helped a television station?

The notice of inquiry—which was originally proposed by Chairman Richard E. Wiley and which was drafted by the Cable Television Bureau with the assistance of the Broadcast Bureau and Office of Plans and Policy—is neutrally stated. And it pleads for the submission only of "economic data and analysis." It says the commission is "not interested... in arguments over burdens of proof, debate over the merits of the existing regulatory program or proposals for regulatory change."

But the commission also says the goals of its regulatory program have not changed: "They are (1) to maintain our system of over-the-air broadcast service, and (2) to foster cable growth in order to provide diversity of programming and broadband communications service." The commission says it continues to believe those goals are "compatible." And in attempting to achieve them, the commission adds, its consideration has been the extent to which cable service adversely affects television stations and, consequently, their ability to serve the public.

As for the four principal aspects of the inquiry:

How is the relationship between audience and revenue to be determined? The commission notes that it has assumed a direct relationship between the two. But to test that, the commission feels it must examine all of the major factors that deter-

mine the revenues of stations; it says the extent of audience fragmentation is "obviously" an important factor in determining relationships between revenue and audience. But it adds that the relationship may vary according to the source of revenue—local advertisers, for instance, or network compensation. The commission also wants to know all of the factors affecting revenue so that it can "more precisely measure" the impact of changes in audience on revenue.

Accordingly, the commission asks for comments on such matters as: What parts of the broadcast day are most often sold to local, regional and national advertisers? Are there particular dayparts where advertising is left unsold? What audience measures are most important in selling spot time to local, regional and national advertisers? What is the predictable long-term rate of growth in demand for television advertising time, and to what extent will that long-range growth rate be affected by increased cable penetration? What are the differences in the audience/revenue relationship between VHF and UHF stations?

As for the impact of cable penetration on broadcasters' service to the public, the commission notes that some broadcasters claim reductions in revenues may lead broadcasters to cut costs and that public-service programming may be the first to suffer the consequences of budget cutting. On the other hand, it adds, the market may be self-adjusting: The reduced revenues stations experience may force program suppliers to reduce their prices.

To explore those matters, the commission asks: To what extent will licensees attempt to protect profits by cutting costs? What is the relationship between a reduction in expenditures and service to the public? What types of service are likely to be reduced? Public service? Is there a relationship between revenue reduction in a market and the prices that program suppliers can command?

In attempting to discern cable television's future growth, the commission says it needs information on the alternative paths that the industry may follow, and on the effects that various "alternative environments"—geographic, demographic, technological, financial and regulatory—will have on the selection of the paths and on the rate of progress along them. For instance, it notes that the extent to which such factors as the number of signals and the diversity of signals receivable off the air will continue to be a major factor in the growth of cable television is not known. "Ancillary services such as pay television," the commission says, may cause sufficient demand in markets previously thought to be unprofitable for cable television."

The commission asks for comment on these questions: How can ultimate cable penetration in station's entire service areas be estimated? What effect will improvements in television signal transmission and/or television receivers have on future cable television growth? Will an increase in the number of television outlets affect

cable television's growth? Can cable television be viable in large cities, and to what extent will it grow in sparsely populated areas (where, for instance, there are only 50 homes to a mile)? How would cable television expansion affect the key economic factors controlling the availability and price for programming paid by cable systems, broadcasters and others? What cost restraints do cable systems experience in originating entertainment and sports programming? What effect does the origination of such programming have on the growth of systems?

Measuring "the extent, if any, of local audience fragmentation" as a result of cable television presents problems, the commission says. And the principal one is that audience-survey samples are based on county populations rather than community populations. The commission says, for instance, that the number of diaries used to determine audience behavior within a county "is the minimum number allowed for a statistically specified audience level." It also notes that since there is often more than one cable system in a county, county data usually does not permit the analysis of the viewing of ancillary services, such as pay television or of distant signals.

To help it overcome such difficulties, the commission asks: To what extent do such ancillary services as pay cable and cablecasting affect a local broadcaster's audience? Are there surveys which quantify the impact? On average, what are the distinctive differences, if any, between the total viewing habits of cable television audiences versus noncable television audiences? What is the relationship between

cable carriage of distant noncommercial educational broadcast stations and the audience levels for local educators? To what extent will the audience show loyalty to the local station when the same program is carried by a distant signal on the cable system? Is there any value to home local news lead-in? To what extent does diversity in programming cause an increase in total market viewing after all three network services are provided?

The commission is attempting a somewhat unorthodox procedure for conducting the inquiry. First, those who file will have an unusually long period in which to do so; the deadline for comments is Dec. 1. But the FCC is encouraging those who comment to break with tradition and beat the deadline by as comfortable a margin as possible. Comments or studies considered of "particular interest" or which may seem likely "to engineer further useful information" may be distributed for comment. The Cable Television Bureau is preparing studies of its own on which comments may be invited. The deadline for reply comments will not be set until the staff has some indication of the number and complexity of comments being received.

The commission also sought to make clear that the inquiry is not the kind of proceeding in which off-the-record contacts are barred. Sensitive to such matters as a result of the ruling by the U.S. Court of Appeals in the pay-cable case that ex-parte contacts are to be barred in rulemaking proceedings, it voted to add a statement to the effect that the inquiry "is not a restricted proceeding" in which off-the-record contacts are prohibited.

Van Deerlin insists that only the words have changed

'Rewrite,' 'review' or whatever, the congressman says that his subcommittee is on the same track as before in working over the Communications Act; Shooshan blasts what he sees as scare talk in the broadcasting community

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and the chief counsel of that panel are seeking to clear away some of the semantic confusion surrounding what it is they are up to in working over the Communications Act. Whatever label is attached to the work—"rewrite," "review" or "reappraisal"—the congressman said, legislation will emerge that will be "more than a patchwork" and will be designed to prepare the Communications Act "for the 21st century."

Questions concerning the scope of the project arose after Representative Van Deerlin, in an interview with BROADCASTING last month, said it would be "more correct" to describe the work as a "reappraisal" or "review" rather than as a

rewrite (BROADCASTING, May 30). He had originally described the project as a "base-ment-to-penthouse revamping."

The subcommittee's chief counsel, Harry M. (Chip) Shooshan III, immediately sought to make clear that no change in direction was being signaled. He told



Van Deerlin



Shooshan

BROADCASTING two weeks ago he had received no new instructions ("Closed Circuit," June 6). And a few days later, in a speech to the Missouri Broadcasters Association he dealt at length with what he regarded as unfair or inaccurate reporting

**RAPE.
IT HAPPENS
140 TIMES A DAY
IN AMERICA.**

**AMERICAN
CITIES ARE
SUFFERING FROM
HARDENING OF
THE ARTERIES.**

**OVER 800,000
AMERICANS
WILL FACE THIS
DANGER**

**MILLIONS
OF AMERICANS
CAN'T AFFORD TO
GROW OLD.**

**WHERE
THOUSANDS OF
BREADWINNERS
BECOME LOSERS
EACH YEAR.**

**DISCRIMINATION
IS HIS BIGGEST
HANDICAP**

**TRY TELLING HIM
THAT THE BEST
THINGS IN LIFE
ARE FREE**

**MILLIONS OF
YOUNG AMERICANS
ARE FINDING
THAT LOVE
IS CONTAGIOUS.**

**TO 23 MILLION
PEOPLE, THE GREAT
AMERICAN DREAM
IS A NIGHTMARE.**

**TODAY
KIDS ARE
GETTING AWAY
WITH MURDER.**

**ALCOHOLISM.
IT'S WHY
HALF A MILLION
TEENAGERS END UP
ON THE ROCKS.**



50 YEARS OF INVOLVEMENT. 50 YEARS OF BROADCASTING THAT SERVES.

1927. Lindbergh winged his way to Paris. Babe Ruth hit 60 home runs. And George Storer entered broadcasting with a 50-watt radio station in Toledo, Ohio.

In 1927, President Calvin Coolidge spoke for many Americans when he pronounced, "The business of America is business."

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**Fifty years of
broadcasting that serves.**

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WJW Cleveland/KTNQ and KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

Mollified. "First-hand dialogue," "candid and open" and "not lip service" were among the descriptions broadcasters offered after their meeting last Wednesday in Washington with Representative Lionel Van Deerlin (D-Calif.) and members and staff of his House Communications Subcommittee. The 15 broadcasters, assembled as a select committee to advise on broadcasting aspects of the proposed Communications Act rewrite (BROADCASTING, Feb. 21), may have come into the meeting "gun shy," as James Gabbert of KIOI(AM)-KIOI(FM) San Francisco and National Radio Broadcasters Association president, recalled, but they left the day-long session "encouraged by the seriousness with which the subcommittee took this select committee," in the words of Neil Derrough of WBBM-TV Chicago. From Chairman Van Deerlin: "They went away satisfied. . . . We assured them we're not out to put anybody out of business." Mr. Van Deerlin characterized the meeting as a "useful interchange." Edward Fritts, of WNLA-AM-FM Indianola, Miss., was one who was "extremely apprehensive" prior to the meeting, and went away with the assurance that option papers prepared by the subcommittee staff on broadcasting are "just options." Mr. Gabbert continues to maintain that the whole Communications Act enterprise "could be the greatest thing or it could be a disaster," but like others, is satisfied now that the subcommittee's doors are open to broadcasters' concerns. Whether it be on renewals, localism, cable or equal employment opportunity, the broadcasters won't claim they won any points, but they agreed they at least had their thoughts well received. And, according to Mr. Van Deerlin, the meeting was no one-shot proposition. "They're hoping for another meeting. We'll do it again." Aside from himself and Lou Frey Jr. (R-Fla.), who spent the most time with the broadcasters, other subcommittee members attending the private gathering were: Thomas A. Luken (D-Ohio); Carlos Moorhead (R-Calif.); Barbara Mikulski (D-Md.); Henry Waxman (D-Calif.), and Marc Marks (R-Pa.).

of the project—particularly that in the National Association of Broadcasters' house organ, *Highlights*—and criticized the broadcasting industry for what he regarded as its negative attitude toward the subcommittee's work.

In an apparent reference to BROADCASTING and to broadcasters generally, Mr. Shooshan said in his remarks to the meeting at Table Rock Lake, Mo., "Wishing will not make it so." Those who want the rewrite "dead and buried," he said, "are suffering from a lack of understanding of the project."

Representative Van Deerlin made it clear there was no disagreement between him and Mr. Shooshan as to the continuing thrust of the subcommittee's work.

He had dropped "rewrite," he indicated, because it was interfering with the subcommittee's work. It was "bugging" broadcasters, he said. His aim, he said, was "to make them [broadcasters] feel better." If a word "achieves a buzz quality, that does not help my position," he said, "I'll drop it."

His announced plan for a top-to-bottom rewrite has indeed caused concern among broadcasters who are uneasy over the prospect of the rules under which they have lived being changed in some manner as yet unpredictable. Representative Van Deerlin said the 15 broadcasters who met with him, and other members of the subcommittee and staff on Wednesday had been worried: "They had been given unusually provocative information about the subcommittee and staff." But, he said, "they went away satisfied" (see story above).

Labels aside, Representative Van Deerlin restated the position he had taken in the interview with BROADCASTING—that the subcommittee does not intend to rewrite every clause in the Communications Act. But, he said, if sections are found that appear to block the development of new technologies or the free play of the marketplace, "we'll see if we can't

do something better."

For his part, Mr. Shooshan told the Missouri broadcasters, he saw his problems with *Highlights* as symptomatic of what he considers an over-all misperception of his subcommittee's work on the Communications Act. "I think there's been a lot of distortions about the option papers," causing unnecessary broadcaster fears, he claimed. And he accused the NAB publication of perpetrating anxiety by constant characterizations of the enterprise as "radical and revolutionary."

Particularly, he took exception to the reportage in the May 2 and 9 issues where, among other things, he said, the "entire truth" was not told or the message he wrote in the option paper on broadcasting was distorted. Mr. Shooshan claimed that *Highlights* reported only three options he offered on license renewal, leaving out the fourth that called for maintaining the status quo, with relatively minor changes. As to a *Highlights* statement that he questions "localism," he argued that he wrote that the "future . . . rests on the shoulders of local broadcasters" and that *Highlights* "downplays" that. On another count, he contended that the publication misrepresented the subcommittee's stance on First Amendment rights and that his subcommittee chairman, Lionel Van Deerlin (D-Calif.), for one, is "one of the most articulate advocates" in Congress for equality of print and broadcast rights.

After making several criticisms of the FCC, Mr. Shooshan asked the broadcasters if they wouldn't be better off seeing if the rewrite project came up with a better alternative. Among the problems he alleged were the "bottleneck at the commission" which he said causes unnecessary administrative delays; the "excessive" and "often meaningless paperwork" required of broadcasters and "regulatory uncertainty" stemming from "poorly articulated" and "inconsistent" policy that is not based on an adequate record. Mr. Shooshan said that broadcast

regulatory policy "is in shambles."

As for the industry as a whole, he charged that it has a "negative image in Washington" because, he said, it fights change and innovation. Adding that broadcasters had been pioneers in technology in the past, he said he hoped they would be "in the vanguard" of change in the future. He said that Mr. Van Deerlin is concerned that technological innovations don't pass broadcasters by, and said that as long as broadcasting remains primarily an entertainment medium, it should "expect to be supplanted" by the likes of video disks and pay cable. He complimented the public broadcasting community for its planned use of satellite interconnection.

"Where is the broadcaster going to be," he questioned, not in 1984, but in 1979, when he said there will be computer terminals in every home.

Mr. Shooshan further criticized the industry for allegedly standing behind the First Amendment only when it suits its purposes and characterized the NAB/FCC/network meetings on family viewing as "censorship" and "intimidation." He said "a broadcaster worth his salt should have walked out of that room," and added that "one network [participant] had a tradition of letting the CIA in," an apparent reference to CBS's permitting the Central Intelligence Agency to monitor news reports during Cold War days (BROADCASTING, June 6).

Donald Zeifang, NAB's senior vice president, government relations, offered his rebuttal to Mr. Shooshan at the MBA convention a day later. "I will make no apology for the rhetoric in *Highlights*," he said, claiming that it is the "only medium we control." Mr. Zeifang said that "on occasion, it is imperative that we go public" and that "we are in a battle." He added: "I would like to think we are not misrepresenting the facts."

As for the fourth option on licensing that Mr. Shooshan mentioned, Mr. Zeifang implied that it was the other three that were of concern to broadcasters since they are "radical and revolutionary to the worse."

And as for Mr. Shooshan's statement that broadcasters are perceived as being against technological change, he listed NAB stances he considers progressive: in favor of automatic transmitters, parity for UHF TV, additional AM frequencies and all-channel legislation. He did commend Mr. Shooshan, however, for attacking "overregulation."

Meanwhile, NAB's executive vice president and general manager, John Summers, was in Biloxi, Miss., telling the Mississippi Broadcasters Association that the Communications Act rewrite is "one of the most serious proposals to face broadcasters in many years." And in reference to his interpretation of the option paper on broadcasting, Mr. Summers said: "If localism means that listeners and viewers can tune into broadcasting and hear little Bertha Snodgrass from down on Maple Street singing 'Home on the Range,' then we agree that localism has failed."

In Brief

Senate Appropriations Subcommittee has called at **least temporary halt to FCC's network inquiry**. Subcommittee, in letter to be delivered this week, will disallow commission's request to reprogram funds appropriated last year to finance staff of 10. (About \$350,000 is involved.) Subcommittee, whose chairman is Senator Ernest Hollings (D-S.C.), who also heads Communications Subcommittee, will say network project should be deferred until new leadership—chairman to be appointed by President Carter—is installed at commission. Commission notified by telephone on Friday, is expected to ask subcommittee to reconsider. One official said all seven commissioners would endorse request.

Cable television industry-wide revenues exceeded \$894 million last year, according to FCC report issued for period ending Oct. 1976. Pre-tax net income was slightly above \$27 million, and assets of operations nationwide were placed at approximately \$2 billion. Commission said over 6,000 communities are now being served by cable.

Tinkering with 1977-78 prime-time schedules has already started. Last week **NBC canceled** Universal Pictures Television's **Off the Wall** sitcom (Sunday, 8-8:30 p.m., NYT), direct result of miserable Nielsen's when show's pilot was telecast (8.1 rating, 19 share on Saturday, May 7, 8-8:30 p.m.). NBC won't have to rush to replace it because two-hour Walt Disney movies will occupy time period for first weeks of season. To mollify Universal, NBC ordered some new 60-minute episodes of series originally canceled, **Baa Baa Black Sheep**, about World War II flying aces, and may try them in later time period next winter. NBC also gave Universal go-ahead for couple of episodes of **Richie Brockleman**, tongue-in-cheek hour about private eye barely out of his teens.

Grayson Enterprises Inc. faces **possible loss of its four television licenses**. FCC last week designated for hearing renewal applications for KLBK-TV (ch. 13) Lubbock, KMOM-TV (ch. 9) Monahans, KWAB-TV (ch. 4) Big Springs, and KTXS-TV (ch. 12) Sweetwater, all Texas. Issues involve questions as to whether KTXS-TV's main studio was moved from Sweetwater to Abilene with commission approval, whether ownership or management officials lied to commission about location of that studio, whether owners engaged in fraudulent billing and whether owners or management engaged in falsification of KMOM-TV program logs, directly or through employees. Midland Telecasting Co., licensee of KOCO-TV (ch. 18) Midland, Tex. which had petitioned commission to deny renewals of KMOM-TV and KWAB-TV, was made party to proceeding.

Bill to establish **Consumer Protection Agency** is apparently **dead** for this year. Senate Democratic leader Robert Byrd (W.Va.) said bill would not be called up until House considered it. House version is still 20-25 votes short of majority and Speaker Thomas O'Neill (D-Mass.) said House would not act until Senate passes it.

FCC is considering, though with mixed feelings, **proposal to permit cable television system** at Eagle Mountain, Calif., to **delete commercials from distant stations and substitute commercials from local enterprises**. Proposal was filed by KTV Spot Sales, Los Angeles agency, which would sell time locally. It is negotiating with three Los Angeles stations whose commercials would be deleted but which would share in profits from arrangement. Cable Television Bureau recommends rule waiver KTV needs to implement plan, noting that Eagle Mountain is beyond service area of any television station and is 40 to 50 miles from communities in which radio stations are located. Petition is opposed by National Association of Broadcasters and ABC, but not by broadcasters in area. However, Commissioners Robert E. Lee, James Quello and Abbott Washburn criticized proposal in meeting last week, saying approval could set dangerous precedent. Commissioner Benjamin L. Hooks also seemed cool to idea. One question unanswered is whether stations involved—KHJ-TV, KTTV and KTLA—have reached agreement with KTV. (Fourth station, KCOP withdrew from negotia-

tions.) So commission voted unanimously to determine status of negotiations before making decision on waiver request.

WELI(AM) New Haven, Conn., and **WHYN(AM)** Springfield, Mass., went to court last week to **stay distribution of Arbitron's April/May surveys** for their respective areas. Only WELI was successful; Judge John Ward of U.S. District Court in New York asked Arbitron to defer issuing New Haven book—due out today (June 13)—until he issues decision on WELI's request for preliminary injunction, which he promised June 17. But in Springfield, Massachusetts Superior Court Judge Raymond Cross rejected WHYN's request. Springfield book is due out this week. In both cases stations complained about addition to their survey areas of adjoining counties that, they claim, will distort results of survey reports. WELI is complaining about Fairfield county, which station says is New York oriented, and WHYN is concerned about Hartford (Conn.).

Pivotal meeting of Society of Motion Picture and Television Engineers working group seeking to develop **Interchangeability standard for nonsegmented one-inch helical video tape recorders** (contest is between Ampex and Sony designs) was held in Montreux, Switzerland, last Friday (June 10). Official communique said only that "no unresolvable problems" had emerged and that there was "continuing progress" toward solution. Next meeting is scheduled for Chicago in July. Should SMPTE group be unable to effect compromise, decision would be left to marketplace. In that event, RCA could hold trump card. It presently licenses Bosch-Fernseh VTR system in segmented helical format, has remained silent on nonsegmented version that has head start in U.S. RCA's NBC has chosen Sony format, as has CBS (see story page 55); ABC has made no commitment.

ABC-TV suspended new-season production late last week on its hit series, **Charlie's Angels**, because Farrah Fawcett-Majors, show's most popular "angel," has failed to report for work. Spelling-Goldberg, production company, has already filed civil suit against Miss Fawcett-Majors in Los Angeles superior court (BROADCASTING, March 21), and ABC said "ABC is also considering direct legal action against her."



Severeid

Shaver

Anderson

CBS correspondent **Eric Severeid** named 20th recipient of Radio Television News Director Association annual Paul White Memorial Award, to be presented Sept. 17 during RTNDA convention in San Francisco. **George J. Shaver Jr.**, senior VP and creative director, Dancer-Fitzgerald-Sample, named VP for advertising and creative services, NBC-TV. He reports to Mike Weinblatt, executive VP of network. **Cortland Anderson**, assistant VP for public relations, New York Telephone, named executive VP, Corporation for Public Broadcasting ("Closed Circuit," May 30). **John A. Gronouski**, former ambassador to Poland and one-time postmaster general, nominated by President Carter to be chairman of Board for International Broadcasting ("Closed Circuit," June 6). **John J. Walters Jr.**, president of Harrington, Richter & Parsons, elected chairman of Television Bureau of Advertising's national sales-advisory committee, composed of TVB's 23 rep-firm members. He succeeds Alfred M. Masini, president of Telerep, who remains with TVB group as member of executive committee. **Charles S. Harrison**, former VP/news manager, WGN Continental Broadcasting, Chicago, and ex-president of RTNDA, joins WCEE-TV Rockford, Ill., as VP/broadcast manager. **Robert Luff**, engineering assistant to FCC Chairman Richard E. Wiley, joins National Cable Television Association next month as VP for engineering.

Van Deerlin's unit hears from inside, outside and in between on the future of regulation

Communications Subcommittee receives input from panels representing industry, citizen groups, ex-FCC members

Former FCC commissioners, citizen-group types and members of the establishment appeared in a series of panels before the House Communications Subcommittee last week, as the subcommittee continued to seek knowledge and feelings for its planned revision of the Communications Act.

The talk, in three panels, ranged from pleas for lofty research and policy planning to complaints about the attitudes of the present commission, from proposals for radical surgery on the existing telecommunications regulatory system to suggestions for merely modifying it.

Some areas of agreement among the various panelists emerged in the talks presided over by Representative Lionel Van Deerlin (D-Calif.), chairman of the subcommittee. There was, for instance, unanimity on the need for long-range planning and research, though there were almost as many suggestions as to where that work might be done as there were panelists in favor of doing it.

But sharp differences emerged as to the wisdom of dividing the FCC in two, with one section dealing with broadcasting and cable television, the other with common-carrier and safety and special radio services.

The subcommittee is still at only the beginning of its task. Hearings on the Communications Act project will continue through the summer and into the fall.

With three former FCC commissioners who had served together in the late 1960's and a fourth who was a member of the next generation at the FCC participating, the first panel session before the subcommittee was something in the nature of a reunion.

There were former Chairman Dean Burch (1969-1974) and former Commissioners Kenneth A. Cox (1963-1970), Nicholas Johnson (1966-1973) and Glen O. Robinson (1974-1976) discussing possible structural reform from the benefit of experience and in some cases the perspective of having dealt with the commission from the outside. (Mr. Burch is practicing law; so is Mr. Cox, who is senior vice president of MCI Telecommunications Corp. Mr. Johnson heads the National Citizens Committee for Broadcast-

ing, and Mr. Robinson is a professor of law at the University of Virginia.) Missing, though, was the rancor that frequently attended their meetings as commissioners. In fact there were not too many differences among them.

But one key difference involved the proposal, which has been advanced in a number of quarters, to divide the commission into two panels—one dealing with broadcasting matters, the other with common carriers and safety and special radio services. Mr. Burch and Mr. Cox endorsed the idea, while Mr. Robinson and Mr. Johnson opposed it.

Mr. Burch, who originally suggested the idea when he was FCC chairman, said the demands of the job require a commissioner to be "a renaissance man in a very complicated field." There is "nothing congenial about broadcasting and common carrier," he said. "There is too much on one commissioner's plate to permit him to become expert." Under his plan, the commission would be increased from seven to nine members, and the President, Mr. Burch said, "could find specialists to sit on either panel." The chairman—who would have to be "a superman"—would be an ex-officio member of both panels.

Mr. Cox said adoption of the two-panel idea is essential if common-carrier and safety and special radio matters are to receive the attention they should. "Despite a marked increase in the attention it gives to common-carrier issues," he said, "the commission still devotes most of its efforts to broadcast and cable problems." The services those media provide make it too easy for a new commissioner to become wrapped up in them," he said.

But to Mr. Robinson, the proposal is "counter-evolutionary." The trends now, he said, "are to a convergence of common-carrier and mass communications; cable television is one example. With fiber optics and direct satellites, we'll see that increase."

And Mr. Johnson, who sees as one of the commission's greatest failings its inability to develop long-range communications policy (the country, he said, is "losing billions of dollars and suffering enor-

mous social costs as the result of having no policy"), noted that the U.S. Court of Appeals in Washington is capable of handling not only broadcasting and common-carrier cases coming from the commission but also cases coming from all of the other regulatory agencies. "I don't know why you can't find people to handle both broadcasting and common carriers and see the interrelationship between them," he said.

As for obtaining commissioners who are qualified, Mr. Robinson noted that the agencies must rely on the President's discretion. However, he suggested the creation of professional review panels, similar to those that lawyers establish for checking the qualifications of candidates for courts of appeals.

He also said there is a need to improve the quality of the commission staff, particularly in the area of economics. The commission, he said, relies too heavily on lawyers and engineers. He would like to see the commission establish an Office of Chief Economist.

All four former commissioners endorsed, with varying degrees of enthusiasm, proposals for government financial aid to citizen groups interested in participating in commission proceedings. (Mr. Burch seemed the least enthusiastic. "I've no objection to reimbursing for worthwhile work," he said. "But how do you decide what is worthwhile?" The most enthusiastic was Mr. Johnson, whose NCCB works with citizen groups. "The real strength for change comes not from one monolithic group but from groups around the country," he said.) All seemed to believe Congress should take the lead in the matter by appropriating necessary funds and providing guidelines for their distribution.

The four were in agreement also on the need for long-range planning in telecommunications research and policy matters. Representative Timothy Wirth (D-Colo.) brought the matter up in connection with a suggestion for the creation of a quasi-public Institute of Telecommunications Policy, which would be patterned after the National Center for Atmospheric Re-



Diversity. Praised by Chairman Van Deerlin at his hearing last week was this panel, for its "spirit of give and take." L-r are John Bankson, president of the Federal Communications Bar Association; Antonin Scalia, former head of the U.S. Administrative Conference and now a consultant to the FCC on its network inquiry; Donald McGannon, president of Westinghouse Broadcasting which petitioned the commission for the inquiry, and Charles Firestone, of the Citizens Communications Center.

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search, in Boulder, Colo. Mr. Burch said long-range planning was supposed to be the Office of Telecommunications Policy's job. Unfortunately, he said, referring to its days under its first director, Clay T. Whitehead, "it began as the Office of Rhetoric."

A separate panel produced additional discussion—and unanimity—on the need for long-range communications policy. But there were also some new and radical proposals for restructuring the mechanism for regulating the communications industries, including the creation of a cabinet-level department of communications.

Serving on the panel, which was characterized by Representative Van Deelen as the one that "more than any other caught the spirit of give and take," were John Bankson, president of the Federal Communications Bar Association; Charles Firestone, of the Citizens Communications Center; Donald McGannon, president of Westinghouse Broadcasting Co., and Antonin Scalia, a former head of the U.S. Administrative Conference, who will begin teaching law at the University of Chicago in the fall and who is now a consultant to the FCC on its network inquiry.

The suggestion for a new cabinet-level department of communications was Mr. McGannon's. The proposal, originally made during the subcommittee's hearings on cable television last year (BROADCASTING, Aug. 9, 1976), envisages a department similar to the Department of

Transportation. And, as DOT has authority over the Civil Aeronautics Board and the Interstate Commerce Commission, the proposed department would divide the regulation of broadcasting and cable television on the one hand, and common carriers and safety and special radio services on the other, between two separate agencies. Mr. McGannon also likened the structure to that now operating in Canada, where long-range planning is carried out by a top-level agency and day-to-day operations by a subsidiary one.

(The creation of a cabinet-level department of communications was discussed by the four former commissioners, but received no votes. The diversity of views issuing from the various agencies dealing with telecommunications is an advantage, they seemed to feel, and Mr. Burch cited the First Amendment problem that might be created along with a cabinet-level department dealing with communications.)

Mr. Firestone would also wipe out the FCC in its present form. In a written outline of his remarks entitled "Abolish the FCC," Mr. Firestone questioned whether the commission's functions could not be conducted more efficiently within a different structure. He said "the FCC is not an expert agency . . . [is] not necessarily independent . . . [and is a] captive of the industries it regulates."

Mr. Firestone suggested placing policy-making and rule-making in an executive

agency and the commission's enforcement powers in an independent general counsel or a presidentially nominated public counsel who would be confirmed by the Senate. Prosecution of certain cases would be conducted in U.S. district courts rather than at the commission.

Other factors in Mr. Firestone's regulatory scheme would involve spectrum leasing, with equal employment opportunity, access and programing provisions written into the contract. Yearly renewal would be pro-forma unless the licensee violated the lease or was sued for alleged violations.

Some panelists criticized the FCC for alleged inefficiency. Mr. Bankson, who said he was speaking for himself and not the FCBA, for instance, noted that there are 12 commission administrative law judges and only one clerk. But Mr. Scalia, who portrayed himself as a realist, warned the others "not to hold forth any great hope" for change.

And Representative Wirth also may have dashed some hopes for major change when he said that the "climate" in Washington and across the country would be against creation of new agencies, but rather for fine-tuning the present structure. Mr. Firestone claimed that unless something new is created, there cannot be a "new spirit."

As the session drew to a close, Mr. Shooshan drew the group together by asking a question on behalf of Mr. Waxman,



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who was absent: Where should long-range policy be carried out, at the Office of Telecommunications Policy, at the Department of Commerce's Office of Telecommunications, at the FCC? Messrs. Firestone, McGannon and Scalia opted for it to be handled within the executive branch. And Mr. Bankson appeared to speak for them all when he said the job ought to be "done somewhere."

A discussion by a panel of public-interest group representatives produced little testimony that reflected well on the FCC. Much of it was to the effect that the commission was more of a hindrance than a help in advancing public interest.

Kathy Bonk, national media coordinator for the National Organization for Women, for instance, said that, "with the present FCC, we're up against a stone wall. The present FCC is mediocre, at best." But she wasn't angry at broadcasters, however, and her point seemed to be that the potential for cooperation between broadcasters and citizen groups is greater than the National Association of Broadcasters wants to believe or that the commission realizes.

She noted that the commission meets with citizens in regional meetings and with broadcasters at state association meetings. "We have to make broadcasters and citizen groups cooperate in producing policy input," she said. That, she added, "is where the Office of Plans and Policy could help."

Then there was Ted Carpenter, of the

National Citizens Committee for Broadcasting. He ticked off a number of matters in which the NCCB has become involved in the last couple of years—the commission's conglomerate inquiry, the proposed reimbursement of expenses of citizen groups interested in participating in commission proceedings and the media crossownership case, among them—and concluded, "We found the FCC an administrative barrier to action in the public interest, or else its actions were irrelevant."

The aim, he said, should be to involve the public in commission proceedings. But "there is no clear administrative procedure for us to interact with the FCC."

Probably the commission's harshest critic was Pluria Marshall, chairman of the National Black Media Coalition. He said that "the commission makes a lot of moves as if it's allowing the public in, but it isn't." And he accused the commission of failing to grant relief to blacks who, he said, had been "shut out" of broadcast station ownership. (When Representative Van Deerlin asked whether the ownership problem involved racism or lack of money, Mr. Marshall said it was racism. "A lot of broadcasters can tell rags-to-riches stories," he said.)

As for structural reform, he said it is important to have the Communications Act rewritten "to assure the public access to the public airwaves." He said the public's rights should be spelled out in law or regulation "to make sure the things that

should happen do happen regularly, not as the result of a court case." Unless the FCC is "mandated," he said, "they'll stay in cozy partnership with the broadcast interests."

Harvey Shulman, of the Media Access Project, had some suggestions aimed at involving the commission deeply in the affairs of the public. He would, for instance, turn the tables on the commissioners and require them to do a formal ascertainment of public needs and then report on the 10 most significant.

But that's not the most far-reaching suggestion. He said the commissioners "are not interacting with the people" in Washington. "Here they just get in their cars and drive home to suburbia." Therefore, he said, the commission should be moved elsewhere, perhaps to Omaha.

Phil Watson, senior manager of the telecommunications division of the Booker T. Washington Foundation, expressed concern with what he saw as the commission's inability to promote minority ownership. He noted that less than 50 of the nation's 8,700 radio stations are minority owned and that of the 900 television stations, two are black-owned.

The subcommittee, he said, should seek to restructure the FCC in a manner that would permit it to focus on the problem of permitting minorities to achieve parity in ownership. "The structure should be integrated with a national policy that sets out more clearly certain mandates," he said.

