

An NAB showdown on TV violence
Catching up with the computer evolution

Broadcasting Jun 27

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

The Bob Newhart
Show

The Mary Tyler
Moore Show

My Three Sons

Family Affair

The Beverly
Hillbillies

The Andy
Griffith Show

Hogan's Heroes

Gomer Pyle

Petticoat Junction

I Love Lucy

The Dick
Van Dyke Show

The Honeymooners

The Phil Silvers
Show

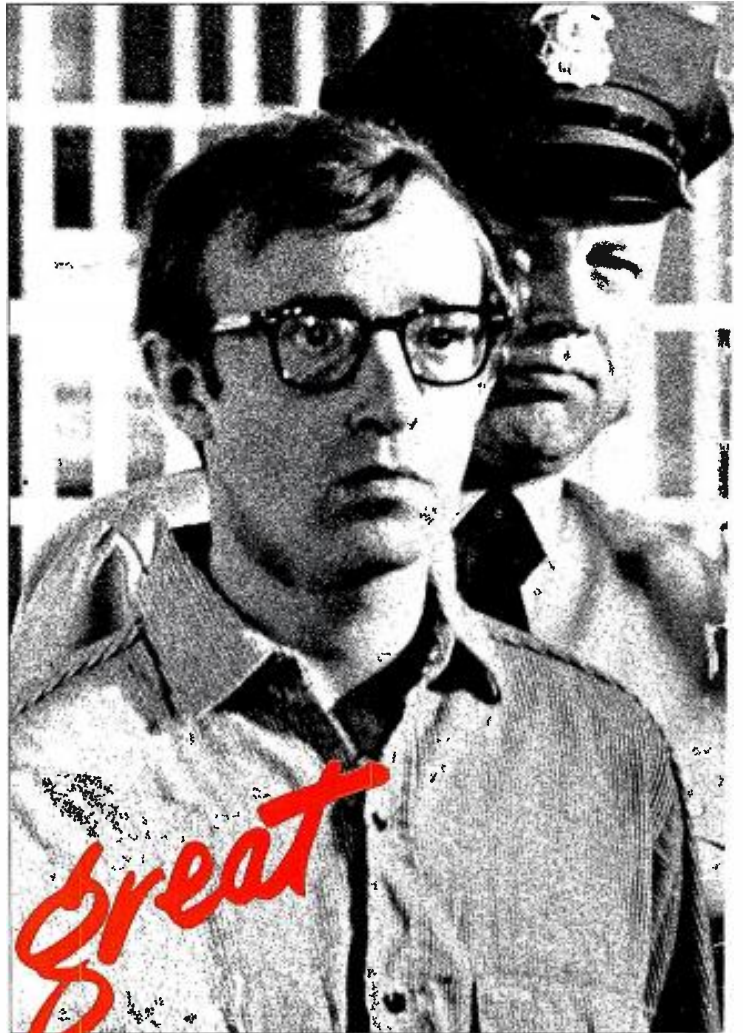
Pick 3 or more of Viacom's great family sitcoms. And line them up one after the other in fringe time.

It's a proven way to build a bigger, better audience going into prime time.



3611211R2A R5184R7X DEC/79
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S E R I A L A C Q S E C T I O N
M O N T G O M E R Y A L 36112

Viacom! Television's new major source for movies.



"Take the Money and Run"

"The Golden Age of Comedy is back, courtesy
of Woody Allen." TODAY SHOW

"Woody Allen is absolutely hilarious."

EARL WILSON

"Insanely funny." TIME

"Very special and eccentric and funny."

THE NEW YORK TIMES

The new RCA TFS-121 Synchronizer alone is great.

With freeze frame and picture compression, it's unbeatable.

"Superhighband" video. The TFS-121 Digital Video Synchronizer is designed and manufactured by RCA. It starts with state-of-art sampling and storage technology that positions it ahead of competitive offerings.

The video sampling is at four times subcarrier frequency, resulting in "superhighband" video performance which translates into excellent picture quality.

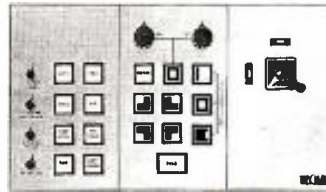
That's only the beginning of the TFS-121's high value/performance rating. It is the most versatile stand-alone synchronizer around, and works beautifully without a switcher. It eliminates the need for genlocking and/or rubidium standards. And switches smoothly between non-synchronous sources without disrupting sync.

Forget the old problems. With the TFS-121, you can accept network feeds, ENG and other remote pickups, or satellite transmissions, without disturbing in-house operations—live programming, production, recording. The TFS-121 accepts and matches those signals to station sync, so you can forget about the old problems of glitches, picture rolls and tears, or drop-outs.

A production tool, too. Freeze frame and picture compression add new performance dimensions. With these options, the TFS-121 is far more than a synchronizer—it's a valuable production aid. Consider freeze frame. With it, you can present a still picture, up-date it at the push of a button, or create strobe-like effects such as "animation". Stop the action whenever you want, or at a rate you can vary.

Picture compression on the TFS-121 opens a whole new range of production possibilities. The full-size

picture is reduced to $\frac{1}{4}$ size and can be positioned in any raster quadrant or in any desired pre-set position on the screen. With joystick control, the compressed picture can be placed in any part of the raster, or can



be made to slide on and off anywhere. (The joystick control can also be used to move the full-size picture on and off the raster in any direction.)

How to be convinced. The TFS-121 Synchronizer is ready now. You can investigate the many benefits of this new RCA-developed product by contacting your RCA representative. Or clip and send the coupon. The facts about the TFS-121 can be convincing.

RCA Broadcast Systems
Building 2, Front & Cooper Sts., Camden, N.J. 08102

Dear RCA: I'm ready to be convinced that your new TFS-121 is the best synchronizer around. Please send literature. ☐ Have representative call.

Name _____ Title _____

Firm _____

Street _____

City _____

State _____ Zip _____

Telephone _____

RCA Broadcast Systems



**Scheduler. Spot Rotator. Avails
Reporter. Collections Analyst.
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Printer. Affidavit Writer. Payroll
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Rotator. Makegood Auditor. Order
Confirmer. Payables Processor.
Financial Reporter.
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Sales Reporter.
Check
Writer.
General
Ledger
Maker.**



The BAT®1750. PSI's Super-System for TV's and larger radio stations. Fully Automatic order scheduling. Automatic rotations. Ten pre-emption levels. Automatic product separation, with dual product categories — one for "department stores" and another for "women's wear" on the same spot, for example. And more, too: Break preferences. Scheduling by time frame, show, rate-card daypart, or break. Radio or TVB Invoice formats.

A powerful system. New, high-speed computer. Fast printer that prints at same time other jobs are going. Up to ten or more terminals and/or printers on one System. New "mass" storage available to run more than one station at the same time.

More than just traffic, too. Full Accounts Receivable System. Aging reports. Sales Analyses. Instant account status. Accounts Payable System with all vendor accounting and check writing. Payroll System for all reports and tax capabilities. And a General Ledger, P & L, Balance Sheet System with the amazing PSI "PER/SYST" Performance Analysis program.

So good is this six-months-new BAT 1750 System that it's already installed at eight TV and ten radio

stations, and on order at more . . . and running well. In one case, it's preparing schedules for a "key" station and its satellites . . . a group application.

It's in-house. Little more than desk-size. Entirely self-contained, no wires or off-premise processing. Supported by factory-service everywhere.

Sold complete by PSI, with training, installation, support all included. No "fee" forever. You own or lease-purchase the BAT 1750. The lowest cost, proven, automatic scheduling system there is! From PSI, the company with more stations served than any other, worldwide!

For more information, call or write Jim Lang, Director of Marketing, PAPERWORK SYSTEMS, INC. P.O. Box 38, 1609 Broadway, Bellingham, Washington 98225. Toll free 800-426-8872. Call collect (206) 733-8510 for states of Washington, Alaska, Hawaii, or outside the U.S.

PSI®

**"Sooner or Later
we'll be
in your office."**

The Week in Brief

NOT ONE OF THE QUIET ONES □ NAB board meets in Williamsburg this week, with TV board and TV code board heading for a clash over sex and violence; O'Shaughnessy and Thurston head for a clash of their own. **PAGE 20.**

NBC TURNAROUND □ Network researchers report that its affiliates in 53 of the top-100 markets were in first place in the May Arbitron sweep. **PAGE 21.**

FCC IN HIGH GEAR □ Commission's meeting last week was one of the more productive, turning out rulings involving fairness, personal attack and STV. **PAGE 24.**

PARK'S PEAK □ If the FCC approves the broadcaster-publisher's bid to buy a Syracuse FM, he will be the first to hold a full complement of 21 stations. **PAGE 24.**

FRANK LLOYD'S MISSION □ The former public-interest lawyer has been holed up at the OTP for five months, working on the Carter administration's policy for reforms in public broadcasting. He offers some of his thinking. **PAGE 25.**

KAISER TO FIELD □ FCC waives its crossownership rules to permit transfer of five UHF stations for \$42.6 million. **PAGE 29.**

REGULATORS MEET SCHWARTZ □ And the New York advertising expert confesses that he hasn't a clear picture of reforms government could make. **PAGE 33.**

RADIO TESTIMONIALS □ Radio's power to move goods of practically any kind is verified by countless advertisers at the ANA/RAB 10th annual workshop in New York. **PAGE 34.**

BANKING ON IT □ Financial firms discuss their television techniques at a workshop sponsored by TVB and the Bank Marketing Association. **PAGE 36.**

BRC BACKS ARBITRON □ The rating council applauds the service's effort to drop stations it finds engaging in "diary distortions." **PAGE 38.**

CLIO CHOICES □ The annual selection of the best examples of international television and radio advertising

finds J. Walter Thompson, Carl Ally and two producers as triple winners in the U.S. competition. **PAGE 38.**

DANGERS TO NEWSMEN □ A committee of news reporters says that a bill to reform the federal criminal code could put tighter clamps on journalists seeking information the government would not want made public. **PAGE 39.**

NBEA IN ATLANTA □ Editorialists convene, decide to draw up a code, hand out awards, hear from politicians, resolve in support of Milian. **PAGE 39.**

FLORIDA OK'S TEST □ Supreme Court there approves one-year experiment of broadcast courtroom coverage. **PAGE 40.**

STILL TRYING □ Hollings holds hearings on pole attachments and cable forfeitures and everybody sticks to the usual line. **PAGE 41.**

THE COMPUTER WAY OF LIFE □ In less than a decade, automation has become an integral part of the broadcasting front offices. Here's what it has already done and what it promises to do. **PAGE 47.**

AND THEN THEY SAID □ Networks fire back at movie producers' attempts to bring about another look at the so-called "financial interest rule." **PAGE 57.**

HILL SPORTS PROBE □ Van Deerlin will start proceedings with a deceptively slow wind-up that could be a cover for a hard, high, inside pitch at network-professional tie-ins. **PAGE 57.**

AM STEREO, FM QUAD □ The FCC gets down to brass tacks in its study of the new processes, initiating inquiries into their need and feasibility. **PAGE 59.**

ROOM FOR MORE □ Justice Department tells FCC that VHF drop-ins should be done on a demand basis—where the marketplace calls for it. **PAGE 58.**

STEVEN'S COMMITMENT □ Since 1953, Dr. Paul Stevens has labored diligently in the vineyards of the Southern Baptist Radio-Television Commission. The harvest has been an array of programming and projects whose quality is respected around the world. **PAGE 81.**

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to
announce
that it is
now*



*in the prosperous
PROVIDENCE AREA*

Representative: KATZ AMERICAN TELEVISION

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WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Insider report: behind the scene, before the fact

Magid on radio news

AP broadcast department has retained Frank Magid Associates, consulting firm, to find out what people think of news they get on radio, what they like and don't like, how they respond to different kinds of news writing. Without going into details, AP confirmed last week that study had been commissioned, said results would be "a tool for our member stations in best using the AP wire and other AP broadcast products," but would "in no way modify the editorial judgment of the AP product." Despite assurances, flap has developed.

Leader of opposition, when he and other directors of AP Broadcasters learned of decision, is said to be Ralph Renick of Wometco Stations, Miami, APB's president-elect. He sent protest wire to APB President Walter Rubens, KOBE(AM) Las Cruces, N.M., with copies to other board members, AP management and chairman of parent AP board, saying AP had always been "synonymous with integrity in journalism" and that therefore he was "concerned, disappointed and shocked" to learn it had hired "news consultant." Since then he has received assurances that "public opinion is no substitute for journalistic judgment" and that APB board will see copy of Magid questionnaire and discuss it fully at September meeting.

Paro to AMST

Tom E. Paro, NBC vice president in station relations and former general manager of WRC-TV Washington, will become executive vice president of Association of Maximum Service Telecasters at Washington headquarters and will be in line for paid presidency.

Mr. Paro, 53, is ticketed to succeed Lester W. Lindow next year when latter retires at 65. Mr. Lindow, also veteran broadcaster, became executive director of AMST 20 years ago and was made president last March. Paro appointment was approved by AMST board last week and shortly will be announced by Franklin C. Snyder, vice president, Hearst Corp., AMST board chairman.

Dead in tracks

Action of Senator Ernest Hollings (D-S.C.) in calling halt to FCC's network inquiry (BROADCASTING, June 13, et seq.) is said to have caused morale to plummet among special staff FCC was assembling to work on project. There is said to be talk of inquiry being "politicized." Commission will decide this week whether to ask Senator Hollings to reconsider, but there seems to be little hope senator would

change his mind. If stop order—issued through senator's control over commission's request to reprogram budget funds for special staff—stands, commission will have to decide whether to assign staff to review comments that have been received or to secure reply comments.

Most frustrated person at commission is Chairman Richard E. Wiley. He was lining up several outside economists to serve as consultants to inquiry and was readying plans for shifting staffers to new unit. "We were all set to go," he says.

Frost-Nixon sequel

David Frost decided last week to put together fifth 90-minute interview with Richard Nixon, using material culled from unused footage of his conversations with former President. Mr. Frost's Paradine Productions and Syndicast Services will again cooperate to syndicate show, if results are of high enough quality to justify national interest, according to Leonard Koch, executive vice president of Syndicast. He said program would be shipped to stations on tape instead of fed live, as was done with original series. They're thinking of September air date.

Promoting promotion

Increasing importance of promotion executives in today's television world—where more and more of schedule's success is attributed to skill of those who attract audiences to it—was evident at this year's Broadcasters Promotion Association convention in Los Angeles (BROADCASTING, June 20). It's estimated some 20 TV syndication companies sent delegations to BPA this year, with half-dozen running hospitality suites.

Rationale, according to one major syndicator new to BPA this year: "There are some heavy hitters in this group. We feel that if we can get the promotion managers excited about our product, they will promote more and our ratings will rise. Hence we'll be able to get better prices in other markets."

No contest

FCC may be spared problem of deciding whether to permit cable television system at Eagle Mountain, Calif., to delete commercials from programs of distant stations it carries and substitute ads for local enterprises (BROADCASTING, June 13). Proposal was offered by KTV Spot Sales, Los Angeles agency, which said it was negotiating with four Los Angeles stations involved. Under plan, those

stations, KTV and Eagle Mountain cable system would share in profits. However, one station, KCOP(TV), was known to have withdrawn from talks with KTV.