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Through the eyes of Justice: the FCC's probe into networking

Comments at commission pinpoint areas in which department will participate, emphasizing those that involve problems of competition; it also suggests that FCC generally follow pattern of 1959 inquiry and provides list of issues that it feels commission should pursue

The Department of Justice last week began its participation in the FCC's inquiry into television network practices. For the most part, the comment, filed one week after the June 1 deadline set by the commission (BROADCASTING, June 6), suggests procedures for conducting the inquiry, as well as areas that should be investigated. But it also defines the role the department will play, suggesting, in the process, it might call for a modification of the industry's structure.

It says it will provide a balance to the emphasis it sees licensees and networks placing on "the particular effects of network-licensee relations on licensee performance." Licensees and networks do not

deal with competitive performance "in its larger sense," Justice says. "And neither they nor the commission's notice gives much attention to the possibility of enhancing competition by adjusting the present practices or structure of the industry."

Justice adds that it will "draw attention to those facts that bear most heavily on problems of competition and to suggest ways that problems of licensee performance on be dealt with either through providing for greater competition or through regulations that impair it the least."

The department's principal procedural suggestion is that the commission borrow a leaf from the book of its 1959 network inquiry and authorize the chief administrative law judge to supervise and direct the fact-gathering under prescribed procedures. The department said the chief ALJ should be empowered to receive evidence, issue subpoenas and certify the record to the commission.

The commission is establishing a special staff, answerable to itself, to evaluate comments and gather evidence. The department says the creation of such a staff is essential but would not be enough to assure a thorough investigation of network-affiliate relations.

The department agrees with the commission on the need to study clearance of network programs and expansion of network schedules, previewing of network programs by affiliated stations, station compensation plans and the effect that

network owned and operated stations have on those and other areas.

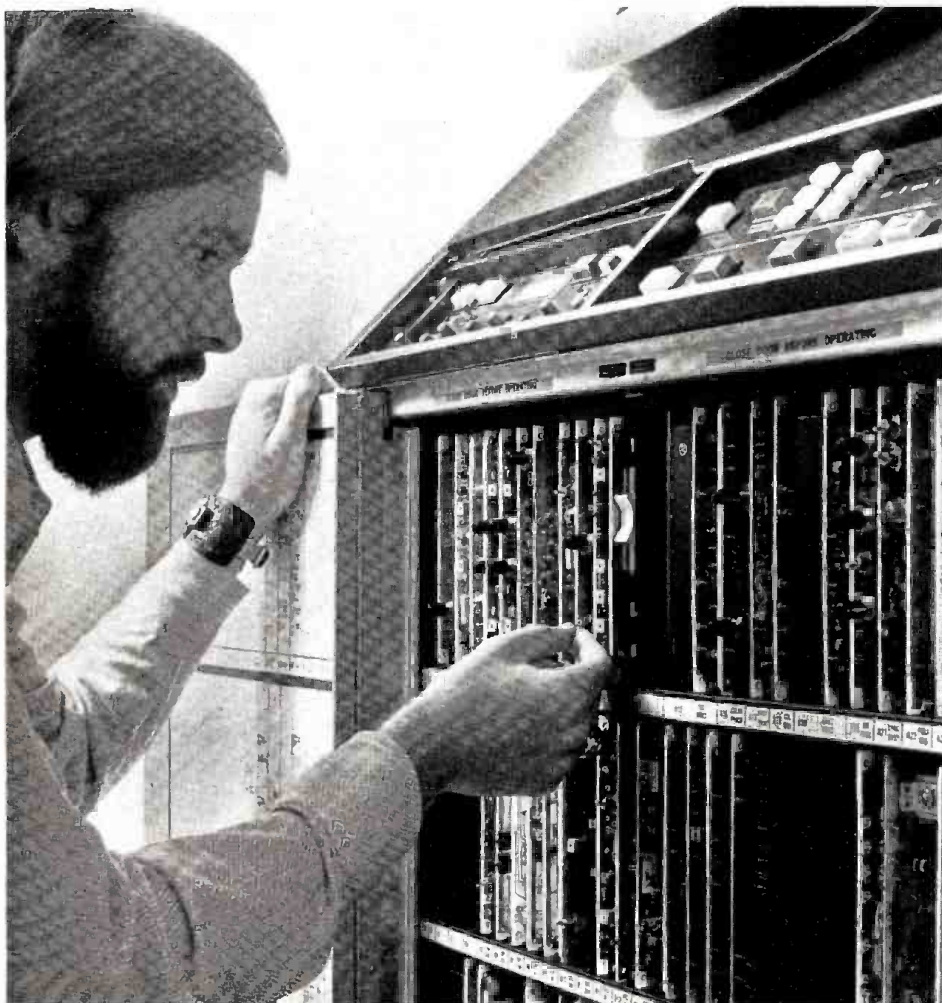
But it also indicates how it thinks six specific issues relate to the central questions:

- Network compensation to affiliates for carrying network programs. The Westinghouse Broadcasting Co. petition that triggered the inquiry and other material "gives strong evidence of an imbalance of bargaining power between individual stations and the national networks." Not only the compensation itself but each element of the formula that determines the compensation should be examined closely.

- Affiliation agreements. The commission should go beyond network affiliation agreements themselves to determine how they are administered in practice, how they are negotiated, or whether there are collateral understandings.

- Program clearance. The commission should look into the causes of program-clearance rates that are considered "too high to be consistent with a licensee's meeting its duty to select locally appropriate programming."

- The relationship between network and affiliates in the sale of advertising time. Since artificially high clearance rates may benefit national advertisers at the expense of regional or local advertisers, the commission should determine whether network practices detract from affiliates' ability to meet the demands of non-na-



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■ Owned and operated stations. The manner in which networks manage their O&O's and the objectives they seek should be scrutinized, particularly in view of the present lack of public information regarding such matters "and the considerable opportunity that ownership of them creates for arbitrary allocations of costs and revenues as between networking and broadcasting."

■ New entry into the network field. "The entire inquiry should be conducted with one eye on identifying those aspects of network activity or related commission regulation that inhibit the development of new or alternative network arrangements."

Justice's comment dealt not only with material that should be included in the inquiry but with matters the department thinks are better ignored—the portion of the inquiry that deals with network-program supplier relationships. Justice says the job of examining network-affiliate relationships is complex enough for one proceeding and can be accomplished without exploring the network-supplier issue.

FCC upheld in refusing Asheville FM to Basic

Three FCC decisions that add up to a denial of Basic Media Inc.'s effort to establish an FM station in Asheville, N.C.,

were affirmed by the U.S. Court of Appeals in Washington last week.

Basic Media's problem results principally from the fact that WAGI-FM Gaffney, S.C., operates with a transmitter in Forest City, N.C., 26 miles away. Basic Media's proposed station in Asheville would be short-spaced, by 13 miles, to WAGI-FM, under commission rules requiring a 65-mile separation.

Basic Media, which operates WISE(AM) Asheville, had petitioned the commission either to require WAGI-FM to move its transmitter to Gaffney or to deny its license-renewal application. It had also opposed the commission's decision to allocate an FM channel to nearby Waynesville, N.C., and had sought the allocation of a short-spaced FM channel in Asheville.

The commission rejected all petitions, and the court saw no reason to reverse. It said that the record before the commission supported renewal of WAGI-FM and transmitter were moved to Gaffney, the station would serve about 560,000 fewer people in North Carolina and only some 50,000 more in South Carolina.

As for the "quality" of the service afforded South Carolina listeners, the court said the commission is "the best judge of an issue so incapable of quantification as quality of service, and of compliance with its own guidelines."

The court said Basic Media had failed to sustain "the very heavy burden" of demonstrating the justification of a waiver of

the short-spacing rule, which has been followed consistently since its adoption in 1963 in the case-of applications for new stations. The court said "whatever persuasiveness" might be found in Asheville's needs is "substantially undercut" by the finding that the city is served by four AM's in the city and by four FM's located in neighboring communities.

Basic Media's objection to the Waynesville allocations fails, the court added, because it was "premised on the alternative desirability" of the Asheville allocation—that is, in the assumption its problems regarding Basic Media could be overcome.

Judge George E. MacKinnon wrote the court's opinion for himself and for Judges Edward A. Tamm and Harold Leventhal.

Cox promises to spin out Atlanta cable in five years

But citizen groups want FCC to give company only six months and deny cable-broadcast merger

The Atlanta branch of the National Association for the Advancement of Colored People and the American Civil Liberties Union of Georgia, which for more than a year have been seeking the break-

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up of what they call the Cox media "monopoly" in Atlanta, have filed another pleading with the FCC aimed at achieving their goal. It is a petition requesting denial of the proposed merger of Cox Cable Communications Inc. with Cox Broadcasting Inc. and the companies' request for waiver in Atlanta of the FCC rule prohibiting co-located cable-television and television-station acquisitions.

And that isn't all—the petition asks the commission to require Cox Cable to dispose of its Atlanta-area system within six months.

The Cox companies have also filed a new document with the commission—a letter disclosing that Cox plans to get rid of the Atlanta-area system, though within five years, not six months. Government policies and economic considerations, they say, appear to militate against fuller development of a cable system under common ownership with WSB-TV Atlanta.

The local NAACP and ACLU chapters, on March 1, 1976, petitioned the commission to deny the renewal applications of WSB-AM-FM-TV Atlanta and the certificates of compliance Cox is seeking for CCCI's Atlanta cable system. The petition, noting that the Cox family controls the two daily newspapers in the city, refers to the Cox companies as "The Voice of Monopoly."

Cox Broadcasting now owns 56.1% of Cox Cable, and stockholders of the two companies are to vote on July 22 on Cox Broadcasting's proposal to acquire com-

plete control. That would result, the petitioners state in their latest pleading, in increasing the WSB-TV's licensee's holding in the Atlanta system from 44.9% to 80%, the amount now owned by CCCI.

"This proposal," the petitioners maintain, "is clearly contrary" to the crossownership rule which is designed to bar the creation of new cable-TV and television-station crossownerships in the same market. And they say the arguments Cox has advanced for granting a waiver of the rules "are hollow at best." Among other things, Cox says the crossownership is already grandfathered, so the transfer is simply "pro forma" and does not involve the change of ownership that the crossownership rule would bar.

The petitioners say that, "if anything . . . the commission should waive its questionable grandfathering of Cox's cable-TV crossownership here, and require divestiture outright." They say the deadline should be 180 days.

They contend that Cox has "monopolized the media in Atlanta, giving rise to a strong need for greater diversity" and that Cox's continued retention of the properties and requests for waiver "should be included in the commission's analysis of 'economic monopolization' under the Sherman Act." They also say that "very little" of the Atlanta system has been built, and all of it in "predominantly white neighborhoods."

The Cox interests' letter to the commis-

sion, written by their counsel, William P. Sims, was filed one day after the petition opposing the merger was submitted to the commission. Mr. Sims says that although Cox-owned companies have operated their communications businesses in Atlanta "fully consistent with the highest standards of public service and interest," nevertheless, "government policies plus economic considerations appear to portend restrictions and delays for fuller development of CATV in the Atlanta market under common ownership with WSB-TV."

Consequently, barring some change in commission policy, Mr. Sims adds, "the commission is advised that CCCI has determined to dispose of its CATV interest in Atlanta" within five years. Mr. Sims says the period is "reasonable" and represents an earlier termination date than would result from the divestiture that might be required as a result of pending legal proceedings—a reference to citizen group effort to overturn the FCC rule grandfathering the Cox cable-TV/television holdings.

However, counsel for the Georgia petitioners, Charles Firestone, of Citizens Communications Center, does not regard five years as a "reasonable" period in which to divest. "We're not going to drop dead because they're going to divest in five years," he said. He added that the groups would continue to press for a 180-day deadline.

The Atlanta system represents a relatively small part of CCCI's holdings. Of CCCI's 427,321 subscribers throughout the country, some 5,800 are in Atlanta.



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6/13

Changing Hands

Announced

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

■ **KYA-AM-FM** San Francisco, WRTH(AM) Wood River, Ill. (St. Louis): Sold by Avco Broadcasting Corp. to King Broadcasting Co. for \$4 million (see story page 44).

■ **WRGA-AM-FM** Rome, Ga.: Sold by Rome Broadcasting Corp. to McDougald Broadcasting Corp. for \$650,000, plus \$100,000 covenant not to compete. Seller is principally owned by Mather M. Payne and three other members of his family. They have no other broadcast interests. Buyer is owned by Michael H. McDougald, former general manager of WAAX(AM)-WQEN(FM) Gadsen, Ala. WRGA is on 1470 khz with 5 kw full time. WRGA-FM is on 102.3 mhz with 300 w and antenna 790 feet above average terrain.

■ **WLL(AM)-WGOL(FM)** Lynchburg, Va.: Sold by Griffith Broadcasting Corp. to Jamabro Corp. for \$598,460.83. Seller is owned by estate of A. Hundley Griffith Jr., which has no other broadcast interests. Buyer is Jacksonville, Fla.-based real-estate investment firm owned by 19

stockholders. Principals are Mary E. Glover (27.1%) and her brothers, Robert T. and James V. Shircliff (21.3% and 21.4%, respectively). Family has various other business and investment interests but no other broadcast holdings. WLL is 5 kw daytimer on 930 khz. WGOL is on 98.3 mhz with 3 kw and antenna 240 feet above average terrain.

■ WMQM(AM) Memphis: Sold by Dalworth Broadcasting Co. to WMQM Inc. for \$550,000. Seller is Kurt A. Meer Sr., who has no other broadcast interests. Buyer is owned by F.W. Robbert Broadcasting Co., New Orleans. Robbert is owned by Fred P. Westenberger and family, who also own WVOG(AM) New Orleans. WMQM is 5 kw daytimer on 1480 khz.

■ WDAT(AM) Ormond Beach, Fla.: Sold by National Communications Industries Inc. to Hunter-Knight Daytona Inc. for \$476,000, plus \$35,000 covenant not to compete. Seller is owned by William P. Hunter and his wife, Shirley, who have no other broadcast interests. Buyer is owned by William A. Hunter (43%) and Philip Knight (21%). Remainder of stock is owned by four others, none of whom has other broadcast interests. Buyer, Mr. Hunter (no relation to seller), is owner of WDOT(AM) Burlington, Vt., and, with Mr. Knight, WWTB(AM) Brooksville and WTCM(AM) Ocala, both Florida. WDAT operates on 1380 khz with 1 kw day and 2.5 kw night.

■ KATY(AM) San Luis Obispo, Calif.: Sold by Hill Radio Inc. to Riverside Broadcasting Co. for \$400,000, plus \$100,000 covenant not to compete. Seller is owned by Duane E. Hill and his former wife, Dee Anne Hill. Buyer is owned by Victor Armstrong, executive vice president of Riverside; Seymour Berns, Beverly Hills, Calif., movie and television producer; Robert Lewine, program executive with NBC-TV, Hollywood; Robert Heumann, president of Los Angeles clothing manufacturer; William Hallen, Lake Tahoe, Calif., builder, and Dr. Thomas Calcaterra, Palo Alto, Calif., surgeon and husband of actress Sandy Duncan. Riverside also owns KVLG-AM-FM La Grange, Tex. KATY is on 1340 khz with 1 kw day and 250 w night. Broker: W. John Grandy.

■ KBOR(AM) Brownsville, Tex.: Sold by Brownsville Broadcasting Co. to Stereo Broadcasting Corp. for \$280,000, plus assumption of \$45,000 in debts. Seller is owned by Herbert L. Dewalt and Minor J. and Willis A. Wilson (brothers), none of whom has other broadcast interests. Mr. Dewalt, brother-in-law of other two sellers, is father of two principals in buyer, Stephen A. and James W. Dewalt (64.3% and 7.1%, respectively). Other stockholders in buyer are Jerry D. Harrison and Eli Adams (14.3% each). Stephen Dewalt is president and principal owner of KIOU(FM) Corpus Christi, Tex., and his brother is part owner of Brownsville two-way radio sales firm. Dr. Harrison is Corpus Christi dentist, and Mr. Adams owns outdoor and transit ad-

vertising firm there. KBOR is on 1440 khz with 1 kw full time.

■ KJOE(AM) Shreveport, La.: Coastal Broadcasting Corp., licensee, sold by Interstate Venture Capital Corp. to Thomas J. and David J. Lynch (brothers) for \$175,000, plus \$111,600 covenant not to compete. Seller is owned by John D. Mitchell and Sherwin Brotman, who have no other broadcast interests. Buyers own KBYE(AM)-KFJL(FM) Oklahoma City. Their brother, F.F. Michael Lynch, is principal stockholder of Wichita Great Empire Broadcasting Inc., which recently purchased KWKH(AM)-KROK(FM) Shreveport (BROADCASTING, May 23). Michael Lynch, however, has no proposed ownership interest in KJOE. KJOE is 1 kw daytimer on 1480 kw.

■ WHOU-AM-FM Houlton, Me.: Sold by WHOU Inc. to Penobscot Broadcasting Corp. for \$210,000. Seller is owned by Robert E. Smith, who also owns WQDY-AM-FM Calais, Me. Mr. Smith is better known as "Buffalo Bob," host of syndicated *Howdy Doody* television childrens' series. Buyer is principally owned by James H. Goff and George Wildey, who also own WPBC(FM) Bangor, Me. WHOU is on 1340 khz with 1 kw day and 250 kw night. WHOU-FM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ Other station sales announced last week by the FCC include: WSUF(AM)

Patchogue, N.Y.; WLIT(AM) Steubenville, Ohio, and KEAN(AM) Brownwood, Tex. (see page 67).

Approved

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

■ WRDU-TV Raleigh-Durham, N.C.: Sold by Triangle Telecasters Inc. to Durham Life Broadcasting Service Inc. for \$2,275,000 plus \$10 covenant not to compete. Owners of financially troubled seller are Robinson O. Everett, his mother, Katherine R. Everett, and Emanuel Evans. Neither Mr. Everett nor his mother has other broadcast interests. Mr. Evans has minor holdings in several publicly traded station groups, broadcast owners, and Roland McClamrock Jr., 1.9% owner of Triangle, is principal in WCHL(AM) Chapel Hill, N.C., and WBLG(AM)-WKQQ(FM) Lexington, Ky. Buyer is wholly owned by publicly traded Durham Life Insurance Co., T.A. Upchurch, president and chairman of board. Durham Life also owns WPTF(AM)-WQDR(FM) Raleigh and 3.5% of publicly traded Jefferson-Pilot Corp., newspaper and broadcast owner. WRDU-TV is NBC affiliate on ch. 28 with 1,080 kw visual, 214 kw aural and antenna 1,040 feet above average terrain.

■ Other station sales approved last week by the FCC include: WZZM-FM Grand Rapids, Mich. (see page 68).

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"Jenny and Me." The dramatic story of a boy who follows his father into the coal mines in 1929.

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U.S. agency ready with report highly critical of FCC, broadcaster efforts in EEO

It's already being criticized, however, for use of outmoded data

Awaiting approval by the U.S. Commission on Civil Rights this week is a bulky report that is critical of FCC handling of equal employment opportunity matters, as well as of broadcasting's treatment of minorities and women in programming. Its title: "Window Dressing on the Set: The Portrayal of Women and Minorities in Television."

The FCC staff reviewed a copy of the draft and responded, on May 16, with an eight-page letter in turn criticizing the report as being based on insufficient information and data and for taking issue with commission EEO procedures that have been superseded. The commission also supplied CCR with 1976 employment data to permit an updating of the report, which was based on 1975 figures.

What appeared to disturb the staff even more than allegations of inadequate performance by the commission in EOE matters was the section of the draft dealing with the depiction of minorities and women in television programming. The draft, according to the letter, says that although there has been an increase in the number of minorities and women in television programming, accelerated improvement is necessary. And the commission, the draft reportedly adds, should require such improvement, either through its rulemaking procedures or on a case-by-case basis.

The suggestion, one commission staff member said privately last week, "is appalling."

The response apparently has had little

impact on the CCR staff that prepared the report. Dr. Helen Franzwa, project director, said some changes were made as a result of the new data, but that they were simply in the form of "updating." The changes were not "substantive," she said. "There were no errors or inaccuracies." In fact, she said, the new data "shows the problem is worse" than was indicated by the 1975 data.

And the draft characterized the commission's role as evidencing a "lack of real commitment"—a characterization the commission, in its letter, said was "inaccurate and mistaken."

The commission's staff letter, which was signed by Wallace Johnson, chief of the Broadcast Bureau, criticizes the draft report for basing conclusions on experience at 40 television stations and on statements of four of eight station managers interviewed. The samples in both cases, he said, appear to be inadequate. And he noted that the draft deals with situations existing before the commission began requiring licensees to file EEO programs based on a model 10-point program and implementing new processing guidelines designed to screen out broadcast applicants with inadequate EEO programs.

"In short, we believe that any analysis of the commission's EEO regulation should be based upon the procedures we have adopted this past year to strengthen and update our monitoring and enforcement techniques," said Mr. Johnson.

To buttress the argument as to the seriousness of the commission's concern with EEO matters, Mr. Johnson presented statistics: During fiscal 1976, petitions to deny containing allegations of employment discrimination were filed against 499 stations. After a staff analysis of the complaints, 119 stations were subject to further inquiry. And of these, 37 received license renewals conditioned on their submission of periodic EEO reports. In addition, 36 stations were renewed with similar conditions as a result of routine processing.

Dr. Franzwa said that, in the final draft, the new procedures are evaluated in terms of the new data and "their own internal

logic" and, she indicated, found wanting. She said "weaknesses" were seen in them.

As for the draft's suggestion that the commission act to increase the number of women and minorities in television programming, Mr. Johnson said that, even putting aside the prohibitions of the First Amendment and the no-censorship provision of the Communications Act, "which are certainly applicable," the recommended approach would "create a regulatory nightmare." The commission "would almost certainly bog down hopelessly if it were to try to . . . oversee the day-to-day content of entertainment programs, judge role models, second-guess casting decisions, preview scripts, select news stories for coverage, regulate the assignment of reporters to those stories, and select guests and moderators for discussion programs. Surely, however serious the problem may have been (or is), the suggested cure would be worse. Indeed, carried to its logical conclusion, the suggested solution could also lead to the censorship of all free speech."

However, it was not clear last week whether the suggestion to which the staff took such exception is also contained in the section of the draft containing recommendations. Dr. Franzwa said that section was not offered to the commission for comment. However, she did say that the recommendations cover all areas of the report.

The report, in preparation three years ("Closed Circuit," April 1, 1974), will be discussed by the CCR this week.

Because of the size of the report—about 400 pages—it was not clear how soon copies would be generally available, even assuming it is approved in its present form.

Last Avco stations go to King group

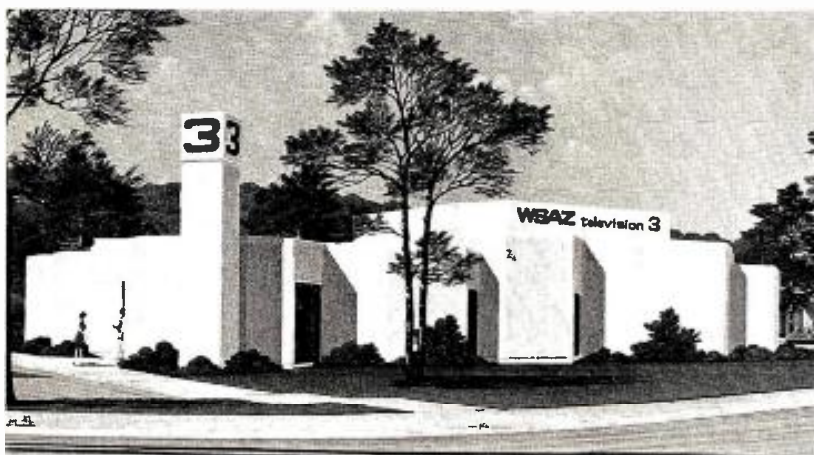
Two AM's, one FM complete the emptying of portfolio

Avco Broadcasting Corp., a pioneer group broadcaster, has sold its last three stations—KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. (St. Louis)—to King Broadcasting Co., Seattle, for \$4 million.

In the last two years, Avco has sold off its group of four AM's, two FM's and five TV's for \$89,850,000. Other stations in the Avco group were: WLW(AM)-WLWT(TV) Cincinnati; WLWD(TV) Dayton and WLWC(TV) Columbus, both Ohio; WLWI(TV) Indianapolis; WOAI-AM-TV San Antonio, Tex., and WWDC-AM-FM Washington.

The parent company, Avco Corp., announced its intention to sell off its broadcasting subsidiary after reporting a \$20.6-million consolidated loss in 1974. Its other divisions include Avco Embassy Pictures, Carte Blanche, insurance and financial concerns and manufacturers of electronic products, airplane engines and farm implements.

King Broadcasting, the principal owners



Brand new. WSAZ-TV Huntington (Charleston), W.Va., has opened a new \$500,000 facility in Charleston. The new building houses sales, news and production operations for the station which airs news from both cities. The main studios and administrative offices remain in Huntington.

BIAS is 163 radio and TV stations in 108 markets.

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LONDON WEEKEND TV WTLV WCIX-TV
WCKT-TV WGBS-AM WTVJ WESH-TV WFTV
WJHG-TV WTOG WPTV WALB-TV WAGA-TV
WXIA-TV WGN-TV WGN-AM WEEK-TV
WRAU-TV WICS-TV WANE-TV WPTA WISH-TV
WRTV WSBT-TV WSBT-AM WWJY-FM
KCCI-TV KCAU-TV KTVH WTVQ-TV WAVE-TV
WLKY-TV WAFB-TV WBRZ WRBT-TV KPLC-TV
WDSU-TV WWL-TV WBAL-TV WMAR-TV
WNAC-TV WSBK-TV WWLP WJBK-TV WWJ-TV
WJRT-TV WZZM-TV KMSP-TV KSTP-TV
KSTP-AM KSTP-FM WDAM-TV WLBT KRCG
WDAF-TV KPLR-TV KMTV KOAT-TV KOB-TV
WTEN WGR-TV WHN-AM WOR-TV WHEC-TV
WOKR WWNY-TV WWNY-AM WFMY-TV
WRAL-TV WITN-TV WDAY-TV WCPO-TV
WKRC-TV WLW-AM WEWS WJKW-TV
WJW-AM WTVN-TV WDTN WKEF WSPD-TV
WSPD-AM WTOL-TV WKBN-TV WKBN-AM
WKBN-FM KOCO-TV KTVY KWTW KOTV
KTEW KATU KPTV WTAF-TV WTAE-TV
WBRE-TV WPRI-TV WCSC-TV WFBC-TV
WHBQ-AM WHBQ-TV WMC-TV WMC-AM
WMC-FM WREG-TV WNGE WSM-TV
WSM-AM WTVF WFAA-TV KXAS-TV KHOU-TV
KCBD-TV KOSA-TV KENS-TV KMOL-TV
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of which are Dorothy S. Billitt, Harriet B. Rice and Priscilla B. Collins, has three AM-FM-TV combinations in the Northwest: KGW-AM-TV-KINK(FM) Portland, Ore.; KING-AM-FM-TV Seattle, and KREM-AM-FM-TV Spokane, Wash. The company also owns King Videocable Co., a multiple system operator in California, Oregon and Washington.

KYA is on 1260 khz with 5 kw day and 1 kw night. KYA-FM is on 93.3 mhz with 25 kw and antenna 660 feet above average terrain. WRTH is on 590 khz with 500 w day and 1 kw night.

R.C. Crisler & Co. was the broker.

Three in Va. on carpet

FCC has ordered a license-renewal hearing for WPCE(AM) Portsmouth and WOWI(FM) Norfolk, both Virginia, owned by the Rev. Levi Willis Sr., and a license-revocation hearing for WBLU(AM) Salem, Va., which Mr. Willis doesn't own but is alleged to operate. One allegation in the first case is that coercion was used in selling time. An issue in the second is whether the licensee of WBLU transferred control to Mr. Willis without FCC approval.

CPB talks future money

The Corporation for Public Broadcasting board last week heard preliminary projections of the nonfederal money public broadcasting is expected to earn and use to secure federal matching funds. The board, meeting in Washington, was told to anticipate the following: in fiscal 1977, \$332 million; 1978, \$368 million; 1979, \$406 million; 1980, \$443 million; 1981, \$483 million; 1982, \$525 million, and 1983, \$569 million. The figures, developed by staffers from CPB, National Public Radio and the Public Radio Service, will be used by another joint group in planning a request for a five-year extension of law that is to provide federal matching funds until 1981.

(Present law provides a two-year lead-time. Nonfederal money collected in 1978, for example, determines 1980 federal money. With an extension, public broadcasting forces are pushing for a \$2 non-

federal/\$1 federal match, as opposed to the \$2.50/\$1 current scheme.)

Among other subjects discussed was next month's CPB's meeting in Seattle with Western station managers, which will also include a live broadcast scheduled for July 13 by KCTS-TV noncommercial there. On-air, board members will field questions from the public and pay tribute to Senator Warren Magnuson (D-Wash.).

Media Briefs

More on WOR-TV. Multi-State Communications Inc. has appealed FCC decision denying its new-station application, which was mutually exclusive with RKO General Inc.'s application for renewal of license for channel 9 WOR-TV New York. Commission, in decision issued on Nov. 17 and affirmed in order denying reconsideration on April 12 (BROADCASTING, April 18), upheld administrative law judge's finding that Multi-State is financially unqualified to build and operate its proposed station; judge said applicant had not proved it would receive \$4-million bank loan. Multi-State's appeal was filed with U.S. Court of Appeals in Washington.

OAB wants its say. Ohio Association of Broadcasters, Columbus, is forming state task force on proposed review of Communications Act by Congress. Group will work with Ohio congressional delegation and present state's broadcasters' views on planned revision. OAB intends task force to work with National Association of Broadcasters and National Radio Broadcasters Association and other groups interested in review proposal.

New name naming. Institute of Broadcasting Financial Management, Chicago, organization of broadcasters concerned with financial aspects of radio and TV, will be changing its name in late July to "call the organization what it is—an association, not an institute." IBFM active and associate members have been invited through *Broadcast Financial Journal*, association's official publication, to enter contest for new name. Prize of \$250 will be paid for selected name.

Relocated. Manning Slater, president and board chairman, Hercules Broadcasting, Seattle, has moved to Sacramento, Calif., to open new corporate office there at 1337 Howe Avenue, Suite 110; (916) 920-1151. Hercules owns and operates KRAK(AM)-KEWT(FM) Sacramento and KMPS(AM)-KEUT(FM) Seattle.

Pushing percentages. National Black Media Coalition and San Jose chapter of Committee for Open Media are appealing FCC action in proceeding which seeks to establish policy on comparative/license-renewal hearings. Citizen groups' objection is commission's rejection of proposal that quantitative standards—nonentertainment program percentages—be used to determine whether renewal applicants have earned preference over challengers. Commission calls such standards "simplistic" approach to complicated problem (BROADCASTING, March 14). Groups, whose petition for review was filed with U.S. Court of Appeals in Washington, contend that, lacking such standards, commission has no objective criteria for judging renewal applicant's performance.

Double action. FCC granted renewal of KRLK(AM) Centerville, Utah, and permission to assign license to Harold S. Schwartz & Associates for \$62,000. Seller was state of Utah, which had foreclosed on previous owner, Davis Broadcasting Co., and Utah loan company. FCC had held up on renewal because of "serious questions of fact" involving ownership of Davis, but granted renewal and assignment after Mr. Schwartz demonstrated that none of previous owners would be included in his operation of station. Mr. Schwartz owns KXEN(AM) Festus, Mo., and 25% of WTHE(AM) Mineola, N.Y.

Situation rectified. FCC has renewed license of WMOU(AM) Greenville, S.C., until end of regular license term, Dec. 1, 1978. In 1973, FCC had granted short-term renewal conditioned on licensee (Bob Jones University Inc.) refraining from active recruiting at Bob Jones University, school that refuses to admit black students. FCC noted that station's 1975 and 1976 employment reports showed per-

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

Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Avco.....	3 mo 2/28	338,772,000	+ 8.4	21,894,000	- 29.8	.95	312,383,000	31,296,000	1.38
Comcast.....	3 mo 3/31	2,823,378	+16.1	138,261	- 2.4	.08	2,431,820	141,583	.08
Communications Properties.....	6 mo 4/30	13,037,000	+20.2	1,001,000	"	.21	10,839,000	1,191,000	(.04)
Filmways.....	Year 2/28	125,327,000	+24.1	2,697,000	+ 21.2	1.09	100,943,000	2,224,000	.92
General Instrument.....	Year 2/28	466,073,136	+24.0	16,530,199	+129.9	2.04	375,811,335	7,189,313	.77
Globe Broadcasting.....	3 mo 3/31	1,883,000	+13.6	80,800	- 89.9	.03	1,657,000	768,000	.28
Gray Communications.....	9 mo 3/31	10,612,171	+18.5	798,250	+ 46.2	1.68	8,952,146	539,652	1.14
New York Times.....	3 mo 3/31	116,544,000	+11.5	5,378,000	+ 99.7	.47	104,481,000	2,693,000	.23
Outlet.....	3 mo 4/30	36,288,069	+19.2	596,830	+ 35.0	.20	30,421,672	441,819	.15
Schering-Plough.....	3 mo 3/31	238,317,000	+ 7.8	45,424,000	+ 11.0	.84	220,894,000	40,518,000	.75
Starr.....	9 mo 3/31	23,490,583	+ 6.8	1,200,339	"	.43	21,991,842	(50,821)	(.04)
Taft.....	Year 3/31	109,070,000	+17.0	15,510,000	+ 34.6	3.97	93,210,000	11,520,000	2.85
Wrather.....	3 mo 3/31	7,126,000	+38.1	106,000	+341.6	.05	5,158,000	24,000	.01

*Change to great to be meaningful



30-second TV spot—client: Fortunoff's, N. Y.—Director/Cinematographer: Sedelmaier.

The national TV spot could be a hard act to follow. The film look can make a difference.

There's a lot of commercial competition going on during the commercial break, between the polished, expensive national television production and the locally planned and not-so-expensive local spot. Very often, there's a quality gap which can be closed simply and without excessive spending.

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PLOUGH BROADCASTING'S WHRK, Memphis, picks a new format and IGM's RAM to make it go!

The new "disco" sound at WHRK requires the capability to program three or four times as many events as the previous format. So, the 100,000-watt, 24-hour station went to IGM with the problem.

The solution is a RAM (Random Access Memory) Control System, three 48-tray Instacarts and four reel-to-reel playback units with time announce capability.

Now, WHRK can program 4096 events—enough for seven days—and, at the same time, "flag" certain events to insert spot changes quickly.

WHRK is only one of five Plough Broadcasting stations to install RAM systems.

The whole story is in IGM News, No. 2-77. Send for it today.

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centages of women and minorities at WMUU within zone of reasonableness and granted renewal application.

Sonderling buys MGS. Sonderling Broadcasting Corp., Miami, will purchase 60% interest in MGS Services now held by Teletronics International. Purchase will be executed as of June 30, 1977, under terms of option agreement, for \$1.5 million cash. Joint venture of Sonderling and Teletronics, MGS is distributor of television commercials.

Outlet has Flair. Outlet Co., Providence, R.I.-based group station owner and retail firm, is acquiring Flair Inc., eight-store women's specialty chain in Richmond and Newport News, both Virginia. Bruce Sundlun, president and chief executive officer of Outlet, said annual sales volume



Grab a Rabbit. Audience participation in a contest held by KSON-AM-FM San Diego involved more than picking up a phone and calling the station. The first prize was a Volkswagen Rabbit, and the winner needed time and endurance; the car was to be given to the contestant who touched it with both hands longer than everyone else. There were rest periods every two hours. At top some of the 80 participants line up on five different Rabbits at the start of the event. After 55 hours the competition had narrowed down to one man and one woman. Seventy-four hours, 23 minutes and 15 seconds after the marathon began, Dennis Auguletto, the runner-up, lifted one hand from the car to reach for a banana and the contest was over. At bottom, the winner, Sharon Johnson, sits on the hood of her new car flanked by (l to r); Volkswagen dealer Roque de a Fuente and KSON personality Rod Hunter; Program Director Ed Chandler and President Dan McKinnon. A live continuous remote broadcast was conducted from the dealer showroom during the event and three television stations there covered the event daily.

of Flair is \$4.5 million. Mr. Sundlun made announcement of purchase June 2 while preparing to address Boston Stockbrokers' Club, where he said that he expects Outlet to be \$500-million company with \$20 million in income after taxes by 1982.

Academic projects funded by the NAB

The National Association of Broadcasters has awarded nine grants for research in broadcasting for 1977.

The winners, who receive out-of-pocket expenses for their work, are: Charles Atkin, Michigan State University, for "parental interpretation of television violence for child viewers;" Mu-Lan Hsu Cheng, Ohio State University, for "older Americans, commercial radio and commercial television;" Erik L. Collings and Lisa A. Fortini-Campbell, Ohio State University, for "elements of 'happy talk' on informal radio: the effects of content repetition, announcer interaction and vocal expression on retention and preference of radio news broadcast;" Felipe Korzeny, Michigan State University, for "styles of parent-child interaction as a factor in children's social learning from television violence."

Richard P. Neilsen, Boston University, for "managing slander protection;" Eugene F. Shaw, University of Tennessee, for "the all-news radio stations; airing the facts behind the news format;" Stuart H. Surlin and Alan Wurtzel, University of Georgia, for "viewer attitudes toward television advisory warnings;" Jacob J. Wakshlag, Indiana University, for "stability in and noncontent factors affecting program ratings for children;" Robert E. Yadon, Michigan State University, for "financial behavior of standard metropolitan statistical area radio markets between 1965 and 1974."

Another no-show for Conrad in court

**Ex-chairman of RCA misses
session on tax charges**

Legal problems for former RCA Board Chairman Anthony L. Conrad cropped up last week after he failed for second time to appear for arraignment in Manhattan Criminal Court on income-tax-evasion charges brought by the state of New York.

Mr. Conrad resigned as chief executive officer of RCA last fall (BROADCASTING, Sept. 20) after acknowledging he had not filed federal, state or local income taxes for five years through 1975. The state lodged the misdemeanor charge against Mr. Conrad in March, claiming he owed taxes for the years 1973 through 1975. He was scheduled for arraignment in April but did not appear and his attorney got the arraignment postponed to last week (BROADCASTING, April 18).

His attorney, Boris Kostelanetz, argued

Book No.	Price
Total \$	_____

at the hearing last week that Mr. Conrad was a resident of Maryland during the years in question and was not subject to New York state tax laws. The state replied that Mr. Conrad had voted in New York in 1973 through 1975.

Judge Jerome Vale postponed the arraignment until Thursday (June 16). He ruled that the June 16 hearing would decide whether a crime had been committed and ordered Mr. Conrad to appear in court or give his attorney a waiver in writing.

Under state law, if Mr. Conrad is found guilty of willful failure to file state income-tax returns, he could face penalties of one year in jail and a \$1,000 fine, or both, for each of three counts on which he is charged.

When he resigned last fall, Mr. Conrad told the RCA board of directors that his five-year tax obligation had totaled \$704,292, of which \$684,618 was paid through payroll deductions and the deficiency of \$19,674, plus interest of \$1,429, was paid subsequently.

An independent investigation of Mr. Conrad's tax situation, conducted late last year at the behest of RCA, found that Mr. Conrad's failure to file personal income taxes was in no way related to the company's business. Neither the Internal Revenue Service nor the New York City Department of Tax Collection has taken any action against the former RCA chairman.

Programing

Universal goes abroad with largest portfolio from fall line-ups

It has most shows to sell in international market from new-season schedules; nonproducer Viacom is next

By virtue of its position as the leading supplier of prime-time programs on the three networks' new fall schedules, Universal Pictures Television is also the largest international distributor of television series.

Not counting the wide range of made-for-TV movies and miniseries Universal will put in production for the 1977-78 season, the company has 12 hours' worth of regularly scheduled series for sale outside the U.S. These include perennial big sellers such as *The Six Million Dollar Man*, *Kojak* and *Baretta*—all of which have been renewed for another season in prime-time—and a new series like NBC's *The Oregon Trail*, which is expected to do well in foreign markets because it will be the only 60-minute western, still a popular overseas, on the networks' schedules.

The major studios, like Universal,

Warner Bros. and Paramount, automatically distribute the shows they produce themselves, but the bulk of the independent producers have also assigned the international syndication rights to their programs.

Viacom International has the lead among companies that do no actual prime-time production of their own but sign distribution deals with independent producers for foreign-syndication rights. A total of six hours of next fall's prime-time CBS schedule (Viacom is not involved in any ABC of NBC shows) will be syndicated abroad by Viacom: the veteran cop show, *Hawaii Five-O*, CBS News's *60 Minutes*, the new one-hour *Ed Asner Show*, four returning sitcoms (*All in the Family*, *The Bob Newhart Show*, *Rhoda* and *The Tony Randall Show*) and two rookie sitcoms (*The Betty White Show* and *We've Got Each Other*, both from MTM Productions, which assigns all of its shows to Viacom for distribution within and outside the U.S.).

Two other major studios—Warner Bros. and Columbia Pictures Television—are well represented on the prime-time schedules because they've supplemented their own product with that of a few independents. Warner has a total of five-and-a-half hours, three-and-a-half of which are in-house productions—*Wonder Woman*, *Alice*, *Rafferty* and *The Fitzpatricks*. These are augmented by domestic and foreign distribution rights to Lorimar's *The Waltons* and two Jimmy Komack/David Wolper sitcoms, *Chico and the Man* and *Welcome Back, Kotter*.

Columbia managed to land only one regularly scheduled series on the networks' prime-time schedules, *Police Woman* on NBC. (*Police Story* will be back on NBC as an occasional two-hour dramatic special.) But Columbia has secured international distribution rights to Quinn Martin's *Barnaby Jones*; to a pair of sitcoms from Danny Arnold's production company, *Barney Miller* and *Fish*, and to the new Witt/Thomas/Harris sitcom on ABC, *Soap*.

By signing an exclusive international syndication deal with Spelling-Goldberg, Metromedia Producers Corp. has the rights to four hours' worth of next fall's prime-time schedules, all of them on ABC: *Starsky and Hutch*, *Charlie's Angels*, *Family* and a new series Mr. Spelling is producing on his own, *The San Pedro Bums*.

Another independent syndicator that's exclusively in the distribution business (it doesn't produce any shows for network prime time), Worldvision Enterprises, has three fall series for international sales: NBC's *The Little House on the Prairie*, Lorimar's *Eight is Enough* and Spelling-Cramer's *Love Boat*.

Rounding out the major studios' line-ups, MGM Television landed one new 60-minute series on CBS, *Logan's Run*; a new hour on NBC, *CHiPs*; and received a guarantee from ABC for production of 10 new two-hour episodes of *How the West Was Won*. Paramount Television has three

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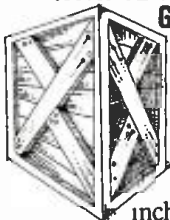
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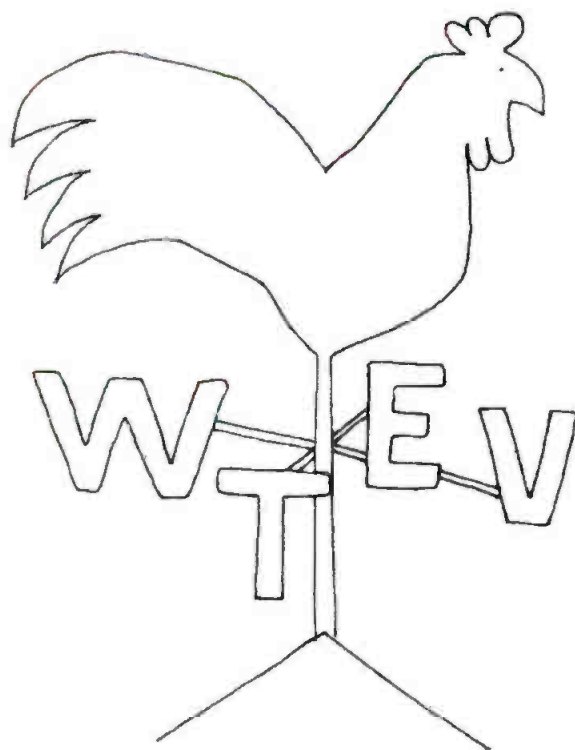
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returning sitcoms in its hopper: *Happy Days* and *Laverne and Shirley* on ABC and *Busting Loose* on CBS. Twentieth Century-Fox Television got CBS to renew *M*A*S*H* and sold a new 60-minute series to CBS, *Young Dan'l Boone*. All of these series will be distributed internationally by the respective major studios, and Walt Disney's Buena Vista Productions will continue to handle *The Wonderful World of Disney*, going into its 17th year.

Two active independent producers—Norman Lear's TAT Communications and the company headed by Bud Yorkin, Saul Turteltaub and Bernie Orenstein—parcel out international distribution rights territory by territory. Both use Dana Murray in Canada and, for many of their shows, a company called Pacific Telecasters in Australia. They use different distributors in Europe. Bud Yorkin deals in Japan with syndicator Banjiro Usmura.

Filmways International, which sold *The New Hawaiians* to NBC, its first prime-time series in many years, will distribute it abroad, and Taft/H-B Productions, which sold its first prime-time series ever, NBC's *The Man From Atlantis*, will also handle its own foreign syndication.

Finally, a British company called Thames Television has foreign distribution rights to Nicoll, Ross and West's *Three's Company* sitcom on ABC because the series is adapted from a hit British comedy called *Man About the House*, which was originally produced by Thames.

Norman Lear gets into off-network business

His companies will begin syndicating 'Maude,' 'Good Times' and 'Sanford'

Norman Lear's Tandem/TAT has taken the wraps off three of its strongest sitcoms—*Sanford and Son*, *Maude* and *Good Times*—and will begin offering them in syndication this week.

It's the company's first foray into the off-network rerun business, with 146 episodes of *Sanford* available for the fall of 1978 and 142 episodes of *Maude* available for fall 1978 (or, if it's renewed next year by the CBS network, 166 episodes for fall 1979). *Good Times* could be available as early as the fall of 1978 (109 episodes) or as late as the fall of 1980 (157 episodes), depending on whether CBS keeps renewing it or not. The company produces and syndicates two first-run satirical strips, *Mary Hartman, Mary Hartman* and *All that Glitters*.

Gary Liebenthal, Tandem/TAT's vice president for syndication, said his research shows that *Sanford* is "the highest-rated show ever offered in syndication," having "averaged 30-plus ratings for three full years" on NBC. The presumption is that, at least with *Sanford*, Tandem TAT will be asking stations to pay the kinds of record prices that they paid late last year to Para-

mount for *Happy Days* (BROADCASTING, Jan. 10).

Tandem/TAT is planning to sell these series separately, market by market, according to Mr. Liebenthal. Station groups will not be permitted to bid for the shows as groups, he adds, to allow each outlet in each city to get a fair crack at the three comedies.

ABC returns MPAA's fire

Motion picture group's comments to FCC described as ploy to corner market for its members

ABC said last week that the Motion Picture Association of America's filing with the FCC against the networks (BROADCASTING, June 6) "vividly demonstrates the personal avarice of the major Hollywood producer-participants, and is void of any public interest concern."

In a statement, ABC said it "rejects all charges advanced by MPAA" in its filing, which asked FCC to tighten the limitations on the networks in their dealings with program producers.

"Existing ABC contractual arrangements with MPAA members and independent producers are consistent with all FCC rules and in the public interest," the statement said. "MPAA apparently seeks to use the FCC inquiry to bring about a captive market for the programs its members produce and to force price increases for those programs."

"ABC believes it would be unfortunate for the American viewing public if programming discretion were turned over to unlicensed movie companies. Under federal law, programming decisions are properly entrusted to those who are licensed to serve the public interest."

"ABC welcomes FCC consideration of MPAA's unfounded charges, and believes the commission will find them to be wholly without merit."

Programing Briefs

Pro grid series. NFL Films and its distributor, Pro Sports Entertainment Inc., New York, are lining up TV stations and sponsors for three half-hour barter-syndication properties. First two—*The NFL Games of the Week* and *This Is the NFL*—will be ready in mid-September for telecast through end of football season in January. Third—*NFL Great Teams, Great Years*—contains 34 half-hour nostalgia features to run from January through September 1978. There'll be three national minutes in each half-hour and three minutes for stations, which will get programs free.

Bock's new enterprise. Lothar Bock, West German producer who secured U.S. broadcast rights to 1980 Olympics for NBC, is forming a production company, One World of Sport, to be based in Monaco. President is to be Samuel Leitch,

head of television sports programming for British Broadcasting Corp. Mr. Leitch will not be working for NBC, as had been speculated, and network has no immediate deal with Mr. Bock's new company.

Anti-pirating move. Thieves who deal in pirated prints of theatrical- and made-for-TV movies were put on notice by Frank Peterson, vice president and treasurer of Warner Bros. Pictures, that he'll offer \$5,000 reward to anyone whose information leads to arrest and conviction of film pirates. Mr. Peterson says he believes it's first time major studio has ever posted this kind of reward; he adds that bootleg prints, particularly those distributed illegally abroad, cost studios tens of millions in lost revenues each year.

T-L movie package. Time-Life Television has bought U.S. syndication rights to reruns of 41 made-for-TV movies produced by ABC-TV's Hollywood production arm. Titles include "Love Among the Ruins" (starring Laurence Olivier and Katharine Hepburn), "The President's Plane Is Missing" (Raymond Massey, Peter Graves), "The Man" (James Earl Jones, Burgess Meredith) and "The Night Stalker" (Darren McGavin). Nine are two hours in length; rest are 90-minute movies.

Black barter. New syndicated barter television series directed toward black women premieres later this month. Called *For You Black Woman*, half-hour weekly series (39 episodes are contemplated) is being taped in New York by Perin Enterprises Inc., with Richard Perin as executive producer. Series is financed by Nicholas Products, which will take two-and-a-half minutes in each half-hour for its line of cosmetics for black women. (Ad agency/distributor is Gerber/Carter Communications, New York.) Stations get series free and are accorded three-and-a-half minutes to sell spot or local. Twenty stations have accepted so far, among them: WDCA-TV Washington, WPGH-TV Pittsburgh, WCIX-TV Miami and WXIA-TV Atlanta. They'll play it mostly in Saturday and Sunday morning time periods, according to sources.

RIAA reports sales record of \$2.74 billion in '76

The Recording Industry Association of America announced that manufacturers' sales of phonograph records and pre-recorded tapes hit an all-time high in 1976 of \$2.74 billion from unit sales of 592 million. That compared to \$2.39 billion for 533 million units in 1975.

Sales of record albums in 1976 rose by 12% to \$1.663 billion, compared with \$1.485 billion the year before. Singles rose from the 1975 figure of \$211.5 million to \$245.1 million in 1976, a 16% rise.

Dollar sales volume of cassette tapes increased by 47% to \$145.7 million and eight-track cartridges accounted for \$678.2 million, up 16%. Quadraphonic and reel-to-reel tape sales declined in 1976.

Jacobs says ABC-TV will hold its lead in next season

He sees four-point spread between it and last-place NBC; last year he missed on place and show predictions

Herb Jacobs predicted last week that the 1977-78 prime-time schedules would go down in television history as the second year of "the ABC dynasty."

When the first 13 weeks of next fall's line-ups have run their course, he said, ABC will have established a 21.8 rating, CBS a 19.2 and NBC a 17.9.

Mr. Jacobs is president of Telcom Associates, a firm of broadcast consultants. (He works out of Palm Springs, Calif., although the company is based in New York.)

The magnitude of ABC's dominance, he continued, will be reflected in the night-by-night averages. ABC will win Tuesday, Wednesday, Friday and Sunday during the fourth quarter and finish even with CBS on Thursday, according to his forecast. NBC, he said, will capture Monday, and CBS will be first on Saturday.

Mr. Jacobs is putting his money on three

new series to wind up first in their time periods: CBS's *The Betty White Show* (Monday, 9-9:30 p.m., NYT), ABC's *Soap* (Tuesday, 9:30-10 p.m.) and CBS's *Lou Grant* (Tuesday 10-11 p.m.). He's also predicting a few surprise successes among returning shows next fall, giving *Eight Is Enough* (Wednesday 8-9 p.m.) and *Starsky and Hutch* (Saturday, 9-10 p.m.) and ABC, *Barnaby Jones* (Thursday, 10-11 p.m.) on CBS and *The Bionic Woman* (Saturday, 8-9 p.m.) on NBC first place in their time periods.

Also surprising, Mr. Jacobs said, is that a total of nine holdover programs will probably end up last in their time periods. Five of these losers will be on CBS, he continued: *Maude*, *Kojak*, *Switch*, *Wonder Woman* and *Busting Loose*. Of the other four, two are ABC shows (*Fish* and *The Hardy Boys/Nancy Drew Mysteries*) and two NBC (*Police Woman* and *CPO Sharkey*).

Mr. Jacobs's crystal ball was a bit fuzzy at this time last year when he said that by Dec. 19, 1976, ABC would have a 20.3 rating, CBS a 19.1 and NBC an 18.0 (BROADCASTING, May 10, 1976). He turned out to be right about ABC on top (although its rating was a heftier 20.9) but wrong about the second- and third-place finishers. NBC was actually in second place on Dec. 19, with a 19.6 rating, and CBS was third, with an 18.7. (CBS overtook NBC during the

first week of February 1977 and wound up in second place by the mid-April cutoff point of the 1976-77 season.)

The accompanying charts show the new prime-time schedule with, half hour by half hour, Mr. Jacob's share predictions. New programs are indicated by an asterisk(*).

SUNDAY

	ABC		CBS		NBC	
7:00						
7:30	Hardy and Drew	26	60 Minutes	35	Disney	28
		27		35		29
8:00						
8:30	Six Million S Man	37	Rhoda	33	Off the Wall*	25
		39	On Our Own*	30	C.P.O. Sharkey	26
9:00						
9:30	ABC Movie	34	All In The Family	35	Big Event	29
		36	Alice	32		30
10:00		38	Kojak	28		32
10:30		39		28		32

MONDAY

	ABC		CBS		NBC	
8:00						
8:30	San Pedro Burns*	26	Young Dan'l Boone*	28	House On The Prairie	32
		26		28		34
9:00						
9:30	Football	30	Betty White*	32	NBC Movie	31
33		Maude	30	32		
36		Rafferty*	26	33		
35			27	33		

TUESDAY

	ABC		CBS		NBC	
8:00						
	Happy Days	43		22		27
8:30	Laverne and Shirley	41	Fitzpatricks*	23	Man From Atlantis*	29
9:00	Three's Company	35	MASH	38		20
9:30					The New Hawaiians*	
	Soap*	38	One Day at a Time	34		21
10:00						
		33		34		25
10:30	Family		Lou Grant*		Police Woman	
		33		35		25

WEDNESDAY

	ABC		CBS		NBC		
8:00							
8:30	Eight Is Enough	31	Good Times	30	Grizzly Adams	27	
		32	Busting Loose	28		29	
9:00							
9:30	Charlie's Angels	36	CBS Movie	30	Oregon Trail*	25	
		36		31		25	
10:00							
10:30	Baretta	35		32	Rossetti and Ryan*	26	
		36	32	26			

THURSDAY

	ABC		CBS		NBC	
8:00						
	Kotler	36	Wallons	31	ChiPS*	21
8:30	What's Happening	35		33		22
9:00	Barney Miller	34	Hawaii Five-O	33	Richard Pryor*	25
9:30	Carter Country*	30		34		27
10:00						
10:30	Redd Foxx*	31	Barnaby Jones	33	Class of '65*	25
		32		34		25

FRIDAY

	ABC		CBS		NBC	
8:00		31		25	Sanford Arms*	30
8:30	Donny and Marie	32	Wonder Woman	25	Chico and Man	31
9:00						
9:30	ABC Movie	33	Logan's Run*	26	Rockford Files	32
		33		26		32
10:00		34	Switch	26	Quincy	32
10:30		34		27		32

SATURDAY

	ABC		CBS		NBC	
8:00	Fish	29	Bob Newhart	30	Bionic Woman	31
8:30	Operation Petticoat*	28	We've Got Each Other*	30		31
9:00	Starsky and Hutch	34	Jeffersons	31	NBC Movie	32
9:30		35	Tony Randall	30		32
10:00	Love Boat*	29	Carol Burnett	33		33
10:30		30		33		34

AP meeting told powers will shift in broadcasting over next 10 years

Future forecasts are part of varied program in St. Louis

Problems of news coverage today and new directions for the future were explored at the four-day convention of the Associated Press Broadcasters which ended on June 4.

More than 400 news executives, meeting in St. Louis, heard Fred Walker, president of Broad Street Communications, New Haven, Conn., predict a decline in TV network influence and a growth of pay television as the blockbuster medium. In 10 years, Mr. Walker said, public broadcasting will also be "a force to reckon with." By then the government will permit the use of noncommercial stations for institutional messages "for 90 seconds out of every 60-minute program—just like the op ed page of the *New York Times*." Incentive compensation will be paid to advertising solicitors for public TV, he said.

Free television stations will seek out specialized audiences for lower-budget shows than those now on the air, said Mr. Walker. "TV will learn," he said, "as radio and magazines have learned, you can do very well by appealing to a specific target audience."

By 1987 distinctions between AM and FM will have disappeared, said Mr. Walker. It will be "just radio," he said, "each station in its market doing its own thing."

During a panel session on "Terrorism, Kidnapping and the Media," Sam Zelman, executive director of news for WJLA-TV Washington, said he would discourage any attempts at self-imposed media guidelines to deal with this coverage area. He stated that self-censorship leads to an interruption of a free flow of information and "could start rumors flying." He added that coverage of terrorist activities does not incite to violence, as some claim, but rather helps "vent the terrorist's frustration and defuses his sense of violence."

Bill Ellingsworth, director of public affairs for the International Association of Chiefs of Police, said his organization supports a policy of "completely informing" newsmen of what is going on during hostage sieges. He acknowledged during the question-and-answer period that in some life-and-death situations, police might withhold information to facilitate the safe return of the hostage.

Richard Morris, a representative of the American Bar Association, said that in terrorism stories lawyers and the law cannot be of much help to reporters. He urged newsmen to remember that "the media aren't in business for themselves but to serve the public interest under the First Amendment."

Bill Small, CBS News senior vice presi-

dent and director of news, said critics should do less worrying about the quality of broadcast news and should "start looking at our friends in the print media."

Mr. Small said that broadcast news is improving but "we really need more than a half hour to do the news at night and we need more staff locally." Mr. Small acknowledged he "worries some" about broadcast news but said he is beginning to worry more about newspapers.

"Newspapers in the next 10 years will present more of a dilemma to the American public that want information than we as broadcasters ever did," he contended.

FCC Chairman Richard E. Wiley told the group that during his seven years at the commission a speed-up in processing business has taken on new importance. Mr. Wiley, whose term expires this month, said he can't guarantee that the FCC will continue to move toward increased deregulation.

Ann Compton, White House correspondent for ABC News, said access to key officials in Washington remains difficult but should loosen up when the administration gains more confidence.

Robert Trout, special correspondent for ABC News, was given the Robert Eunson award, which honors the memory of the vice president and assistant general manager in charge of broadcasting for the AP who died in 1975. Mr. Trout was cited for more than 40 years of service to broadcast journalism.

Representative Lionel Van Deerlin (D-Calif.) said the local community should be involved in the discussions of renewing television and radio station licenses. He said he would be willing to let a federal commission and the community decide if the broadcaster has done a good job in covering all issues fully.

Mr. Van Deerlin, who is chairman of the House Subcommittee on Communications, stressed there are "so many voices available" in radio that he doesn't believe "we need ... seven commissioners back there in Washington looking over the shoulders of every broadcaster in America."

Texas news crews suffer beatings

Four assaulted in two incidents in which equipment is destroyed during coverage of union story

Four Dallas newsmen, two from KDFW-TV and two from WFAA-TV, were beaten June 5 outside Teamsters Union offices there while covering a union meeting. Jack Weber, cameraman for KDFW-TV, suffered a broken jaw. KDFW-TV reporter Greg Lefevre and WFAA-TV cameraman Mike Coscia and reporter Byron Harris were treated at a local hospital for face injuries.

The incident began with Messrs. Weber and Lefevre outside the union hall covering the return of two dissident union members who, for two years, have been

challenging expenditures by officers of the Teamsters Local 745. (At last month's union meeting, the two members, William Weed and Hall Nichols, were beaten and June 5 was the first time they had tried to return since.) One man from a group of onlookers, according to Mr. Lefevre, attacked Mr. Weber, grabbed his video-tape camera (an RCA model worth approximately \$38,800) and smashed it to the ground destroying it. Mr. Lefevre said that he was then pushed against a nearby wall and his cassette tape recorder was destroyed.

Messrs. Harris and Coscia, who arrived an hour later from WFAA-TV to cover the meeting, were said to have received similar treatment. Mr. Harris has been covering the Teamsters for some time. He said he was the first and only reporter—print or broadcast—to do investigative reporting on the union and has won an award from the Texas AP Broadcasters for his work. (The WFAA-TV video-tape camera destroyed was an Ikegami model, worth about the same as the RCA).

Both the RCA and the Ikegami were rolling when the beatings took place, Mr. Lefevre said, and positive identifications of the assailants were made and assault complaints filed.

Journalism Briefs

Tell all. House Commission on Administrative Review plans review of more than \$1 million in services Congress provides to news organizations gratis, according to its chairman, David R. Obey (D-Wis.). Representative Obey also wants to sponsor bill requiring news organizations and their reporters to file financial disclosure statements showing outside interests that could reflect on impartiality. He characterized as "cheap garbage" stories that condemn fringe benefits received by members of Congress without mention of reporters' benefits. Representative Obey has been subject of such stories. Among press benefits: space, telephones, office equipment and staff aides.

Boom-bopped. Crush of media coverage of President Carter's return to Plains, Ga., two weeks ago led to assault charge against ABC sound technician for conking *Newsweek* photographer on head with boom mike. Bernard Gotfryd, *Newsweek* man, charged ABC technician Robert Funk with assault in Sumter county court in Georgia. Justice of Peace J.W. Southwell allowed Mr. Funk, who denied charge, to go free pending trial after posting \$300 bond.

ASCEF persists. FCC rejection of fairness complaint against CBS over its coverage of national security issues was attacked by American Security Council Education Foundation in U.S. Court of Appeals in Washington. Foundation said its study of network's programming between 1972 and 1976 shows failure to afford reasonable opportunity for presentation of contrasting views on security issue. ASCEF contends Soviet Union is outstripping U.S. in armaments.

CBS innovation with video tape promises new era in production of entertainment

Production-editing system could outperform film on shooting stage; increased quality, lowered costs and shorter lead-time for series expected with network's new set-up

A new video-tape production and editing system designed as an alternative to film in the production of television entertainment series was announced last week by the CBS Television Network. The system will be put to use next month at the CBS Studio Center in Los Angeles, a facility until now devoted to film production.

The system's first application will be on two situation comedies out of MTM Productions, the *Betty White Show* and *We've Got Each Other*, new shows on the CBS-TV schedule next fall.

The disclosure was made by Joseph A. Flaherty, CBS-TV vice president, engineering and development, at the 10th International TV Symposium in Montreux, Switzerland. The system comprises five Sony BVH 1000 helical video-tape machines, four Thomson-CSF 1515 studio cameras and a post-production switcher housed in a specially designed trailer that can be moved from one sound stage to another.

There is no control room. Directors will work on the stage floor, as in filming.

Four of the Sony VTR's will record the output of the four cameras. The fifth is to be used in assembling the first postproduction edits (some 80% of the total editing required). Final edits will be made with conventional video-tape techniques after transfer to two-inch quadruplex tape.

The new system represents the first challenge of video tape to film on the latter's turf: the sound stages that are the principal components of Hollywood's production plant. If the CBS-TV development meets the ambitions that Mr. Flaherty ascribed to it last week, it is bound to spread to the Universals, the Paramounts, the Warners and the others that supply the bulk of television entertainment.

The first application: those situation comedies that are now produced on film with the multiple-camera technique.

The hope: that the taping technique, when perfected with more sophisticated editing equipment, will eventually replace film in the production of action and more elaborate dramatic shows now produced with Hollywood's classic single-camera technique.

Mr. Flaherty estimated that the new taping technique would effect a 40% reduction in below-the-line costs. That could mean a \$30,000 weekly saving for a half-

hour series carrying a below-the-line average now of \$75,000 a week—three-quarters of a million dollars for a 24-episode season.

Last week's announcement signaled at least one network's belief that helical-scan video tape, which saw its first professional use in electronic news gathering, has now progressed to the point of challenging 35-mm film for production quality. ENG until now has been compared to 16-mm film quality.

Mr. Flaherty showed side-by-side tests of 35-mm film, one-inch helical tape recorded off a Thomson 1515 camera and one-inch helical tape taken from a Thomson microcam. All three were recorded on a *Bob Newhart Show* set, the film camera being the one regularly used on that series. The version taped with the Thomson 1515 camera was considered to be at least equal in quality and perhaps superior to the 35-mm version when played on the monitors at last week's symposium. The microcam version was judged to be of lower quality.

Among the more conspicuous benefits seen in the new technique, aside from the cost savings, is that it could shorten by six weeks to two months the lead-time for a TV series, no small consideration in the new network scheduling practices that call for program changes constantly through the year.

Mr. Flaherty told BROADCASTING that another advantage of the new technique is that it can be applied by the production skills now devoted exclusively to film. Agreements worked out with Hollywood unions over recent years now permit the use of video equipment on sound stages formerly reserved for film under contracts with the International Alliance of Theatrical Stage Employees.

Wire services may go to air for distribution by satellite

Savings of \$11 million a year below AT&T seen by AP and UPI

A plan to distribute their news services to radio stations and newspapers via satellite instead of AT&T facilities is being explored by AP and UPI, and both wire services are urging their members and clients to give it sympathetic study.

David Bowen, AP vice president and director of communications, disclosed the plan in a speech at the AP Broadcasters convention (also see page 54). He said it would cost the wire services about \$1 million a year, plus operating expenses, while eliminating \$12 million of their combined AT&T bills. Some of the savings, he said, would be passed along to participating broadcasters and newspapers.

The broadcasters and newspapers would put up their own receive-only earth stations under the plan—at a cost of about



Group effort. Although work already has begun on certain earth-station sites, the major ground breaking in public broadcasting's \$39.5-million satellite interconnection (BROADCASTING, Aug. 15, 1976) came June 3 at the site of the main origination terminal in Fairfax county, Va., outside Washington. Digging in are (l-r): Hartford Gunn Jr., Public Broadcasting Service vice chairman; Henry Loomis, Corporation for Public Broadcasting president, and Lee Frischknecht, National Public Radio executive vice president.