Now FCC staff has determined that none of other three—KHJ-TV, KTLA(TV) and KTTV(TV) (which expressed its views with particular vehemence) will give permission for deletion of commercials. As result, staff has notified KTV that matter appears to be moot.

On Wisconsin

New voice you'll be hearing on repeal of Section 315 (including fairness doctrine) belongs to Richard H. Leonard, editor of *Milwaukee Journal* (WTMJ stations) in his capacity as president of Society of Professional Journalists, Sigma Delta Chi. He has won approval of 21-member SDX board, representing its 33,000 news people, for vigorous campaign to end discrimination against broadcast media, as proposed in S-22, authored by Senator William Proxmire (D-Wis.).

Like father-in-law ...

Pending sale of WEEL(AM) Fairfax, Va., (Washington suburb) to LBJ Co., Austin, Tex., follows pattern established 34 years ago by late father-in-law of Charles Robb, recently nominated on Democratic ticket for lieutenant governor of Virginia. Lyndon B. Johnson, then congressman, urged his wife, Lady Bird, to use \$17,500 she had inherited to purchase KTBC(AM) Austin for independent source of income.

LBJ Co., owned by Mrs. Johnson and two daughters—Lynda Robb and Luci Nugent—parlayed Austin radio station, which they still own as KLBJ-AM-FM, into station group. It costs more to buy radio now. Price of WEEL (1310 khz, 5 kw daytime, 500 w night) was \$950,000 (BROADCASTING, May 23).

No dice

National Association of Broadcasters has been disappointed in low-visibility attempt to get TV program syndicators back into NAB convention through merger with National Association of Television Program Executives, whose annual meeting is now biggest programmers' draw. Merger isn't in cards, NAB officials now admit. It was never seriously considered, say NATPE officials.

Meeting of NAB and NATPE representatives in Chicago last week did, however, produce agreement on one point. NATPE will sponsor at least one TV programing seminar in each of NAB's regional meetings next fall.

THE 10 MOST FREQUENT ABOUT KGTV'S MOVE



Q. When will KGTV, Channel 10, become an ABC affiliate?

A. The Big Switch is effective June 27, 1977.



Q. Why are you changing to ABC?

A. Because ABC programming is better suited to the San Diego audience. ABC shows appeal to the young and upwardly mobile. And that is what San Diego is—a young, growing market.



Q. But if that is so, why didn't the previous ABC affiliate dominate the market, instead of lagging behind, a poor third?

A. Historically they have underachieved the ABC Network while KGTV has always overachieved the NBC Network.



Q. Which ABC programming will you carry?

A. All prime time programming and most everything else.



Q. What is the biggest advantage of going with ABC?

A. Their prime time schedule, outstanding sports programming, the young audience they deliver in San Diego, and the overall growth in all day parts sign-on to sign-off.



Q. What do you expect your numbers will be?

A. The strength of our 3 pm-8 pm local programming will continue. And the ratings for prime time will be up, greatly enhancing the already number one rated 11 pm news. We have joined what will undoubtedly be the number one network in San Diego for a number of years.

FLY ASKED QUESTIONS TO ABC IN SAN DIEGO



Q.What about late fringe?

A.Sure, we'll miss the Tonight Show. But with a conservative 25% increase in the 11 pm news rating due to a stronger prime-time lead-in from ABC, the new ABC Wide World of Entertainment lineup in late fringe, with strengthened young-appealing action dramas, should make us forget Johnny very soon.



Q.What about the loss of the Today Show?

A.ABC's Good Morning America on the weaker UHF affiliate is leading the Today Show in the 18-49 demographics in San Diego. We'll take a loss like that anytime.



Q.And what about the Specials NBC has been noted for?

A.ABC Specials like "Roots" and "Eleanor and Franklin" will do very nicely.



Q.What are you going to do to tell people about the switch?

A.Our on-air promotion budget makes us the biggest single advertiser on San Diego television. But on top of this, we have piled an appropriation that will increase our year's advertising expenditures by over 30%. The "change-over" spots on KGTV and on radio, the ads in TV Guide and in newspapers, the billboards and bus cards will tell all San Diego about the biggest media event the city has ever seen.

Audience and related data based on estimates. Copies of qualifications available upon request.



McGraw-Hill Broadcasting Company, Inc.

KERO-TV, Bakersfield
KMGH-TV, Denver
WRTV, Indianapolis
KGTV, San Diego

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.

FOUR MORE REASONS WHY YOU SHOULD CONSIDER A MARKETRON TRAFFIC & ACCOUNTING SYSTEM FOR YOUR STATION

1
2
3
4

In a major Northwest market a Marketron Minicomputer System replaced a PSI System. Why?

In New York and Washington Marketron Minicomputer Systems replaced Columbine Systems in six stations. Why?

In New York, Los Angeles, Chicago and San Francisco Marketron Minicomputer Systems replaced Compunet Systems in five stations. Why?

In New York, Los Angeles, Sacramento, and Boston Marketron Minicomputer Systems replaced IBM System 3 software packages—including one designed by IBM—in eight stations. Why?

At Marketron we'll answer all your questions including these. Isn't it time you found out more about Marketron's Minicomputer traffic/accounting system?

Send for the complete story on the Marketron Act II System for broadcast traffic and accounting. Or call us at 415-854-2767.

It may be the most profitable signal you'll send out all year.



Marketron, Inc.
2180 Sand Hill Road
Menlo Park, CA 94025
415-854-2767

Business Briefly

TV only

Faygo □ Soft drink company plans 32-week TV campaign starting in mid-July. Arthur Meyerhoff, Chicago, will map spots during day, prime and late fringe time. Target: children, teen-agers and men and women, 18-34.

American Family Insurance □ Insurance company is planning four-month TV campaign beginning in September. Fuller Biety Connell, Milwaukee, will place spots in 26 markets during day and fringe time. Target: total men.

Stokely-Van Camp □ Food company will have 16-week TV campaign for its frozen food division featuring its vegetables beginning in September. Montgomery & Associates, Bala Cynwyd, Pa., will seek spots in about six markets during day, prime and early fringe time. Target: women, 18-49.

The Toy Chest □ Toy store chain launches nine-week TV push in mid-October. Chase/Ehrenberg & Associates, Chicago, will place spots in all dayparts. Target: children.

Clorox □ Major consumer products company focuses on its HVR-Hidden Valley Ranch salad dressing starting next week and in early August in two four-week TV flights. Young & Rubicam, New York, will select spots in 27 markets during fringe time. Target: women, 25-54.

California Tree Fruit Agreement □ Association plans six-week TV promotion beginning in mid-July. Botsford Ketchum, Los Angeles, is seeking spots during daytime in 26 markets. Target: women, 25-49.

Frigidaire □ Major appliance manufacturer schedules four-week TV push for its various appliances beginning in early August. Needham, Harper & Steers, New York, will buy spots in approximately 40 markets during day and fringe time. Target: women, 18-49.

Eastern Airlines □ Company schedules four-week TV flight starting next week. Young & Rubicam, New York, will place spots in 28 markets during fringe and prime time. Target: men, 25-54, and adults, 18 and over.

Cadillac □ Motor car division plans four-week TV drive starting in early July. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., will gear spots in 25 markets during fringe time. Target: men, 35 and over.

Rep appointments

- WTEN(TV) Albany, N.Y., and WPRI-TV Providence, R.I.: MMT Sales Inc., New York.
- KACE-FM Inglewood, Calif.: Pro/Meeker Radio, New York.
- WOTW-AM-FM Nashua and WDNH(FM) Dover, both New Hampshire: Kadetsky Broadcast Properties, Boston (for New England area).

Litton Diamonair □ Division of Litton Industries features its simulated diamonds in four-week TV campaign starting in early July. Marschalk, New York, will select spots in 18 markets during day and fringe time. Target: women, 18-49.

Meadow Gold □ Dairy division of Beatrice Foods is scheduling 4-to-16-week TV flight beginning in July. Target Media, Chicago, will seek spots in approximately 50 markets during all day

parts. Target: women, 18-49.

Scott □ Paper company launches 13-week TV promotion for its various products starting this month. J. Walter Thompson, Atlanta, is seeking spots in approximately 25 markets during all dayparts. Target: women, 25-54.

Burger King □ Fast-food chain places 12-week TV campaign beginning in early July. J. Walter Thompson, New York, will schedule spots in 150 markets during fringe and daytime. Target: children, 2-11.

Kimberly Clark □ Paper company features its New Freedom pads in eight-week TV buy starting this month. Leo Burnett, Chicago, will place spots in 35 markets during day and late fringe time. Target: women, 18-34.

Trans World Airlines □ TV effort by TWA listed in BROADCASTING, May 30, should have had advertising agency as Wells, Rich, Greene Inc., New York.

Monsieur Henri Wines □ Division of Pepsico Inc. places two-week TV buy

Viacom Movie Greats



Notorious
Spellbound
Rebecca
Ruby Gentry

and 36 more just as great!

I'll Be Seeing You
Portrait of Jennie
The Spiral Staircase
Since You Went Away
The Farmer's Daughter
Duel in the Sun
The Paradine Case
Indiscretion of an
American Wife



beginning in late June. Ogilvy & Mather, New York, will schedule spots in about 30 markets during fringe time. Target: total adults.

Levi Strauss & Co □ Clothing company features its jeans in four-week TV promotion beginning in mid-August. Foote, Cone & Belding/Honig, San Francisco, will pick spots in 15 markets during fringe and prime time. Target: teen-agers and men, 18-34.

PSA Airlines □ Pacific Southwest Airlines arranges four-week TV flight starting in mid-July. Eisaman, Johns & Laws, Los Angeles, will slate spots in four markets during fringe and prime time. Target: men, 25-49.

Pearsall Products □ Company schedules three-week TV flight for its Fire Magic Gel-charcoal lighter beginning this week. A. Eicoff & Co., Chicago, will seek

spots during all dayparts in two West Coast markets, San Francisco and Sacramento, Calif. Target: men, 18-49.

Radio only

Jewel Corp. □ Food company schedules 52-week radio promotion for its Osco drug store division starting in September. Grey North, Chicago, will place spots in about 42 markets. Target: women, 18 and over.

Cummins Engine Co. □ Diesel engine company places 13-week radio buy starting in mid-July. Foote, Cone & Belding, Chicago, will plan spots in 10 markets. Target: truckers.

American Home Products □ Whitehall division of consumer products company features its Anacin aspirin and

Preparation H for hemorrhoids in 13-week radio flight starting in early July. John F. Murray Advertising, New York, will select spots in major markets including Boston and Philadelphia. Target: women, 18-49, and adults, 35 and over.

Tone Bros. □ Division of Mid Continent Industries features its Mr. Pepper spices in four-week radio flight starting next week. CPM, Chicago, will select spots in two markets. Target: women, 25-49.

Jays Foods □ Snack food company is planning three-week radio buy starting in early August. Marsteller, Chicago, will seek spots in four markets. Target: women, 25-49.

Fisher □ Wallpaper and paint company schedules three-week radio buy starting in July. Simons-Michelson Co., Detroit, will place spots in three markets—Toledo, Ohio, Detroit and Flint, Mich. Target: adults, 18-49.

FDI Inc. □ Manufacturer of automobile accessories arranges four-week radio buy for its E.T. Mag wheels beginning in early August. Kelly, Scott & Madison, Chicago, is placing spots in 120 markets including Cleveland, Detroit, Houston and Minneapolis. Target: men, 18-34.

Life Savers Inc. □ Candy company schedules seven-week radio flight beginning next week. Dancer-Fitzgerald-Sample, New York, will place spots in about 31 markets including Baltimore, Boston and Philadelphia. Target: teen-agers.

Chevrolet □ Car manufacturer launches six-week radio drive for its small cars beginning in mid-July. Campbell-Ewald, Detroit, will gear spots in at least 28 markets including Atlanta, Chicago, Dallas and New York. Target: men, 18-49.

Brown Shoes □ Shoe company is mapping five-week radio campaign starting in mid-August. D'Arcy-MacManus & Masius, St. Louis, will place spots in approximately 50 markets. Target: men, 18-24.

Blue Bell □ Clothing company features its Wrangler clothes line in two-week radio drive beginning in early August. Liller Neal Battle & Lindsey, Atlanta, will select spots in nine markets including Memphis. Target: adults, 18-34, and teen-agers.

IBM □ International Business Machines is arranging two-week radio campaign starting in mid-July. Geer, DuBois Inc., New York, is seeking spots in four markets including Syracuse, N.Y. Target: men, 25-64.

General Foods □ Food company focuses on its Brim coffee in one-week radio push starting in mid-July. Benton & Bowles, New York, will buy spots in eight markets including Detroit, Los Angeles and San Francisco. Target: women, 35-64.

BAR reports television-network sales as of June 5

ABC \$513,342,100 (33.6%) □ CBS \$512,574,200 (33.6%) □ NBC \$500,044,300 (32.8%)

Day parts	Total minutes week ended June 5	Total dollars week ended June 5	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	147	\$ 1,038,800	3,325	\$ 20,865,300	\$ 15,984,900	+30.5
Monday-Friday 10 a.m.-6 p.m.	1,019	15,503,800	22,023	333,011,500	272,560,700	+22.2
Saturday-Sunday Sign-on-6 p.m.	277	5,597,400	7,380	179,263,700	142,065,300	+26.2
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,740,200	2,266	85,684,400	66,015,400	+29.8
Sunday 6 p.m.-7:30 p.m.	25	1,197,600	491	25,396,800	21,177,000	+19.9
Monday-Sunday 7:30 p.m.-11 p.m.	414	34,345,700	9,384	780,617,000	630,296,100	+23.8
Monday-Sunday 11 p.m.-Sign-off	195	4,685,800	4,541	101,121,900	84,339,100	+19.9
Total	2,180	\$66,108,800	49,410	\$1,525,960,600	\$1,232,438,500	+23.8

BAR reports television-network sales as of June 12

ABC \$532,316,200 (33.5%) □ CBS \$531,397,700 (33.5%) □ NBC \$522,886,600 (33.0%)

Day parts	Total minutes week ended June 12	Total dollars week ended June 12	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.	155	\$ 1,124,400	3,481	\$ 21,989,700	\$ 16,673,700	+31.9
Monday-Friday 10 a.m.-6 p.m.	996	13,943,400	23,021	346,954,900	283,694,800	+22.3
Saturday-Sunday Sign-on-6 p.m.	269	5,209,100	7,649	184,472,800	145,606,700	+26.7
Monday-Saturday 6 p.m.-7:30 p.m.	102	3,617,900	2,369	89,302,300	68,731,000	+29.9
Sunday 6 p.m.-7:30 p.m.	19	847,000	510	26,243,800	21,855,700	+20.1
Monday-Sunday 7:30 p.m.-11 p.m.	416	31,681,700	9,803	812,298,700	656,759,900	+23.7
Monday-Sunday 11 p.m.-Sign-off	193	4,216,400	4,734	105,338,300	88,771,100	+18.7
Total	2,150	\$60,639,900	51,567	\$1,586,600,500	\$1,282,092,500	+23.8

Source: Broadcast Advertisers Reports

Monday Memo[®]

A broadcast advertising commentary from Curtis L. Gorrell, account executive, McDonald Davis & Associates, Milwaukee

Investment broker stakes its territory with TV

"Look into Loewi: You want to make money, we want to help."

The message from Loewi & Co. is simple and direct. It is carried to the public through one of the most comprehensive advertising campaigns ever undertaken in the U.S. securities industry—a broadcast marketing program that has received significant national attention as a case study for the investment world.

Loewi & Co. is a Milwaukee-based investment firm established in 1928. One of the largest regional investment firms in the country, Loewi operates more Midwestern offices (spanning Illinois, Iowa, Nebraska and Wisconsin) than any other brokerage house.

When the national economy registered an upswing in 1975, Loewi contracted McDonald Davis & Associates for help in tailoring a new marketing communications program. Our research study of the marketplace, investor profiles and consumer profiles revealed important changes in the attitudes of investors and prospective investors. People were skeptical and concerned, still uncertain about the economy and calling for direct, credible communications rather than overgeneralized or investment-jargon messages.

We felt the timing was right to reach consumers through a marketing program charting new directions, with an opportunity to carve out a distinct and unique position for Loewi in the investment industry.

The direction was investor education. The approach adopted was television.

The decision was made to develop informative and useful commercials that the individual investor could understand and apply. This was accomplished with the creation of 37 separate 30-second television spots.

Twelve scripts were written to cover general information about investing, such as how to set investment objectives, or how to approach and talk with a broker. These general messages also carry information about Loewi & Co.'s background and corporate philosophy.

Twenty-five spots were designed to provide specific information on all Loewi & Co. product lines, ranging from options to annuities. For example, five different commercials explain what bonds are, the various types available and the profiles of people who buy them. Similarly, five different commercials examine common stock, explaining to viewers the conservative and speculative aspects, how to research and study the stocks and set objectives. Using this same informative format,



Curtis L. Gorrell, 26, has been with Milwaukee-based McDonald Davis for three years and currently serves as account executive for Loewi, Weight Watchers of Wisconsin and the Wisconsin State Fair. Prior to joining the agency, he served as financial coordinator for the U.S. Senate campaign of John C. Culver (Iowa).

five separate spots explore options; there are five spots on annuities and five on commodities. Viewed in series, the entire set of 37 television messages offer a complete minicourse in the principles of investing.

Commercial production was done at WTMJ-TV Milwaukee, in a special set built as an exact replica of a Loewi broker's office. Since the campaign was designed to be personal and direct, professional camera talent was passed over in favor of a company representative. Loewi's vice president of marketing, Thomas L. Nolan Jr., was chosen, and a subsequent study showed high marks for having a professional broker deliver the messages. This straightforward approach was even carried to the extent of producing a special commercial where Mr. Nolan explains "why we advertise," touring viewers through our studio stage and set.

Campaign implementation was based on a strategy of accumulative effect. McDonald Davis developed a schedule using one TV station per ADI, running on a total of 14 stations to cover the Loewi markets. In order to present the complete spot series to established viewing audiences, eight-week segments were developed for stripping. Every eight weeks the schedule calls for movement of the strip to a new programming audience. For example,

at WTMJ-TV, Loewi runs eight weeks on the *Today Show*, then shifts into the local evening news for the next eight weeks, then shifts again. Ten to 15 spots are aired each week, and the campaign continues on an ongoing, year-round basis.

The campaign was launched early in 1976 and by the close of the year results could be judged. Compared to 1975, Loewi's gross revenues nearly doubled. New accounts at Loewi were up 27%, with an increase of approximately 20,000 new customers. There were also gains in specific product categories, such as annuities, where volume business increased 300%.

It is impossible to attribute Loewi's impressive growth directly to the advertising effort. Market conditions and a strong Loewi sales force contributed heavily, but there is also no doubt the campaign has been a key factor. And Loewi & Co. is strengthening its commitment to the program, adding new commercials to the existing flights, with a total of almost 50 spots now being broadcast.

While the initial 37-spot minicourse in investor education was geared to building consumer awareness, recently produced television spots are oriented to consumer action. The early commercials convey who Loewi is and what Loewi does; the new commercials tell where to find and how to consult with the company. Loewi President Gilbert H. Schubert is featured as talent in the new commercials (including six new 10-second messages), with his appearance intended to underline the firm's commitment to provide the best possible service to potential new customers.

With this review of facts, figures, concepts and approaches, one critical element to the success of the program has not yet been mentioned. In our opinion it is the most important element: courage. The directors of Loewi & Co. had the courage to authorize McDonald Davis's design and implementation of a major campaign without precedent. One which promised no immediate results. And Loewi held to that decision through many long months, waiting to see if the accumulative effect would measure out. It is a rare client that will place that kind of trust, take that kind of risk.

The success of this campaign grew from a real commitment to experiment, a search to find new ways and creative means to tap the power of broadcast communication. While the program has been termed a new example for television application, the best message it shares is encouragement to all those who search and risk, experimenting with broadcast communication in all forms. It is an example that proves you don't need examples.

This week

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

June 27—*Federal Communications Bar Association* luncheon address by FCC Chairman Richard E. Wiley. Army-Navy Club, 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—FCC's deadline for reply comments on petition by Motion Picture Association of America and seven major program producers for declaratory ruling in commission's inquiry into television network practices. FCC, Washington.

July 1-4—Radio seminar. "Another Perspective:

Alternatives in Radio Journalism," sponsored by *WYSO(FM)* Dayton, Ohio. Antioch College, Yellow Springs, Ohio.

July 3—Awards banquet for 1977 winners in National Press Photographers Association TV competition. *Eastman-Kodak Co.* will be host. Vail, Colo.

July 6—Open meeting of *National Association of Educational Broadcasters* board of directors. Brookings Institute building, Washington.

July 6-8—Hearings before the *Copyright Office of the Library of Congress* on whether there should be copyright protection for record performers and manufacturers. Room 910, Crystal Mall building No. 2, Arlington, Va.

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 12-15—*National Association of Business and Educational Radio* annual meeting, Lake Lanier, Ga.

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 16-19**—*Television Programing Conference*. Hilton Inn, Shreveport, La. Information: Tay Vove, WTVJ(TV) Miami.

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

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

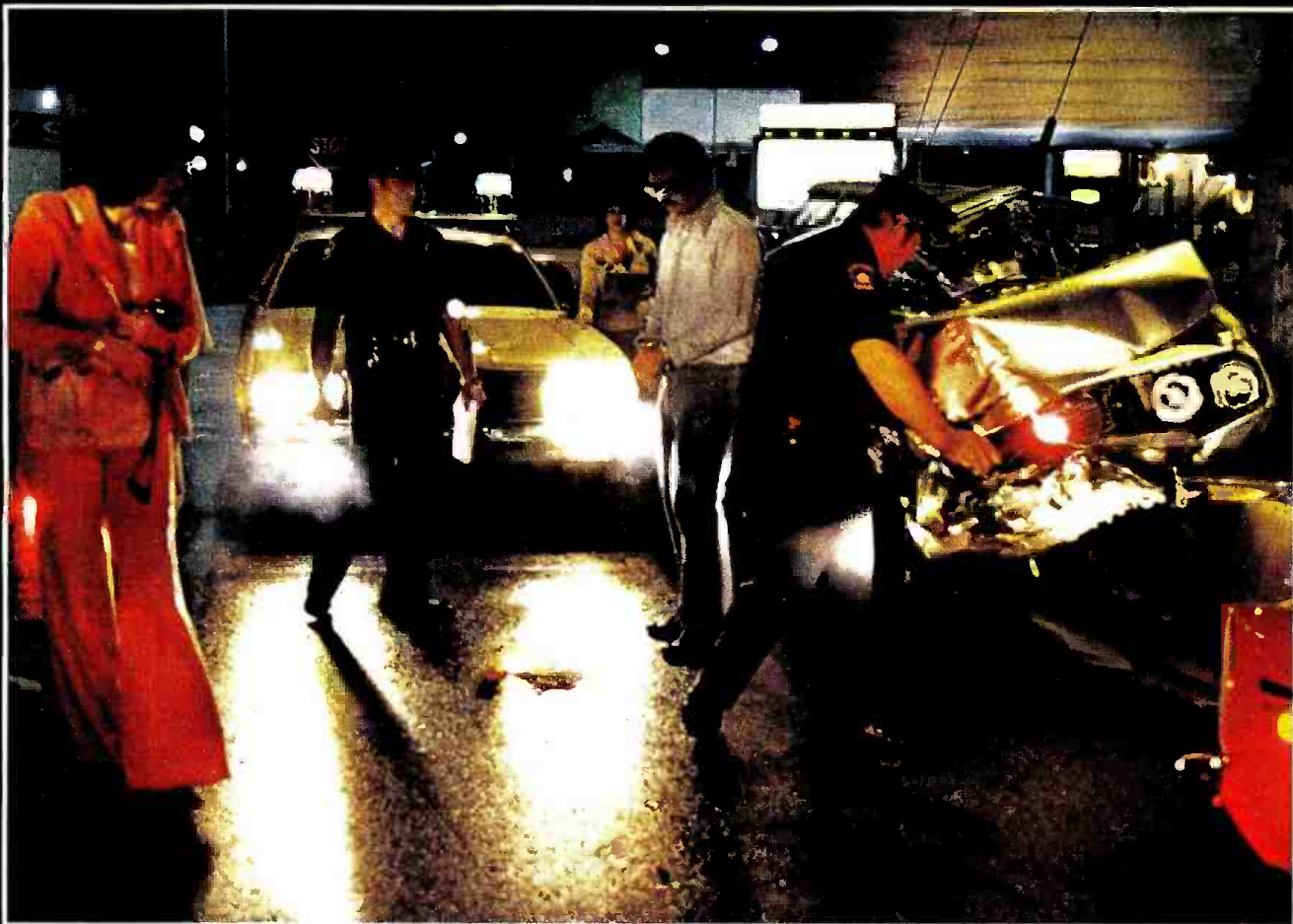
July 20—Sales seminar on radio and newspaper, sponsored by the *National Radio Broadcasters Association*. O'Hare Hilton, Chicago.

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

PAUL KAGAN ASSOCIATES INC.
100 MERRICK ROAD
ROCKVILLE CENTRE, N.Y. 11570
(516) 764-5516

appraisals

FAIR MARKET
VALUATION
OF RADIO AND
TV STATIONS
AND CABLE TV
SYSTEMS



A NEW HIGH-SPEED FILM FOR "AVAILABLE DARKNESS"

When the story's there, but the available light isn't so available, load up with new Eastman Ektachrome video news film high speed 7250 (tungsten).

You can shoot where special lighting would be unwelcome or impossible, because you'll have 7250's high speed (EI 400 tungsten) working for you. What's more, you can push development two stops to EI 1600 tungsten with remarkably little increase in grain. Now you can afford to stop down and cover scenes and people with a depth of field and sharpness you may never have thought possible.

This 7250 film is complementary to 7240, and uses the same Process VNF-1 equipment and procedures.

There was a time when "no lights" meant no story. Now it just means you load your camera with this remarkable new film. Get the story in "available darkness."

For a brochure or a call from one of our sales and engineering representatives, please write: Eastman Kodak Company, Dept. 640, Rochester, New York 14650.

FILM IS GOOD NEWS.



Major meetings

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. 16-19**—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

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

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

Nov. 16-20—National convention of *The Society*

of *Professional Journalists*. Sigma Delta Chi. Renaissance Center, Detroit, Birmingham, Ala., will be site of 1978 convention.

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

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

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

■ **April 21-26, 1978**—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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.

■ **June 17-20, 1978**—Broadcast Promotion Association 23d annual seminar. Radisson Downtown, Minneapolis; 1979 convention will be June 6-10, Nashville.

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

■ **July 22**—FCC's new deadline for replies in network inquiry (Docket 21049). FCC, Washington.

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

July 26-28—Hearings before the Copyright Office of the Library of Congress on whether there should be copyright protection for record performers and manufacturers. Monaco suite, Beverly Hilton hotel, Beverly Hills, Calif.

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 Picture 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, American 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. 17-19—*Arkansas Broadcasters Association* summer convention. Speakers will include Harry Boyle, chairman, Canadian Radio-Television Commission; Julie Hoover, ABC-TV director of standards, and FCC Commissioner Benjamin Hooks. Indian Rock Resort, Fairfield Bay.

Aug. 18-21—*National Federation of Community Broadcasters* national conference. Augsburg College campus, Minneapolis.

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, PO. 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. 11-14—*National Association of Broadcasters* seminar on "Managing the Nonunion Station." Wake Forest University, Winston-Salem, N.C.

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. 16-18**—*Maine Association of Broadcasters* annual convention. Samoset-by-the-Sea, Rockland, Me.

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* convention. Hyatt Lake Tahoe, Incline Village.

Sept. 26-Oct. 1—"Teletronica '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.

■ **Sept. 30-Oct. 1**—Fourth annual Advertising Conference of Wisconsin, sponsored by *University of Wisconsin Extension*. Wisconsin Center, Madison.

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.

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. 5-9—*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.



HAPPY TRAILS—Neil Sedaka celebrates 25 years(!) as a singer-composer by cohosting a week featuring such guests as the King of the Cowboys, Roy Rogers. Appropriately, Neil's new hit is "Amarillo," one of many numbers he does on the show. Among other performers: Neil's 14-year-old daughter Dara who made her national singing debut on the show last year.

BAND SINGERS' REUNION

—Once a band vocalist himself, Mike gets together this summer with Liza Minnelli, who portrays one in "New York New York." The band they sing with: Woody Herman's. Liza and Mike recall her other visits to the show as cohost and guest, going back to '65.



FRAMPTON COMES ALIVE—Peter Frampton, who plays to concert crowds of 100,000 and whose record-breaking album "Frampton Comes Alive" has sold over 13,000,000 copies, performs this summer on "The Mike Douglas Show." It's Superstar Frampton's second appearance on the show that attracts so many of the top contemporary performers. As Billboard noted: "Among the most sought-after TV venues for music acts are NBC's 'Saturday Night Live' and Group W's 'Mike Douglas Show.'"



HAPPY COHOSTS—Richard Thomas, dropping out of "The Waltons," drops by to cohost a week and let viewers in on future plans. And so does Tony Randall, switching networks but as suave, knowledgeable, witty and opinionated as ever.



HAPPY FACES—Mike's welcoming a wide variety of stars and personalities currently—including Liv Ullmann, Elliott Gould, Julie Nixon Eisenhower, Redd Foxx, Sean Connery, many more.

MIKE



MIKE & HIS 'BUDDY'—Before "Family" begins a new season, Kristy McNichol becomes one of Mike's youngest, and most talented, cohosts. She skates, rides a mini-bike, sings, dances and greets such Idols as Evel Knievel. In addition to her week, she's

on Mike's special show saluting Super Teens along with Andrea ("Annie") McArdle, Stephanie ("The Wiz") Mills and author Alexandra Shedy who wrote her first novel at 12.



HAPPY DAYS—Ron Howard's cohosting results in five very "happy days" on "The Mike Douglas Show." Part of the fun: meeting both of his families—TV and real-life.



MAKES YOUR DAY!



HAPPY PARTY—Burt Reynolds hosts a gala star-studded party marking the opening of his restaurant in Atlanta and "The Mike Douglas Show" is on hand to capture the excitement. Tammy Wynette joins Burt for the festivities.

What a lineup of summertime attractions now on "The Mike Douglas Show"! With the brightest stars, the freshest faces, the most interesting people and the most fascinating places—Mike makes the day for viewers and stations. Day in, day out, year in, year out.