\$5,000 each, according to estimates presented by Mr. Bowen. Each earth station would be capable of receiving both hard-copy and audio news reports from both AP and UPI and would have a potential for additional services. No thought has been given to the prospect of making them capable of handling television transmissions, Mr. Bowen said later.

What will prove to be a bigger expense than the estimated \$5,000 for each earth station, he told the APB convention, is the cost of getting a license to use it—unless some shortcut can be found "through the regulatory maze." But he said the services' satellite group had met with the FCC staff and was encouraged by its interest and invitation to submit "a prototype application." He added that Chairman Richard Wiley had indicated that he, at least, was disposed to cooperate.

Mr. Bowen told the APB group that a new AT&T rate increase was slated to go into effect last Wednesday "unless delayed" and that it could cost the AP \$2.1 million a year, or an increase of 70% in the rates for these one-way distribution networks. UPI faces a similar AT&T increase.

Actually the new rates were "delayed" by AT&T, at least until June 21. They would go into effect when AT&T discontinued its Telpak bulk private-line service, which had been set for June 8. However, AT&T notified the FCC last week that it would continue Telpak until June 21 and would continue it thereafter if the commission would exempt it from certain resale and sharing provisions.

Mr. Bowen said that the AP, UPI and the American Newspaper Publishers Association had been meeting on the satellite

question since last year, have conferred with earth-station suppliers and have conducted experiments bouncing AP and UPI signals off an RCA satellite in orbit and receiving them on a six-foot dish.

Further experiments, Mr. Bowen said, will be conducted at the ANPA convention this week at Anaheim, Calif., and he and his UPI counterpart—James Darr, vice president for systems development—“will keynote that convention talking up satellites [and] doing there what I am trying to do here: trying to promote your interest and enlist your cooperation [in satellite distribution].”

If the move to satellites is undertaken, he said, specifications for the small earth stations would be approved by a committee of representatives of AP, UPI and the broadcasting and newspaper industries. He said indications are that as many as 8,000 earth stations may be needed and that by dealing with a single supplier the consortium might get them for around \$4,000 each, plus shipping and installation costs of about \$1,000 each.

Purchase, installation and maintenance of the earth stations and their supporting electronics would be borne by the individual broadcasters and newspapers, while the wire services would continue to be responsible for existing terminal equipment. The wire service would rent one satellite transponder with 24 voice-grade channels at an annual cost estimated at about \$1 million.

“Using our satellite and your earth stations,” he told the broadcasters, “we can discontinue thousands of miles of leased circuits and cut the wire-service telephone company bill by \$12 million a year.

“At that point we are jointly ahead by \$11 million annually. We will have some new expenses operating in the new configuration. But a portion of the \$11 million can be turned back to the newspapers and broadcasters who installed earth stations.

“I think that if everybody cooperates we could, on this basis, finally gain control over the rising communication costs which have battered us since 1971.”

If broadcasters and newspapers agree, he suggested, a trial run would be possible within six to 12 months. But he emphasized last week that it would be necessary for all or virtually all of AP and UPI members and clients to participate to the extent of getting their own earth dishes. Otherwise AT&T distribution lines would still be needed to serve whatever stations and papers failed to participate.

Reactions thus far, Mr. Bowen said, have been “very enthusiastic,” especially from newspapers. “We had been worried about small broadcasters, and still are [as to whether they feel they can afford the earth-station outlays],” he added, but said response at the APB convention was “very encouraging.”

RCA unveilings in Chicago

RCA Corp. demonstrated three developmental tubes last week that are part of an announced \$50-million program to be

spent over the next few years to produce improved color picture tubes.

Shown at the Chicago Spring Conference of the Institute of Electrical and Electronics Engineers were a 19-inch (diagonal) 90-degree high focus voltage, bipotential in-line gun tube; a 25-inch (diagonal) 100-degree high focus voltage, bipotential in-line gun tube and a 25-inch (diagonal) 100-degree tripotential in-line gun tube.

Joseph H. Colgrove, division vice president and general manager of RCA picture tubes, said the \$50 million allocated will be for new products, automation and improvement in productivity, quality, performance and reliability.

CBS lab finds way to double capacity of one TV channel

Two signals transmitted as one and separated at reception

Three engineers working at the CBS Technology Center in Stamford, Conn., have been granted a patent for a technique of transmitting two color television signals simultaneously on a single channel and then splitting them back into two at the reception point.

The system, known as STRAP, Simultaneous Transmission and Recovery of Alternating Pictures, was developed by Arthur Kaiser, the center's manager of television development; Henry W. Mahler, senior program engineer at the center, and Renville H. McMann Jr., president of Thomson-CSF Laboratories, Stamford.

According to Mr. Kaiser, the encoder will take any two program sources (video tape, camera, slide, etc.) and using a delay technique fit them both in the same bandwidth as a normal channel so that the signal can then be sent via microwave, land line, satellite or video taped (either quad or helical). Then a decoder will separate the signal, revealing the original two channels.

Impetus for the plan, which has been in the works for about two years, came from CBS's growing involvement with electronic newsgathering, according to Mr. Kaiser. With the large volume of news feeds coming into the network's New York headquarters just before the news shows go on in the evening, and the limited availability of channels on satellites from Europe, a more efficient method of transmission was wanted, one that would

also accommodate late-breaking stories.

Transmission tests of the system have been made among Washington, Los Angeles and New York using both land lines and satellites with picture quality said to be acceptable for broadcast.

The technique doubles the volume of material that can be sent over a transmission circuit.

Technical Briefs

On guard. Widget Works, Medina, Ohio, is offering Automatic Transmitter Operator control device for automatic transmission system. Microprocessor-based unit monitors and controls power, modulation and hours of operation. Single unit can handle up to four transmitters for AM-FM combination with proper options. Remote control with wire line, STL or subaudible links is build-in option. Prices start at \$4,500 and vary with required configuration and options.

Going up. RCA Picture Tube Division, Lancaster, Pa., reports 4% increase in price of 25-inch (diagonal) color TV picture tubes, effective Aug. 1, with 25-inch 90-degree delta gun tube going from \$78 to \$81. Price hike attributed to continued rising costs and to large investments in new equipment and in development of new tube types.

In writing. Corporation for Public Broadcasting and consortium of banks, led by Bank of America, San Francisco, have finalized contract for \$32.5-million line of credit to be used toward \$39.5-million public broadcasting satellite interconnection. Signing follows CPB board's full project approval last month (BROADCASTING, May 16). Bank of America is acting as agent for itself, Riggs National Bank, Washington; Chemical Bank of New York; Wells Fargo Bank of San Francisco, and Union First National Bank of Washington (D.C.).

Via satellite. Senate last week is said to have conducted first full hearing by satellite as witnesses's testimony from Springfield, Ill., was brought to Capitol Hill by U.S./Canadian CTS. Hearing was conducted by Science, Technology and Space Subcommittee on legislation to establish national climate program. Satellite experiment was conducted on other side of Capitol Hill last summer during cable hearings by House Communications Subcommittee (BROADCASTING, July 26, 1976).



Two from one. At left, the two signals are combined as one image; the succeeding photographs are the signals as separated by CBS Technology's STRAP system.

The Broadcasting Playlist Jun 13

Contemporary

<i>Last This</i> <i>week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
5 2	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
4 3	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
2 4	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
3 5	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
6 6	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
9 7	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
17 8	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
7 9	<i>Lonely Boy</i> □ Andrew Gold	Asylum
16 10	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
8 11	<i>Couldn't Get It Right</i> □ Climax Blues Band	ABC
15 12	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
13 13	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
19 14	<i>Life in the Fast Lane</i> □ Eagles	Elektra
12 15	<i>Lucille</i> □ Kenny Rogers	United Artists
18 16	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
14 17	<i>Whodunit</i> □ Tavares	Capitol
10 18	<i>Hotel California</i> □ Eagles	Asylum
24 19	<i>Heard It in a Love Song</i> □ Marshall Tucker Band	Capricorn
20 20	<i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic
11 21	<i>Southern Nights</i> □ Glen Campbell	Capitol
23 22	<i>I'm in You</i> □ Peter Frampton	A&M
— 23	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
27 24	<i>Margaritaville</i> □ Jimmy Buffett	ABC
22 25	<i>Lido Shuffle</i> □ Boz Scaggs	Columbia
21 26	<i>Right Time of the Night</i> □ Jennifer Warnes	Arista
26 27	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
25 28	<i>So Into You</i> □ Atlanta Rhythm Section	Polydor
29 29	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
31 30	<i>High School Dance</i> □ Sylvers	Capitol
46 31	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
36 32	<i>Peace of Mind</i> □ Boston	Epic
45 33	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
28 34	<i>Slow Dancing</i> □ Addriss Bros.	Buddah/RCA
— 35	<i>Easy</i> □ Commodores	Motown
— 36	<i>Sad to Belong</i> □ England Dan/John Coley	Big Tree/Atlantic
44 37	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
30 38	<i>Calling Dr. Love</i> □ Kiss	Casablanca
48 39	<i>You and Me</i> □ Alice Cooper	Warner Bros.
32 40	<i>Back Together Again</i> □ Daryl Hall & John Oates	RCA
41 41	<i>Higher and Higher</i> □ Rita Coolidge	A&M
— 42	<i>Handyman</i> □ James Taylor	Columbia
— 43	<i>Killing of Georgie</i> □ Rod Stewart	Warner Bros.
47 44	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
39 45	<i>Rich Girl</i> □ Daryl Hall & John Oates	RCA
49 46	<i>You're My World</i> □ Helen Reddy	Capitol
33 47	<i>Don't Give Up on Us</i> □ David Soul	Private Stock
50 48	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
— 49	<i>Telephone Man</i> □ Meri Wilson	GRT
42 50	<i>Mainstreet</i> □ Bob Seger	Capitol

Playback

Teen-age idol. Shaun Cassidy, following his family's tradition, has become a star, not only of television (co-star of ABC's *Nancy Drew/Hardy Boys Mysteries*), but of the record industry as well. *Da Doo Ron Ron* (Warner Bros.) is this 18-year-old's first U.S. release and it's proving itself a mover, as it did back in the early sixties when Phil Spector produced the song for the Crystals. Shaun's version entered "Playlist" less than a month ago and has bolted every week since (this week moving into the top 10). Requests for *Da Doo Ron Ron* come mainly from teens, according to many of the stations surveyed by BROADCASTING. It hit the top spot at KRSP(AM) Salt Lake City. Sandy Jones of WKY(AM) Oklahoma City reports it as the "biggest record I've got going right now. Doing just super good." It's the same story in Europe and Australia as well where his first two singles were released and made top 20. Shaun is the son of Shirley Jones and the late Jack Cassidy, and half brother to David Cassidy. **Double entendre debut.** With an innocent voice, Meri Wilson conveys a not-so-innocent message in her first record, *Telephone Man* (GRT). It's the story of a telephone installation and the lyrics are, according to GRT's Tom McEntee, "quite suggestive. But her reading makes it acceptable. She sounds zany, spacy and she giggles. Some stations are fighting it." But other stations are finding it an instant success. At KERN(AM) Bakersfield, Calif., Bob Harlow reports the tune entered that playlist higher than any other record ever has. "It's a novelty record. Really it's cute but it wears very fast," says Mr. Harlow. It enters "Playlist" at 49 and gets most of its play in the South, especially at stations such as KLIF(AM) Dallas, KILT(AM) Houston, WQXI(AM) Atlanta and WAYS(AM) Charlotte, N.C.

Country

<i>Last This</i> <i>week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
3 2	<i>I Can't Help Myself</i> □ Eddie Rabbitt	Elektra
6 3	<i>I'll Do It All Over Again</i> □ Crystal Gayle	United Artists
2 4	<i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
5 5	<i>Burning Memories</i> □ Mel Tillis	MCA
7 6	<i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
21 7	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
19 8	<i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
11 9	<i>I Was There</i> □ Statler Bros.	Mercury
22 10	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
— 11	<i>If You Want Me</i> □ Billie Jo Spears	United Artists
10 12	<i>I'm Getting Good</i> □ Rex Allen Jr.	Warner Bros.
4 13	<i>If We're Not Back in Love</i> □ Merle Haggard	MCA
13 14	<i>Light of a Clear Blue Morning</i> □ Dolly Parton	RCA
9 15	<i>Thank God She's Mine</i> □ Freddie Hart	Capitol
8 16	<i>It's a Cowboy Lovin' Night</i> □ Tanya Tucker	MCA
15 17	<i>Me and Millie</i> □ Ronnie Sessions	MCA
23 18	<i>Born Believer</i> □ Jim Ed Brown & Helen Cornelius	RCA
14 19	<i>The Rains Came</i> □ Freddy Fender	ABC/Dot
20 20	<i>Head to Toe</i> □ Bill Anderson	MCA
16 21	<i>Bluest Heartache of the Year</i> □ Kenny Dale	Columbia
— 22	<i>Some Broken Hearts Never Mend</i> □ Don Williams	ABC/Dot
— 23	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia
24 24	<i>Lucille</i> □ Kenny Rogers	United Artists
18 25	<i>Let's Get Together</i> □ Tammy Wynette	Epic

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. A  indicates an upward movement of five or more chart positions between this week and last.

Hollings offers to find a home for cable in regulatory scheme

In opening three days of hearings on CATV, he promises action and asks for help; witnesses recite litany of familiar pleas

In his opening statement to last week's three days of Senate Communications Subcommittee oversight hearings on cable television, Subcommittee Chairman Ernest F. Hollings (D-S.C.) described cable as a regulatory "unwanted child." "The Communications Act did not contemplate cable," he said. "The competitors do not want it; the FCC, with the court looking over its shoulder, vacillates, and the Congress generally hopes the problems will go away. Well, the responsibility has been assumed. If changes are called for, we are prepared to act," he said.

Cable witnesses later called for plenty of changes, none of them particularly new. But Mr. Hollings seemed to mean what he said. In addition to questioning individual witnesses on their presentations, he invited debates among them and he frequently requested witnesses to prepare draft legislation and statistical surveys and other data for submission to the subcommittee. And one thing most of the witnesses had in common was a desire for Congress to spell out specifically what the FCC's jurisdiction over cable is.

Anthony Oettinger, chairman of the Community Antenna Television Commission of Massachusetts, described the cable industry as one with the "potential for multiple and diverse services [that is] straining at the straitjacket wrapped around cable facilities by mistakenly identifying them solely with retransmission services ancillary to broadcasting. And all this was done in so fanciful a climate that cable had the misfortune of becoming regulated even before it was born."

As lead-off witness at the hearings, FCC Chairman Richard E. Wiley gave a history of the commission's dealings with cable and a status report on several issues, and announced that a general economic inquiry into the relationship between broadcasting and cable would begin shortly. The chairman had expressed interest in such an inquiry at the National Cable Television Association's annual convention in April (BROADCASTING, April 25; also see "Top of the Week").

"Included within this inquiry," he said, "must be the question of the potential effect of signal carriage on the audience and revenue of broadcast stations. In assessing the impact of cable, we need to know more about this audience/revenue relationship. Does this relationship ...

operate differently in different markets, in different locations, with different types of stations, with different kinds of advertising support and with different degrees of cable penetration?"

Mr. Wiley continued, "And, turning the equation around to focus not only on possible harm to broadcasting but also positive benefits to it and possible harms to cable operations, we must also study intently what factors—regulatory and non-regulatory in nature—are now inhibiting or may later restrain the expansion of broadband capacity and the growth of the cable industry."

The chairman stressed the FCC's deregulation efforts and said the commission was "committed to removing every ... regulation which, in our opinion, is not necessary to protect an established public-interest value."

In line with this, Mr. Wiley said that he supported legislation that would give the FCC forfeiture authority (Such a provision is included in a pole-attachment bill introduced by Senator Hollings [BROADCASTING, May 23]). Enactment of such legislation, Mr. Wiley continued, "could well lead to new and substantial deregulatory efforts, such as the streamlining or perhaps even the elimination of the certification process." He also said that he sees a possibility of elimination of all franchise standards for cable as well.

Forfeitures were also touched on by NCTA and the Community Antenna Television Association. Stephen Effros, CATA's counsel, delivered that group's testimony, which had been prepared by its president, Kyle Moore. CATA suggested that "Congress first has the obligation to clarify the extent and purpose of the FCC's regulatory power over cable television before you give the FCC the authority to fine cable operators for violating rules that may not be legal or proper in the first place." Then, CATA said, it would support fines and forfeitures.

NCTA took the same position and said that "once the Congress addresses the basis of cable-television regulation, consideration of forfeiture authority for the FCC should be included."

An overburden of regulations, not only



Hollings

at the federal level but also at state and local governments was an often-heard lament of the cable witnesses.

Federal regulations restrict cable's ability to compete freely with broadcasting, according to a stand long taken by the cable industry and echoed by Daniel Aaron, chairman of NCTA and president of Comcast Corp., Bala Cynwyd, Pa. Mr. Aaron said, "Underlying the FCC's entire regulatory scheme, one that has hobbled the cable television industry since 1962, and retarded the service it might have provided the public, is the myth of unfair competition against the broadcast industry."

Mr. Aaron then repeated NCTA's approach, which it announced last month before the same subcommittee (BROADCASTING, May 16): "Establish a standard of identifiable public harm as the criterion for initiating regulation. Operating under such a standard, cable television could compete in the marketplace free from artificial restrictions unless it could be clearly demonstrated that the additional programming provided by cable would result in a loss of over-all communications service to the public."

The burden of proof for such a demonstration of harm, Mr. Aaron added, should be placed on the broadcasters.

As for regulation by state and local authorities, NCTA and Mr. Aaron said that "a lack of clearly articulated congressional policy on cable has created an environment in which confusing and sometimes contradictory rules have flourished at the local, state and national level.

"We believe that congressional leadership is required," said Mr. Aaron. "We urge Congress to act promptly and decisively to identify federal objectives and give the FCC full authority over cable regulation. We would propose that local or state authorities still be permitted to choose who will provide service to the community, this choice would be subject to a federal requirement that due process and fair treatment be provided in the initial franchise award as well as in any renewal. Local authorities would still assess franchise fees so long as these were justified by the cost of local regulation.

"Any other areas," he continued, "which demand uniformity should be preempted at the federal level. These include signal carriage, nonbroadcast programming including pay cable, technical standards and access."

Another witness to address the regulatory matter was Sheila Mahony, executive director of the Cable Television Information Center, Washington. She said that the three-tier regulation problem "has been brought about by the federal government's unwarranted incursion into state and local affairs. Once federal jurisdiction over cable television is limited to those interests of a purely federal nature, the 'problem' of three-tier regulation will be resolved."

She then gave two examples of FCC intrusion into what she said were local prerogatives: limitation of franchise fees and



Costing. A panel of witnesses at the Hollings hearings talked on the economic impact of cable regulations. The participants (l-r): Robert Wormington, INTV; Russell Karp, Teleprompter; Paul MacAvoy, former White House adviser; Stanley Bessen, economist.



Paying. Another panel was devoted to the subject of pay cable. Its members (l-r): Ralph Baruch (standing at chart), Viacom; Gerald Phillips, United Artists; Leo Beranek, Boston Broadcasters; Bowie Kuhn (not pictured), commissioner of baseball.

system capacity. In explaining the channel capacity matter, she said the FCC has told local governments they cannot require systems to provide converters (that make available more than the 12 basic channels) unless they can prove to the FCC that converters are necessary. She continued, "The commission's standard of proof is virtually impossible to meet . . . The practical result of this procedure is to protect the cable industry from local officials who are simply trying to assure that their citizens are not saddled with an outmoded system."

Federal concerns, she said, "should be specifically defined and ample power to achieve them given to the FCC. But the FCC should not be given the broad discretion Congress gave it for broadcasting. That flexibility should be left to the states and local governments."

Two basic stances were taken by four witnesses that made up a panel on the economic impact of cable regulations.

Deregulation of cable at the federal level was what the cable interests saw as a necessity so that they could compete in a "free and open marketplace" and provide a greater diversity of programming. Broadcasters who testified warned, however, of cable "siphoning" programs from over-the-air TV so that only people who can afford cable will be able to view them. In addition the importation of distant TV stations by cable systems weakens the economic base of local stations, according to broadcasters.

Robert Wormington, president and general manager of KBMA-TV Kansas City, Mo., and vice chairman of the Association of Independent Television Stations, said the matter came down to a choice for the subcommittee members: "Is broadcasting going to stay local, with encouragement of new local stations and strong support of existing stations, or will alternate program choices be relegated to simply bringing in of the distant stations serving someone else's community?"

He said that many TV stations, especially UHF independents, would be hurt by distant-signal importation. He cited a Rand Corp. report which, he said,

"projects local independent station audience losses at 50% if two additional distant stations are imported."

The course to follow, Mr. Wormington said, is the "continued orderly growth and development of the total communications industry—not just one facet of it, cable. Encourage local television, particularly on the UHF channels. Many channels are still available in most states . . . and mixtures of local independents, increased numbers of satellite and translator stations could provide widely increased, truly diversified programs to everyone . . . not just to those who could afford to pay for extra service."

On this same subject, National Association of Broadcasters Chairman Wilson Wearn, president of Multimedia Inc., Greenville, S.C., said that "Congress should bear in mind that this universally available free TV service depends upon two ingredients for its continuance and growth: sufficient viewers and listeners and sufficient advertising revenues. . . . The federal government in no way has an obligation to subsidize broadcasters, nor to protect broadcasters' profits (where they exist). It does have a duty to protect the public's stake in local broadcast service. Reasonable constraints on existing and developing technologies will serve that purpose," he said. Mr. Wearn also told the subcommittee that NAB was conducting a study on the economic impact of distant signals on local stations that should be finished by the year's end.

On the other side of this fence was Russell Karp, president of Teleprompter Corp. Mr. Karp urged that the FCC free cable from regulation until it can be proved that it is needed. The existing regulatory scheme, he said, is based on "the principle that cable is merely an adjunct to broadcasting and, as such, must be kept continually in a subordinate role, where it cannot threaten broadcaster profits. This principle has led to the adoption of restrictions on the number of distant signals which cable may carry, on what programming on those distant signals may—and may not—be retransmitted and on what movies and sporting events may be shown on pay cable."

Mr. Karp then quoted a study of two groups of stations—one in an area with imported distant stations (cable was grandfathered there) and the other in an area that could only import the amount set by current FCC limitations.

"Cable penetration was four times as high in the group with grandfathered signal carriage," he said. "Yet the broadcast stations in both groups showed almost the same revenue trend over the last 10 years. In other words cable has no discernible impact on broadcast profitability." In addition, he said, "In the top-50 markets, where, ironically, the FCC's restrictions on imported programming are most severe, broadcaster profits are so incredibly high that it is really impossible to conceive that broadcaster service could ever be affected by cable."

Also calling for the freeing-up of cable was Stanley Bessen, professor of economics at Rice University. He said that "cable is unlikely to alter substantially the nature of broadcasting given current, or even somewhat relaxed, regulation. And, while the effect of still greater deregulation is more difficult to determine, it is not correct to argue, as some have done, that restrictions on cable should not be removed unless the precise effect of their removal is known in advance. Risks are inevitable but there are potential rewards as well. One of these is an expanded range of choice for viewers. Perhaps more important, however, is the prospect of reducing the substantial concentration of power in broadcasting which it is so fashionable to decry but about which so little is done."

Coming to the aid of broadcasters was Jack Valenti, president of the Motion Picture Association of America. Mr. Valenti said that under the new copyright law cable systems do not have to negotiate with the program owners as do television stations whose signals the systems carry. Under the copyright law, the cable systems pay 1.1% of their revenue into a pool for copyright owners, he pointed out. It costs TV stations 25-35% of revenues for programming. "Without some restrictions on what cable can bring into television markets, the marketplace will be neither free



Wearn

nor fair," he said.

"The FCC's signal-carriage and exclusivity rules are a life net without which the program market would collapse," Mr. Valenti said.

Later in the hearings, Dan Aaron, NCTA chairman, was asked if cable would agree to an increase in copyright fees if the FCC would abandon its distant-signal rules. He responded that NCTA would consider a "reasonable" readjustment in fees in exchange.

Pay cable was touched on in a panel discussion and in a video-tape presentation by Warner Cable on its two-way project in Columbus, Ohio.

After telling of the multitude of program offerings to be provided in Columbus when the system goes into operation at the end of this year, Warner Chairman Gustave Hauser warned that restrictive regulation will discourage such experimentation by the cable industry.

"The FCC and other regulators have required cable to provide wholly uneconomic facilities or services for which no market or other requirement exists," he said, "to build physical capacity to deliver services it does not have and for which no market exists; to originate programming on a quantity rather than a quality basis and without regard for funding, and to reserve for local government channels they do not use."

Another deterrent Mr. Hauser and others saw to cable's development is "the threat of a planned separations requirement at some future time," that would not allow one firm to control both hardware and programming.

But Henry Geller, former FCC general counsel, now with the Aspen Institute, had another view of this separations matter. "... cable entrepreneurs should not be engaged in programming operations," he said, "but rather should be restricted to furnishing channel capacity to others ... The cable industry can't have it both ways—it can't urge deregulation so that the market place can have full sway and at the same time oppose the separations principle."

In the pay panel and in some of the other comments during the hearings a point touched on again and again was the

allegation by broadcasters that pay cable siphons movies and sports from free TV. That threat of over-the-air TV losing sporting events such as the World Series and the Super Bowl seemed a very important issue to Chairman Hollings, who questioned a number of witnesses on it.

Leo Beranek, president of WCVB-TV Boston, said that in the future, "pay-cable TV threatens to outbid free broadcast TV for the best sports events, the best movies and the best entertainment programs."

These fears of siphoning were rejected by Gerald Phillips, vice president of United Artists Corp., who called them "not a fact, but a mere rhetorical device used loosely by the opponents of pay cable to build their inconsistent and unsupported arguments." Just as movie theaters show films for a while, so would the runs on pay cable be only for a limited length, then they would air on commercial television, he said.

That the baseball leagues would even consider selling the World Series to pay cable was flatly denied by Baseball Commissioner Bowler Kuhn. He said, "I can foresee no circumstance where baseball's showcase events ... would be marketed on a pay cable or subscription television basis."

Robert Schmidt, president of the NCTA, was upset that broadcasters keep bringing up the issue. Calling it a "red herring," he said the cable industry would put in writing that it doesn't want those games. "We believe that we can expand the viewership of sports, not hinder it," he added, through the pay cablecasts of home games and others not offered on commercial TV.

Warehousing of movies by the networks so that they are not available to pay cable was a problem raised by Ralph Baruch, president of Viacom International. With the number of movies released each year decreasing, Mr. Baruch said, "If pay cable is denied access to this limited number of films produced by the industry it will be unable to achieve its full growth potential and this is exactly what the networks hope to see happen."

Other items raised during the three days included:

- The claim by Alan Greenstadt, presi-



Aaron

dent of Optical Systems Corp., Burlingame, Calif., that the cable industry is closing off access to unused channels. Mr. Greenstadt cited his company's experiences with the Cox Cable-owned Mission Cable in San Diego where Optical has been leasing a channel for its pay programming. He said he's been paying the system 10% of his revenue for the use of the channel. After five years his contract is up and Mission wants to increase the fee to 55%.

■ A proposal by Anna Marie Hutchinson, president of Eagle North Cable TV, Oakhurst, Calif., that the commission's 1,000 subscriber cut off for providing non-duplication protection be raised to 3,500.

As was the case with an earlier hearing ("Closed Circuit," May 16), attendance by the subcommittee members was sparse. Only five of the 13 members were present at one time or another during the three days.

FCC says skein of Supreme Court rulings supports its authority over pay cable

Commission again turns to that high court in petition for review of appeals court setback in March; filing places particular emphasis on harm that could occur if ban on ex parte contacts survives

The FCC contends its authority to regulate pay cable in the same manner as it does over-the-air pay television can be found in Supreme Court decisions. It also contends that the conclusion of the U.S. Court of Appeals in Washington that the commission has less authority under the First Amendment to regulate cable television than it does broadcast television conflicts with the views of other courts of appeals. And it says that the appeals court has applied a standard of review for informal rulemaking proceedings that restricts the commission's ability to meet problems before they occur.

The commission makes those points in petitioning the U.S. Supreme Court to review the appeals court's decision that overturned the commission's pay-cable rules (BROADCASTING, March 28).

And in a section of the petition that deals with an aspect of the decision that appears to disturb the seven commissioners more than any other, the commission says, "The court's blanket prohibition of ex parte [off-the-record] contacts in informal rulemaking is contrary to law."

At stake in the commission's petition are rules designed to prevent pay cable from siphoning programming from conventional television, as well as others prohibiting pay-cable systems from devoting more than 90% of their programming to sports

and movies and from selling advertising. The commission has abandoned the fight to save the rule designed to guard against the siphoning of movies. However, broadcast industry representatives who are expected to file their own petitions for review may make a fight on movies.

The commission's petition makes these arguments in requesting review:

■ The commission's "long-established goal" of preserving conventional television service "received recognition and approval" by the Supreme Court in a decision affirming the commission's authority to adopt rules to prevent pay television from siphoning programs from conventional television.

"Clearly, regulations adopted to achieve this objective" meet the high court's test for determining the legality of commission cable regulations: Are they "reasonably ancillary to the effective performance of the commission's various responsibilities for the regulation of television broadcasting"? The pay-cable rules, "which parallel the pay-broadcasting rules ... clearly fall within this category, and therefore do not exceed the commission's authority."

■ Other courts of appeal have rejected the argument, accepted by the court in Washington, that the commission has less authority under the First Amendment over cable television than it does over broadcast television, in view of the fact that cable systems do not use spectrum. The Eighth Circuit Court of Appeals, in a decision issued in 1968, held that when cable systems "use radio signals and ... have a unique impact upon ... the television broadcast service," they have "the same constitutional status [as broadcast stations] under the First Amendment."

■ The appeals court in Washington appears to have applied a standard of review that requires backers of the rule "to prove their case" before the commission can act. Such a standard runs counter to the position of the Supreme Court and other appeals courts which have manifested a willingness to afford regulatory agencies some "latitude" in planning "in advance of foreseeable events even where the consequences of both action and inaction are admittedly uncertain." The standard used in the pay-cable case "would paralyze federal agencies." The question before the appeals court is not whether backers of the regulations proved their case but whether challengers demonstrated the regulations are "arbitrary and capricious." The arguments advanced in the section of the petition dealing with the ex parte contacts appear to be the ones on which the commission is principally pegging its hopes for obtaining review. For the ruling not only affects the commission's procedures in all rulemaking proceedings, but other agencies' procedures, as well.

The appeals court dealt with the issue in response to a friend-of-the-court brief filed by a former FCC general counsel, Henry Geller, who contended that the off-the-record conversations commission members and staffers held with interested parties during the course of the rulemak-

ing were impermissible under an earlier, television-channel-allocation case, *Sangamon Valley Television Corp. v. U.S. Like Sangamon*, Mr. Geller said, the pay-cable proceeding involved "conflicting private claims to a valuable privilege."

However, the court did not restrict its ruling to such "conflicting private claims" matters. It said that ex-parte contacts in all informal rulemakings are improper, that the commission should base its decision solely on a written record.

In that ruling, the commission says, the court "promulgates entirely different ground rules from those which have been consistently followed by the FCC and other agencies in attempting to discharge their quasi-legislative functions. The commission contends that the court's decision 'ignores a long line of cases' which hold that an agency engaged in rulemaking is 'not bound by the materials formally submitted to it, but may look beyond them to draw upon its expertise.'"

Indeed, the commission says that if the decision is allowed to stand, it would virtually eliminate "the dichotomy between informal rulemaking, on the one hand, and adjudication and formal rulemaking, on the other," which the Supreme Court "has recognized ... [as] the touchstone of modern administrative law."

"Accordingly, certiorari [review] should be granted."

Dornan condemns X-rated pay cable

California legislator lines up with Murphy in vowing fight against 'corrupting slime'

"Wake up, cable TV stockholders. If you want the hassle of your life ... you ain't seen nothing yet."

Those words came from Representative Robert Dornan (R-Calif.) after reading a *Wall Street Journal* report that there are a small, but apparently growing, number of pay-cable systems that show X-rated movies. Mr. Dornan expressed his feelings in the *Congressional Record* condemning what he termed "corrupting slime."

Televised pornography, he said, is not protected by the First Amendment: "Every Supreme Court—for 19 decades—has insisted that hard-core pornography does not, should not and will never receive protection under the First Amendment. To put it quite simply: Freedom is not license to corrupt."

The California congressman continued, "What an arrogant and pathetic abuse of a majestic instrument of communications. What low-level of grubby mentality causes a self-proclaimed broadcaster to arrogantly excuse his venality with the stupid rationale, 'But the viewers want it?' ... So what? Some slob porno-freaks want children in pornography, too. Shall we feed every vile, sadistic and kinky hang-up that exists just because there's money in it?"

Mr. Dornan praised the efforts of Representative John Murphy (D-N.Y.) to

stop the showing of nudity and sex on cable TV in New York (BROADCASTING, April 25). "I back him right down to the line in trying to halt this nihilism before our society becomes a cesspool."