GROUP W PRODUCTIONS

WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE NEW YORK 10016

The men who make CETEC Jampro's new CP-TV antenna are really worth listening to.

Dr. Ray DuHamel invented the Jampro CP-TV antenna. Jim Olver makes it. They're a broadcaster's combo. ☐ What they've come up with is the first patented omni-directional circular polarized TV broadcast antenna. ☐ The result? Our CP-TV lets you double your radiated power by adding vertical polarization. Millions of viewers with inferior antennas are going to love your stronger signal — plus the minimal ghosting. ☐ Briefly — our features: Design flexibility? The number of spiral arms and pitch angles are chosen to give circularity of ± 0.5 dB and axial ratios less than 2.0 dB. ☐ For example, channels 2-6 have 6 arms . . . channels 7-13 have 9 arms, and so on. ☐ Pitch angle is varied along the height of the spiral to provide elevation patterns. ☐ Our traveling wave type antenna assures broadband operation with low, low VSWR. ☐ There's a lot more we could say. But why not contact CETEC Jampro President Peter Onnigian for more info., at 916/383-1177. ☐ Wouldn't you as a 'professional broadcaster', prefer to talk to a 'broadcast professional'? . . . about the good group of products from Sparta, Schafer and Jampro? ☐ We're ready to listen to you.

 **Cetec Broadcast Group**
The Broadcast Divisions of Cetec Corporation
75 Castilian Drive Goleta, California 93017
Telephone: (805) 968-1561

Jim Olver
V.P. Production

Dr. Ray DuHamel
Consultant to CETEC Jampro

KLOC-TV, CH 19, Modesto, California
FCC Tested, May 1975

Robert Higgins

EDITOR: Your brief biographical sketch of the late Robert J. Higgins in the June 20 issue was a nice tribute.

In addition to his responsibilities at Broadcast Music Inc., Bob gave most generously of his many talents as steward to broadcast industry organizations. He not only served as treasurer to the Broadcast Pioneers, he was the exchequer for the Broadcasters Foundation, he was an officer of the Bedside Network of the Veterans Hospital Radio and TV Guild and he was treasurer and investment officer of the Broadcast Pioneers Educational Fund (which endows and operates the Broadcast Pioneers Library). These were just one part of his numerous volunteer activities for the community.

Bob did not take these duties lightly. He gave of himself with long hours of work and was present and active at innumerable board meetings.

There will never be another person so willing to extend himself for the benefit of others.—*Joseph E. Baudino, president, Broadcast Pioneers Educational Fund, Washington.*

Who's in charge?

EDITOR: In the latest FCC application form 303 for renewal of the licenses for commercial television stations, section V consists of nine pages of instructions and questions for renewal applicants, plus a four-page form 395 (in most cases) when the station has a staff under 50 persons and even more information when the staff numbers 50 or over, all dealing with equal employment-opportunity matters. We have no objection to the FCC policy of keeping up with the EEO practices in renewal applications. Nevertheless, we wonder whether the FCC has become the primary arm of EEO enforcement in broadcasting rather than the Equal Employment Opportunity Commission itself.

Should EEO practices in television be singled out over all other performance as a criterion of renewal?—*Roy Morris, general manager, WCCB-TV Charlotte, N.C.*

Missing person

EDITOR: Despite the urgings of Hispanic groups and community leaders throughout the country, not once have I caught in a BROADCASTING item any mention of a possible Hispanic nominee to fill one of the two vacancies that are coming up at the FCC.

This is not a criticism of BROADCASTING, but it does seem to say something about

the considerations of the Carter administration for the 12-million Spanish-speaking Americans in this country.

We have a woman commissioner and a black commissioner; it's time the second largest ethnic group in the country has representation at the commission level.—*Rene Anselmo, president, Spanish International Network, New York.*

The good with the bad

EDITOR: Your June 6 article, "NEA Questions Broadcasters' Responsibility," was accurate in content, but focused on only one aspect of our FCC statement. In the beginning of her presentation to the commission, Susan Lowell, NEA director of communications, listed examples of successful projects through which our organization works effectively with the broadcasting community for the public good. The purpose of our appearance before the FCC en banc was to share both positive and negative experiences which could provide constructive suggestions regarding broadcast access by the public.—*Karen Klass, communications specialist, National Education Association, Washington.*

[The most conspicuous "positive" example in Ms. Lowell's statement—that involving WMAL-AM-TV Washington—was reported in the June 6 story. And while BROADCASTING does not debate the constructive intent of her testimony, fully five of its eight pages—and most of its impact—contributed to the impression of imperfections in the citizen-broadcaster relationship.]

Breakthrough

EDITOR: Your "In Brief" section for June 20 carried an item on WAGA-TV's news topping WSB-TV's for the first time in Atlanta television history. The story, quoting the *Atlanta Constitution*, also says that KDKA-TV Pittsburgh and WBTB-TV Charlotte, N.C., are the only major-market stations to have been number one in news since they signed on.

As sales representative for WTAE-TV Pittsburgh, I must call to your attention the fact that KDKA-TV's record is not unblemished. In the January 1977 Arbitron, WTAE-TV topped KDKA-TV in seven-day late-news ratings, 25-22. It was first again in February.—*James Beloyianis, sales manager—white team, Katz American Television, New York.*

Sauter's 'Profile'

EDITOR: A note to express my appreciation for the "Profile" [May 23]. As in the other articles you have done with which I am familiar, the approach was fair and the quotes accurate.—*Van Gordon Sauter, vice president, program practices, CBS-TV, New York.*

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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932, *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

Top of the Week

High noon for NAB on sex and violence

TV board-TV code board battle main feature of meetings in Williamsburg this week

Board members of the National Association of Broadcasters were heading for Williamsburg, Va., over the weekend and what was shaping up as an internal struggle over the issue of television sex and violence.

The issue before the board, which meets for four days in the colonial capital, involves not only NAB's public position on TV sex and violence, but a dispute about just who in the association is calling the shots for the TV code.

On one side is the TV board, which voted in Maui, Hawaii, last January to revise the TV code with "strengthened advisory program guidelines within the limits of its authority." On the other is the TV code board, which has firmly dissented to that vote and has told the TV board that stronger guidelines on sex and violence are unworkable.

As of the end of last week, there was a stand-off between the two groups, even after a meeting in Texas between the TV code board chairman, Robert Rich of KBJR-TV Duluth, Minn., and the TV board chairman, Robert Gordon of WCPO-TV Cincinnati, who leads a faction of the TV board that feels strongly that the code should be amended and that the TV board's Maui resolution should not be shunted aside.

Mr. Gordon presented Mr. Rich with a resolution calling on the TV board "to take positive, visible, affirmative steps to see that the spirit and letter of the code is adhered to in all matters," and, among other steps, directs the code board to write "language that specifically prohibits material generally perceived as obscene, profane or indecent."

The consensus developing among members of the TV code board, who received copies of the Gordon proposal from Mr. Rich late last week, was that the resolution is unacceptable because it is too explicit. "It won't fly," said one board member.

Mr. Gordon's resolution asserts that TV programming material must reflect "an absolute awareness" that TV is fundamen-

tally a family medium. It commends the TV code board for its efforts to date in curbing violence on TV, but demands that the code board now move against sex on television.

Aside from writing specifics on obscenity, profanity and indecency, the code board is also directed in the Gordon resolution "to reassert in more specific terms the broadcasters' recognition of television as a family medium," and "to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life."

How the Gordon proposal will be confronted this week "is a hard thing to forecast," Mr. Rich said last week. He planned to attend the board meeting personally, perhaps with some or all of his code board members, but he said Thursday he had not yet figured out what his strategy will be.

The expectation is that Mr. Rich will urge adoption of a softer resolution that he and other code board members drafted to be issued as a joint statement of the TV board and TV code board. It acknowledges sensitivities among viewers about sex and violence on TV and urges the TV code board to continue dialogues with the networks, TV producers, viewers and critics.

Another proposal on the table is that of A. James Ebel of KOLN-TV Lincoln, Neb., to restore strong language about sex and violence taken from the code's preamble of several years back.

The size of the dilemma facing NAB this week is defined by the extremes. Mur-

murings have been heard from at least one network that stronger NAB clamps on sex and violence in the code would be intolerable. But board members are also sensitive to citizen groups on the other extreme. Said one broadcaster, "We don't want Nick Johnson to say it's a cop-out."

Nevertheless board members and staff alike are confident some sort of accord will be found and that the NAB board will emerge this week with a position to represent the entire industry.

(It is certain, at any rate, that the result will not be any kind of sequel to family viewing, the 1975 TV code provision whose defeat in Los Angeles district court last fall was a major impetus for the renewed controversy over the TV code position. NAB, disturbed by the implication it read in the decision by Judge Warren Ferguson that any enforced code may go against the First Amendment, is appealing the decision along with the networks and the FCC.)

■ Among other issues on the board's agenda for Williamsburg is a proposal for NAB to support passage in Congress of radio-only license renewal legislation. The feeling of some on the joint board and NAB staff is that Congress would be more ready to consider legislation that excludes TV—or at least medium and major-market TV—than it would a renewal bill that seeks relief for both radio and TV.

One indication of the board's feeling on that came last week from Arnold Lerner, a newly elected board member from

Crack in NAB facade on Van Deerlin review

Radio board member O'Shaughnessy says 'rhetoric and posturing' haven't worked; Thurston upset, two will confer at Williamsburg

A radio director of the National Association of Broadcasters called his association's posture regarding Congress's review of the Communications Act "naive and unwise, if not dangerous" in a speech last week and in doing so provoked the wrath of the man in line for the NAB chairmanship.

William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., a member of NAB's radio board, told a Wyoming Broadcasters Association audience last Friday (June 24) that NAB's heated exchanges with House Communications Subcommittee Counsel Harry M. (Chip) Shooshan over the latter's proposed options for revamping the Communications Act (BROADCASTING, June 13) are examples of a kind of "parochial and partisan

rhetoric and posturing" that only give broadcasting's critics more to criticize about the industry. "The Nick Johnsons and Richard Ottingers and Al Kramers and Everett Parkers are not to be wooed and won or persuaded to our cause by pointless self-serving, parochial and selfish rhetoric," he said. "It hasn't worked. We need to try something else."

The remarks irritated NAB radio board Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., who said Mr. O'Shaughnessy "should be called on the carpet" for departing from the NAB's position while representing the association at a state meeting. Mr. Thurston, who is unopposed as chairman of the NAB joint board in elections at the board's meeting this week in Williamsburg, Va., said, "I just don't understand this. We can't go off in 17 different directions on 17 different policy issues."

Mr. Thurston was also critical of a proposal Mr. O'Shaughnessy outlined in the

WLLH(AM)-WSSH(FM) Lowell, Mass., who said an informal poll he conducted among board members running for board office shows most think radio renewal legislation can and should be sought. That is despite statements by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) that his subcommittee will not consider such legislation apart from the over-all review of the Communications Act.

Another board member noted last week, however, that the NAB already passed a resolution supporting radio-only renewal legislation at its January 1976 board meeting.

■ The Communications Act review is also expected to receive extensive treatment by the board this week. In a departure from the standard practice of confining participation in the board meetings to the board members and staff, NAB has invited Mr. Van Deerlin and the ranking Republican on the same subcommittee, Lou Frey (R-Fla.), to address the board. Mr. Van Deerlin is scheduled to appear Monday, Mr. Frey Friday.

■ Aside from license renewal, the radio board has a meaty agenda of code issues. The chief one involves another dispute between board and code board: The latter has twice rejected a radio board proposal to ask the FCC to exempt network spot announcements—for which radio stations are not compensated—from the commission's commercial time standards. The NAB staff was to discuss the proposal with FCC Chairman Richard Wiley to get his and his staff's views last week to take to the board meeting this week.

As with the TV violence issue, the radio board will seek a compromise with the code board, radio board Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., said last week.

■ The board will also leave Williamsburg with a new set of officers next week. Mr. Thurston is unopposed for

Editors' note. A strike called by pressmen in Washington for last Friday morning (June 24) caused BROADCASTING to advance its deadlines slightly. The adjustment was made to protect on-time delivery at minimum loss of news.

joint board chairman. The same is true for Kathryn Broman of Springfield TV Broadcasting, Springfield, Mass., who is running for TV chairman. But there's a glut of candidates for the other spots, and none last week was prepared to announce his withdrawal from any race before getting to Williamsburg.

There is a two-way race for radio chairman between Len Hensel of WSM(AM) Nashville and Bill O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., with Mr. Hensel the favorite. Mr. O'Shaughnessy said last week that Mr. Hensel "has got me outgunned" and that if that is the case, he would like to join the race for vice chairman, where there are already five announced candidates: David Scribner of Doubleday Broadcasting, Dallas; Bill Sims of Wycom Corp., Laramie, Wyo.; Paul Reid of WBHB(AM) Fitzgerald, Ga.; Jerry Lee of WDVR(FM) Philadelphia, and Robert McKune of KTTR(AM)-KZNN(FM) Rolla, Mo.

The three-way race for TV vice chairman includes Thomas Bolger of WMTV(TV) Madison, Wis.; Robert McConnell of WISH-TV Indianapolis, and Bill Bengtson, of KOAM-TV Pittsburg, Kan. Mr. Bengtson, however, called himself a "poor third" in that race last week.

■ The board will conclude its business Thursday in Williamsburg, but Mr. Thurston said he will appoint and convene a new convention committee Friday to begin discussion about future association conventions (next year's is April 9-12 in Las Vegas).

NBC-TV winds up with the most kings-of-the-hill in May Arbitrons

Network tabulations show its affiliates were number one in 53 of the top-100 markets; deposed ABC says winner's unusual amount of original programing created imbalance

In a dramatic turnaround, NBC-TV affiliates took first place in the prime-time ratings in 53 of the top-100 markets in Arbitron Television's May sweep measurements. ABC-TV affiliates' first-place positions dropped to 20 markets and CBS-TV affiliates' climbed to 34.

These figures, which included seven first-place ties, emerged last week in NBC tabulations of the Arbitron results. Compared with the May 1976 results, they represented a gain of 22 markets for NBC outlets, a gain of six for CBS affiliates and a drop of 25 for ABC stations.

Compared with the outcome of this year's February-March Arbitron sweeps, they represent an even more stunning reversal, reflecting an increase of 42 first-place markets for NBC and a loss of 55 for ABC, while CBS was gaining 17.

In terms of households, according to NBC's calculations, NBC-TV affiliates reached 10,410,000 homes, or 1% more than in May 1976, while ABC affiliates reached 9,860,000, a drop of 10%, and CBS affiliates reached 9,720,000, a loss of 3%.

Researchers at ABC, whose affiliates had been dominating the sweeps since February-March 1976, sought to take the sting out of the May setback with an analysis claiming that, during the sweep period, "at a time of year when re-runs are the rule rather than the exception, a full 70% of NBC's schedule consisted of original programing," as compared with 49% of ABC's schedule and 36% of CBS's. During 29 nights that were in both the Arbitron and Nielsen sweep periods, ABC researchers continued, NBC ran 24 movies—16 more than ABC, 13 more than CBS. And many of the movies, they contended, were of a quality normally reserved for fourth-quarter introductions of the new season.

NBC researchers, who presumably did not expect their affiliates to be bothered by these arguments, reported that their affiliates took second place in 29 markets and third place in 18, as against 29 second places for NBC and 49 third places. CBS, they said, was second in 40 and third in 25. (The counts included five second-place ties.)