Cable Briefs

Filling NCTA chairs. National Cable Television Association announced chairmen of 18 committees for 1977-78: Associates, Irving A. Faye, CATV Communications Division American Electronic Laboratories, Lansdale, Pa.; Blue ribbon, Robert W. Hughes, Communications Properties, Austin, Tex.; Communications Act rewrite, Ralph Baruch, Viacom International, New York; Deregulation, John Gwin, Cox Cable Communications, Atlanta, Ga.; Equal employment opportunity, J. Richard Munro, Time Inc., New York; Elections/bylaws, Polly Dunn, Columbus TV Cable, Columbus, Miss.; Financial affairs, Ken Gorman, Viacom International, New York; Government relations/cablepac, Douglas Dittick, Viacom Communications, New York; Independent operators board, Mel Gilbert, Snyder Community Antenna TV, Snyder, Tex.; Long range planning, Monroe Rifkin, American Television & Communications, Denver; Membership, John Saeman, Daniels Properties Inc., Denver; Pay cable, Gene W. Schneider, United Cable Television Corp., Tulsa, Okla.; Public affairs/information, Richard Loftus, Amvideo Corp., Solomons Island, Md.; Rural telecommunications, Aaron Fleischman, Fleischman & Walsh, Washington; Satellite, William Bresnan, Teleprompter Corp., New York; State/local regulations, William Strange, Sammons Communications, Dallas; Utility relations, Amos B. Hostetter, Continental Cablevision, Boston.

Four for fall. Columbia Pictures announced following for fall release to pay-cable systems: *In Session*, four one-hour shows taped in recording studios; *No Cover, No Minimum*, three one-hour programs of live night-club performances; *Jamboree in the Hills*, two one-hour specials taped at outdoor country music festival; *Circle in the Square* two two-hour presentations of Broadway or off-Broadway productions per year and *Musical Events from Europe*.

From Madison Square Garden. UA-Columbia Cablevision Inc., Oakland, N.J., which distributes national sports and entertainment programs of Madison Square Garden, has signed Cox Cable Communications Inc., Atlanta, and Communications Properties Inc., Austin, Tex., for live satellite coverage of package, starting in September. With addition of Cox and CPI systems, network now includes 25 cable systems with more than 450,000 subscribers. Events include home games of New York Knickerbockers and New York Rangers, and boxing, track, wrestling and tennis.

Antigun-control group opens fire

Organization is scheduling media campaign against programing and spots that are for control; James Drury serves as spokesman in message airing in three areas

A well-financed foundation opposing gun control is launching a campaign aimed at keeping "antigun propaganda" off television.

The group's strategy is to mobilize angry gun owners into "media action teams," which would protest what they consider to be offensive programing by demanding equal time for rebuttal, buying spot announcements and challenging license-renewal applications. Special targets are local station managers and CBS-TV. CBS, according to the campaign's organizers, "is the network with the worst record for broadcasting blatant, unfair antigun propaganda."

Sponsoring the campaign is the Second Amendment Foundation of Bellevue, Wash. (The Second Amendment to the U.S. Constitution says that "...the right of the people to keep and bear arms shall not be infringed.") Alan Gottlieb, the foundation's president, said the 90-day campaign has already enlisted about 100,000 members, bringing in contributions of more than \$17,000 a month.

Mr. Gottlieb expects to have the project in full swing by September and predicts as much as \$2.5 million will be spent for TV and radio spots, newspaper and magazine ads, books and pamphlets advocating unrestricted gun ownership. At the present, the organization is concentrating its efforts in three test areas—Los Angeles, Houston and Indiana—because its research shows strong resistance to gun control in those areas.

The first phase of the campaign, in which gun owners are supplied with post-cards both to notify the foundation of alleged propaganda and to complain to station managers, is already under way. Mr. Gottlieb said last week that 60 different on-air "propaganda" incidents have been identified, and the foundation is requesting time to respond on the stations that carried them.

Phase two of the foundation's plan is to place 30- and 60-second spot announcements on radio and TV, either as public service messages, if the station will take them, or as paid commercials. The Seattle advertising firm of Jacobson & McMahon Inc. is producing some spots now featuring James Drury, star of the syndicated television series, *The Virginian*. Mr. Drury, who according to Mr. Gottlieb is donating his time, opens the spot wearing a cowboy costume and asking, "Ever wonder why we don't have any horse rustlers? Because we hung 'em all." He then goes on to say that criminals should be controlled, not guns.

The third phase of the campaign, Mr.



Housewarming. Fun was the catch-word as more than 1,400 advertising agency workers, station officials, New York City political figures and television program executives attended a garden party last Tuesday (June 7) to celebrate the opening of the new offices of The Katz Agency at One Dag Hammarskjold Plaza. Among the party-goers was New York's Mayor Abraham Beame, who gave a certificate of appreciation to the Katz Agency for its 90 years of doing business in New York and for remaining in the city and expanding its operations. Katz now occupies five floors in the Dag Hammarskjold location near the UN, a 55% increase in space over its former location. The party was held in two parks outside the building but celebrants were given escorted tours through the new Katz facilities. Even the weather beamed as a morning rain subsided by party time. Revelers flocked from one table of victuals to another, munching corned beef here, hot dogs there and chow mein and clams in between. With Mayor Beame (third from left) are Paul O'Dwyer, president of the city council; James Greenwald, president of the Katz Agency, and Jerry Bladwin, vice president and director of local broadcasting.

Gottlieb said, will be to collect petitions challenging the license-renewal applications of stations that the organization believes have shown a consistent record of broadcasting pro-gun control material.

Advertising Briefs

Fun, radio-style. First annual NYMRAD Festival Day will be held on June 22 from 4 to 8 p.m. in Hotel Roosevelt in New York. NYMRAD (New York Market Radio), organization of 20 stations in metropolitan New York area, will be host to advertising agency and client guests for evening of games of skill or chance, and drinking and eating.

Going after GF. Action for Children's Television has filed complaint at Federal Trade Commission against General Foods Corp.'s TV commercials for its Cocoa Pebbles cereal. ACT claims that promoting product as "part of a balanced breakfast" may lead young children to believe that because cereal is "chocolatey," it's nutritious.

Overnights for Bay Area. Overnight TV rating service will begin in San Francisco in fall 1978, Nielsen said last week. Market will be fourth with Nielsen Station Index's metered service, joining New York, Los Angeles and Chicago. Nielsen said all five of the San Francisco station subscribers endorsed launching of new service which will cover Designated Market Area (DMA). It will provide overnight household ratings and weekly summaries of household tuning date.



King Kong-sized commercials. Just north of Times Square in New York will come something new—30-by-30 foot commercials, beamed from this custom-made projector with a powerful lighting source. Paul Glickman, president of Cinemavision, said the service will be ready by July 1 for 15 charter advertisers and will include public service and tourist attraction spots. Robert Warsowa of Vitt Media International, New York, has been calling on prospective advertisers for several weeks and finds strong interest from such businesses as motion picture companies, theatrical producers, fast-food firms and record companies. Charter advertisers are being asked to pay \$15,000 for three months of eight 30-second spots an hour. The commercials will be projected from an eighth-floor office to a 40-by-40 foot screen atop a building across the way. The commercials will be silent.

[illegible][illegible]

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Type of Business

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Media



Janssen

Richard Janssen, general manager of radio stations for Nationwide Communications Inc., Columbus, Ohio, elected VP, operations. NCI owns seven radio and three TV stations.

Wayne R. Vriesman, director of news, WGN Continental Broadcasting, Chicago, and **Joseph G. Antelo**, general sales manager, WGN-TV there, named VP's, WGN Continental.



Vriesman



Antelo

Stephen P. Mathis, VP and general sales manager, Storer Television Sales, New York, appointed VP/general manager of WNAC-TV Boston, replacing **S. James Coppersmith**, named VP and general manager, WNEW-TV New York (BROADCASTING, May 30).

Hugh Barr, general executive, Golden West Broadcasters, Los Angeles, named VP/general manager, GWB's WCAR-AM-FM Detroit.

David C. Adams, vice chairman of NBC, has resumed full-time duties following hospitalization for tests for what NBC officials said first seemed to be heart ailment (BROADCASTING, May 23) but proved not to be. **Arthur M.**

Angstreich, director, tax administration, NBC, New York, named VP, tax administration.

Paul A. La Camera, director of community services, WCVB-TV Boston, named assistant VP.

Robert R. O'Brien Jr., general manager, WWUN(AM) Jackson, Miss., joins WKXI(FM) there in same post.

Richard D. Booth, general manager, WBAX(AM) Wilkes-Barre, Pa., joins WMBD-AM-FM Peoria, Ill., as station manager.

Roger M. Wilson, manager of accounting and personnel, KCBS-AM-FM San Francisco, appointed director of administration.

Broadcast Advertising

Jerome F. Birn, president and chief operating officer, Tatham-Laird & Kudner, Chicago, elected chief executive officer, succeeding **Charles R. Standen**, who continues to serve as chairman of management committee. Mr. Birn is agency's first chief executive officer with creative background.



Birn

Gary T. Andrews, **Fred A. Baxter**, **John P. McGarry Jr.**, and **Lawrence Shapiro**, management supervisors, Young & Rubicam, New York, and **Raymond V. Dempsey**, creative director, Y&R Detroit, named senior VP's, Young & Rubicam USA.

Ian Brookbanks, VP/account supervisor, Young & Rubicam, New York, joins Van Leeuwen Advertising there as senior VP/management supervisor for all accounts.

Robert L. Ficks III and **Michael J. Jeary**, account executives at Dancer-Fitzgerald-Sample,

New York, named VP's/account supervisors.

Wayne W. Williamson, VP, David Singer Associates, New York, appointed VP/director of sales promotion, Keenan & McLaughlin, New York.

Jack V. Signorelli, sight-sound director, Needham, Harper & Steers, Chicago, named VP.

Tom Tiernan, VP and Eastern sales manager, Major Market Radio, New York, named VP/Midwestern regional manager, Chicago, as MMR sets up three sales regions. **Rich White**, New York account executive, appointed New York sales manager. **Warner Rush**, senior VP and general sales manager, will supervise Eastern region. **Greg Reed**, VP/San Francisco manager, named VP and Western regional manager.

Roger Alexander, manager of Detroit office, Harrington, Richter & Parsons, elected VP.

Linda Londer, print production coordinator, Grey Advertising, Minneapolis, promoted to manager, creative service.

Ralph R. Heyward, general sales manager, KING(AM) Seattle, named office manager, Blair/Northwest Radio Representatives there.

Carroll F. Jackson, general manager, WKXI(FM) Jackson, Miss., rejoins WJS Advertising there as VP/media director.

Russell C. Doerner, VP/associate creative director, D'Arcy-MacManus & Masius, St. Louis, promoted to creative director. **Frank P. Pringham**, with Campbell-Ewald, Detroit, joins DM&M there as copywriter.

Nicholas DeSantis, media supervisor, Cunningham & Walsh, New York, and **Joseph Rubino**, media assistant at SSC&B there, appointed assistant media directors, SSC&B.

Saverio F. Verni, art director of print/TV/promotion, Doyle Dane Bernbach, New York, joins Sawdon & Bess there as art director, creative department.

Len Calderone, media planner, Needham, Harper & Steers, New York, joins Cunningham & Walsh there in same capacity.

Patty Lynch, assistant media planner, Tracy-Locke Advertising and Public Relations, Dallas, promoted to media planner.

Charles E. Lustig, writer/producer, Hansen & Langmac advertising Cedar Rapids, Iowa, joins Lord, Sullivan & Yoder advertising, Des Moines, Iowa, as copywriter. **Pat Seifert**, artist, Meek Printing, Des Moines, named production artist, LS&Y.

Tony Intellisano, research supervisor, Metro TV Sales, New York, appointed director of research and sales promotion. **Paul W. Faser**, head of his own company, Prime Time Marketing, rejoins Metro TV Sales as account executive.

Phyllis Seifer, director of advertising and creative services, WNEW-TV New York, named VP.

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Eli Kaufman, eastern sales manager, CBS-FM Sales, New York, appointed general sales manager, WBSB-FM there.

Joe Stewart, account executive and promotion director for McDonald's restaurant account, Davis Johnson Mogul & Columbato, Los Angeles, appointed director of advertising and promotion, KHJ-TV there.

Thomas Wall, general sales manager, WEHT(TV) Evansville, Ind., joins WROC-TV Rochester, N.Y., in same capacity.

John M. Purcell, local-regional sales manager, WTVR-TV Richmond, Va., named general sales manager, WLCY-TV Largo, Fla.

Wayne Lawrie, VP/director of sports sales, Major Market Radio, Golden West Broadcasters' national sales representative firm, Southfield, Mich., office, named general sales manager, GWB's WCAR-AM-FM Detroit.

Dave Littrel, account executive, WDRB-TV Louisville, Ky., joins WLRS(FM) there as general sales manager.

Chuck Tweedle, local account executive, WCLR(FM) Skokie, Ill. (Chicago), named assistant sales manager.

Gary Franklin, account executive, KIRO(AM) Seattle, appointed retail sales manager.

Gene Hester, VP/general manager, WKKE(AM) Asheville, N.C., named sales manager of co-owned WMFQ(FM) Ocala, Fla., not yet on air.

John Curran Jr., national sales representative, Petry Television, Dallas, joins sales staff of KXAS-TV Fort Worth.

Gary Cozen, account executive, WAVA-AM-FM Arlington, Va., named to same capacity, WMAL-FM Washington.

Richard Zimmerman, sales director, WDCR(AM) Hanover, N.H., and member of board of directors, WDCR and co-owned WFRD(FM) there, joins KEZY(AM) Anaheim, Calif., as salesman.

Charles Brogan, salesman, KLIN-AM-FM Lincoln, Neb., joins KRNA(FM) Iowa City, Iowa, in same capacity.

Programing

Norman Steinberg, executive producer/writer/director of comedy pilots, Universal Television, Universal City, Calif., joins T.A.T. Communications, Los Angeles, as VP, network comedy development.

William E. Miller, television VP, Time-Life Films, New York, elected senior VP.

Tom McIntyre, VP, Century 21 Productions & Programing, Dallas, assumes additional duties as general manager, replacing **Dick Starr**, who has entered into agreement with Toby Arnold & Associates there to provide programing production services for selected projects. **Carole Starr**, Century 21 operations manager, and **Roy Nilson**, assistant manager/co-producer, have also left company for personal reasons. Their future plans have not been announced.

John Benedict, program director, WVIP(AM) Mount Kisco, N.Y., joins Radio Arts, radio program producer/distributor, Burbank, Calif., as regional account supervisor.

Gordon Baird, manager of studio/post-production services, Versatile Video teleproduction

center, Sunnyvale, Calif., appointed operations manager. **Frank D. Baker**, manager of engineering services, Trans-American Video, Hollywood, joins Versatile Video as chief engineer.

Nelson P. Hobdell III, operations director, WWSH(FM) Philadelphia, named program director, WRCP-AM-FM there.

James T. Donkel, program/music director, WCSS-AM-FM Amsterdam, N.Y., joins WMHE(FM) Toledo, Ohio, as program director.

Thomas Wood, program director/announcer, WWY(FM) Columbus, Ind., named to same position, WITY(AM) Danville, Ill.

Edward Fowler, producer/director, Maine Public Broadcasting Network, Orono, appointed TV production manager.

Broadcast Journalism



Rubens



Renick

Walter Rubens, first VP, Associated Press Broadcasters and president/general manager, KOBE(AM) Las Cruces, N.M., becomes president

of APB, succeeding **Tom Frawley**, VP, Cox Broadcasting, Washington. **Ralph Renick**, news VP, Wometco Stations, Miami, elected first VP of APB and will succeed Mr. Rubens in June 1979.

May M. Dowell, director of CBS News special projects department for past 16 years and manager of its predecessor department before that, has retired after 41 years with CBS. She will continue as consultant to *CBS News Almanac*, compiled by CBS News and published by Hammond Almanac Inc.

Jo Moring, director, NBC Radio's News and Information Service, which closed May 29, named director, network radio news, NBC, New York.

Bobby Cole, from KMPX(FM) San Francisco, joins KQUP(FM) there (formerly KFRC-FM) as news director.

Dave Douglas, newsman, KSTT(AM) Davenport, Iowa, named news director.

Gary W. Wescott, newsman, WSPT-AM-FM Stevens Point, Wis., promoted to news director.

Bill Avery, news director, KELO-AM-FM-TV Sioux Falls, S.D., joins KEVN-TV/KIVV-TV Rapid City/Lead, S.D., in same post.

New staff additions, all-news WPOM(AM) Riviera Beach, Fla.: **Larry Choen**, afternoon anchor, WNCN(AM) Worcester Mass., operations manager/news director; **Dick Martin**, news director, WCLM(AM) Corning, N.Y., morning anchor; **George Wentzler**, evening anchor, WNUS(AM) West Springfield, Mass., morning editor; **Joel Coran**, sports reporter, WNCN, sports director; **Terry Jenkins**, night anchor, WBIR(AM)

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Knoxville, Tenn., afternoon editor; **Suzanna Fogel**, freelance writer/researcher, general assignment reporter, and **Wayne Winkler** newsman, WBDC(FM) Huntington, Ind., general assignment reporter.

Charles Rowe, anchorman, KTTV(TV) Los Angeles, joins KATU(TV) Portland, Ore., as co-anchor.

Stephen Kroft, reporter, WJXT(TV) Jacksonville, Fla., joins WPLG(TV) Miami in same capacity.

Robert V. Althage, reporter/producer/anchorman, WTVN-TV Columbus, Ohio, joins WPRI-TV Providence, R.I., as reporter.

Bob Scott, correspondent, ABC Network News, Los Angeles, named staff broadcaster, news department, KNX(AM) there, **Monica Jung**, reporter/announcer, KRDO-AM-FM-TV Colorado Springs, joins KNX as news writer.

Steve Thompson, reporter, WTOP(AM) Washington, assumes additional duties as airborne traffic reporter.

James A. Skwarcan, local sales account executive, WSVJ(TV) Elkhart, Ind., transferred to news department as reporter/photographer.

Steve Hawkins, KFST(AM) Fort Stockton, Tex., elected president, Texas AP Broadcasters. **Doug Ramsey**, KSAT-TV San Antonio; **John Dennis**, KAYC(AM) Beaumont, and **J. Conrad Russell**, KILE(AM) Galveston, elected VP's. **Gene Turney**, KGKLI(AM) San Angelo, named secretary.

Cable

Jeanne O'Grady, director of client services, Telemation Program Services, New York, joins Showcase Presentations there, producer/distributor of programming for cable TV, in same capacity.

Charlotte Schiff Jones, executive VP and director, Manhattan Cable TV Inc., New York, joins *People* magazine as assistant publisher. Both are owned by Time Inc.

Dominic J. D'Alfonso, manager with Bond Stores Inc., New York, named to headquarters sales staff, Magnavox CATV, Manlius, N.Y., responsible for internal sales in mid-Atlantic states.

Stuart F. Chuzmir, former VP and assistant to president of Home Box Office, New York, has opened management consultancy service for cable and pay television at 230 Park Avenue, New York 10017. (212) 687-0872.

Equipment & Engineering

Edward M. Mullin, engineering VP, Ampro Broadcasting, manufacturer of broadcast audio consoles and automatic tape cartridge equipment, Feasterville, Pa., named president. **Joseph Novik**, sales manager, Belar Electronics Laboratory, Devon, Pa., joins Ampro in same capacity.

Miles G. Moon, manager, broadcast advertising and promotion, RCA's commercial communications systems division, Camden, N.Y., promoted to manager, creative services.

Jim Bennett, chief engineer, transmitters, Pye TVT Ltd., Cambridge, England, appointed to



Silverman's fan club. Fred Silverman, president of ABC Entertainment, was honored by ABC-TV affiliates at a surprise party in New York May 27 when eight present and past members of the ABC-TV affiliates board flew to New York to take him to lunch at 21 Club, joined by top ABC Television officials. There they gave him a polished crystal cube inscribed: "Fred Silverman, TV's real star, who made us number one. The ABC Affiliate Association, May 1977." Mr. Silverman is shown above with the cube and William F. Turner (l) of Forward Communications and KCAU-TV Sioux City, Iowa, chairman of the affiliates board, who made the presentation, and Frederick S. Pierce (r), president of ABC Television.

board of directors as director of transmission engineering.

John J. Kornacker, in tool and industrial engineering department, Switch Division, Oak Industries, Crystal Lake, Ill., promoted to manager, tool and industrial engineering.

Allied Fields

Louis Couttolenc, president and general manager of RCA, S.A. de C.V. (Mexico), named president of RCA Records, succeeding **Kenneth D. Glancy**, who has been given new responsibilities with RCA Records in Europe.

Jhan Hiber, assistant to president, Rau Radio stations, Washington group owner, joins Arbitron, Beltsville, Md., as manager, radio syndication services.

Linda K. Hobkirk, director of operations, Imero Fiorentino Associates, production and lighting consultants, New York, appointed VP.

Thomas J. Lynch, VP/media director, Wilson, Haight & Welch advertising, Hartford, Conn., joins Creative Media Services, advertising media consulting firm, Wilton, Conn., as manager of new office in Hartford.

Don Kramer, radio/television director and broadcast director, Parker Advertising, Palos Verdes, Calif., joins Charles H. Stern (talent) Agency, Los Angeles, working in voice-over department and developing expansion concepts for agency.

Thomas S. Murphy, chairman/chief executive officer, Capital Cities Communications, New York, elected director of Texaco Inc.

Robert A. Bernstein, from Washington law firm of Hennessey & Ford, becomes member of communications law firm of Brown, Cahill, Kaswell, Bernstein & Effros there, merger of Cahill & Kaswell and Brown & Effros.

Stuart B. Mitchell, law clerk with Washington communications law firm of James A. Gammon, becomes associate of firm.

Sandi Barclay, promotion assistant, WRC(AM)-WKYS(FM) Washington, joins Radio Information Office of National Association of Broadcasters there as associate editor and special projects writer for *Radioactive*, monthly magazine.

Olga Zabludoff, freelance editor, joins National Association of Educational Broadcasters, Washington, as editor of association's bi-monthly magazine, *PTR* (Public Telecommunications Review).

Deaths

Ralph Buccl, 59, corporate VP, treasurer and chief financial officer of Outlet Co., Providence, R.I., group station owner, died of cancer at his home in Warwick, R.I., on June 3. He joined Outlet in 1955 as controller of broadcast division. He is survived by his wife, Angela, and three daughters.

Walter K. Scott, 62, due to retire June 30 as executive VP, Radio Free Europe/Radio Liberty, Munich, died of heart attack June 4 while vacationing at Lake Chiemsee, Alpine resort near Munich where he lived. He had been executive director of Radio Liberty there from 1965 to 1973 when he retired. However, he returned in 1975 to oversee consolidation and merger of RFE and RL operational center there. Survivors include his wife, Irene, and five children.

Joel Garcia, 36, producer/reporter, 28 *Tonight* news program for noncommercial KCET(TV) Los Angeles, was shot to death May 30 in dispute with his estranged wife, according to Burbank, Calif., police. Mr. Garcia's wife, Lupe, has been booked on suspicion of murder. Before joining KCET in January Mr. Garcia had been on news staff at KTTV(TV) Los Angeles for five years and was founding president of California Chicano News Media Association.

Erle Hughes, 52, Ottawa, district engineering manager, Global Television Network, died of heart attack there May 17. He began his broadcast career at Canadian Broadcasting Corp. in Toronto in early 1950's, followed by 12 years with WGR-TV Buffalo, N.Y., and eight years as chief engineer of WMUR-TV Manchester, N.H. He joined Global in 1973 and helped put it on air following year. He is survived by his wife, Thelma, and son, Lee.

Dr. Bernard Handler, 65, NBC medical director since 1942, died of cancer at Saranac Lake (N.Y.) hospital on June 2. He is survived by his wife, Elizabeth, and son, Dr. Richard Handler.

Eldon Lundquist, 61, sportscaster for WTRC(AM) Elkhart, Ind., from 1935 to 1968, died in Elkhart of blood clot in his lungs June 1 after being hospitalized for cancer. He served in Indiana legislature for 16 years, last 10 as Senate Education Committee chairman. He retired in 1976. Survivors include his wife, Helen, and two children.

Robert Mohr, 67, former producer and general manager of KTLA(TV) Los Angeles, died of cancer May 29 at Santa Monica (Calif.) hospital. In early days of TV, he was producer of series including *Bandstand Review*, *Frosty Frolics* and *The Spade Cooley Show*. He is survived by his wife, Jane; son, John, producer for National Subscription TV, and three daughters, Barbara, Patti and Nancy.

For the Record

As compiled by BROADCASTING for the period May 31 through June 3 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ Green Bay, Wis.—TV 26 Inc. seeks ch. 26 (542.548 mhz); ERP 224 kw vis., 44.7 kw aur., HAAT 565.14 ft.; ant. height above ground 432.5 ft. P.O. address: 519 Main St., Kewaunee, Wis. 54216. Estimated construction cost \$24,600; first-year operating cost \$34,033; revenue \$39,000. Legal counsel William J. Wolske, Kewaunee. Principals: Adrian E. O'Konski and William J. Wolske (50% each). Mr. O'Konski is Kewaunee banker, and Mr. Wolske is attorney there. They have no other broadcast interests. Ann. May 31.

TV actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WRHT Ann Arbor, Mich. (BMPCT-7682). Nov. 6.

■ Fort Wayne, Ind., Ontario Corp.—Broadcast Bureau granted ch. 55 (716-722 mhz); ERP 599.41 kw aur., HAAT 782.9 ft. P.O. address: c/o Robert W. Fauli, 1403 Three Rivers E., Fort Wayne 56802. Estimated construction cost \$1,000,000; first-year operating cost \$950,000; revenue \$750,000. Legal counsel Schwartz and Woods, Washington; consulting engineer Steel, Andrus & Adair. Principals: Van P. Smith (33.4%), James A. Nolan (21.3%), and Marion R. Skinner (16.9%). Mr. Smith is president of Ontario Corp., Muncie, Ind.-based alloy forging company. Mr. Nolan is vice president and Mrs. Skinner is wife of William Skinner, marketing vice president and holder of 2.3% in applicant (BPCT-4975). Action May 20.

AM licenses

■ Broadcast Bureau granted following licenses covering new stations: WHHL Pine Castle-Skylake, Fla. (BL-14,285); WVNH Salem, N.H. (BL-14,269); WTGC Lewisburg, Pa. (BL-14,259).

FM application

■ *Sacramento, Calif.—San Juan Unified School District seeks 91.5 mhz, 10 w, HAAT 30 ft. P.O. address: 3738 Walnut Ave., Carmichael, Calif. 95608. Estimated construction cost \$13,783; first-year operating cost not given. Format: educational. Applicant is public school system. Ann. May 31.

FM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KKEA Hilo, Hawaii (BMPH-14,846). Sept. 21.

■ Ankeny, Iowa, Ankeny Broadcasting Corp.—Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Paul D. Lunde, 2215 Van Buren, Ames, Iowa 50010. Estimated construction cost \$81,058; first-year operating cost \$108,000; revenue \$108,000.

000. Format: Easy listening, beautiful music. Principals: Paul D. Lunde (60%) and Barbara K. Lunde (40%). Mr. and Mrs. Lunde own same percentages in KLFM(FM) Ames, Iowa. Mr. Lunde is a lawyer, Mrs. Lunde is assistant professor (BPH-9756). Action May 23.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: KCHE-FM Cherokee, Iowa (BLH-7313); *WUOL Louisville, Ky. (BLED-1635); *WEAA Baltimore (BLED-1622); *WNDN Salisbury, N.C. (BLED-1627); *WZBT Gettysburg, Pa. (BLED-1641); *WTSU Troy, Ala. (BLED-1634); KQOK Kenai, Alaska (BLH-7310); KHPA Hope, Ark. (BLH-7314); KNAS Washville, Ark. (BLH-7309); WOKD Arcadia, Fla. (BLH-7324); WQMT Chatsworth, Ga. (BLH-7282).

Ownership changes

Applications

■ WDAT(AM) Ormond Beach, Fla. (1380 khz, 5 kw-D, 2.5 kw-N)—Seeks assignment of license from National Communications Industries Inc. to Hunter-Knight Daytona Inc. for \$476,000, plus \$35,000 covenant not to compete. Seller is principally owned by William P. Hunter and his wife, Shirley. They have no other broadcast interests. Buyer is owned by William A. Hunter (42.66%) and Philip M. Knight (21.33%). Four others own 6% each. Mr. Hunter owns WDOT(AM) Burlington, Vt., and, with Mr. Knight, WJJB(AM) Brooksville and WTMC(AM) Ocala, both Florida. Ann. June 3.

■ WRGA-AM-FM Rome, Ga. (AM: 1470 khz, 5 kw; FM: 102.3 mhz, 300 w)—Seeks assignment of license from Rome Broadcasting Corp. to McDougald Broadcasting Corp. for \$650,000 plus \$100,000 covenant not to compete. Seller is owned principally by Mather M. Payne and three other members of his family. They have no other broadcast interests. Buyer is owned by Michael H. McDougald former general manager of WAAX(AM)-WQEN(FM) Gadsden, Ala. Ann. May 26.

■ KGGF(AM) Coffeyville, Kan. (690 khz, 10 kw-D, 5 kw-N)—Seeks transfer of control of Midwest Broadcasting Co. from estate of Fred A. Seaton (40% before; none after) to Gladys Seaton (40%), R.M. Seaton (40%) and Robert Pratt (20%). Consideration: none. Principals: Mrs. Seaton, wife, R.M. Seaton, brother. Family also owns KMAN(AM)-KMKF(FM) Manhattan Kan. KHAS-AM-TV Hastings, Neb., and newspapers in Kan., Neb., S.D. and Wyo. Ann. June 3.

tan Kan. KHAS-AM-TV Hastings, Neb., and newspapers in Kan., Neb., S.D. and Wyo. Ann. June 3.

■ KJOE(AM) Shreveport, La. (1480 khz, 1 kw-D)—Seeks transfer of control of Coastal Broadcasting Corp. from Interstate Venture Capital Corp. (100% before; none after) to Thomas J. and David J. Lynch (none before; 100% after). Consideration: \$175,000 plus \$111,600 covenant not to compete. Principals: Seller is owned by John D. Mitchell and Sherwin Brotman, who have no other broadcast interests. Buyers are brothers, who also own KBYE(AM)-KFJL(FM) Oklahoma City. Their brother Michael Lynch, is 82.4% stockholder of Wichita Great Empire Broadcasting Inc., which recently purchased KWKH(AM)-KROK(FM) Shreveport. Michael Lynch has no proposed ownership interest in KJOE. Ann. June 3.

■ WSUF(AM) Patchogue, N.Y. (1580 khz, 10 kw-D, 5 kw-N)—Seeks assignment of license from Adams-Geischal Broadcasting Co. to Brookhaven Broadcasting Corp. for \$125,001. Seller is principally owned by William J. Wolfe, who has no other broadcast interests. Buyers are Perry D. Silver (30%), Robert Silverman (25%) and Leda J. Canino (10%). Remaining 35% of stock is to be "distributed at later date to future employees or local parties... active in area organizations." Mr. Silver is sales account executive with WIBG(AM) Philadelphia. Mr. Silverman is partner in Reciprocal Merchandising Services, New York advertising agency, and owns interest in Romos Press Inc., book publisher there. Ms. Canino is Scarsdale, N.Y., teacher. Ann. May 26.

■ WLIT(AM) Steubenville, Ohio (950 khz, 500 w-D)—Seeks assignment of license from Capitol Broadcasting Corp. to Contemporary Communications Inc. for \$187,500. Seller is owned by E.M. Johnson (77%), his son Kenneth (3%), Paul W. Miles and Allen Paul Howard (10% each). They also own WCAW(AM)-WVAF(FM) Charleston, W.Va.; WKDY(AM) Spartanburg, S.C.; and WKSJ-AM-FM Mobile, Ala. Buyer is owned by Raymond F. Reich and Calvin E. Dailey Jr. (50% each). Mr. Reich is general manager of WADC(AM)-WIBZ(FM) Parkersburg, W.Va., which are owned by Mr. Dailey. Ann. June 3.

■ WMQM(AM) Memphis (1480 khz, 5 kw-D)—Seeks assignment of license from Dalworth Broadcasting Co. to WMQM Inc. for \$550,000. Seller is Kurt A. Meer Sr., who has no other broadcast interests. Buyer is owned by F.W. Robbert Broadcasting Co., New Orleans. Robbert is owned by Fred P. Westenberger and family, who also own WVOG(AM) New Orleans. Ann. June 3.