On page 22 are the network-affiliate rankings for the top-100 markets as tabulated by NBC. The numbers represent prime-time averages in thousands of households (add 000). Plus or minus per-

Wyoming speech for hiring an expert in cable television to serve in-house at the NAB. Mr. Thurston said he thought NAB already had one in the person of Jim Popham, an NAB assistant general counsel.

Mr. Thurston said last Wednesday he had not yet spoken to Mr. O'Shaughnessy and had not yet received a copy of the speech, although he had heard about it in advance of its delivery Friday. He said he would speak to Mr. O'Shaughnessy at the board meeting this week.

Told of Mr. Thurston's feelings, Mr. O'Shaughnessy indicated it would not change his presentation. "I stand by every word of the speech. I just really don't care . . . I would not want to get into a shoot-out with Don because he's a very sincere, good fellow. But I think before the chairman of the radio board calls somebody out of line, he ought to read the whole speech."

Mr. O'Shaughnessy argued that "I don't know anybody who makes a better case for NAB than I do in that speech." He noted

that in it, he compliments many of NAB's staff executives by name and asserts that after the association was reorganized last year, the association is "now moving in a progressive and enlightened direction."

He said he does not intend to be a rebel, but feels compelled to dissent from NAB's hard-line policy against the House Communications Subcommittee's review of the Communications Act. "They [staff and members of the subcommittee] are in the castle walls. You can't ignore it," he said.

In his speech, Mr. O'Shaughnessy said, "the policy of benign neglect toward the rewrite of the Communications Act which is being advocated by some of our fellows and colleagues is naive and unwise, if not dangerous. We have a story to tell—to the Congress, to Mr. Van Deerlin . . . and to the courts."

Mr. O'Shaughnessy had intended to collect \$200 from NAB for his expenses in Wyoming last week under NAB's visiting board member speech program, but he said he would not put in for it "if it gets to be an issue" with Mr. Thurston.

centages represent changes since the May 1976 sweep. Prime-time hours were 8-11 p.m. NYT Monday through Saturday 7-11 p.m. Sunday. Boldface numbers indicate the top-rated affiliate in each market.

■ NBC-TV claimed last week to have been number one in the prime-time ratings over the past seven weeks and, in the season-to-date race, to have narrowed to three-tenths of a rating point the gap between its third-place position and CBS-TV in second.

Its average rating for the seven weeks for May 2 through June 19, NBC said, was

15.2, as compared with 14.8 for ABC and 14.4 for CBS. For the season to date, NBC showed ABC ahead at 20.1, CBS next at 17.8 and NBC third at 17.5.

ABC sources insisted they were not worried. Even for the seven-week period, they noted, they trailed NBC by less than half a rating point—even though ABC's rating for that period had been "depressed," they said, by Monday-night baseball, by at least five one-hour nighttime news specials that traditionally draw smaller audiences than entertainment, and by "weaker than usual" theatrical movies on Friday and

Sunday nights.

As for CBS, sources there said of NBC's implied threat to move into second place that, as one put it, "there's a fighting chance they could conceivably do it," on a September-to-September basis, but the CBS sources thought it doubtful. One source said that if NBC beats CBS by a rating point a week for the rest of the season, NBC and CBS will be tied for second place for the 12 months. But he said this seemed unlikely because, even since April, NBC has been leading CBS by an average of only seven-tenths of a point a week.

The May sweeps: Arbitron's latest reading on the TV universe

	ABC			CBS			NBC				ABC			CBS			NBC		
	Hh	%	Change	Hh	%	Change	Hh	%	Change		Hh	%	Change	Hh	%	Change	Hh	%	Change
1. New York	1178		+ 0.9	852		-14.6	1031		+ 9.0	53. Salt Lake City	76		-10.6	80		+25.0	67		—
2. Los Angeles	679		+ 4.0	475		- 0.2	879		+20.6	54. Greensboro-Winston									
3. Chicago	438		-19.2	359		-21.3	372		-10.4	Salem-High Point									
4. Philadelphia	453		- 0.2	342		+ 3.0	316		+ 4.6	N.C.	84		+ 2.4	74		+ 4.2	59		- 9.3
5. San Francisco	255		+ 4.5	233		+ 7.4	259		+12.6	55. Wichita-									
6. Boston	239		-25.5	290		+16.5	251		+ 0.8	Hutchinson, Kan.	65		+ 8.3	68		+11.4	65		+10.1
7. Detroit	295		- 8.4	249		- 3.5	295		+ 5.0	56. Tulsa, Okla.	78		+21.8	61		+ 1.6	54		+12.5
8. Washington	191		-17.3	189		+ 1.6	188		+11.9	57. Toledo, Ohio	67		+ 4.6	62		-17.4	80		+ 1.2
9. Cleveland	235		-25.0	200		- 5.2	240		+ 5.3	58. Shreveport, La.-									
10. Dallas-Fort Worth	183		-14.5	171		+ 5.6	173		+65.0	Texarkana, Tex.	75		+15.1	70		- 6.7	58		+ 3.5
11. Pittsburgh	202		-25.2	237		+ 4.4	146		- 8.7	59. Little Rock, Ark.	73		+10.6	52		—	81		+22.7
12. Houston	157		- 7.1	165		+26.0	174		+ 6.7	60. Richmond, Va.	53		+10.4	70		+ 4.4	44		-2.9
13. Minneapolis-St. Paul	124		-15.1	125		-16.1	142		+ 4.4	61. Knoxville, Tenn.	73		- 4.2	66		+ 3.1	81		+ 9.4
14. Miami	149		-10.2	171		+ 8.2	154		+20.3	62. Des Moines, Iowa	58		+20.8	59		+20.4	56		+16.6
15. St. Louis	131		-15.5	143		-18.3	155		- 6.1	63. Mobile, Ala.-									
16. Atlanta	126		-10.6	138		- 0.7	158		+ 1.9	Pensacola, Fla.	61		+ 8.9	63		+ 1.6	52		-16.1
17. Tampa-St. Petersburg,										64. Omaha	79		+21.5	55		- 8.4	63		+ 1.6
Fla.	88		+ 7.3	164		- 1.8	171		+25.7	65. Jacksonville, Fla.	39		—	69		- 9.3	59		+ 3.5
18. Seattle-Tacoma	129		-21.3	97		+11.5	152		+18.7	66. Rochester, N.Y.	62		+ 6.8	50		- 5.7	54		+ 3.8
19. Indianapolis	117		+ 0.8	109		- 6.8	126		-13.1	67. Green Bay Wis.	59		+22.9	64		+25.4	68		—
20. Baltimore	130		+24.3	117		+46.2	143		+11.7	68. Roanoke-Lynchburg,									
21. Milwaukee	96		-28.9	98		- 4.0	104		- 8.8	Va.	36		+ 9.0	63		+ 5.0	51		-17.8
22. Hartford-New Haven,										69. Fresno, Calif.	40		+ 2.5	44		+ 2.3	48		- 5.9
Conn.	63		-55.9	66		-45.9	29		-54.0	70. Springfield-Decatur, Ill.	49		+22.5	56		+24.4	56		+ 9.8
23. Denver	91		-22.9	96		+ 9.1	106		+ 9.3	71. Davenport, Iowa-									
24. Sacramento-Stockton,										Rock Island-Moline,									
Calif.	113		+ 3.7	97		+3.2	113		- 5.0	Ill.	54		+22.7	48		+ 4.3	54		- 5.3
25. Portland, Ore.	89		-13.6	118		+25.5	89		- 5.3	72. Cedar Rapids, Iowa	58		+17.8	52		+26.8	52		+28.8
26. Kansas City, Mo.	104		+14.0	109		- 2.7	95		-11.2	73. Paducah, Ky.-Cape									
27. Cincinnati	100		-17.4	108		- 5.3	105		- 6.2	Girardeau, Mo.-									
28. Buffalo, N.Y.	92		-24.6	97		-11.0	93		- 2.1	Harrisburg, Ill.	33		+17.8	63		+12.5	65		+25.0
29. San Diego	66		- 4.3	86		+24.6	92		+ 8.2	74. South Bend-Elkhart,									
30. Providence, R.I.	79		+27.4	84		-13.4	114		+ 4.6	Ind.	49		+13.9	49		+16.6	45		+ 4.6
31. Nashville	73		-18.0	107		- 5.3	100		-10.7	75. Chattanooga,	49		+11.3	43		+ 7.5	52		+ 4.0
32. Phoenix	85		+14.9	91		+19.7	77		-13.2	76. Johnstown-Altoona,									
33. Charlotte, N.C.	48		—	102		- 5.6	88		+15.8	Pa.	7		-22.3	59		+11.3	85		+ 7.5
34. Columbus, Ohio	97		-11.0	99		+10.8	92		—	77. Albuquerque, N.M.	53		- 1.9	34		- 8.2	45		+ 2.2
35. Memphis	80		-10.1	99		- 1.0	84		- 3.4	78. Spokane, Wash.	37		-17.8	46		+ 2.2	46		-13.3
36. Greenville-Spartan-										79. West Palm Beach, Fla.	34		- 5.6	6		+20.0	45		- 2.2
burg, S.C.-										80. Portland-Poland									
Asheville, N.C.	78		- 8.2	84		+ 7.7	97		- 6.1	Spring, Me.	50		+16.2	33		-10.9	48		—
37. Oklahoma City	72		-15.3	77		-13.2	98		+ 2.7	81. Springfield, Mo.	19		+ 5.5	41		—	57		- 3.4
38. New Orleans	67		-22.1	111		- 4.3	92		- 6.2	82. Lincoln-Kearney-									
39. Louisville	58		-12.1	74		- 3.9	77		-22.2	Hastings, Neb.	29		+11.5	52		+13.0	16		+23.0
40. Orlando-Daytona										83. Jackson, Miss.	27		+ 8.0	34		-21.0	61		+19.6
Beach, Fla.	85		- 4.5	75		+10.3	102		+24.4	84. Youngstown, Ohio	48		+ 6.6	45		- 6.5	42		-12.5
41. Grand Rapids-										85. Bristol-Kingsport-									
Kalamazoo, Mich.	49		-22.3	72		—	77		- 7.2	Johnson City,									
42. Albany-Schenectady-										Tenn.-Va.	24		—	41		—	51		+ 8.5
Troy, N.Y.	68		-17.1	78		- 4.9	87		- 8.4	86. Salinas-Monterey,									
43. San Antonio, Tex.	73		-15.1	87		+31.8	81		+ 3.8	Calif.	46		+15.0	18		+ 5.8	43		+ 2.3
44. Charleston-Hun-										87. Springfield, Mass.	63		+36.9	—		—	59		+11.3
tington,										88. Fort Wayne, Ind.	44		+77.7	36		+ 5.8	40		+29.0
W. Va.	67		+ 1.5	67		- 6.9	108		-10.0	89. Evansville, Ind.	56		+27.2	32		+ 3.2	31		+19.2
45. Harrisburg-York-										90. Lexington, Ky.	32		- 3.1	37		+ 5.7	41		+ 7.8
Lancaster-Lebanon,										91. Peoria, Ill.	42		+35.4	33		+10.0	37		+23.3
Pa.	56		+ 1.8	58		- 6.5	84		+ 1.2	92. Tucson, Ariz.	36		+12.5	26		-16.1	34		- 8.2
46. Dayton, Ohio	53		-11.7	86		- 4.4	73		-22.0	93. Fargo, N.D.	22		+22.2	32		+ 0.3	35		- 6.3
47. Raleigh-Durham, N.C.	75		-10.7	76		—	15		+25.0	94. Sioux Falls-									
48. Norfolk-Newport										Mitchell, S.D.	5		-58.4	59		+31.1	36		+ 9.3
News-Portsmouth-										95. Waco-Temple, Tex.	—		—	42		- 6.7	34		+70.0
Hampton Roads, Va.	76		- 9.5	79		+ 3.9	70		+20.7	96. Lansing, Mich.	—		—	57		+29.5	35		+16.6
49. Wilkes Barre-										97. Greenville-New Bern-									
Scranton, Pa.	77		-16.3	55		-11.3	79		- 3.7	Washington, N.C.	23		+ 4.5	43		+10.2	46		+39.3
50. Birmingham, Ala.	114		- 5.8	32		+ 6.6	74		-14.0	98. Columbia, S.C.	22		—	20		+ 5.2	55		+10.0
51. Syracuse, N.Y.	58		-10.8	65		- 5.8	89		+ 3.5	99. Burlington, Vt.-									
52. Flint-Saginaw-Bay										Plattsburg, N.Y.	12		- 7.7	43		+10.2	25		—
City, Mich.	78		-13.3	34		+13.3	80		+12.0	100. Austin, Tex.	32		+ 0.3	34		-12.9	22		- 4.4

In Brief

FCC has ordered **Oak Knoll Broadcasting Corp.** into **revocation hearing** in which it faces loss of its interim authority to operate **KRLA(AM)** (1110 khz) **Pasadena, Calif.** Oak Knoll has been operating station on interim basis since 1964, after commission refused to renew license of Eleven Ten Broadcasting Corp. and after nonprofit corporation promised to use 100% of profits to benefit education; at least 80% was to go to noncommercial KCET(TV) Los Angeles. Commission wants to delve into Oak Knoll's **handling and reporting of its finances**: Did officers, directors or others connected with Oak Knoll use its assets for personal use, and did Oak Knoll provide commission with inaccurate financial information? Commission investigation leading to order was said to have been touched off by "tip," and is believed to have involved member of Commissioner Robert E. Lee's staff, **Lawrence Webb**. He managed station until hired as Lee assistant two years ago. Mr. Webb went on administrative leave last Monday, **will resign today**. FCC vote was 6-0; Commissioner Lee did not participate.

National Association of Broadcasters and **ABC** added their voices last week to FCC's in requesting U.S. Supreme Court to review appeals court decision overturning commission's **pay cable rules**. For most part, they echo arguments made in commission's brief, saying opinion impairs commission's ability to preserve present advertiser-supported system of broadcasting and conflicts with opinions of other circuits and of Supreme Court bearing on commission's authority to adopt antisiphoning rules. They also say lower court used standard of review which deprives commission of discretion to plan in advance of predictable events. Lower court's **"demands for proof of harm,"** NAB said, **"would have restrained an attempt to move Mrs. O'Leary's lantern a safe distance from her cow."**

Senator Edward Kennedy (D-Mass.) told broadcasters last week that he thinks his Subcommittee on Health and Scientific Research will pass legislation to **ban advertising of saccharin products on radio and TV** (BROADCASTING, June 20). Senator supports 18-month suspension of ban on sale of saccharin imposed by Food and Drug Administration, but he said he wants to discourage use of chemical by any but those who need sugar substitutes. Counterpart on House side, **Representative Paul Rogers** (D-Fla.), has scheduled hearings before his Health Subcommittee today (Monday) on similar 18-month suspension bill, during which, he said, advertising restrictions will be discussed. House last week voted to prevent FDA from promulgating saccharin ban for next 15 months.