■ KBOR(AM) Brownsville, Tex. (1440 khz, 1 kw-U)—Seeks assignment of license from Brownsville

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Applications

Call	Sought by
	New TV
KYFC	Kansas City Youth for Christ. Kansas City, Mo.
	New AM's
KACJ	Channel One Enterprises. Greenwood, Ark.
WJMO	Norfolk County Broadcasting Co., Norfolk, Mass.
	New FM's
WDZD	Media Group Inc., Shallote, N.C.
*WRTU	University of Puerto Rico. San Juan, P.R.
WLCC	Caverns Broadcasting Co., Luray, Va.
	Existing TV
KIMT	KGLO-TV Mason City, Iowa
	Existing AM
WYER	WVMC Mount Carmel, Ill.
	Existing FM's
WSNY	WMBR Jacksonville, Fla.
WYER-FM	WSAB Mount Carmel, Ill.
WXKQ	WTCW-FM Whitesburg, Ky.
KFMC	KSUM-FM Fairmont, Minn.
KZUE	KAFG Oklahoma City

Grants

Call	Assigned to
	New TV
KTUX	Western Broadcasting Corp., Rock Springs, Wyo.
	New AM's
KBWA	Cocconino Media Inc., Williams, Ariz.
WSRG	Todd County Enterprises Inc., Elkton, Ky.
KNEU	Golden Circle Broadcasting Inc., Roosevelt, Utah
	New FM's
*KFSK	Narrows Broadcasting Corp., Petersburg, Alaska
KFAM	Oroville Radio Inc., Oroville, Calif.
*WBCX	Brenau College, Gainesville, Ga.
*WORB	Oakland Community College, Farmington Hills, Mich.
KYBO	Yakima Broadcasting Co., Yakima, Wash.
	Existing AM's
WXLL	WOAK Decatur, Ga.
WACO	WCOP Boston
WOPM	WKPM Princeton, Minn.
WHNE	WKLX Portsmouth, Va.
WRXA	WAPL Appleton, Wis.
	Existing FM's
KFNH	KSNF Oberlin, Kan.
KDVV	KTOP-FM Topeka, Kan.
KWEZ	KMLB-FM Monroe, La.
WOPM-FM	WOPM Princeton, Minn.
WYPC	WJEH-FM Gallipolis, Ohio
KMKJ	KOIV Lake Oswego, Ore.

Broadcasting Co. to Stereo Broadcasting Corp. for \$280,000 plus assumption of \$45,000 in debts. Seller is owned by Herbert L. Dewalt, Minor J. and Willis A. Wilson, none of whom has other broadcast interests. Mr. Dewalt is father of two principals in buyer. Buyer is owned by Stephen A. and James W. Dewalt, brothers (64.3% and 7.1%, respectively). Jerry D. Harrison and Eli Adams (14.3% each). Mr. Stephen Dewalt is principal of KIOU(FM) Corpus Christi, Tex., and his brother is part owner of Brownsville two-way radio sales company. Dr. Harrison is Corpus Christi dentist, and Mr. Adams owns outdoor advertising firm there. Ann. June 3.

■ KEAN(AM) Brownwood, Tex. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KEAN Radio Corp. to Central Texas Communications Corp. for \$150,000, plus expenses. Seller is owned by Pat Faren Davidson and her son, Michael S. They have no other broadcast interests. Buyer is owned by Ralph Wayne, 72.5% owner of KKYR(AM) Plainview, all of KKYR(AM) Marshall and KYXX(AM) Odessa, all Texas. Ann. June 3.

■ WLLL(AM)-WGOL(FM) Lynchburg, Va. (AM: 930 khz, 5 kw-D; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Griffith Broadcasting Corp. to Jamabro Corp. for \$598,460.83. Seller is estate of A. Hundley Griffith Jr. Estate has no other broadcast interests. Buyer is Jacksonville, Fla.-based real estate investment firm owned by 19 stockholders. Principals are: Mary E. Glover (27.1%) and her brothers, Robert T. and James V. Shircliff (21.3% and 21.4%, respectively). Family has various other business and investment interests but no other broadcast holdings. Ann. June 3.

■ KGY(AM) Olympia, Wash. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KGY Inc. from Estate of Tom Olsen (52.4% before) to Theresa K. Olsen (45.2% before). Consideration: none. Principals: Transfer is resolution of will of Mrs. Olsen's late husband, Rainer National Bank, Olympia, retains portion of licensee as co-personal representative of estate. Balance of stock is held by Barbara O. Kerry, Mrs. Olsen's daughter. Ann. June 3.

Action

■ WZZM-FM Grand Rapids, Mich. (95.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from West Michigan Telecasters Inc. to Jam Broadcasting Co. for \$450,000. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr. Buyer is James A. Morse, who is former CBS announcer with extensive real estate investments in Midwest and Atlanta. Mr. Morse is also president and majority stockholder of WVIC-AM-FM East Lansing, Mich. (BALH-2462, BASCA-809, BALRE-3191). Action May 16.

Facilities changes

TV actions

■ WXEX-TV Petersburg, Va.—Broadcast Bureau granted CP to change ERP to 295 kw; max. ERP 316 kw; ant. height 970 ft.; change trans. location to 23

Sesame St., Midlothian, Va.; change type trans. (BPCT-5022). Action May 19.

■ *WCVE-TV Richmond, Va.—Broadcast Bureau granted CP to change ERP to 1380 kw; max. ERP 2340 kw; ant. height 1080 ft.; change type trans.; install new tower approximately 100 ft. east of present site (BPET-556). Action May 19.

■ *WCVV Richmond, Va.—Broadcast Bureau granted CP to change ERP to 468 kw; max. ERP 1020 kw; ant. height 880 ft.; change type trans.; install new tower approximately 100 ft. east of present site (BPET-557). Action May 19.

■ KENI-TV Anchorage—Broadcast Bureau granted CP to change aural ERP; make changes in transmitting equipment; ERP 28.2 kw; max. ERP 28.2 kw; ant. height 180 ft. (BPCT-5028). Action May 20.

FM actions

■ KDKB-FM Mesa, Ariz.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 93.3 mhz; ERP 2.1 kw; ant. height 1480 ft.; remote control permitted (BPH-10,534). Action May 18.

■ KXEW-FM Tucson, Ariz.—Broadcast Bureau granted CP to change trans. location to 2355 San Juan Trail, Tucson; studio location to 815 East Broadway, Tucson; operate trans. by remote control from proposed studio location; install new ant.; make changes in ant. system; increase height; ERP 25.5 kw(H&V); ant. height 195 ft.(H&V); remote control permitted; conditions (BPH-10,524). Action May 17.

■ KLBS-FM Los Banos, Calif.—Broadcast Bureau granted mod. of CP to change trans.; ant. height 120 ft. (H&V); ERP 3 kw (H&V); remote control permitted; conditions (BMPH-15,122). Action May 18.

■ KAMB(FM) Merced, Calif.—Broadcast Bureau granted mod. of CP (as reinstated) to change trans.; ERP 50 kw (H&V); ant. height 400 ft.(H&V); remote control permitted; (BMPH-15,128). Action May 18.

■ WTIC-FM Hartford, Conn.—Broadcast Bureau granted CP to install new trans.; ERP 15 kw (H&V); ant. height 810 ft.(H&V); remote control permitted; conditions (BPH-10,533). Action May 20.

■ *WPIO Titusville, Fla.—Broadcast Bureau granted CP to change frequency to 89.3 mhz; increase power to 1.6 kw; change trans.; ant. height 115 ft.; remote control permitted; conditions (BMPED-1412). Action May 20.

■ WLUV-FM Loves Park, Ill.—Broadcast Bureau granted CP to change ant. system (increase height); ERP 3 kw(H&V); ant. height 235 ft.(H&V); condition (BPH-10,061). Action May 19.

■ WSPY Plano, Ill.—Broadcast Bureau granted CP to change trans. location/studio location to Rt. 1, Plano.; make changes in ant. system; increase height; change ant. height to 300 ft.(H&V); main ERP 3 kw(H&V); aux. ERP .83 kw(H&V); remote control permitted (BPH-10,483); granted CP to install new aux. trans. at proposed trans. location to be operated on 107.1 mhz; main ERP 3 kw(H&V); aux. ERP .83 kw(H&V); remote control permitted; (BPH-10,484). Action May 16.

■ *Farmington Hills, Mich.—Broadcast Bureau granted mod. of CP to change trans. location of educational FM station to 27245 Halstead Road, Farmington; remote control permitted (BMPED-1489). Action May 18.

■ KQRS-FM Golden Valley, Minn.—Broadcast Bureau granted mod. of CP to correct coordinates; correct trans. location to 917 N. Lilac Drive, Golden Valley, change trans.; change ant.; make change in ant. system; make change in transmitting equipment; ERP 100 kw(H&V); ant. height 820 ft. (H&V); remote control permitted (BMPH-14,619). Action May 17.

■ KDWB-FM Richfield, Minn.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (increase height); ERP 100 kw(H&V); ant. height 820 ft.(H&V); remote control permitted (BMPH-14,752). Action May 17.

■ KEEY-FM St. Paul, Minn.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (increase height); ERP 100 kw(H&V); ant. height 820 ft.(H&V); remote control permitted (BMPH-14,547). Action May 17.

■ WJBI Clarksdale, Miss.—Broadcast Bureau granted

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CP to install new trans., ERP 3 kw(H&V); ant. height 185 ft. (H&V); (BPH-10.535). Action May 18.

■ **KLRS-FM** Mountain Grove, Mo.—Broadcast Bureau granted mod. of CP to change trans.; ant.; TPO and transmission line: ERP 3 kw (H&V); ant. height 295 ft.; condition (BMPH-15.136). Action May 20.

■ ***WAMC** Albany, N.Y.—Broadcast Bureau granted CP to install new trans.; ERP 10 kw(H&V); ant. height 1920 ft. (H&V); remote control permitted (BPED-2488). Action May 18.

■ **WSOC-FM** Charlotte, N.C.—Broadcast Bureau granted CP to install new ant.; ERP 98 kw(H&V); ant. height 1040 ft. (BPH-10.548). Action May 20.

■ ***WDAV** Davidson, N.C.—Broadcast Bureau granted CP to change frequency to 89.9 mhz. change trans. location to approximately 2 miles north of Davidson; operate by remote control from studio site: Jane Park Gray Memorial Library Building, Davidson College, Davidson; install new trans.; install new ant.; make change in ant. system (increase height); ERP 18.5 kw(H&V); ant. height 300 ft. (H&V); (BPED-2339). Action May 2.

■ **WGNC-FM** Gastonia, N.C.—Broadcast Bureau granted CP to change studio location/remote control to 1700 N. Broadcast Street, Gastonia, N.C.; install new trans.; ERP 33 kw; ant. height 890 ft.; remote control permitted (BPH-10.532). Action May 18.

■ **KNDR** Mandan, N.D.—Broadcast Bureau granted mod. of CP to change trans.; ERP 3 kw(H&V); ant. height 290 ft. (H&V); remote control permitted (BMPH-15.127). Action May 18.

■ **WGCB-FM** Red Lion, Pa.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; increase height; ERP 50 kw(H&V); ant. height 500 ft. (H&V); conditions (BPH-10.422). Action May 16.

■ **WFID** Rio Piedras, P.R.—Broadcast Bureau granted CP to change trans. location to 1.3 miles east-northeast of Aguas Buenas, P.R.; install new trans.; install new ant.; make change in ant. system (increase height); ERP 50 kw(H&V); ant. height 800 ft. (H&V); remote control permitted; condition (BPH-10.086). Action May 12.

■ **WPJS** Orangeburg, S.C.—Broadcast Bureau granted mod. of CP to change studio location/remote control location to 1.3 mile S-S.E. of intersection of U.S. 601 and S.C. 906, Orangeburg (main trans. location); change trans.; ERP 100 kw(H&V); ant. height 580 ft. (H&V); remote control permitted (BMPH-15.121). Action May 18.

■ ***WVPR** Rock Hill, S.C.—Broadcast Bureau granted mod. of CP for changes; trans.; ant.; TPO and transmission line: ERP 97 kw (H&V); ant. height 600 ft. (H&V) (BMPED-1493). Action May 20.

■ **KFWD** Fort Worth, Tex.—Broadcast Bureau granted CP to install new aux. at main trans. location to be operated on 102.1 mhz; ERP 57 kw (H&V); ant. height 1420 ft. (H&V); remote control permitted; conditions (BPH-10.531). Action May 18.

■ **WBKW** Beckley, W.Va.—Broadcast Bureau granted CP to install new alt. main trans. at main trans. location; ERP 34 kw (H&V); ant. height 1050 ft. (H&V); remote control permitted; condition (BPH-10.546). Action May 18.

In contest

Designated for hearing

■ **Fresno, Calif., TV proceeding:** McClatchy Newspapers Inc. (KMJ-TV) and San Joaquin Communications Corp., competing for ch. 24 (Docs. 21.274-6)—Commission designated for hearing. Action June 2.

■ **Cicero, Ill., AM Proceeding:** Radio Cicero Inc., Migala Enterprises Inc., Cicero Radio Corp., University of Ill., Metropolitan Broadcasting Co., Nationwide Broadcasting Co. and Midway Broadcasting Corp., competing for 1450 khz (Docs. 21.247-53)—Acting Chief, Broadcast Bureau, designated for hearing. Action May 27.

■ **Gaithersburg, Md., AM proceeding:** Radio Gaithersburg Inc., Montgomery Communications Inc., Communication Gaithersburg Inc., Montgomery Broadcasting Co., Gaithersburg, 1150 Limited Partnership, Barto Communications Inc., Montgomery County Radio Inc. and Gaithersburg Community Broad-

casters Inc., competing for 1150 khz (Docs. 21.219-26)—Chief, Broadcast Bureau, designated for hearing. Action May 24.

■ **WDRK(FM)** Greenville, Ohio, renewal proceeding: Lewel Broadcasting Inc. (Doc. 21.267)—Commission designated for hearing. Action May 26.

■ **WPCE(AM)** Portsmouth, **WOWI(FM)** Norfolk, both Virginia, **renewal proceeding:** Tidewater Radio Show Inc. and Willis Broadcasting Corp. (Docs. 21.278-9)—Commission designated for hearing. Action June 2.

Procedural ruling

■ **Alexandria, La., FM proceeding:** Cenla Broadcasting Co. and United Communications Inc., competing for 93.1 mhz (Doc. 21.119)—ALJ Walter C. Miller rescheduled July 13 hearing for Sept. 6. Action May 26.

Dismissed

■ **State College, Pa., TV proceeding:** Nittany Communications Inc. for ch. 29 (Doc. 22.108)—ALJ Thomas B. Fitzpatrick dismissed with prejudice application of Nittany, cancelled June 28 hearing and terminated proceeding. Action May 31.

FCC decision

■ **WETT(AM)** Ocean City, Md., **license renewal proceeding,** Public Service Enterprises (Doc. 20.674)—Commission stayed effective date of ALJ James K. Cullen's initial decision denying license renewal to Public Service. Action June 2.

Complaints

■ Total of 5,232 broadcasting complaints from public was received by commission during April, decrease of 3,144 from March. Other comments and inquiries to Broadcast Bureau for April totaled 1,867, decrease of 255 from previous month. Commission sent 1,846 letters in response to these comments, inquiries and complaints.

Fines

■ **KDLS(AM)** Perry, Iowa—Broadcast Bureau notified licensee that it had incurred apparent liability of \$200 for failing to make entries in maintenance log between Jan. 4, 1976 and Sept. 27, 1976; concerning base current ratios, their deviation in percent from licensed values; loop currents, their ratios and deviation in percent from licensed values, and phase indications. Action May 23.

■ **WYGO-FM** Corbin, Ky.—Broadcast Bureau ordered licensee to forfeit \$100 for failing to maintain maintenance log for period Dec. 5, 1975, through June 14, 1976. Action, May 19.

■ **WLKN(AM)** Lincoln, Me.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to limit station's ant. input power to not greater than 105% of authorized on various dates and times and failing to maintain maintenance log as required from Oct. 17, 1975, to date of station inspection on Nov. 21, 1975. Action May 19.

■ **KTTR(AM)** Rolla, Mo.—Broadcast Bureau ordered licensee to forfeit \$250 because logging entries were not being made by persons with actual knowledge of facts competent to do so and remote reading ant. current meter was not calibrated to within 2% of regular ant. current meter. May 19.

■ **KBOW-FM** Butte, Mont.—Broadcast Bureau ordered that licensee be relieved of apparent liability dated July 22, 1976. Action May 18.

■ **KRFS(AM)** Superior, Neb.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 for performing meter calibrations and weekly inspections of transmitting system by operator who did not hold first-class radio-telephone license. Action May 19.

■ **WNNJ(AM)** Newton, N.J.—Broadcast Bureau ordered licensee to forfeit \$1000 for broadcasting lottery information. Action May 18.

■ **KLTR(AM)** Blackwell, Okla.—Broadcast Bureau ordered licensee to forfeit \$250 because station operators entered line current meter readings in operating log as reflecting base currents, when it was required that line current readings be converted by means of chart in order that base currents be accurately shown in log. Line current readings, without required conversion, indicated that operation was with power in excess of that authorized on various dates and times. Action May 19.

■ **KGRI(AM)** Henderson, Tex.—Broadcast Bureau ordered licensee to forfeit \$500 for erroneous determination of time for commencing operation of radio station. Action May 17.

Allocations

Actions

■ **Hoisington, Kan.**—Broadcast Bureau proposed assignment of ch. 265A as community's first FM. Action was response to petition by Paul F. Kelly, David C. Hollis and Elmer H. Davis. Comments are due July 26; replies Aug. 15. Action May 25.

■ **Boulder City, Nev.**—Broadcast Bureau assigned FM ch. 288A. Action was response to petition by Robert H. Ruark. Action May 25.

■ **McConnelsville, Ohio**—Broadcast Bureau assigned FM ch. 265A. Action was response to petition by John Wharff. Action May 25.

■ **St. Mary's, W.Va.**—Broadcast Bureau assigned FM ch. 269A. Action was response to petition by D. Robert Eddy. Action May 25.

Rulemaking

Petition

■ **National Association of Broadcasters** requests notice of inquiry to make changes in rules relating to technical operation, monitoring and measurement of audio systems of AM and FM broadcast stations (RM-2894). Ann. May 31.

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

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General Manager: Lower Fairfield County Community involved station. Experienced in sales, programming, news desirable. Box G-18.

General Manager for University station. Responsible for full operation. Bachelor's degree, experience in Public Radio management and Third Class FCC license required. Salary \$10,500 annually. Send resume and references to Gilbert Pastor, Student Center, Colorado State University, Fort Collins, CO 80523. Application deadline July 8, 1977. Colorado State University is an Equal Opportunity Employer and complies with Title IX requirements. Complaints should be filed with the Office of Equal Opportunity, Student Services Building.

Music Director for University Station. Responsible for programming and scheduling. Bachelor's degree, experience in Public Radio programming, music and FCC Third Class license required. Salary \$6,500 annually. Send resume and references to Gilbert Pastor, Student Center, Colorado State University, Fort Collins, CO 80523. Application deadline July 8, 1977. Colorado State University is an Equal Opportunity Employer and complies with Title IX requirements. Complaints should be filed with the Office of Equal Opportunity, Student Services Building.

Program Director for University station. Responsible for programming and management. Bachelor's degree, experience in Public Radio and FCC Third Class license required. Salary \$8,500 annually. Send resume and references to Gilbert Pastor, Student Center, Colorado State University, Fort Collins, CO 80523. Application deadline July 8, 1977. Colorado State University is an Equal Opportunity Employer and complies with Title IX requirements. Complaints should be filed with the Office of Equal Opportunity, Student Services Building.

Manager educational FM. Must have solid industry background including management experience and wide contacts. Teach radio and television production, communication, and supervise productions for FM network. M.A. required. Teaching experience desirable. Salary \$13,140-\$18,450. Send credentials to Dorothy R. Johnson, Marshall University, Huntington, WV 25701. EOE.

Come grow with us! Radio station manager, three market group. Must be good in sales. Raise your sights! Sorenson Broadcasting, Dean Sorenson 605-224-7381.

General Manager. Locally sales oriented for station in top Midwest market. Ethnic radio experience preferred. Box G-28.

Manager for University licensed non-commercial FM. Supervise student staff, plan developmental projects, prepare and administer grants in preparation for CPB qualification (CPB and HEW proposals pending.) Requires three years professional radio, experience in management and format design, familiarity with public radio. College degree. Salary \$16,000 to \$20,000. EOE. Send resume to: Dr. Barbara O'Connor, Communication Studies Department, California State University, 6000 Jay Street, Sacramento, CA 95819.

We need the right person to put a new Class A FM on the air just outside of Wichita, Kansas. Your job—sell advertising and build a good staff. A solid advertising background is the key. Your opportunity—a solid salary to start and a bonus based on future growth. Contact Ben Foster, Suite 920, 200 W. Douglas, Wichita, KS 67202. Telephone: 316-264-4348.

Business Manager—5-person department. Our own computer. Should be experienced and able to do shirtsleeve work. Heavy volume on two very successful radio stations in Miami, Florida. If the thought of another winter in the North gets you down, come join us in the fabulous sun belt. We are an Equal Opportunity Employer. Rush your resume to Box G-62.

Radio Station Manager. Immediate opening. Major midwest market; established major station. MOR format. Experienced, competent manager with ability to coordinate large sales, program and engineering staff. Salary open. Box G-65.

You are a top salesman but advancement has stopped. For a greater challenge with base salary and commission in a fast growing Texas market send resume. Box G-69.

Aggressive Florida based broadcasting firm has sales/management position that will lead to general management within 12 months. Must have strong personal sales background, exhibit management potential and be prepared to take newly acquired fulltime AM to profitable position in top 50 market. Write full details, including current billing and past employer references to Box G-70.

Sales Manager. Washington-Baltimore. Prefer successful, structured salesperson ready for unusual opportunity. Excellent compensation and prestige. Sell us! Box G-90.

Southeast's leading 50,000 watt country music station seeking sales manager capable of creating, motivating and selling. Must be aggressive. Excellent base and fringes. Send complete resume first letter. Equal Opportunity Employer. Box G-94.

HELP WANTED SALES

Sales Manager for established rock station in North Carolina. Must be a self starter and one who can motivate and manage salespeople. Please send references and other important information along with resume. Box F-139.

Sales Manager for 1KW daytime in Syracuse suburb. Excellent opportunity for immediate high earnings and near-future advancement to bigger station. Contact Bob Rooney, GM, WOSC, Fulton, NY 315-343-2630.

Sales Managerial Opportunity. Aggressive Experience salesperson. 10KW AM in excellent Long Island Market. WHLI, Box 219, Hempstead.

Account Executive—I need a pro for our Mid-West market. Radio sales experience essential for fast growth with our station. Send a resume to Phil Hoover, General Sales Mgr., WDIF Radio, Box 524, Marion, OH 43302.

Established Music Production Company, needs experienced Radio pro to head Sales organization. Must communicate with top level radio personnel on a one to one level. Ambitious-creative sales and promotional programs a must. Excellent commission/expense account. Contact George Stalter, Composers-Arrangers Group, 12 East 44th Street, New York, 10017, telephone 212-986-4747.

Top rated Southern Illinois station needs experienced account executive interested in advancing to sales manager within three years. Salary commensurate with ability. Earnings potential \$15,000 first year, \$20,000 second. Write Jim Glassman, VP, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

We are looking for a dynamic, aggressive time salesman with experience to sell our Beautiful Music FM and the Number One Country Station in Beaumont, Texas. Contact KTRM Radio.

Christian Broadcasting radio network is looking for top notch sales manager. Call or write Dave Morrow, 804-393-2505, PO 1364, Portsmouth, VA 23705.

Small market RAB type salesperson. Fringe benefits, excellent opportunity to earn a good living. Live and work in one of the South's finest resort areas: Mail resume to Sales Opening, PO Box Q, Hot Springs, AR 71901.

Experienced salesman to assume established list plus some announcing. Northeast. Salary plus commission. Box G-76.

Florida. Need three sales people for a newly acquired station with a growing company. Openings on both AM & FM stations for aggressive hungry people who would like to get out and develop an existing account list. Nice market of about 100,000 and good place to live. Get in on the ground floor. Bill Brown 904-234-6592.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

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.

Strong Personality for N.E. Contemporary M.O.R. Must be able to communicate. Experience and Third Phone necessary. Reply Box G-36.

Central Pennsylvania Contemporary Group-owned number 1 needs mature, mid-day personality with production know-how, experience and 3rd endorsed. Job security. Excellent advancement opportunity. Equal Opportunity Employer. Send resume Box G-37.

Are you a professional talk show host, aggressive, well versed, able to line up interesting guests and committed to making your show a success? We're looking for you! Excellent money for right person. Contact B.J. Wexler, KTKO Radio, Covenant Broadcasting, PO Box 1000, Oklahoma City, OK 73101. An Equal Opportunity Employer.

Announcer, experienced with production capabilities for 5000 watt AM, MOR station. Contact, PD, WCOJ, Coatesville, PA 215-384-2100. Applications desired from members of minority groups. EOE.

MOR Announcer & sales. Receive active account list. Send tape, picture and salary needed. WBRV, Boonville, NY 13309. No phone calls.

Annc. with 3rd ticket. Must be mature with good production and news delivery. Adult MOR format. WWWY, 415 Washington, Columbus, IN 47201. 812-372-9933.

Top 40 medium market. Jock with personality wanted. Rush tape and salary requirements to: Lee Sommers, 3 WD, 422 Liberty St., Schenectady, NY 12305.

AM/PM Drive personality with knowledge of music to 1960 to tie oldies format into today's information flow. Unique semi-automated format in midwest medium market. Stable group operation, EOE. Box G-59.

Help Wanted. Top quality country jock, with news background, Mid-Atlantic state. Good pay, excellent fringe benefits, modern facilities. 5 years minimum experience, credit and previous employment carefully checked. Box G-82.

Minimum two years experience in Country and Rock. Upper Midwest. Box G-39.

Bright morning personality for Midwest medium market. Growing "Easy-MOR" FM. Send resume and salary requirements to Box G-77.

Morning communicator, Adult Contemporary, for expanding Midwest team. Send resume and tape to Dean Craun, KHUB, Box 669, Fremont, NE 68025.

Needed yesterday. Afternoon Drive personality. A real grab em pro extrovert for super country station. We want the best because you'll be working with the best. Tape, resume to Dave Donahue, KHAK, Box 1360, Cedar Rapids, IA 52406.

HELP WANTED ANNOUNCERS CONTINUED

Beautiful Music station in Tampa, Florida needs experienced announcer with smooth voice, good production ability and Third endorsed. Send letter, resume and tape to Dick Ergenbright, WJYW, 101 North Tampa Street, Tampa, FL 33602.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. EOE. Box D-125.

Experienced jock who can read news & sports, knows MOR music. Cassette and resume. WQIN, Box 149, Lykens, PA 17048.

HELP WANTED TECHNICAL

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.

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. Epl. 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.

Experienced chief engineer, AM/automated FM. Excellent salary and company benefits. Midwestern city of 35,000. Thoroughly professional staff. Need take charge person who takes pride in his work. Equal Opportunity Employer. Box F-132.

Chief Engineer Wanted for Midwestern Daytime filing for full time operation. Must have complete engineering background including automation. Most of all must be a sober mature adult. Salary open plus fringe benefits. Send complete resume and salary requirements. Box G-19.

Experienced chief for AM-Directional and FM-Stereo in Upstate NY. Automation. Good equipment, good ratings, and upcoming construction. No board shift. 12K to start. Box G-4.

Major group seeking engineers and chief engineer. Must have hands-on knowledge of all phases of AM and stereo radio. Good opportunities for talented, hard working people. EOE. Reply in confidence to Box G-58.

Medium market midwest AM/FM needs a full charge chief engineer. Thorough knowledge of AM directional and FM stereo is necessary. We believe in doing things right. Must be a leader. Good pay and benefits with a growing corporation. Equal Opportunity Employer. Send resume to Box G-93.

HELP WANTED NEWS

If you like to dig for hard news, pull a three hour drive-time news shift, and direct a top news team, there is a position for you with a growing group of stations based in Central Pennsylvania. Excellent advancement opportunities. Job security. Equal Opportunity Employer. Send tape, resume and salary requirements to the Gilcom Stations, Hilltop, Logan Boulevard, Altoona, PA.

Sports Director—Program Director: Aug. 1st, S175-200: WMST AM-FM, Mt. Sterling, KY 40353.

Major market all news station looking for news editor. If you are an excellent writer, can recognize what is and isn't news, can lead others and get the job done even on those slow days, you could be the one. No beginners please. We need a pro. Send resume, complete employment history and references to Box G-54.

Creative writing and delivery skill second to none? News director we want understands our first priority which is More Listeners. Tape, resume to Dave Donahue, KHAQ, Box 1360, Cedar Rapids, IA 52406.

Active AM-FM newsroom seeks newperson. One year experience minimum, third endorsed. Six day week, good learning situation. Tape and resume to WBNR, Box 511, Beacon, NY 12508.

News person and/or talk show host. Must be able to dig and have good news delivery. Single AM-FM small market station where local news is King. 30 miles to 2 universities and 45 to Detroit. Rush resumes to WHMI, Howell, MI.

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.

North Dakota? Yes, we're out here, and there's a lot going on. We need a talented, hard-working newperson to tell our listeners all about it. If you have big-market potential, but need some "seasoning" we're waiting for you. No applications considered without an actual air-check, stated salary requirements, and resume. Apply to News Director, KNOX Radio, PO Box 1638, Grand Forks, ND 58201.

Experienced newscaster with pleasant, authoritative, fast pace delivery. AM/FM top rated Northeast market. Ideal opportunity with stability. 10-13M yr. EOE. Letter and resume to Box G-44.

Statewide radio network needs experienced reporter. Self-starter, experience in political coverage preferred. No rookies. Tape, resume and photo to Missouri Network, Inc., 217 E. McCarty, Jefferson City, MO 65101.

Public Affairs Director for KLCC, Lane Community College. Some teaching. Strong background in community involvement. B.A. (or equivalent), 2 years professional broadcast experience or experience in a community-oriented profession, and a third class endorsed ticket are required. Personnel Services Office, LCC, 4000 E. 30th Ave., Eugene, OR 97405. 503-747-4501. Audition tape with interview and news required. \$585-\$558 monthly, DOE, good benefits. Deadline June 17, 1977.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Manager educational FM. Experience, MA required. Details on request, Dr. W. Steis, WAUP, Univ. Akron, Akron, OH 44325.

Looking for Small Market PD who wants to move to medium market as PD. Hard worker, creative, dynamic, doer. Send complete resume—Box G-11.

Help wanted. College teaching, Oklahoma State University seeks instructor for Fall 1977. Minimum master's degree plus three years professional experience desired. Must be good writer who expects high student performance. Send resume: by July 15th, to Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity, Affirmative-Action Employer.

Operations Manager for major Florida market, Schulke-programmed FM station. Candidates should have proven experience in production and on-air capabilities for beautiful music. Send resume and salary requirements to Box G-79.

Help wanted-College teaching. Oklahoma State University seeks assistant or associate professor advertising, public relations. Three years professional experience required. Ph.D. preferred but not mandatory. Send resume by July 15th, to Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. Equal Opportunity, Affirmative-Action Employer.

Instructor, part time work only. New York City area residents, commercial (not college) radio experience required. Control board proficiency, work 3-10 p.m. weekdays, and/or Saturday, Sunday. Call 212-279-2360.

Program Director wanted for Top 10 Market. Must have previous experience as R&B program director. Please send resume. Equal Opportunity Employer. Box E-125.

Midwest radio group looking for air personality-operations. Come grow with us. Sorenson Broadcasting. Dean Sorenson 605-224-7381.

SITUATIONS WANTED MANAGEMENT

Young, willing and able, 5 years small to major market management experience. Desires a fresh and challenging situation. Call me and let me sell myself. 717-675-4016, 205-586-4151.

13 years broadcasting and business experience. 32 years old and grown up. Looking for clean, small, non rural medium community to settle and raise 3 children. Desire take charge professional management position with honest sincere owner. FCC 1st class license. Compensation \$20,000 plus opportunity for future ownership. Call evenings—305-484-3116.

Veteran General Manager seeks small to medium market in Illinois/Wisconsin area. Box G-45.

Selling GM—Excellent track record and references in sales, administration and programming. Knows sales comes first! Box G-64.

The reason you're reading this ad is that you've got a problem. Ratings are down, costs are too high, and profits are off or non-existent. I can help. I'm no miracle worker—I am a hard worker with heavy experience in Sales, Programming and Management. I've worked in medium and large markets—G.M. in a major market with a major group—and I have the best of references. I'm especially interested in situations offering a chance for participation in ownership but will consider others. If you've got a problem, write to me in confidence and I'll contact you immediately to talk about solving it. Box G-80.

General Manager: 35 yr old sales-oriented GM with 21 years of experience in all aspects of radio. Prefer the West or Midwest but open to all offers. Looking for new challenges. Would welcome hearing from you. Box G-50.

SITUATIONS WANTED ANNOUNCERS

Announ/DJ, 1st class, 27, single, 5 years experience. Good pipes, and excellent attitude, not afraid of hard work or long hours, presently employed. Seeking mid-morning or afternoon drive shift at small to medium market C&W and/or MOR station. Midwest or South preferred. Contact: Jerry Michels, 406-482-3871 after 2 p.m. M.D.T.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 203-227-5687.

PD, Suburban Market MOR. Formerly Top 40 announcer. Top 10 market. First phone. Available soon. Box F-122.

Wanted: To Purchase a percentage of a station, work as an announcer and learn all aspects of Radio. I have a first phone. Box G-34.

Part time DJ, knows CW format, looking for full time night shift in south or southwest: T. W. McGowan, 804-486-6249.

Minority Person. Trained. Some experience. 3rd endorsed. No Fee. Box G-1.

Yes I Can! I write commercials. I read them. I write news. I read it. I'm also dependable and reliable. Looking for start. 3rd endorsed. Your move. Box G-26.

1st Phone Woman—On air and sales experience. TV or radio news or sports. Tapes and resume available immediately. East Coast preferred. Box G-23.

Hello, I'm 27, have experience, 3rd ticket, and want full-time air shift in Beautiful Music format. Good pipes, light board, good news, commercials, production. Will relocate immediately. Call or write Frank Cordell, 26353 Columbia Street, Hemet, CA 92343 Phone 714-658-1094.