Rust Craft Greeting Card Inc., group station owner, disclosed it had received **\$46-million takeover inquiry** from unidentified source. Disclosure came after Rust Craft stock climbed 2-1/8 points on American Stock Exchange, reaching 14-7/8 before trading was halted. Potential buyer was said to have asked whether Louis, Jack and other members of Berkman family, who own about 44% of company's 2.3 million shares, would sell at \$20 each if "similar offers" were made to other shareholders. Berkman were not immediately available for comment but Rust Craft source said that "I don't think this inquiry is unusual. We've had them before." Rust Craft's six TV and 11 AM and FM stations accounted for 24% of company's \$88.-324,000 net sales and 109% of its \$3,333,000 net profits in fiscal year ended Feb. 27, offsetting 9% loss recorded by greeting cards and allied products divisions.

While FCC was drafting letter of protest (page 30), Senate Appropriations Committee last week adopted report **directing FCC to establish fee schedule**. On evidence of General Accounting Office, such effort is feasible, report says, but adds, "FCC shall not refund any fees until it has provided this committee with a proper fee schedule." Report accompanies bill Appropriations Committee passed allotting \$61.5 million to FCC ("In Brief," June 20).

In same report, Appropriations Committee recommends that Small Business Administration **repeal long-standing policy against loans to broadcast stations**. Federal funding of Corporation for Public Broadcasting is evidence that "the mere provision of federal

funds to aid in creating broadcast communications entities does not violate constitutional provisions," report says. It adds that ban has made it tough for minorities to start up broadcast stations, "thereby precluding them of suitable outlets for expressing their views." Authorship of report language can be traced to **Senator Ernest Hollings** (D-S.C.), chairman of Senate Communications Subcommittee and of appropriations subcommittee with jurisdiction for FCC and SBA.

Knight-Ridder Newspapers announced agreement to purchase 1,985,000 shares of **Poole Broadcasting Stations** for **\$49,625,-000** (\$25 per share). Knight Ridder recently sold 45% interest in Group One Broadcasting, now has no other broadcast interests ("Closed Circuit," May 2). Poole, principally owned by John B. Poole (65.5%), owns: **WJRT-TV** Flint, Mich. (CBS affiliate on channel 12); **WTEN(TV)** Albany, N.Y. (ABC, channel 10), and **WPRI-TV** Providence, R.I. (ABC, channel 12). Broker: R.C. Crisler & Co.

Jay Watson, vice president-general manager of Storer-owned **WJBK-TV** Detroit, has resigned to take over management of **KOLD-TV** Tucson, Ariz., owned by Evening News Association (**WWJ-AM-FM-TV** Detroit; **WALA-TV** Mobile, Ala.; **KVTY-TV** Oklahoma City). Veteran of more than decade with Storer, Mr. Watson had been vice president of radio division before returning to **WJBK-TV** top slot two years ago. Peter B. Storer, president of SBC, said separation was amicable and that successor in Detroit would be named in fortnight.

Sander Vanocur, former correspondent for NBC and Public Broadcasting Service now television editor of *Washington Post*, will return to TV news with ABC. **Roone Arledge**, president of ABC News and Sports, announced Mr. Vanocur will join ABC News in late July in new post of **vice president in charge of special reporting units**. He will be responsible for political reporting and for operation of new investigative reporting unit; Mr. Arledge said he will recruit **"the brightest, most talented, uncompromising, hard-nosed reporters available anywhere in the world."** Mr. Vanocur, who will be based in Washington, will appear occasionally on ABC News programs.

House Subcommittee on International Operations last week heard both sides of story on **spinning Voice of America off from USIA** as separate agency. American National Red Cross chairman and former CBS Inc. vice chairman, Frank Stanton, said: "Just as we would not put Jody Powell's spokesman function, Dillon Ripley's Smithsonian Institution and Harry Loomis's Corporation for Public Broadcasting under one head, we should not continue to lump in one agency ... foreign policy advocacy ... cultural communications and the Voice of America." Another advocate of independent VOA was **former VOA director Kenneth Giddens**, owners of **WKRQ-AM-FM-TV** Mobile, Ala., who also charged USIA mismanagement on various counts. Opposing viewpoint was offered by FCC Commissioner **Abbott Washburn** who said plans to "dismember" USIA would "destroy its usefulness."

There is more on networks' side of TV violence debate in revised draft of **violence report of House Communications Subcommittee** (BROADCASTING, May 23). New version circulated last week says "networks have clearly been sensitive to their critics" and pays tribute to broadcasting's "great contribution" to American life. It concludes nevertheless that networks and parents haven't yet brought problem of violence under control. Report isn't official without full subcommittee approval; Chairman **Lionel Van Deerlin** (D-Calif.) says he'll probably call meeting to discuss it before Congress's August recess.

FCC Commissioner **James Quello** last week said that, contrary to appearances, **he was not mistreated** at hearing in which House Investigations Subcommittee Chairman **John Moss** (D-Calif.) thwarted Mr. Quello's attempts to explain stock ownerships that were said to violate conflict of interest rules (BROADCASTING, May 30). He said Mr. Moss later offered him chance to testify, but he turned it down. He also said **he broke even** when he sold forbidden stocks.

FCC pumps out edicts on fairness, equal time, STV and personal attack

Affirmation of ruling involving candidate Gus Hall prompts Margita White to again urge legislation for blanket exemption

The FCC had one of its busiest meetings in several weeks last week. Among the items, the commission:

- Rejected NBC's appeal of a staff ruling that the network had violated the equal-time rule by not affording Peter Camejo, Socialist Workers Party candidate for President, time equal to that given Gus Hall, the Communist Party's candidate, on a *Tomorrow* program last fall. (NBC later gave the time, but appealed the staff ruling.) The commission affirmed the staff's ruling that *Tomorrow* did not qualify for an exemption from the rule as a bona fide news interview program. The commission's vote was unanimous, but Commissioner Margita White, in a concurring statement, said the case illustrates the need for the kind of legislation she recommended in April—an amendment to the equal-time law that would replace the specific categories of news exemptions with a general exemption for programing over which the licensee retains editorial control. Such an approach, she said, "would deliver the commission from the burden of delineating between the *Today* and *Tonight* shows and *Tonight* and *Tomorrow*."

- Fined Educational Broadcasting Corp., licensee of noncommercial WNCT(TV) Newark, N.J., \$1,000 for violating the personal-attack rule. The commission said the station had personally attacked a New York landlord in an episode of the station's *51st State* dealing with the problems of the elderly poor in the Times Square area, without giving him an opportunity to respond.

- Issued a notice of rulemaking aimed at deleting the rule limiting the availability of movies to pay television. An identical rule was among the regulations applying to pay cable that were overturned by the U.S. Court of Appeals in Washington, in March. The commission is appealing all aspects of that decision, except that dealing with the movie rule.

- Authorized WXON-TV Inc. to operate subscription television on its WXON-TV (ch. 20) Detroit. However, the commission said operating authority would not be granted until it had approved a modified STV system the station planned to use. WXON-TV Inc.'s STV application was the seventh the commission has granted.

- Rejected a petition to deny filed by the Indianapolis Black Media Coalition and renewed the licenses of WATL(AM),

WFMS(FM) and WXLW(AM), all Indianapolis. The commission deferred action on another station involved in the petition to deny—WSMJ(FM) Greenfield, Ind.—and directed the staff to develop further information on the station's employee-recruitment practices.

- Denied the request of Eugene S. Bivens III, of State College Park, Pa., for review of a staff action holding that WJAC-TV Johnstown, Pa., had not violated the fairness doctrine in connection with an editorial opposing amnesty for draft evaders. Mr. Bivens had said that he was denied an opportunity to respond to the editorial, but the staff said that Mr. Bivens had failed to show that the station had not presented contrasting views on the issue.

- Granted application of Big Valley Cablevision Inc., operator of cable television systems in San Joaquin county and Stockton, both California, for certification to add signals of two specialty stations in San Francisco—KVOF-TV and KDTV(TV)—to its service. The application for carriage of KDTV had been opposed by KLOC-TV Modesto, Calif. Like KDTV, it is a Spanish International Network affiliate. The commission said nonduplication protection would be available to KLOC-TV.

Roy H. Park: maximum owner, minimum profile

If FCC approves his latest station purchase, he'll own—and he'll be the only one to own—the allowable portfolio of stations; he's also big in newspapers, operates from Ithaca

Park Broadcasting Inc., the privately held group broadcaster and newspaper publisher with headquarters in Ithaca, N.Y., has agreed to purchase for \$340,000 its 21st broadcast station—WONO(FM) Syracuse, N.Y. If the FCC approves the sale, Park will become the only broadcast group holding a full complement of stations.

The seller is owned by Charles River Broadcasting Co., principally owned by Theodore Jones and Richard L. Kaye who also own WCRB(FM) Waltham, Mass., and are selling WHET(AM) Waltham (BROADCASTING, June 20). Chapman Associates was the broker in the WONO(FM) sale to Park. WONO is on 107.9 mhz with 10.6 kw and antenna 490 feet above average terrain.

The buyer is wholly owned by Roy H. Park, a 66-year-old entrepreneur who has kept one of the lowest profiles in broadcasting while running up the longest string of radio and television properties that federal regulation allows. He has done it all from his unlikely headquarters in the upstate college town of Ithaca, which was also the site from which he made his original fortune in foods packaged under the name, Duncan Hines.

"I wouldn't say moving didn't cross our



Park

minds," Mr. Park said last week, "but I'm only 45 minutes by air from New York." The availability of jet service to the outside world justifies his remaining where the living is easy. "I can be at my office in five minutes," he said.

Mr. Park arrived in Ithaca in 1941 when he acquired a cooperative farm advertising agency there—Agricultural Advertising and Research Inc. He gradually entered the food marketing business and eventually began Hines-Park Foods Inc. (Duncan Hines). He sold that company to Procter & Gamble in 1956 and began consulting for P&G.

It was during his association with P&G that he first "saw the tremendous power of television" and decided to get into broadcasting.

Mr. Park began that career in 1962 with the purchase of WNCT-AM-FM-TV Greenville, N.C., his home state. Two years later he acquired WDEF-AM-TV Chattanooga and built WDEF-FM there. Later that year, he purchased WJHL-TV Johnson City, Tenn. (See BROADCASTING "Profile," Feb. 3, 1964.)

Also in 1964, Mr. Park persuaded John B. Babcock to return to Ithaca (it was Mr. Babcock's father who first brought Mr. Park there) to head the company's broadcast operations. Since Mr. Babcock joined Park it has acquired WHEN(AM) Syracuse; WUTR(TV) Utica; WBMG(TV) Birmingham, Ala.; KRSI(AM)-KFMX(FM) St. Louis Park, Minn. (Minneapolis); KWJJ(AM)-KJIB(FM) Portland, Ore.; WNAX(AM) Yankton, S.D.; WTVR-AM-FM-TV Richmond and WSLS-TV Roanoke, both Virginia, and KEZK(FM) Seattle.

Four of Mr. Park's VHF stations and one UHF are CBS affiliates, and Mr. Park said that was, in part, because he has always enjoyed a "good relationship" with that network. Too, Mr. Park said that when he set out to buy a television station, "I wanted the first station in the market." He said that meant the oldest station as well as the highest rated. "CBS was always the winner," he said. WSLS-TV (ch. 10) Roanoke is with NBC, and WUTR (ch. 20) Utica is an ABC outlet.

Mr. Babcock said that the company has

always looked for stations in areas with "growth potential." And, according to Mr. Park, "The area I always wanted to be in was the Southeast." Mr. Park said that in the early sixties he looked at that region and felt it was where the industrial growth of the country would take place. "If you're going to take industry somewhere," he said, "you have to go where there's land." He has later dispersed his acquisitions.

Mr. Park entered the newspaper business in 1972 with the acquisition of the *Warner Robins (Ga.) Daily Sun*. The Park newspaper chain now includes: (in New York) the *Lockport Daily Union-Sun Journal* and *Tri-County News*, the *Ogdensburg Daily Journal* and *Sunday Advance News*, the *Messena Observer*, the *St. Lawrence Plaindealer*, the *Canton Rural News* and the *Potsdam Courier-Freeman*; (in Virginia) the *Manassas Daily Journal Messenger* and *Suburban Virginia Times*; (in Nebraska) the *Nebraska City Daily News-Press* and *The Tri-State Weekly*; (in Florida) the *Brookville Sun Journal* and weekly *Smart Shopper*; (in Indiana) the *Plymouth Daily Pilot-News* and three weeklies, the *Bremen Enquirer*, the *Nappanee Advance-News* and the *Farm and Home News*. Robert J. Rossi is the head of Park's newspaper division.

Mr. Park also owns an outdoor advertising firm in New York.

Mr. Park acknowledged that it is unusual for an operation as big as his to be privately held, and he said that "at one time" he considered going public. "When I got through weighing the pro's and con's," he added, "I decided that wouldn't be advantageous." He said that he has always maintained a good relationship with his bankers, and his company "has never had any need" to go to outside investors for capital. "At the moment," he said, "if you were going to sell stock to raise cash, you could do it a lot faster selling a station than you can selling shares."

Concerning his future plans for acquisitions,

Mr. Park said, "it wouldn't be very much to our advantage" to go into major markets. "I don't think we would know how to run a station in a top-10 market. We couldn't buy one anyway."

Mr. Babcock re-joined Mr. Park (he worked for him while attending Cornell University in the forties) after a 15-year stint with Avco Broadcasting (then Crosley) which he served as farm-news director at WLW(AM) Cincinnati and helped launch WLWI(TV) Indianapolis. In 1974 Mr. Babcock was appointed executive vice president of Park.

Commenting on the company's low profile and his own distaste for the limelight in a 1974 BROADCASTING "Profile," Mr. Babcock summed up Park Broadcasting's business philosophy. "I am a commercial operator of broadcast properties in mid-sized markets. I leave the great crusades to other people. I haven't wasted one single moment on the platform."

Carter proposals for public TV and radio are in early stages

Former citizen-group attorney Frank Lloyd toils as consultant to OTP on options for legislation; one of his prime aims is to insulate programing from government

To most broadcasters, Frank Lloyd is remembered as the former director of the Citizens Communications Center, the public-interest law firm that has represented hundreds of citizen groups in petitions to deny license renewals. But for the past five months, Mr. Lloyd has been holed up in an office at the Office of Telecommunications Policy, churning out papers designed to provide the material out of which Carter administration policy on public broadcasting will be fashioned. Most of the ideas, he says, are not new; they have been around about as long as the present public broadcasting act—10 years. But they contain the seeds of what could be major changes in the public broadcasting system.

As a former general counsel of the now-defunct National Public Affairs Center for Television, and as one who has observed, critically, the Nixon administration's treatment of public broadcasting, he stresses "insulation" of the system from government interference with programing as a primary goal. ("Heat shield" is another term he uses to describe the mechanism that would protect the integrity of public broadcasting's programing.)

But there are other goals. Service to far larger areas of the public is one. (Only some 50% of the population is within reach of an "acceptable" signal from a public television station, according to Mr. Lloyd.) Increased efficiency and economy of operation are another. (What is the

point of paying two people to do the same job, he asks. This is a reference to activities of the Corporation for Public Broadcasting and Public Broadcasting Service that are said to duplicate each other.) And accountability to the public is yet another. (Mr. Lloyd says public broadcasting should be asked to account for the manner in which the system "as a whole" has used federal funds to meet the goals set out for it when it was established 10 years ago, and to establish "benchmark goals by which" the public and Congress can measure its progress in the future.)