First class license. Needs break to prove himself. Prefers on-air talent but will accept anything to gain experience. Prefers MD, VA, DC or Metropolitan area but will consider relocating. Call J. Hurdle (collect) 703-560-7124, 109 Casmar St., Vienna, VA 22180.

D.J. Strong on commercial and news. Available now. Hard working, honest, reliable, energetic. 3rd endorsed. All markets. Richard Davis, 7805 So. Yates, Chicago, IL 60649. Call 312-751-1288 morning until 8:00 p.m.

SITUATIONS WANTED ANNOUNCERS CONTINUED

3 years experience in MOR, rock and country. 1st phone, family, excellent voice. Scott Lofness 1-419-782-6968.

D.J. good commercials, great personality. Available now. Honest, reliable, hard working—3rd endorsed—all markets. Thomas Matriciano, 1323 S. Kenilworth, Berwyn, IL 60402. Call 312-788-5068 between 9 a.m.—10 p.m.

Small, medium market jock. College jock, commercial news, productions, music, automation, network feeds. Anywhere. Box G-66.

Aggressive jock, 24, ready to do it all for your station. BA Speech, 3rd endorsed, immediate relocation. Box G-49.

Dynamic, multi-talented male-female team. Creative comedy characters/features. Experienced in writing/production/performing. Adapt to your format. Relocate any medium market now! For tape/resume call Harris and Hutchins today. 405-329-1782.

3rd phone, announcer, 22; ready now, anywhere. Seeking first employment. TV-Radio news, weather and commercials; tape editing; tight board. Tape and resume available. 201-943-5816. Tom Sisti, 44 Roff Avenue, Palisades Park, NJ 07650.

Sportscaster/Newsman, extremely experienced for age. Penn State graduate, gopher ABC Sports, award winning tape, p-b-p college, more credentials with call, anywhere, Tom. 412-226-0095, anxious.

1st phone announcer. 3 yrs. exp., wants contemp. format, open to all offers. F. Glaz 212-236-6657.

Announcer, D.J., 3rd phone. School grad looking for first job. Bruce Daniels, 921 Myrtle Ave., Brooklyn, NY 11206.

Thirty year old criminal trial attorney seeking sports commentary and play-by-play position. After 40 jury trials, capable of occasional wit under stress, and of being entertaining even in (frequent) defeat. For resume and tapes, contact: Robert Hammerle, 1232 Circle Tower Building, Indianapolis, IN 46204.

Country music pro. 13 yrs experience—play-by-play, talk show host; available for relocation immediately. Anywhere. Pho 1-501-982-4754.

Mature announcer, copywriter. Deep voice. Primarily commercial, beautiful music, news. Third. Barry Ritenour, Buffalo News, Buffalo, NY 14240. 716-849-3475.

Young Texas Broadcaster wants to move closer to family. Four years experience announcing, sales, news, PBP and does all well. Single and very reliable. Wants a job in Kansas, Missouri, Nebraska or Iowa. Any size market. Call Steve Lewis at 512-398-6244.

First phone college grad has learned all his small market station has to teach and would be interested in hearing from any medium markets. Tape and resume on request. Box G-41.

Ten year pro desires to return to home state of Pennsylvania or surrounding area. College, married, third. Responsible. Contemporary or Country. Box G-42.

Florida stations. Top personality at number 1 New England medium market looking for Adult Contemporary or Top 40. Creative, funny, no ego problems. B.A., P.D. experience, 28. Box G-46.

Take my voice—please! Newscaster, DJ some experience. Broadcast trained. Tape available. Phone Ken 212-221-3702 or Box G-68.

Go West young man! It came to me in the midst of an Ohio blizzard. Currently PD of group's flagship station. Desire personality shift in Maj./Med. market. MOR, T40. References galore. I'll bring my own water! Box G-47.

Experienced announcer with good production and programming seeks best offer in Top 40, Rock, or Progressive radio. Contact John R. Elstrom, 1000 Valley Forge Circle, King of Prussia, PA 19406. Call 215-783-7159 after 6 p.m. or 215-783-7738.

Seasoned Radio Pro, 18 years experience. Stable family man. Seeking med. or maj. market as staff announcer—C&W, MOR. Prefer Midwest or Sunbelt states. 3rd endorsed. Excellent commercial delivery, excellent references. Available now. Richard Giles, 909 First Street, Alpena, MI 49707. Phone 517-354-3108 after 4:00 e.s.t.

DJ 24, college graduate. Have 3rd and endorsement. Looking for first break. Willing to relocate. Good commercials, tight board. Call Paul Riccio, 212-591-0807 or write 67-29 Kissena Blvd., Flushing, NY 11367.

Ruthie. Slightly handicapped, but does not affect broadcasting. Down to earth, natural approach to audience. Good voice. 412-833-8762.

SITUATIONS WANTED TECHNICAL

Chief Engineer available—17 years first phone—AM/DA FM/Auto. Family man age 35. Let's talk. 309-699-7428.

Middle aged engineer wants work with good station that cares about its equipment and air sound. Box G-57.

Conscientious Chief, seven years extensive electronics background. AM directional, FM, remote control, proofs, best maintenance available, first phone, thorough knowledge of FCC rules. Salary requirement. 15K-20K. 609-327-2856 or Box G-73.

Nearly 20 years as Chief and not yet 40! Not one technical citation either! Experienced all phases AM & FM, studio and xmr moves, audio and DA proofs etc. Looking for position as technical director for group or Chief of a solid station with air shift if time permits. No hurry, currently employed but ready for a change. Box G-88.

Chief Engineer. Experience AM FM DA construction. Maintenance, wants challenge with future. Box G-92.

1st phone. Some repair experience. Trainee with good electronics education. Relocate now. References and resume. Box G-67.

SITUATIONS WANTED NEWS

Mature, experienced AM-FM chief engineer desires to relocate. Fine references. Box F-111.

Professional Broadcaster desires to re-locate in home state of California. Experienced news reporter and writer. PBP, college, dependable. Box G-5.

Sports-news anchor. All sports P-B-P. Presently employed, but looking for that certain opportunity. Available now! Will relocate! Howard Herman, 915 Woodbine, Pittsburgh, PA 15201. 412-781-9378.

Dedicated, complete Sports Director/Operations Manager. 6 years experience and 6 years PBP, including college level. Dependable hard worker. Looking for college PBP job with board work and some sales. Call 602-645-9574.

News Director: Currently supervising 30 person staff, desires to move South. Excellent success record and references. Seeks dedicated MOR operation. Box G-74.

Professional who strives for excellence rather than settles for adequacy. Newscaster, reporter, writer, editor. Both network and wire service experience. 13 years in Broadcast Journalism. FCC 1st. Available immediately. Box G-84.

Veteran of late 60's activist movement who believes in looking beyond appearances in the reporting of news events seeks position on staff with inclination towards this philosophy. I am speaking of responsible journalism. College print & broadcast experience, interview skills. Currently employed in the industry. BA, MS, first phone, age 25, production skills. Relocation, market size not as important as opportunity. Currently on East Coast. A small price to pay to move your newsroom out of the doldrums. Box G-86.

News Director—Highly motivated and aggressive radio & print reporter, editor, seeks opportunity to put talent to better use. Nine years experience. Press club president. Box G-48.

First rate play by play all sports. Over 10 years same place doing high school and college. Also excellent sales record. 20K minimum. Upper Midwest only. Box G-61.

Sportscaster plus. 6 years reporting, network Olympics, talk, PBP, interviews, B.A. Speech. News, sales, jock experience. Working but looking. Randy, 2204 Van Cortlandt Cr., Yorktown, NY 10598. 914-962-4202.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Looking for Christian Radio or Country, heavy on Gospel. 14 years Announcer, D.J./M.D./P.D./Operations Mgr. News, production. Small or medium market. 34, family man. 1st Phone. Will relocate. Tom Izzo, Gladwin, MI 48624. 517-426-4694.

TELEVISION

HELP WANTED MANAGEMENT

Development Director. Directs fund-raising activities including on-air campaigns and corporate underwriting. Prepares production grant proposals. Supervises membership office. Serves as liaison with Public Advisory Council. Minimum BA and two years' experience in development or public relations at PTV or radio station. \$15,000-16,000. Send resume, official college transcripts, three letters of recommendation by 6/30/77 to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

HELP WANTED SALES

3 Salespersons wanted—Sharp, aggressive and familiar with ratings, creative selling (both local and national). Excellent future for someone who is substantial, reliable and loyal. KMIR-TV, P.O. Box 1506, Palm Springs, CA. An equal opportunity employer.

HELP WANTED TECHNICAL

Master Control Engineer—Southeast PTV. Career oriented operations engineer with FCC First Class License and minimum two years experience. Excellent conditions, competitive salary and benefits. Send resume Box F-134.

Camera maintenance & Tape maintenance engineers with a minimum 5 years broadcast experience and FCC First Class. Salary 18-25 K. Send resume to Chief Engineer, WPHL-TV/WPHL Productions, 5001 Wynnefield Ave., Phila., PA 19131. E.O.E. M/F.

Experienced Engineers. Technical schooling and first phone license required. EOE. Send resume and salary requirement to KBMA-TV, 3017 Bellevue, Kansas City, MO 64108.

Southeast Sunbelt television station has immediate opening for experienced first phone technician strong on VTR production with TCR-100, TR-70C and TR600 machines. Maintenance experience required. Equal Opportunity Employer. Send resume and salary requirements to Box G-15.

Position Available: Chief Engineer and Instructor in Radio-Television. Availability: September 1, 1977. Rank: Instructor. Salary: \$11,000 for a nine month academic year. Minimum Requirements: Extensive professional broadcast experience will precede over academic degree achievement; however, a Bachelor's degree or an advanced degree (MSEE, or MA, MS with appropriate practical, technical background) are preferred. Should possess classroom teaching abilities as well as electronic equipment repair and maintenance skills. If an FCC first class license is not presently held, it must be acquired within the first academic year of employment. Position Description: Full-time nine month academic year; repair and maintain radio and television laboratory equipment; teach basic courses in R-TV production and operations. A practical, working knowledge of sophisticated broadcasting equipment is a prerequisite. Applications: Forward applications and resumes to: Charles S. Proctor, Chairman, Department of Communication, University of Texas at Arlington, Arlington, TX 76019. Resumes must reach us by July 15, 1977. Please do not apply unless you meet all the minimum qualifications.

Wanted, Chief Engineer in medium-sized market in Florida. Must have 6 to 10 years minimum experience. Box G-78.

HELP WANTED TECHNICAL CONTINUED

Experienced Engineers. Technical schooling and first phone license required. EOE. Send resume and salary requirement to KBMA-TV, 3017 Bellevue, Kansas City, MO 64108.

Chief Engineer/Maintenance Engineer for Los Angeles based TV Production Company. Experience necessary in maintenance of broadcast cameras, videotape recorders, and other studio equipment. Experience in television remote broadcasting desirable. Salary commensurate with experience. Send resume to Box G-97.

Engineer Technician (Position subject to availability of funding): Salary: \$918/mo. Qualifications: 1st class FCC license; Minimum of 3 to 5 years experience with Commercial or PTV in solid state color equipment. Apply: Fresno County Schools, Personnel Department-Rm. 212, 2314 Mariposa St., Fresno, CA 93721. Deadline: June 17, 1977—5:00 p.m.

Transmitter Engineer Job description: Full responsibility for maintaining a UHF XMTR, VHF two-way antenna. Some operation switching helpful. Requirements: First class FCC license, experience in the above. Salary negotiable. Contact Henry Osborne. Telephone: 309-694-4351 ext. 34. Equal Opportunity Employer.

Radio/TV Engineering Technologist B.S. in Electrical Engineering or Electronic Technology, or High School and 4 years experience in television equipment maintenance, plus a 1st Class FCC Radio Operator license. Experience in T.V. transmitter repair and operation is essential. Send Resume to: Jeff Haller, Central Employment Center, 2nd Floor Hub, University of Florida, Gainesville, Florida, 32611. Equal Employment Opportunity/Affirmative Action Employer.

Tape maintenance (Ampex & RCA) engineers with FCC 1st class. Top pay for right persons. E.O.E. M/F. Box G-25.

HELP WANTED NEWS

Expanding staff. Top rated midwest station looking for experienced, strong reporter with anchor possibilities. Must be self-starter, people-oriented and conversational, up-beat writer. Send recent photo and resume. Equal Opportunity Employer. Box F-109.

If you're an anchor person in a small market or on weekends someplace we have a good 6 & 11PM anchor position open. Ours just left for a major market. Its a real opportunity for someone who can do the job. E.O.E. Box G-30.

Enthusiastic Sports Reporter—A real go getter with solid sports background. Medium market station in major University City. Equal opportunity employer. Box G-29.

News and Public Affairs Director. Produce, write, report on-air public affairs and daily news shows. Supervise full-time and student news staff. Minimum BA and two years' experience in broadcast journalism. \$12,000-12,600. Send resume, official college transcripts, three letters of recommendation, audition tape by 6/30/77 to Ron Gargas, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

Weather/News reporter for beautiful Southern Colorado Equal Opportunity station. Send resumes and VTR. Hal Kennedy, KKTU, Box 2110, Colorado Springs, CO.

Wanted: Experienced Anchor person with journalism background. Requires good interview and reporting skills. Southeast group station. Salary open. Equal Opportunity Station. Box G-52.

No Song And Dance man need apply. Solid news types with innovative production smarts should. We're a no nonsense news station, in a "top 65" market, looking for a Producer for our newscasts who sees things our way. EEO Employer. Send resumes. Box G-71.

Public Affairs Director of News Department, VHF, Top Forty market, Southwest. Requires Bachelor's degree or comparable education plus 3 years prior related experience. Equal Opportunity Employer. Send resume and references to Box G-83.

News Reporter. Top rated news department in Southeast market looking for professional street reporter. Major group. EOE. Reply Box G-95.

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.

Assignment Editor for top 40's market in beautiful midwest city. Knowledge of all phases of news operation necessary. E.O.E. Call Bill Gill, 616-459-8834.

News Director. Small Market. ABC network affiliate. Experience in TV news required including anchor reporting and administrative capacity. An equal opportunity employer. Reply Box G-43.

Wanted Now for Midwest ABC affiliate on the move. Must have at least one year of TV experience, know production, ability to exercise editorial judgment, work with reporters and work closely with News Director. No beginners. Salary negotiable. An EOE. Replies to News Director, WYTV-TV, 3800 Shady Run Rd., Youngstown, OH 44502.

News Director—Top 20 market, growing news department. Strong editorial judgment, writing, management skills, experience working with talent and mini-cam helpful. Box G-56.

Top 50 reporter wanted. Minimum 2 years Television news experience. Send resume and writing samples. Equal Opportunity Employer. Reply Broadcasting Box G-87.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Faculty Position: Radio/TV or print; film desirable. Ph.D. Experienced. Inquire Dr. Ruth B. Lewis, Head, Department of Mass Media-Communication, The University of Akron, Akron, OH 44325.

We're The Number One Station in a medium Mid-East market. We're looking for a Producer/Host of a new morning talk show to premiere in September. The person we're looking for should be an experienced on-air personality, an expert interviewer, possess a sense of humor and know how to research background information on people, places and things. The person we hire must be a dynamic personality experienced enough to make this show number one in its time period. EOE. Box G-9.

Live In The Beautiful Black Hills. Opening for Control Room Operator. Experience and First Phone required. Write Bill Royster, Box 1760, Rapid City, SD 57701 or call 605-342-2000. E.O.E.

Law School Faculty. UCLA Clinical Program in communications law looking for lawyer with experience in FCC proceedings and interest in teaching. Salary: \$23,000-\$27,000. Send resumes to Tracy A. Westen, School of Law, UCLA, 405 Hilgard Avenue, Los Angeles, CA 90024 immediately. Equal Opportunity Employer.

Help wanted in all T.V. operation—Building new station in beautiful Palm Desert. We need personnel in all departments: Sales, Chief Engineer, Assistant Chief, maintenance, first phones, production, bookkeepers and secretaries. Send complete resume to KMLR-TV, P.O. Box 1506, Palm Springs CA. An equal opportunity employer.

Florida independent seeking Creative Production Manager. Heavy on-air promotional experience a must plus ability to create commercials without agency assistance. Several years experience necessary. Must be imaginative, original and strong manager but not temperamental. Good pay and fringes. Equal Opportunity Employer. Contact Box G-60.

SITUATIONS WANTED MANAGEMENT

Solid 15 year background in programming including production, budgeting, forecasting, sales/marketing, license renewal. Desire middle or upper market. Box G-91.

SITUATIONS WANTED SALES

Experienced Sales Engineer. Television Broadcast Equipment. Over 15 years in active field sales & a successful track record. Write for details Box G-33.

SITUATIONS WANTED ANNOUNCERS

Creative Pro with something different to offer (because I am). Entice me with production \$ and TV. Box G-31.

SITUATIONS WANTED TECHNICAL

Experienced Broadcast Engineer—Experience includes Field Engineering for major TV equipment supplier and duties as Chief Engineer. Desire position as chief engineer, TV. Reply to Box G-32.

First phone, B.S. Radio-Television. Desires work in technical TV, eager to learn. Will relocate. R. Killian, 1544 Florence Drive, Sycamore, IL 60178. 815-895-5345.

Engineer With Common Sense. Single, First Ticket, with Radar Endorsement. Looking for stable Radio or Television position at a living wage. Current experience as Chief, Operations Mgr., News Director, production, & MOR personality. Willing to relocate for right offer. Currently employed. Prefer North or South East. Contact Box 6, Dover, NJ 07801.

Broadcast maintenance—repair: 3 years experience (military), plus 2100 hours electronics education. 1st phone, young and self-motivated. All markets. Box G-89.

SITUATIONS WANTED NEWS

Top Rated Anchorman/ND seeking Anchor/Reporter position in medium or large market. Can write, edit, produce. Experienced in film and ENG. 417-744-2048.

B.A., 25, Med. Mkt. Radio N.D. seeks T.V. anchor, sports, street. P.B.P. 3rd end. 512-787-0786.

Reporter. Awards, network feeds. Eight years experience in news. One year as PR executive. Seeks stable, quality news operation. Box G-14.

News Professional. B.J., 28, married. Four years radio experience, one year TV, plus PR. Currently in radio, but VTR available. Box G-8.

T.V. Sports Wanted. Presently employed Pittsburgh radio journalist looking for Small/Medium Market Sports Director. Available Now! Howard Herman, 915 Woodbine, Pittsburgh, PA 15201. 412-781-9378.

Experienced news director, currently executive producer, wants return to N.D. Strong background in management, anchor, reporting. ENG experience; M.A. Box G-75.

Experienced reporter, masters degree, good on-air presence, sports and news background, looking for street and/or anchor job. Box G-81.

Sportscaster, working major market news radio. Seeking aggressive sports station. Prefer TV-Radio combo. Box G-85.

Educational Editor. Professor with BA, MA, LLB and 15 years major market commercial broadcasting experience seeks opportunity to contribute to your news department. Box G-40.

25 Year Old white, male producer-anchor, 3-years Small Market, 1-year Medium Market. SOF editing, shooting, interviewing, cut-picking, 2-shots, and hand-offs. Back grounds in weather, sports and markets. Am used to anchoring 10 shows per week, 25,000 homes per show. Looking for something slightly bigger. Recently married, no children. Dan Corporon 915-367-6249. Mornings, please.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Producer/Director, lots of experience, film & tape, documentaries, sports, variety, commercials. Fast, enjoys work & people. Call or write Bob Soukis, Box 251, Bronx, NY 10471. 212-549-1431.

1st Phone, B.S. college exp. desire position any phase production, give me the opportunity and I'll give you 150%, do both of us a favor. 216-864-5251.

Communications/PR Specialist: Strong media and sales background. Experienced VTR & Film production, writing, editing. Confirmed sports nut. M.S. Degree in Broadcasting. Seeking major market placement. 215-284-7315.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Video Tape/Film Program and Spot Producer-Director. Studio and location background with 16mm, 35mm, 3/4", and Quad. Strong background in opticals and VTR computer-assist editing. Fine references, presently V.P. in charge of production operations. If you're looking for a Production and/or Operations Director who can do everything from routine switching to shooting with an Arri BL-call me. All inquiries handled discreetly. Call or write Cal Brady; 20 Indian Tr. Rd.; Williamsville, NY Zip-14221 ... Area 716-631-0953. Primary objective: a nice pleasant Warm community.

Julia Child, Move Over! Paul Anthony hosts "Quick 'n Easy Recipes." Ten minute formats great for local noon news and resident chef spot on daily community service programs. Let's discuss production at your station or production house. Barter syndication potential. Pilot available. Paul Anthony, 612-920-6992, 4800 Hwy 7, no. 605, Minneapolis, MN 55416.

CABLE

HELP WANTED MANAGEMENT

Administrative Director with technical and fund raising abilities for new community T.V. access center. \$10,000. Resume to Personnel, Madison Community Access Center, P.O. Box 692, Madison, WI 53701. Deadline July 1. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Local Origination Manager: Challenging position with rapid growing CATV system in Honolulu. Must have experience with 3/4" and 1/2" VTR equipment including studio and control room facilities. Responsibilities include development, direction and management of PA, LO and STV operation. Send resume, salary history and references to: Milo E. Rodich, Vice President, Oceanic Cablevision, Inc., P.O. Box 27087, Honolulu, HI 96827.

EMPLOYMENT OPPORTUNITIES

We have the right person for your job vacancy; all have training in on air work, copy, FCC rules, etc. and have obtained their 3rd endorsed tickets. Call us at 716-834-4457. No Fee.

DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere. Box H-5.

FOR SALE EQUIPMENT

3" Air Helix Coaxial cable new all copper, 50 ohms-8reels, 400 ft each-can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

Schafer 800T Stereo Automation control unit mint \$2500. Schafer 800 Stereo Automation system with 4 Stereo Ampex AG350s (3 special 14") 3 racks, extras. Call Paul Schafer 714-454-1154.

Schafer 903 Automation, 4 years old, 3 random carousels, 2 sequentials, 1 single play, 1 record playback, \$12,500. By owner. Available June 15th. Box G-12.

For Sale: IGM 750 Automation System, computer controlled with 16K memory, plus 2 Teletypes, Tape-drive and CRT Terminal for Data Entry. 17 Audio sources includes 7 Carousels, 3 Instacarts, 2 Time Announcers, Temperature Announcer, Dual Voice Track Units, Relay Control, Remote and Emergency Channels. Also included, 3 Cartridge Recorder/Encoders, equipment for Voice Track Production and spare Audio and Control Boards. System stores 7 days of information and has full program logging and error logging. Call WBMX, 312-626-1030.

Consoles-Collins Stereo 212E w/plug in modules 9 mixers. Also Collins 212A Dual Channel 10 mixer, both in good condition and both for \$1,300. 904-234-8858.

170 Audio-Pak Carts, and Racks AEL-2202A Exciter, AEL-2213 Stereo Generator Sony SQE-2000 Quad Encoder, Plus More. All or part. make offer 503-225-0509.

Harris BC1K 1510KHz located in Illinois. Two years old; \$6,400 firm. Taken on trade by Cetec Broadcast Group: 805-968-1561 Linda Padilla.

AM Transmitters: Collins 21E-5KW, RCA BTA-5F-5KW, RCA BTA-1R-KW, CCA AM-1000-D-1KW, Gates BC-1J-1KW, Gates BC-1H-1KW. Collins 20-V3-1KW, RCA BTA-1M-1KW, Raytheon RA-250B-250W, Gates BC-250GY-250W, Collins 300J-2-250W AM. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Collins 831-G2B-20KW, AEL FM-25KD-25KW, Rust FM-15A-15KW, CCA FM-10000-DS-10KW, Collins 830-F1A-10KW, RCA BTF-10D-10KW, Gates FM-10H-10KW, Westinghouse FM-10-10KW, Collins 830E-1A-5KW, ITA FM-5000-B-5KW, RCA BTF-5D-5KW, Rust FMT-5B, RCA BTF-5B-5KW, RCA BTF-5E-5KW, Gates FM-250B-250W, Gates FM-1C-1KW, Collins FM-1000-B-1KW, ITA FM-250-B-250, RCA BTE-10CT-10W, Gates BFE-10C-10W, ITA FM-10BM-10W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Audio-CBS Volumax and Audimax-Stereo-meets factory specs-like new-\$1500. pair. Collins stereo Twintaps w/ record amp-excellent-\$1800.-(four cart slots) Bruce Higgins-501-239-8588.

Burwen DNF 1000 noise filter. (2) Dolby 360. (2) Dolby 361 noise reduction systems. Cash or trade. Ken Cameron, P.O. Box 5333, Ft. Lauderdale, FL 33310. 305-566-9621.

2 GE 250 studio cameras and chains with heads and pedestals-excellent condition. Sacrifice \$20,000. Colonel Sadow, 404-866-3855.

Fully equipped mobile radio studio, mobile home, full galley, bathroom, sleeps four, audio console, two tables, full P.A. system. Any reasonable offer. Call, 301-953-2332.

(2) GE PE 250's, complete, must sacrifice, both for \$20,000. 1-205-956-2200.

RCA BTA-50H1S 50 Kilowatt transmitter with BTE-20A solid state exciter. Presently in use tuned to 1170 KHz. Available August, 1977. Excellent condition, used only 31,000 hours. \$45,000. KLOK, San Jose, CA 408-274-1170.

TV High Band VHF 50 KW Transmitter \$15,500. RCA TT50 AH. Excellent condition. Presently on air. Includes VSBF and outback kit. Contact: T. Arthur Bone, Poole Broadcasting Co., 25 Catamore Boulevard, East Providence, R.I. 02914. Telephone: 401-438-7200.

Expertly maintained production equipment including Datatron Vidicue Editor 5200, Grass Valley Group 1400-7 Production Switcher, Phillips-Norelco MD-3 Audio Console. Best Offer-202-783-2700.

IVC-960 Video Tape Recorder with Consol, Color Proc & DOC. like new \$12,000. Call A.F. Associates Inc. 201-767-1000.

Television Production Equipment, priced for immediate sale. Ampex HS-200/100 disc record/playback system with Amtec, Colorcote, Processing Amplifier, 3M DOC, Norelco PCP-90 Hand-Held Camera with Base Station. Norelco PCP-70 Camera with 6-to-1 Angenieux lens. Simplex 35MM Projector. 2-3 television pulldown. Sony Videotape Editor for use with Model 2850 UMatics. Contact Blair Benson, Teletronics, 212-355-1600.

Ampex VPR-7900. Broadcast Quality Production Recorder. Demo model, like new. Any reasonable offer accepted. Contact Marty Dunn, GBC, 74 Fifth Ave., NY 10011, 212-989-4433.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" O.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Funny Pages-Comedy bits for jocks. Sample, St. Dan Potter, 5430 Lochinvar, Memphis, TN 38116.

Knockers! A great set of funny recorded bits for your show. Sample. Fuller, Box 1008, Kaneohe HI 96744.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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.

Here's An Ideal 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.

Collection Problems? We have a unique solution. Write for free details. Daring Management, Inc. P.O. Box 19827 New Orleans, LA 70179.

700 Jobs-\$12. See our display ad under "Employment Services". We're "Hot Tips!"

Small Staffed? Call on Professionals to do your commercial recording. We will record them in a Professional studio. Write for details. Soundcraft Productions, 9402 North 107th Street, Milwaukee, WI 53224.

Explorer* Post 5, sponsored by WRAL-TV Raleigh is one of many posts in need of equipment to use in "on the job" training in broadcasting. If you can donate an excess CP 16A with a 12-120 zoom lens or Cine 60 or Frezzolini 30 volt battery belt with light, please write to Powell Kidd, WRAL-TV, Box 12000, Raleigh, NC 27605. (*Exploring is a division of the Boy Scouts of America. It's a career oriented program for young men and women of high school age to 21.)

Lightning Protection on a budget. Economical and proven method. Details and parts list \$3. Robert Lowery, CE, Box 451, Warsaw, VA 22572.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 20, August 1. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

INSTRUCTION CONTINUED

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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. 213-379-4461.

RADIO Help Wanted News

EDITORIAL/COMMUNITY

AFFAIRS DIRECTOR

New Mexico's no. 1 Radio Station, KOB Radio, is looking for an involved person to research and write exciting station editorials and coordinate community affairs programming. College degree with journalism background essential. Experience in writing for print or broadcast desirable. If you think you're the person who could represent Albuquerque's 50,000 watt station in doing outstanding community service, contact Ronald Sack, General Manager, KOB Radio, P.O. Box 1351, Albuquerque, New Mexico 87103. An equal opportunity employer, male/female.

Help Wanted Programing, Production, Others

RESEARCH-ORIENTED P.D.
Logical thought and strong organizational ability. Must be able to express ideas both verbally and in writing. College degree required.

Resume to:
Bob Lowry,
Frank N. Magid Associates,
One Research Center,
Marion, Iowa 52302.

Program Director

59 WOW Radio
Omaha, NE.
Adult Contemporary
One of the Nation's
Top Stations
Experience & Track Record
Required
EOE M/F

Send Resumes To:
Jim Eddens VP & GM
11128 John Galt Blvd.
Omaha, NE 68137

Situations Wanted Management

George J. Lund with same company 20 years, general manager for the past 16 years—leaving company for very personal reasons. Finest trade and personal references. Can handle complete job as general manager. Total management, administration, and FCC requirements. Strong on organization and developing local and regional sales department. The bottom line will speak for itself. Prefer Southeast but will consider other areas. Compensation in the form of salary and benefits required exceed the average. 804-270-3898.

Situations Wanted Sales

SALES MANAGER

VP Group Sales Manager—Available Soon
I've built and lead some of the
Best Sales Departments
in Major Market Radio
Super-Achiever Stations Delivering

- maximum, prompt-pay net sales dollars
- consistent sold-out conditions
- top rate, on-rate sales
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Prefer Washington, D.C. area base. Others considered. Applicant is nationally known and respected broadcast manager and sales specialist. Impeccable record and references. Reply—P.O. Box 244, Burke, Virginia 22015.

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Uncle Russle is Looking

First time in 15 years. One of the funniest and most creative drive-time wits in the U.S.A. 20 years in radio (TV, too). I want good bread but I'll cook for it.

Call 305-862-1518.

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Major Market NEWS MANAGER

Available August 1 after European sabbatical, refreshed and ready to tackle your newsroom's problems.

IMAGINATIVE

ENERGETIC

EXPERIENCED

Yale degree. Excellent references. Top ratings at every station.
Prefer inquiries from GM's on West Coast.

Box G-72

TELEVISION

Help Wanted Management

COMMUNICATIONS EXECUTIVE

Washington, D.C. radio & TV management consulting firm needs an executive with broad radio and TV experience and a strong background in financial management. For the executive with rolled up sleeves, initiative and ability this is a fine opportunity for personal and financial growth with a 30 year old innovative company. Please address resume to:

Horace W. Gross, President
Frazier, Gross & Clay, Inc.
5028 Wisconsin Ave., N.W.
Washington, D.C. 20016.

Help Wanted Management Continued

Growth Potential

If you can offer dynamic, proven & enthusiastic sales skills, maturity and the motivation to grow in responsibility, we want to talk to you about a new position with a growing local sales team. Excellent earnings and growth potential. Send resume and letter to Gene Robinson, Manager, WMBD-TV, 3131 North University, Peoria, IL 61604.

Equal Opportunity Employer.

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

STREET REPORTER

Experienced, aggressive Street Reporter wanted. Must know how to initiate, film, produce and script TV news film stories. ENG knowledge valuable. Ability to work with close-knit, hard-driving news team, on own as well as under Assignment Editor and Producers. We want a pro, and you'll have to prove it. If interested, please send resume, cassette, sample scripts to Ray Hasson, News Director, WBEN-TV, 2077 Elmwood Avenue, Buffalo, New York 14207. NABET and AFTRA Shop.

An Equal Opportunity Employer.

Investigative Reporter

Our man is leaving for CBS in New York. Buffalo's number one TV news operation is seeking an experienced investigative reporter. Our style is hard hitting with an aggressive approach to significant investigative topics involving government and consumerism. This is not a personal consumer problem solving position.

If you'd like to talk with us, we will be at the Annual Conference of Investigative Reporters and Editors in Columbus Ohio June 17-19. Call us for an appointment or send tape and resume to Joseph Barnes, News Manager, WKBW TV, 142 Main Street, Buffalo, NY 14209. 716-883-0770. Capital Cities Communications Inc.

An Equal Opportunity Employer.

Help Wanted Sales

ADVERTISING/PROMOTION REPRESENTATIVE, SENIOR



WALT DISNEY WORLD is seeking an Advertising/Promotion Representative, Senior with 3 years experience in radio and TV promotion or sales promotion. Advertising agency experience highly desired and a degree preferred. Qualified applicants should submit resume and salary requirements to:

Walt Disney World

Professional Staffing MA-6
Post Office Box 40
Lake Buena Vista, Florida 32830

AN EQUAL OPPORTUNITY EMPLOYER

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Help Wanted Programing, Production, Others

EXECUTIVE PRODUCER

Nightly TV Newscast

Major Eastern Public TV network is expanding its nightly news program and is seeking a producer with a minimum of 5 years' experience and strong background in broadcast journalism. Position offers unique opportunity for the right person.

Applications will be accepted until June 24, 1977. Send resume detailing experience and salary history in confidence to:

Box G-98.

An Equal Opportunity Employer M/F

EXECUTIVE PRODUCER

Major group television station has opening for an executive program producer to supervise production and content of all local programs. Extensive experience in program producing necessary. You may be a producer/director, producer, or associate producer now, and looking to move up. All resumes confidential. An equal opportunity employer. Reply Box G-96.

Radio programing

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Help Wanted Technical

CHIEF ENGINEER

Public broadcasting station WIPB-TV is seeking a Chief Engineer to perform and oversee the installation, operation and maintenance of TV audio and video equipment according to FCC regulations. BS or equivalent in Electronic Engineering with 4-5 years experience desired. Supervisory experience and FCC First Class License required. Application deadline June 25, 1977. Send resume to Personnel Services Office, Ball State University, Muncie, Ind., 47306.

Equal Opportunity/Affirmative Action Employer

Management Consultants

HOTCHKISS & OLIVER, INC.

Radio Management Advisors

Send for your free copy of our survey for owners, sellers, and buyers:

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Boise, Idaho 83705 208-376-4088

Management Consultants Continued

HIGH PROFITS?

If you are a top rated radio station in the top 25 market, and your profit margins are under 40%, we can be a valuable asset to your management team. We are highly skilled in cost control and pricing. We have a proven track record and excellent credentials. You pay only on performance. Contact: Radio Profits Unlimited, P.O. Box 2727, Grand Central Station, New York, New York.

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700 JOBS—\$12

That's about how many new jock, news and radio programing openings we'll be printing in the next 13 issues of the "Hot Tips" jobsheet. Many exclusive listings. WE'RE GUARANTEED! Box 1115, Daytona Beach, FL 32019.

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Wanted To Buy Stations

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.

Reply Box E-69.

Private Broadcast Group wants to expand. Intersted in purchase of fulltime AM or AM-FM in top 150 markets. Prefer South or Southeast location. Must be regional or clear channel frequency. Box F-42.

WANT FLORIDA RADIO

25 yr. veteran wants to invest in or purchase Florida properties.

Brokers protected.

Call 813-366-5775.

Wanted To Buy Stations Continued

Major Personality

wants to acquire or become working partner in Radio and/or TV property. Must be within 2 hrs NYC. Box G-51.

STATIONS WANTED

Have desire and means to acquire AM/FM Radio or TV stations in Southeast U.S.A. Financial statements available upon request. Box G-38.

FINANCIALLY QUALIFIED BUYER

Seeks AM, FM or combo in small or medium market in AR, MO, KY, TN or MS. Must have good airport near town. Want to deal direct with owners, with all facts and figures held in strict confidence. Will consider properly already making money, or station which needs building up. Contact Bill Cate, 1419 S. Main St Jonesboro, AR 72401. Phone: 501-932-0150 Days: 501-935-9611 Nites.

For Sale Stations

EMPIRE STATE FM

Just \$165K on terms or \$150K cash buys a growing independent FM in an attractive college community. Well equipped and engineered facility has primary service area of over 220,000 population. Ideal for sales-oriented owner-operator. Contact associate Ken Chapin in our Syracuse office, 315-454-4144.



**Brokers & Consultants
to the
Communications Industry**

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P.O. Box 948 • (607) 733-7138

Fulltime AM.

Small but viable West Virginia community. Heavy coal industry! New studio/office bldg. included. Active or inactive with \$15,000 min. required. Group situation. If active please include resume. Box G-53.

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Brokers, Consultants & Appraisers
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Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
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MEDIA BROKERS APPRAISERS

**RICHARD A.
SHAHEEN**
435 NORTH MICHIGAN • CHICAGO 60611
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For Sale Stations Continued

H.B. La Rue, Media Broker

RADIO • TV • LATV • APPRAISALS

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212-288-0737

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
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Lexington, Mo. 64067
Phone 816-259-2544

- Fulltimer North Central California. Single station market. Potential for FM now on file. \$480,000. Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, MO. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- AM/FM within 40 miles of Macon, Georgia. \$180,000. Terms.
- 1000 Watt daytimer within 60 miles of Montgomery, Ala. \$70,000.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Terms.
- Black programmed daytimer in small town. Northern N.C. \$90,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

WTBJ Radio

Monticello, Florida

Contact H. L. Townsend, Jr.
Box A, Parsons, TN 38363
901-847-3621.

FL	Major	Full	1,600K	Terms
SE	Metro	Daytimer	750K	Cash
TX	Metro	AM/FM	325K	Nego
West	Metro	FM	950K	323K
NY	Major	Full	650K	189K

Atlanta - Boston - Chicago - Dallas
Los Angeles - San Francisco



CHAPMAN ASSOCIATES

nationwide service

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 BROACASTING, 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 70¢ per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted. 40¢ per word—5.00 weekly minimum.

—All other classifications. 80¢ per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$30.00 per inch.

—All other \$60.00 per inch.

—Stations for Sale. Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Publisher reserves the right to alter Classified Copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. June 8	Closing Wed. June 1	Net change in week	% change in week	1977		P/E ratio	Approx. Shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ABC	ABC	N	44 1/8	42 3/4	+ 1 3/8	+ 3.21	45 1/4	37	11	18,058	796,809
CAPITAL CITIES	CCR	N	47 7/8	47 3/4	+ 1/8	+ .26	57	44 3/4	10	7,484	358,296
CBS	CBS	N	58 1/4	56 1/2	+ 1 3/4	+ 3.09	60 3/8	55	10	28,395	1,654,008
COX	CNX	N	27	28	- 1	- 3.57	33 5/8	27	8	5,872	158,544
GROSS TELECASTING	GGG	A	15 3/8	15 1/4	+ 1/8	+ .81	15 1/2	13 5/8	8	800	12,300
KINGSTIP COMMUN.	KTVV	O	4 1/2	4 1/4	+ 1/4	+ 5.88	4 5/8	3 7/8	8	461	2,074
LIN	LINR	O	16 1/2	16 3/4	- 1/4	- 1.49	19 1/8	16 1/2	7	2,725	44,962
MOONEY	MOON	O	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O	16 1/2	15 1/2	+ 1	+ 6.45	18 1/2	8 5/8	20	1,281	21,136
SCRIPPS-HOWARD	SCRP	D	34	34		.00	36 1/2	31 1/2	8	2,589	88,026
STARR**	SAG	M	5 1/4	5 5/8	- 3/8	- 6.66	7	3 1/2		1,418	7,444
STORER	SRK	N	21 3/8	21 3/4	- 3/8	- 1.72	26 7/8	21 3/8	8	4,876	104,224
TAFT	TFR	N	27	27 1/2	- 1/2	- 1.81	33 7/8	27	7	4,070	109,890
TOTAL										78,454	3,358,828

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 7/8	4 3/4	+	1/8	+	2.63	5 1/2	3 3/4	8	1,234	6,015
AVCO	AV	N	15 7/8	15 3/4	+	1/8	+	.79	16 5/8	13 3/8	3	11,656	185,039
JOHN ALAIR	AL	N	16 1/4	16 1/2	-	1/4	-	1.51	17 1/2	11 1/8	7	2,414	39,227
CHRIS-CRAFT	CCN	N	4 1/2	4 5/8	-	1/8	-	2.70	7 3/8	4 1/2	4	4,396	19,782
COMBINED COMM.	CCA	N	20 3/8	20 1/4	+	1/8	+	.61	23	19	8	6,493	132,294
COWLES	CWL	N	14 1/2	14 3/4	-	1/4	-	1.69	15 5/8	12 1/2	18	3,969	57,550
DUN & BROADSTREET	DNB	N	27	26 1/2	+	1/2	+	1.88	30 1/2	26 1/4	15	26,447	714,069
FAIRCHILD IND.	FEN	N	12	11 1/2	+	1/2	+	4.34	12	9 1/2	11	5,708	68,496
FUQUA	FQA	N	3 3/8	9 1/4	+	1/8	+	1.35	13	9 1/8	6	8,987	84,253
GANNETT CO.	GCI	N	33 1/2	33	+	1/2	+	1.51	40 3/4	32 3/4	15	22,430	751,405
GENERAL TIRE	GY	N	27 3/4	25 5/8	+	2 1/8	+	8.29	29 5/8	24 3/4	6	22,242	617,215
GLOBE BROADCASTING	GLBTA	O	3 7/8	3 3/4	+	1/8	+	3.33	4 3/8	2 1/8	43	2,783	10,784
GRAY COMMUN.	G	O	10	10				.00	11	8	5	475	4,750
HARTF-HANKS	HHN	N	26 1/2	26 1/8	+	3/8	+	1.43	29 3/8	26	11	4,470	118,455
JEFFERSON-PILDT	JP	N	29	28 3/4	+	1/4	+	.86	32 3/8	26 5/8	10	24,128	699,712
KAISER INDUSTRIES	KI	A	4 5/8	17 1/8	-	12 1/2	-	72.99	18 5/8	4 5/8	2	28,119	130,050
KANSAS STATE NET.	KSN	O	5 5/8	5 7/8	-	1/4	-	4.25	6	4 3/4	8	1,716	9,652
LEE ENTERPRISES	LNT	A	23 1/2	22 7/8	+	5/8	+	2.73	28 1/8	22 1/4	12	5,010	117,735
LIRERTY	LC	N	20 3/4	20	+	3/4	+	3.75	21 5/8	18	7	6,762	140,311
MCGRAW-HILL	MHP	N	17 1/2	17 5/8	-	1/8	-	.70	18	15 5/8	11	24,655	431,462
MEDIA GENERAL	MEG	A	16 3/8	16 3/4	-	3/8	-	2.23	20	16 3/8	7	7,272	119,079
MEREDITH	MDP	N	19 3/4	19 1/8	+	5/8	+	3.26	20 1/4	17 3/8	5	3,067	60,573
METROMEDIA	MET	N	26	25 3/4	+	1/4	+	.97	31 1/8	25 3/4	6	6,771	176,046
MULTIMEDIA	MMED	O	23 3/4	23 1/2	+	1/4	+	1.06	25 1/2	21 1/2	10	4,391	104,286
NEW YORK TIMES CO.	NYKA	A	17	17 1/2	-	1/2	-	2.85	19 1/4	15 3/4	9	11,207	190,519
OUTLET CO.	OTU	N	19 1/8	17 1/4	+	1 7/8	+	10.86	24 1/4	16 5/8	6	2,140	40,927
POST CORP.	PST	O	18	18				.00	19 1/4	16 1/4	8	869	15,642
REEVES TELECOM	RRT	A	2 1/2	2 1/2				.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	19 1/2	17 1/4	+	2 1/4	+	13.04	24 1/4	17 1/8	11	13,404	261,378
RUST CRAFT	RUS	A	11 3/4	11 3/4				.00	11 7/8	8 1/2	8	2,291	26,919
SAN JUAN RACING	SJR	N	8 1/8	7 7/8	+	1/4	+	3.17	10 3/8	7 5/8	7	2,509	20,385
SCHERING-PLOUGH	SGP	N	35 3/4	33 3/4	+	2	+	5.92	44 3/4	32 7/8	12	54,084	1,933,503
SONDERLING	SDR	A	9	9 1/8	-	1/8	-	1.36	10 7/8	8 3/8	4	1,103	9,927
TECH OPERATIONS**	TO	A	3 1/8	2 7/8	+	1/4	+	8.69	3 3/8	2 3/8	12	1,344	4,700
TIMES MIRROR CO.	TMC	N	21 3/4	21 3/4				.00	23	20 3/4	11	33,927	737,912
WASHINGTON POST CO.	WPN	A	23 1/2	22 3/4	+	3/4	+	3.29	25 1/8	21 3/4	9	8,876	208,586
WOMETCO	WPM	N	11	11 1/8	-	1/8	-	1.12	12 3/4	10 7/8	7	9,437	103,807
TOTAL											379,166	8,357,895	

Cablecasting

ACTON CORP.	ATN	A	4	4		.00	4 3/4	3 1/8	9	2,757	11,028
AMECO**	ACO	O	1 1/8	1 1/8		.00	1 1/2	1 1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	24 1 1/4	22 1 1/4	+ 2	+ 8.98	25 3/4	19 3/4	18	3,374	81,819
ATHENA COMM.** +		O	3 1/8	3 1/8		.00	3 1/8	1 1/8		2,125	796
BURNUP & SIMS	BSIM	O	3 1 1/8	3 1 1/8		.00	4 1 1/8	3 1 1/8	21	8,319	25,996
CABLE INFO.		D	3 1/4	7 1/8	- 1 1/8	- 14.28	7 1/8	1 1/2	4	663	497
COMCAST		O	4 3 1/8	4 3 1/8		.00	4 3 1/8	3 3 1/4	8	1,662	7,271
COMMUN. PROPERTIES	COMU	O	5 1 1/4	5	+ 1 1/4	+ 5.00	5 1 1/2	3 5 1/8	16	4,761	24,995
COX CABLE	CXC	A	22 3 1/4	22 3 1/8	+ 3 1/8	+ 1.67	22 3 1/4	16 1 1/2	22	3,566	81,126
ENTRON	ENT	O	1	7 1/8	+ 1 1/8	+ 14.28	2	7 1/8	1	979	979
GENERAL INSTRUMENT	GRI	N	19	18 1 1/8	+ 7 1/8	+ 4.87	21 3 1/4	18 1 1/8	21	7,332	139,308
GENEVE CORP.	GENV	O	7 1 1/2	7 1 1/2		.00	9 1 1/4	7 1 1/2	50	1,121	8,407
TELE-COMMUNICATION**	TCOM	O	3 3 1/4	3 3 1/4		.00	5 1 1/8	2 7 1/8	54	5,281	19,803
TELEPROMPTER	TP	N	7	7 1 1/8	- 1 1/8	- 1.75	9 3 1/8	6 3 1/4	233	16,793	117,551
TEXSCAN	TEXS	O	1 1 1/2	1 1 1/4	+ 1 1/4	+ 20.00	2	1 1 1/4	10	786	1,179
TIME INC.	TL	N	35 5 1/8	34 3 1/8	+ 1 1 1/4	+ 3.63	38 1 1/4	33	11	20,306	723,401
TOCOM	TOCM	O	3 1 1/4	3 1 1/4		.00	3 1 1/4	2 1 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O	15 1 1/2	15 3 1/4	- 1 1/4	- 1.58	18	15 1 1/2	12	1,679	26,024
UNITED CABLE TV**	UCTV	O	4 1 1/4	4	+ 1 1/4	+ 6.25	4 5 1/8	3 7 1/8	7	1,879	7,985
VIACOM	VIA	N	14 3 1/8	13 1 1/8	+ 1 1 1/4	+ 9.52	15 5 1/8	9 1 1/2	14	3,736	53,705
TOTAL										88,936	1,334,025

	Stock symbol	Exch.	Closing Wed. June 8	Closing Wed. June 7		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	13 3/8	12 7/8	+	1/2	+	3.88	13 3/8	7 3/8	5	6,748	90,254
DISNEY	DIS	N	33 3/8	32 1/2	+	7/8	+	2.69	47 5/8	32 1/2	14	31,908	1,064,929
FILMWAYS	FWY	A	9 1/8	9 1/8				.00	9 7/8	6 7/8	8	2,397	21,872
FOUR STAR+			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	14 1/8	13 3/8	+	3/4	+	5.60	18 3/8	13 1/8	3	48,269	681,799
MCA	MCA	N	40 1/2	40 3/4	-	1/4	-	.61	42 1/2	36 3/8	8	18,024	729,972
MGM	MGM	N	23 3/8	22 5/8	+	3/4	+	3.31	23 3/8	16	10	13,102	306,259
TELETRONICS INTL.	O		4 1/2	4 3/4	-	1/4	-	5.26	5 1/2	4 1/2	7	1,018	4,581
TRANSAMERICA	TA	N	14	13 7/8	+	1/8	+	.90	15 1/4	13 5/8	8	67,238	941,332
20TH CENTURY-FOX	TF	N	20 7/8	18	+	2 7/8	+	15.97	20 7/8	10	15	7,631	159,297
WARNER	WCI	M	32 1/4	30	+	2 1/4	+	7.50	32 1/4	26 1/4	8	14,436	465,561
WRATHER	WCO	A	6	5 7/8	+	1/8	+	2.12	6 3/4	4 1/2	10	2,243	13,458
TOTAL											213,681	4,479,981	

Service

BDO INC.	BDO	O	27 3/4	27	+	3/4	+	2.77	28 1/4	22 1/2	8	2,513	69,735
COMSAT	CO	N	35 3/4	35 1/2	+	1/4	+	.70	36 3/4	29 3/8	9	10,000	357,500
DOYLE DANE BERNBACH	DOYL	O	18 3/8	18 1/2	-	1/8	-	.67	19 7/8	16 3/4	6	1,866	34,287
FOOTE CONE & READING	FCR	N	15 1/2	15 1/8	+	3/8	+	2.47	16 5/8	14 3/4	8	2,304	35,712
GREY ADVERTISING	GREY	O	23 1/4	23 1/4				.00	23 1/2	16 1/2	6	729	16,949
INTERPUBLIC GROUP	IPG	N	33 3/4	33 7/8	-	1/8	-	.36	35	28 1/2	8	2,387	80,561
MARVIN JOSEPHSON	MRVN	O	14 3/4	13 1/2	+	1 1/4	+	9.25	14 3/4	10 1/4	7	1,896	27,966
MCI COMMUNICATIONS**	MCIC	O	2 1/4	1 7/8	+	3/8	+	20.00	2 1/2	1 3/4		19,985	44,966
MOVIOLA	MOV	A	1 3/8	1 3/8				.00	2	1 1/4	6	1,410	1,938
MPO VIDEOTRONICS	MPO	A	6	5 1/2	+	1/2	+	9.09	9	4	7	520	3,120
NEEDHAM, HARPER	NHMA	O	13	12 1/2	+	1/2	+	4.00	13	11 1/8	8	823	10,699
A. C. NIELSEN	NIELR	O	20 1/8	19 1/4	+	7/8	+	4.54	22 1/8	18 7/8	12	10,762	216,585
OGILVY & MATHER	OGIL	O	31 3/4	32	-	1/4	-	.78	33 1/2	31	8	1,805	57,308
J. WALTER THOMPSON	JWT	N	16	15 7/8	+	1/8	+	.78	18 1/2	15 1/8	8	2,649	42,384
TOTAL											59,649	999,710	

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	O	4 3/8	4 1/2	-	1/8	-	2.77	5 1/2	2 3/8	20	1,672	7,315
AMPEX	APX	N	8 1/4	8	+	1/4	+	3.12	9 3/8	7 3/8	11	10,885	89,801
ARVIN INDUSTRIES	ARV	N	16	16 3/4	-	3/4	-	4.47	19 1/4	15	4	5,959	95,344
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3	3 1/8	-	1/8	-	4.00	3 1/8	1 3/4	12	441	1,323
COHU, INC.	COH	A	3	2 3/8	+	5/8	+	26.31	3 1/8	2 1/8	18	1,779	5,337
CONRAC	CAX	N	23	26 1/2	-	3 1/2	-	13.20	27 1/4	23	7	1,433	32,959
EASTMAN KODAK	EASKD	N	60	58	+	2	+	3.44	85 3/4	58	15	161,371	9,682,260
FARINON ELECTRIC	FARN	O	9	9				.00	12	8	11	4,267	38,403
GENERAL ELECTRIC	GE	N	56	54 5/8	+	1 3/8	+	2.51	56	49 1/4	14	184,581	10,336,536
HARRIS CORP.	HRS	N	37 3/4	37 7/8	-	1/8	-	.33	39	28	15	12,261	462,852
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	5/8	+	1/8	+	20.00	2 3/8	5/8		2,701	2,025
MICROWAVE ASSOC. INC	MAI	N	22 7/8	21 3/8	+	1 1/2	+	7.01	24 1/2	20 1/4	11	1,320	30,195
3M	MMM	N	48 1/2	48 7/8	-	3/8	-	.76	57	48 1/2	16	115,265	5,590,352
MOTOROLA	MOT	N	38 3/8	37 3/4	+	5/8	+	1.65	55 7/8	37 3/4	13	28,544	1,095,376
N. AMERICAN PHILIPS	NPH	N	33 1/4	32 1/2	+	3/4	+	2.30	36	31 5/8	7	12,033	400,097
OAK INDUSTRIES	OAK	N	14 1/2	13 5/8	+	7/8	+	6.42	17 7/8	9 5/8	10	1,639	23,765
RCA	RCA	N	31 1/2	30 3/4	+	3/4	+	2.43	31 1/2	25 3/8	14	74,807	2,356,420
ROCKWELL INTL.	ROK	N	35	34 3/8	+	5/8	+	1.81	35	30 7/8	9	32,400	1,134,000
RSC INDUSTRIES	RSC	A	2	1 3/4	+	1/4	+	14.28	2	1 5/8	10	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	17 1/2	17 7/8	-	3/8	-	2.09	21 1/8	16 3/4	11	1,668	29,190
SONY CORP.	SNE	N	8 7/8	9	-	1/8	-	1.38	10 3/8	8 1/8	16	172,500	1,530,937
TEKTRONIX	TEK	N	34 1/4	33 5/8	+	5/8	+	1.85	68 1/2	28 1/4	8	17,342	593,963
TELEVISION	TMT	O	1/2	1/2				.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	19 7/8	19 1/8	+	3/4	+	3.92	19 7/8	14 3/4	14	6,838	135,905
WESTINGHOUSE	WX	N	20 1/2	20 3/8	+	1/8	+	.61	21 1/2	16 1/4	8	87,492	1,793,586
ZENITH	ZE	N	23 1/2	24	-	1/2	-	2.08	28	21 3/8	11	18,818	442,223
TOTAL												963,133	35,918,129
GRAND TOTAL												1,783,019	54,448,568

Standard & Poor's Industrial Average 108.2 106.9 +1.3

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earnings
figures are exclusive of extraordinary
gains or losses.

BPA's Lynne Gras: To believe is to be motivated

Dale Carnegie probably would have gone for Lynne Gras in a big way. He might even have tried to steal her away from broadcasting by offering her a post in his motivation-training school. But even his powers of persuasion would have met with a formidable challenge in the youngest—and first female—president of the Broadcasters Promotion Association who lives, breathes and thinks radio and television. Mr. Carnegie would have known a missionary when he saw one.

Holding the gavel at this week's BPA convention in Los Angeles is a 33-year-old Nebraskan who believes in the power of positive thinking. "You can make things happen for yourself if you believe in yourself," says Ms. Gras.

"I really feel that I have a destiny. . . I already feel that I'm somebody very important. That's why my life has been easy. That things do happen for me. I always know the right alternative when I have a choice." To those who might perceive her remarks as reflecting an inflated ego, she retorts: "Believing in yourself is not egotistical."

Ms. Gras's motivation came not from any courses—she flunked college psychology twice—but, she says, from her family and perhaps an early scrape with death (misdiagnosed measles at age 2½). "I was really given a second chance," she says.

Ms. Gras "figured out once that I'd gone from kindergarten to college and I had never been more than three miles away from home." And it was in her hometown of Lincoln where she had an "austere beginning" in the media, circling expiration dates for the *Nebraska Farmer* and the *Colorado Rancher*. As a recent high-school graduate, achieving her potential meant doing a good summer job for her next-door-neighbor circulation manager, and then enrolling at the University of Nebraska there as a pre-dental major.

The switch to journalism came a couple of college years later. And in 1966, it was her self-confidence that provided the antidote to the counsel she received from veteran broadcasters. As college graduation approached, the neophyte broadcast journalist began making the rounds, starting with the National Association of Broadcasters convention in Chicago. (Eight years later, she was back on an NAB panel in Houston.) She recalls being told on the phone by a top network news chief: "Women have whiny voices." "He was very derogatory toward women, Ms. Gras recalls. "He said they have no au-



Lynne Anne Morian Gras—president, Broadcasters Promotion Association, and director, creative services, KMOX-TV St. Louis; b. Sept. 22, 1943, Los Angeles; BS in broadcast journalism/home economics, University of Nebraska, 1966; worked in UPI Detroit bureau, 1966; promotion director, KOLN-TV Lincoln/KGIN-TV Grand Island, both Nebraska, 1966-1972; director, promotion and public relations, 1972-1976; present position at KMOX-TV since July 1976. m. Mel Gras, Oct. 1, 1966.

thority. 'The audience does not want to get their news from a woman . . . She has no credibility.'"

Even one of the few women who was making it in broadcast journalism at the time was "very negative." She remembers being advised how rough it was for a female to break into the business, and if she did to be prepared to give up a lot of things in her life.

"I really wasn't willing to sacrifice anything," Ms. Gras says, leading her to put aside broadcast journalism plans and accept an offer with the UPI Detroit bureau. (She'd interned for the news service in Omaha during college.) Although she was able to cover the Beatles, that wasn't enough to make up for the rewrite duties she disliked. And besides, the desire to be a broadcaster hadn't been fully stifled.

After three months with UPI, she was back at another place where she had interned during college: Fetzner Stations' KOLN-TV Lincoln and its satellite, KGIN-TV Grand Island, in Nebraska. The job wasn't in broadcast journalism, but rather in a specialty she knew little or nothing about—promotion. She worked her way to director of promotion and public relations and stayed until last summer, when KMOX-

TV, CBS's St. Louis owned-and-operated outlet, offered her the job of director of information (now creative) services. Ms. Gras moved in July; her husband, Mel Gras, who had been a purchasing agent for the University of Nebraska, joined her in December. (There is a freedom from domestic responsibilities that she prizes, giving her career mobility she believes impossible if she were at "home with three kids.")

Her CBS employers, however, knew from the start that they'd be taking on a person whose professional energies would also be spent outside the company. Last year, as BPA president-elect, her main focus for the trade group was "hustling members." Her goal of 600 by year-end was met. As president, gaining members is still her prime goal and soon after the convention in Los Angeles, she thinks the 700 figure may be reached.

In planning this week's agenda with convention chairman Fred Bergendorff of KNX-AM-FM Los Angeles, Ms. Gras played up the new art/graphics element and also realized "you have to have a session for practically everybody and their dog." And aside from taking advantage of the broadcast expertise on the West Coast (the main reason for having the convention there this year), Ms. Gras hopes her membership will go away with a greater awareness of themselves that they can pass on to their general managers.

"Promotion has changed dramatically," she says, characterizing it as a "pivotal" element to a station, being the only department that works with every other department. She is out to convince small-market operations, especially in radio, that by hiring a sharp promoter, "it doesn't cost; it pays." Among the ways Ms. Gras has won friends and influenced people in KMOX-TV's behalf was a local promotion for a group O&O venture, tying reading skills to a CBS special. It cost the KMOX-TV promotion department \$10.19 to develop two pictures. Monsanto Fund picked up a \$20,000 tab.

Within 10 years, Lynne Gras wants to be in the general manager's seat at an O&O TV, preferably one of CBS's. She gives herself that much lead time because in television "the pickers and the choosers of the world are not quite ready to really think of putting a woman in a top management position." She sees herself, however, "riding right on the crest" of women's upward movement in broadcasting. However, so far, she claims not to have been stopped careerwise by sexism.

Should her dreams and goals come to naught, Ms. Gras says it wouldn't be the end of the world. She'd "switch gears and use all my energies in another area." Dale Carnegie probably would approve.

Consider the sources

The television networks have been cast as monsters in a horror story out of Hollywood. None of the standard characteristics has been overlooked. The networks are portrayed as representing the worst in rapacity, venality and cruel disregard for the innocent and helpless.

It would play better if the victims' roles had been more carefully cast. Here we are asked to believe that the innocent and helpless are Columbia Pictures, Metro-Goldwyn-Mayer, MCA, Paramount, 20th Century-Fox, United Artists, Warner Bros. and the Motion Picture Association of America. Next they will ask us to swallow Jack Valenti in the role of Little Nell.

As was reported here a week ago, the pitiable victims listed above have complained to the FCC about indecencies they have endured in their dealings with the networks. The charges are familiar, though seldom stated with more passion: Through their dominant negotiating power, the networks force producers, small and big, to sell programs below the cost of production and under conditions that guarantee networks a profit and producers a thin margin at best.

Well of course the networks have evolved shrewd ways of doing business. They would never have survived otherwise in a Hollywood community that has longer experience in the profitable application of savvy, perseverance and gall.

The last quality is in the ascendancy when major studios tell the government they can be saved only if it strips the networks of all but the shreds of their negotiating powers.

The scale of regulation

The House Communications Subcommittee has been given all kinds of advice on how to reorganize the federal apparatus that regulates communications. As reported elsewhere in this issue, there are those who want the FCC enlarged and separated into specialized divisions. There are others who want regulation transferred to a new department of communications in the President's cabinet. Still others see nothing basically wrong with the current mechanism but think fine tuning may be needed after 43 years of operation in its current form.

The third option strikes us as the most reasonable.

The first thing to be considered is what the country wants from communications regulation.

Does it want an elaborate government bureaucracy that not only regulates but also creates new systems and devices that require added regulation? That seems to be the aim of those who opt for a bigger and more prestigious regulatory machine. It is especially the aim of those who argue for the creation of long-range planning and policy capacity within the federal government. Those advocates are looking to the government—not market forces—to plan the communications future and put the ingredients of the communications system into place.

The dreamers of large dreams share a common yearning for an orderly disposition of conflicting claims to spectrum space and access to the U.S. public. Somehow there must be a grand design that will tell us precisely how many VHF transmitters there will be in 1987 or 1999, how many miles of cable containing how many channels, how many strands of optical fibers, how many lasers, how many who knows what else. Better yet, in the dreamier view, is a grander design that will not only forecast but also fashion the system.

A more realistic ambition will accept the limitations of mankind's ability to plan and the virtues of individual inventive-

ness. That recognition is inherent in an American economic and social system that still offers rewards for initiative and daring. The system may occasionally fall into disorder as it responds to the perversities of human nature and caprices of the marketplace. It is, however, the system that created the profusion of communications available today and will create the improvements of tomorrow.

The government has a legitimate role to play, in our increasingly complex society, as arbiter and restrainer of abuse. That role can be successfully performed by a bureaucracy of manageable proportions.

The grandest design that could come from the Communications Subcommittee would be a regulatory apparatus dedicated to the avoidance of overregulation.

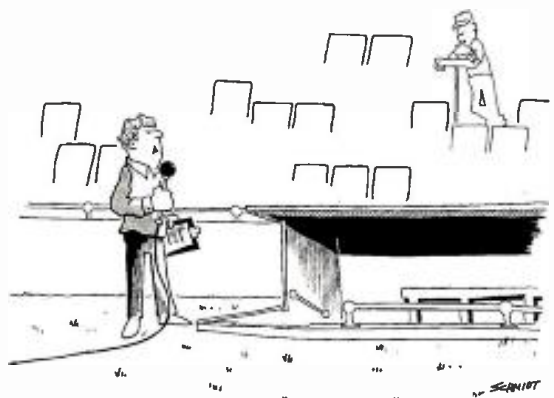
Day and night

The prime-time Emmy awards appear to be back on the track, though under new management and with an as yet unselected new name. NBC, which canceled the May 15 Emmy telecast after some of Hollywood's bigger television names threatened to boycott it, has signed with the Hollywood group, newly constituted as the Hollywood Academy of Television Arts and Sciences, to telecast a new TV awards program next fall (BROADCASTING, May 23).

For all the shining imperfections so often displayed by the prime-time Emmys, we are glad they didn't sink without a trace. But we are still faced with the rupture between the Hollywood and New York groups, which led to the Emmys' downfall, and now we have the prospect of the New York group, operating through the National Academy, presenting daytime Emmys while the Hollywood Academy presents its prime-time counterparts under another name.

This may make more sense than is at first apparent. At least it has each group doing what it knows best, for New York is the center for daytime dramas while Hollywood is where prime-time network television originates.

The National Academy insists that it will also present prime-time Emmys, even if no one telecasts the ceremony, and the Hollywood Academy expects to add daytime awards in 1978 if not this year. Our present inclination is to discourage both of these ambitions. One set of awards per daypart may serve a purpose; two would be meaningless.



Drawn for BROADCASTING by Jack Schmidt

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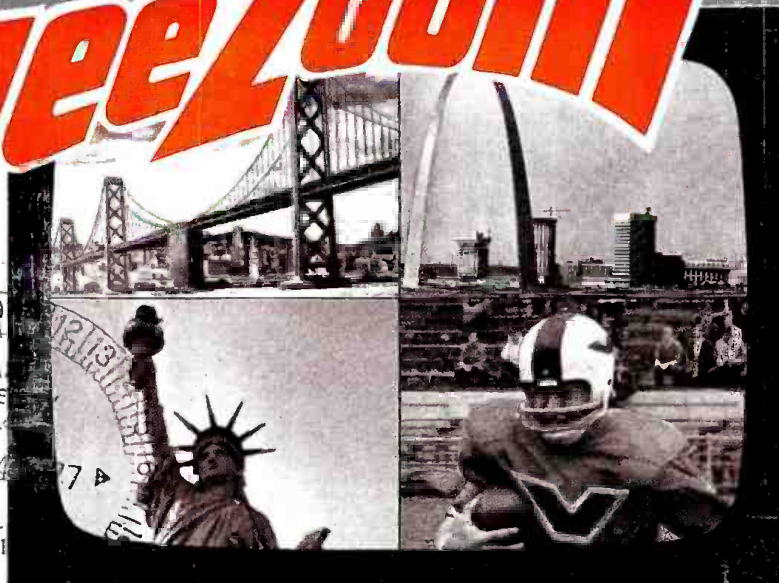
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