What's more, Mr. Lloyd talks favorably of a strong, national public affairs service. "We're not afraid of a public system that does aggressive journalism and will get an audience," Mr. Lloyd said last week. And he does not hide his bias: At NPACT, he said, "I defended a strong national public affairs program." President Nixon, he added, "wanted to destroy the integrity" of such a system.

Another point he stresses is that the White House is examining the question of whether public radio has been treated "as a stepchild of television and may in fact need a larger share" of public broadcasting funds. He said public radio appears to be "a very effective public service medium."

The basic review was to be expected, given the emergence of a new administration. But it has taken on some urgency in view of what is expected to be a battle in Congress this fall over a five-year authorization bill that public broadcasting is seeking and that would probably call for a total \$1 billion in matching funds. The White House has yet to decide whether to back a five-year or a two-year bill, though it appears that it will opt for the longer range funding. The dollar amount to be sought, however, has yet to be determined, in part because of tough questions the Office of Management and Budget is asking now, and that Congress can be expected to ask in the fall. The administration is attempting to reduce expenditures in other areas and hopes to balance the budget in fiscal year 1981, the first year in which the new—and substantially increased—public-broadcasting authorization bill would be effective. (The federal funding level would jump from \$160 to \$210 million, if public broadcasting's hopes were realized.) What's more, there is a feeling on the part of some White House aides that President Carter should take the lead in establishing public broadcasting policy. As a result, although the Carnegie Commission's decision to take another long-range look at public broadcasting was welcomed by the White House (BROADCASTING, June 20), there seems to be no inclination to await the results of the commission's study.

Some of the ideas Mr. Lloyd has committed to paper, mainly those dealing with structural reform, have already surfaced (BROADCASTING, June 20).

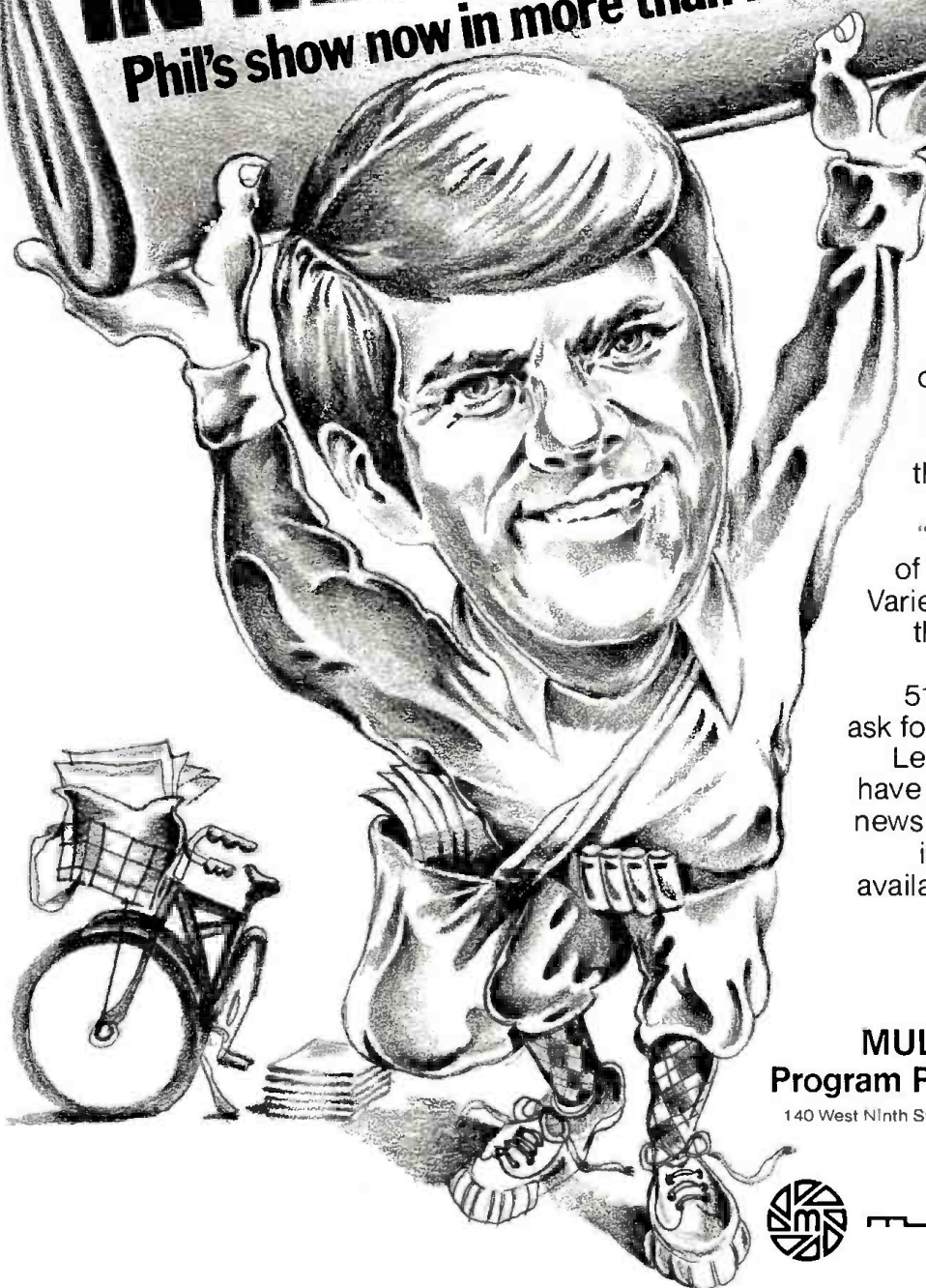
One calls for removal of CPB, Congress's chief instrument in public broadcasting, between PBS and National Public Radio. CPB would concentrate on long-

Full cup. Park Broadcasting Inc.'s acquisition of its 21st station is an accomplishment unrivaled in broadcasting. CBS came close for a short period in 1958 when it owned 20 stations (seven AM's, six FM's and seven TV's). FCC records are incomplete on the subject of multiple ownership, but sources there have been unable to find another group owner with a full complement. Those closest: at 19, Capcities (seven AM's, six FM's and six TV's); CBS (seven AM's, seven FM's and five TV's) and Combined Communications (seven AM's, five FM's and seven TV's, subject to FCC approval of its acquisition of Globe Broadcasting Co.); at 18, Metromedia (five AM's, seven FM's and six TV's); at 17, ABC (six AM's, six FM's and five TV's); Multimedia (seven AM's, five FM's and five TV's); RKO (six AM's, seven FM's and four TV's) and Rust Craft Broadcasting (six AM's, five FM's and six TV's).

★★★★★ The Donahue Daily Star ★★★★★

DONAHUE TOPS IN MAY RATINGS!

Phil's show now in more than 100 markets!



As soon as the first May ratings started to come in, it was clear that Donahue had scooped the competition *again!* At the same time, Phil was awarded the national Emmy as the 1976-77 "Outstanding Host of a Talk, Service or Variety Series!" For all the latest facts and figures, call 513/352-5955. And ask for Don Dahلمان or Lee Jackoway. They have a lot of very good news for you, including information on the availability of Donahue on $\frac{3}{4}$ " cassettes.

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range planning matters.

CPB has been criticized, both in the White House and in Congress, for failure to perform that latter function. But earlier this month, Henry Loomis, CPB president, has called for the establishment of a permanent CPB planning office that would "coordinate and lead the planning function among all public broadcasting agencies." The director, whose job would eventually be elevated to that of a vice president, would report to Mr. Loomis. He said the office is needed to deal with the questions that the House Communications Subcommittee posed in the option paper dealing with public broadcasting (BROADCASTING, April 25), and that could be anticipated from the commission the Carnegie Corp. was then expected to create.

Another idea attracting attention calls for a merger of the three entities—CPB, PBS and NPR—into an organization run by a board divided between directors appointed by the President and those named by public broadcasting stations. In that case, the stations' licensees would provide the "heat shield," in Mr. Lloyd's view.

A third option would be to merge only the television and radio elements of the system, while leaving CPB more or less intact, and a fourth would preserve the present system, counting on what some in public broadcasting call the "creative tension" among the three elements to resolve conflicts in the public interest. Mr. Lloyd does not seem to think much of either of those proposals.

Another option that has been discussed calls for the creation of a trust fund financed by taxes on television sets or on commercial licenses, or possibly through an income-tax check-off system, that would support public broadcasting. But that idea is not being pushed by public broadcasting, which has failed in earlier attempts to secure such funding.

The need for insulation from Congress is not the only need of that kind that concerns Mr. Lloyd. He notes that \$23.4 million of the money received by public broadcasting stations last year came directly from executive branch departments for programming. He has drafted options designed to guard against interference of, say, the Department of Health, Education and Welfare with the production of programs it funds.

(But even if the Carter administration manages to "insulate" public broadcasting's programs from federal interference, Mr. Lloyd has no answer for the question as to the 50% of the public television licensees who depend on state legislatures for funding. That's "a difficult problem for the federal government to address," Mr. Lloyd said. He hopes the Carnegie Commission provides an answer.)

If the Carter administration attempts to protect public broadcasting in the manner Mr. Lloyd's options suggest, it will not make the job easier by following up on another of his ideas: Propose repeal of two provisions in the Public Broadcasting Act that Congress adopted for the purpose of rendering public broadcasting editorially

neutral. One prohibits public broadcasting stations from editorializing; the other requires balance of viewpoints within individual programs. Both are seen as inhibiting public broadcasting in its journalistic function.

Options designed to encourage public broadcasting in that function are only one indication that the Carter administration may push for a system that would constitute something of a fourth force in American television. Where the present authorization law which reflects the Nixon administration's preference for location, requires CPB to pass through to individual stations at least 50% of the money it receives from Congress, Mr. Lloyd says that perhaps the 50% figure should be a maximum.

The funding question to be resolved involves more than money for programming. At present, HEW provides money for facilities, but with less than what Mr. Lloyd seems to regard as a total commitment. (The responsible unit is hidden away in the bowels of the department, according to Mr. Lloyd.) "It makes sense to me that the program should be run by public broadcasting," he said. "They would know how to reach the public."

But he made it clear he was not talking only about the construction of stations. He sees the facilities-grants issue in connection with a need to reach a wider public, indeed a number of publics, through cable television and satellites, as well as stations. The use of such facilities, he said, would permit public broadcasting to feed several channels of programming simultaneously, to meet the needs of various minority groups.

The use of new technology, such as satellites, is not the only avenue Mr. Lloyd is exploring in an effort to extend the reach of the public broadcasting service. The service, he says, now operates on "second-class frequencies." And to deal with that problem, in radio, he said, perhaps the Carter administration should back the all-channel radio bill, which would require the inclusion of FM tuners in all radios; most public radio stations operate on FM.

As for television, he said that the administration should consider supporting proposals now being weighed by the FCC to require changes in the design of TV sets that would result in a substantial expansion of the reach of station signals. Some estimates say the changes would constitute the equivalent of a "doubling" of transmitter power.

What about proposals to add short-spaced VHF channels to the table of allocations and assign public broadcasting a preference choosing among applicants for them, as the United Church of Christ has suggested? That, too, is a matter for consideration.

Some of the papers issuing from Mr. Lloyd's office deal also with matters of particular concern to minorities and women. For instance, one paper suggests legislation affording minorities a preference when they compete with others for facilities-grant money. None of the public



Latest news from six trend-setting markets!*

PHILADELPHIA 9-10 A.M.

Donahue delivers 8,000 more women 18-49 than Mike Douglas, 4-5:30 p.m., in his home market! And at 9-10 a.m., greater ratings and demos than the competition combined.

	STA	R	SH	H	W	W18-49
				(000)	(000)	(000)
DONAHUE	WPVI	7	45	167	145	80
Chico/This Mrgn	KYW	2	10	38	32	15
Joel Spivak	WCAU	2	10	40	33	17

DETROIT 9-10 A.M.

Donahue delivers highest ratings and demos of any show in the market, sign-on to noon. And more than the combined competition in the same time period.

DONAHUE	WJBK	9	57	142	118	69
This Morning	WWJ	3	19	50	44	21
Movie Game	WXYZ	3	20	50	41	28

MILWAUKEE 11-12 NOON

Donahue equals the combined affiliated competition in ratings and demos, almost doubling WITI's 1976 network programming (Let's Make A Deal & All My Children) in same time period.

DONAHUE	WITI	7	41	46	35	20
E Nite/R's Hope	WISN	3	17	19	17	6
N T Tune/Scotch	WTMJ	4	23	26	18	5

SACRAMENTO 12:30-1:30 P.M.

Donahue takes on the soaps and all comers in ratings, share, homes and women, outperforming KCRA's 1976 programming (Days Of Our Lives) by at least 25%.

DONAHUE	KCRA	8	30	60	48	18
All M C/C Wits	KOVR	6	22	42	34	24
World Turns	KXTV	7	26	47	44	23
Griffith/Movie	KTXL	3	9	22	12	10

DENVER 9-10 A.M.

Donahue more than doubles KOA's 1976 programming 9-10 a.m., delivering greater ratings and demos than the competition combined!

DONAHUE	KOA	7	51	52	38	17
Hap Days/F Feud	KBTU	3	18	20	14	9
Lucy/Tattletales	KMGH	2	15	15	10	7

PEORIA 9-10 A.M.

Donahue delivers the highest ratings, the most homes and women in the market, sign-on to noon. And greater ratings and demos than the combined competition in the same time period.

DONAHUE	WRAU	9	47	18	15	7
S & Son/H Sqrs	WEEK	3	17	8	5	1
Lucy/Price Rt	WMBD	3	16	7	6	4

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

television stations on the air are licensed to minority groups. And another raises a question as to whether legislation should be introduced making it clear that public broadcasting is subject to the Civil Rights Act provision prohibiting entities receiving federal money from discriminating in employment.

As Mr. Lloyd said, not all of the things on which he is working "are suitable for legislation"—the use of satellites to distribute programming, for instance. But, he said, "it's best for the President to address public broadcasting as a comprehensive set of issues."

Mr. Lloyd, whose operation is continuing, said that many of the ideas with which he has been working originated with sources inside and outside public broadcasting. And, he said, he welcomes more. But at the moment, papers he has completed are circulating among White House aides, including Stuart E. Eizenstat, presidential assistant for domestic affairs and policy, an associate director of the council, Si Lazarus; Barry Jagoda, special assistant for media and public affairs, and his deputy, Rick Neustadt; as well as officials at the Office of Management and Budget and HEW.

Proposals that survive the screening—and that meet president Carter's approval—will be incorporated in legislation and a presidential message to be submitted to Congress, probably in September.

Doctors in public broadcasting's house

'Rough draft' paper from three men affiliated with medium contains criticisms of management and planning, but says structure should be corrected from within before outside help is sought

While the White House proceeds with the job of developing policy for reshaping the public broadcasting system, a paper circulating in Washington cautions against "quick-fix solutions." The paper also says those now in public broadcasting should "doctor our own ills."

The paper is an independent project of George W. Linn, legislative liaison for the Corporation for Public Broadcasting; Al Engelman, director of graduate studies at Antioch College, and Steve Symonds, a consultant to National Public Radio. Mr. Linn last week said the paper, described on its title page as a "rough draft" was designed as a "consciousness-raising" effort.

It warns "the leadership and decision-makers" of noncommercial radio and television against being pressured into action by "fast-approaching hearings," presumably those involving public broadcasting to be held in Congress in the fall. And, in a swipe at the White House office most directly involved in preparing public broadcasting legislation, it says that

although the Office of Telecommunications Policy "is itself presently concerned with its own existence past this summer ... [it] should not be pressed into hasty decisions because of the press of time at the expense of public broadcasting."

The paper says that CPB, NPR, and the Public Broadcasting Service should take the lead in developing policies to remedy whatever defects exist in the system. If White House offices "want to help," it says, they should join with the forces of public broadcasting.

And the paper describes some defects. As for planning, at least dealing with the partnership between CPB and PBS, the paper says, much of it "has focused on issues of 'turf,' i.e., who has the responsibility and mandate to carry which role ... CPB has to bear a good deal of the responsibility for the current perception that public broadcasting spends a good deal of resources competing with itself."

The paper is even more critical of CPB's management techniques. CPB, it says, has "become internally not a single, directed organization—but a set of fiefdoms run by feudal lords."

The paper sees the need for planning and management as particularly critical in connection with the satellite service that will begin to link public broadcasting in 1979. Satellite service, it says, can have an enormous impact on every aspect of public broadcasting—increasing diversity of choice, providing alternative methods of program delivery and the like. But it also says that "We haven't seriously joined in critical examination and development of policies and programs that will enable full and effective use of this new capability."

Changing Hands

Announced

These stations sales were announced last week, subject to FCC approval:

■ **KWIK(AM)** Pocatello, Idaho: Sold by Kwik Broadcasting Co. to James W. and Sue Fox for \$550,000 plus \$50,000 covenant not to compete. Seller is owned by Robert E. Davis, who also owns KLO(AM) Ogden, Utah. Mr. and Mrs. Fox are residents of Flagstaff, Ariz., where Mr. Fox is real estate developer. Mrs. Fox is weather reporter with KOAI(TV) there. They have no other broadcast interests. Kwik operates on 1240 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **WONO(FM)** Syracuse, N.Y.: Sold by Sentinel Heights FM Broadcasters Inc. to Park Broadcasting Inc. for \$340,000 (see story, page 24).

■ **WYRU(AM)** Red Springs, N.C.: Sold by K&R Broadcasting Corp. to William Morgan and Helen Sansone for \$135,000. Seller is owned by Thomas J. Rodgers and Fred Keith. Mr. Rodgers has interests in WTGR(AM)-WKZQ(FM) Myrtle Beach and WSSC(AM) Sumter, both South Carolina. Mr. Keith has interest in WZOO(AM)

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6/27

Asheboro, N.C. Buyers are station manager and sales manager, respectively, of WPON(AM) Pontiac, Mich. WYRU is 1 kw daytimer on 1510 khz. Broker: Blackburn & Co.

■ Other station sales announced last week by the FCC include: WANC-TV Asheville, N.C. (see page 66).

Approved

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

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

■ KRAM(AM) Las Vegas: Sold by Nevada Broadcast Inc. to Cole Industries Inc. for \$750,000 plus \$250,000 covenant not to compete. Seller is wholly owned by Sovereign Broadcast Inc., James B. Francis (51%) and Robert D. Hanna (49%). Sovereign also owns 25% "contract interest" to acquire KPTEL-AM-FM Carson City, Nev. (transfer now in litigation). In addition, Mr. Hanna is former one-third owner of KOLE(AM) Port Arthur, Tex., which has been sold to Northstar Broadcasting Inc. for \$600,000 (BROADCASTING, May 16). Buyer is Donald F. Cole, who has various retail, manufacturing and realty interests but no other broadcast holdings. KRAM is on 1340 khz with 1 kw day and 250 w night.

■ KROS(AM)-KSAY(FM) Clinton, Iowa: Sold by PSB Radio Group Inc. to Gateway Broadcasting Corp. for \$480,000 plus \$125,000 covenant not to compete. Seller also owns KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WMDH(FM) New Castle, Ind., and KWEB(AM)-KRCH(FM) Rochester, Minn. Donald G. Jones is principal and president. Buyer is owned by David Dunlay (70%) and Henry L. Dhlman, William H. Scott and Gerald A. Parker (10% each). Mr. Dunlay has various banking and investment interests. Messrs. Dhlman and Scott are general manager and engineer, respectively, of Clinton stations. Mr. Parker is vice president of Clinton cable TV system. KROS operates on 1340 khz with 1 kw day and 250 w night. KSAY is on 96.1 mhz with 100 kw and antenna 360 feet above average terrain.

■ Other station sales approved last week by the FCC include: WPXC(AM) Prattville, Ala.; WEXT(AM) West Hartford, Conn.; WXLN(FM) Savannah, Ga.; noncommercial WXXW(TV) Chicago; WMSH-TV South

Bend, Ind.; KTGA(FM) Fort Dodge, Iowa; KUPK-AM-FM Garden City, Kan.; WLBG-FM Laurens, S.C., and KWGO-FM Lubbock, Tex. (see page 66).

FCC approves Field purchase, cites benefit to UHF medium

Five Kaiser stations involved; crossownership, top-50 market rules waived; all still depends on appeals-court ruling on grandfathered print-broadcast units

The FCC last week greased the way to Field Communications Corp.'s acquisition of Kaiser Broadcasting Corp. and its five UHF stations. It waived its crossownership rules, said the top-50 policy was not a bar, and approved the \$42,625,000 sales.

What's more, the commission rejected a staff recommendation that two members of the Field board who also sit on the board on a bank that votes some Tribune Co. stock be required to resign from one board or the other.

The commission's readiness to approve the sale stems in large part from the hope

Field will promote UHF television growth. Field had said that its proposed acquisition was important not only for the development of the stations involved but for UHF generally; their success or failure would have substantial impact on the attitude of national advertisers toward UHF. Field also said that the stations had become financially healthy only recently and required the financial support available from group ownership to maintain that condition.

Another reason Field had given for approving the sale was that it had been the original permittee and licensee of one of the stations involved, WFLD-TV Chicago. It had assigned controlling interest to Kaiser, but had retained the right to make the first offer to purchase and had maintained a role in the station's operation.

The other stations are WLVI-TV Cambridge, Mass.; WKBD-TV Detroit; KBHK-TV San Francisco; and WKBS-TV Burlington, N.J. Field, which had owned 22.5% of the Kaiser subsidiary, acquires the remaining 77.5% in the purchase.

The crossownership rule, which prohibits the creation of new broadcast-newspaper combination, applied because Field is owned by Field Enterprises Inc., publisher of the *Chicago Sun Times* and the *Chicago Daily News*. The top-50 market policy bars common ownership in those major markets of more than three television stations or more than two VHF's, absent a compelling public-in-

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terest showing. All five stations in the acquisition are in top-50 markets.

The members of the two boards whose roles were discussed by the commissioners at their meeting last week are Marshall Field, chairman of Field Enterprises, and A. Robert Abboud, chairman of the other board involved—the First National Bank of Chicago. It votes 8% of the stock of the Tribune Co., which owns the *Chicago Tribune*, WGN-AM-TV Chicago and a number of other stations.

Originally, the Broadcast Bureau felt that requiring Messrs. Field and Abboud to insulate themselves from participating in the voting of Tribune stock would avoid problems with a number of the commission's multiple rules. However, after conferring with the general counsel's office, the bureau agreed to recommend that Messrs. Field and Abboud be required to resign from one board or the other.

But the commissioners disagreed. Insulation, several said, would be adequate.

The vote was 7 to 0, with Chairman Richard E. Wiley and Commissioner Joseph Fogarty concurring in the result.

However, there is a string attached to the commission action. The approval is conditioned on the outcome of Supreme Court review of the appeals court ruling that the commission, in its crossownership rule, had not justified the grandfathering of existing broadcast-newspaper holdings.

FCC to Hill one more time: no fee collection without some help

Commissioners write Van Deerlin and Hollings, ask for meeting

The FCC continues to stick to the position that it lacks the legal underpinning on which to build a new fee schedule and that it should begin preparing to refund fees collected since 1970 ("Closed Circuit," June 13). It continues to believe, that if Congress wants those regulated by the commission to pay fees, "new regulatory authority is needed."

The commission expressed these views in letters sent last week over Chairman Richard E. Wiley's signature to Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. However, the letter promises no final decision without further talks between Chairman Wiley and Messrs. Hollings and Van Deerlin.

The two subcommittee chairmen have been urging the commission to make another attempt to fashion a new fee schedule and to change its mind about refunding fees collected. The commission's letters were in response to a report by the General Accounting Office, made at the

request of Senators Hollings and Representative Van Deerlin, which concluded that the court opinions that have been issued on the fees question provide adequate guidelines for the creation of a legal fee schedule (BROADCASTING, May 16). Basic authority for imposing fees is contained in a 1952 statute.

The commission does not agree. It says the GAO report does not provide assistance in answering the critical question of how to determine value to the recipient—the standard the Supreme Court laid down in 1974 in overturning the fee schedule adopted in 1970. A fee schedule the commission attempted to construct in accordance with that decision was thrown out by the U.S. Court of Appeals last December. The commission stopped collecting fees on Jan. 1.

The commission also says it is "unfortunate that the GAO report was virtually silent on the critical issue of refunding fees." The commission says GAO ignored the problems involved in calculating refunds for years dating back to 1970. The report "contains little more than the conclusory and generalized assertion" contained in the recommendation that the commission recalculate the 1970 and 1975 fee schedules and refund any excess fees, the commission said.

In the commission's view, the question is not "whether it can make a good-faith effort to adopt a new schedule of fees but whether it should do so in the face of the shaky legal foundation upon which any such effort would be based." If Congress wants to provide for the collection of fees, the commission added, it should adopt new legislation, "not only to calm the seas of litigation, but to give the commission clear guidance" as to current congressional policy. It noted that other government agencies have the same problem.

As for plans for refunds, the commission said the appeals court's mandate requires it to begin preparing a system for turning back fees collected since 1970. "We believe neither fairness nor the court will permit us to delay getting this project underway very much longer." The commission said that given its present resources, it could not develop a refund system and begin turning back money in less than 12 months.

The commissioners, in approving them last week, sought to soften the blow the letters might represent to the chairmen of the subcommittees with direct oversight responsibility for it. They added a paragraph making clear that a final decision had not yet been reached. It also requests a meeting for Chairman Wiley with the two subcommittee chairmen to permit them to attempt to work out a course of action satisfactory to both sides. Some commissioners, notably Joseph Fogarty, indicated they wanted to avoid what Chairman Wiley said might appear to be "a confrontation."

The commission estimates it has collected \$164 million in fees since 1970, about \$47.5 million of that by the Broadcast Bureau. If the commission, as it has indicated it intends to do, refunds all fees

above \$5 (the Citizen Band license fee was \$4), some \$127 million would be returned.

Meanwhile, the National Citizens Committee for Broadcasting has entered the fees issue. It petitioned the commission to stay any refunds and to initiate instead a rulemaking aimed at determining what the fees should have been between 1970 and 1976 and what they should be in the future—the goals the commission has insisted it is unable to reach.

NCCB contends that a refund of fees in excess of that was legally collected, it added, "is, first, a gratuitous gift to the industries the commission regulates" "it also said such an action would be a breach of the commission's duties to act according to the public interest and a violation of the court of appeals' mandate."

Citizen groups argue against NAB effort to have them certified

The National Association of Broadcasters petition seeking FCC rules that would set standards for citizen groups that file petitions to deny has elicited a small flow of comments. Not so oddly, in comments that have been filed at the commission, broadcasters are supporting the NAB request and citizen groups are upholding the status quo.

The Citizens Communications Center in Washington, leading off the public-interest groups' attack, said the plan "would end up licensing citizen groups," and said it would "impose needless burdens and hurdles on citizen participation before" the FCC.

One of NAB's suggestions—that the groups be required to disclose their membership and sources of funding—drew especially intense criticism in the Communications Center brief. It would hinder the First Amendment rights "of association and to petition the government," the brief said.

And the National Federation of Community Broadcasters Inc. added that "information on funding ... would serve only to expose the group to intimidation and harassment."

The Washington communications law firm, Dow, Lohnes & Albertson, filing on its own behalf, said the groups "should have no objection" to supplying the FCC with the same information required of licensees. Another firm, Dempsey & Koplovitz, said a new rule would stimulate "the growth and development of responsible citizen group leadership in the community."

Two broadcasters, Hubbard Broadcasting Inc. and Storer Broadcasting, questioned the validity of many of the groups which spring up only, seemingly, to file petitions to deny. "Any aggregate of two or more persons which forms an organization purporting to represent the public interest may file harassing and needless petitions," Hubbard said. Storer said new rules would separate out "legitimate and representative organizations from those who ...

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THE ASTONISHING BUCCANEERS: Meet two of the most astonishing buccaneers in the history of piracy. They were not only the toughest, bravest and fiercest pirates in the Caribbean -- both of them were women!

FROM EUROPE:

IF YOU CAN'T HOLD YOUR BREATH: We've all had a case of the hiccups in our time and various methods of cure have become well-known through the years. But perhaps none is quite so bizarre as that employed by Squire John Mytton in 17th Century England -- he simply set fire to them!

THE SPIDERS FORECAST: How a French soldier helped his General win a war by an accurate weather forecast made from a prison cell.

FROM NORTH AMERICA:

BUT WHO HAS THE BALL?: The National Football League has seen dozens of firsts in its day but none quite so unusual as one that occurred during the 1940's.

TAKE ANOTHER LOOK: One of the most romantic moments on the silver screen is when Bogie says to Bergman, "here's looking at you, kid," but the origins of that line are far from romantic...it started with a common barroom brawl.

LAND HO!: What happened to the crew on a foggy morning in January, 1921 of the Carol J. Deering which ran aground? The crew vanished without a trace, and the story became even more eerie.

Many episodes will have stories that explain the origin of some of our frequently used expressions such as:

"Let the cat out of the bag"

"Turning On" or being "Turned Off"

"Reach the bitter end"

"Son of a gun"

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spuriously cloak themselves with a semblance of public interest so as to advance mere private interests."

Other groups opposing the NAB request were the Office of Communication of the United Church of Christ, which said the proposal conflicts with the "current trend" of citizen participation, and the National Organization for Women, which said the proposal calling for financial disclosure was not required by the rules of "private litigation" and "certainly should not be developed at the FCC."

Frey urges equality for broadcast media

Top GOP on House subcommittee says radio and TV should be treated the same as the press

Representative Lou Frey (R-Fla.), ranking Republican on the House Communications Subcommittee, told broadcasters in his home state last week that the broadcast media should not be treated any

differently by the government than the print media.

He called for the removal of discriminatory broadcast laws and regulations in his subcommittee's review of the Communications Act.

In a speech Friday to the Florida Association of Broadcasters, Mr. Frey said, "frankly, I don't want to wait around for the Supreme Court, on a case-by-case basis, to restore First Amendment rights for broadcasters. It is my belief that Congress has a responsibility, in reviewing the Communications Act, to give broadcasters the same protection which print journalists enjoy."

The congressman did not itemize the list of rules he had in mind. "You know ... better than I do," he told the broadcasters. "Suffice it to say that these restrictions range from the treatment of controversial issues to prohibitions on what broadcasters can advertise."

The congressman has said before that he supports a repeal of the equal-time law for President, Vice President and U.S. senators and representatives ("Profile," Feb. 9, 1976).

In his speech last week, he indicated

that he wants the fairness doctrine repealed, too. "I start with the principle that the full First Amendment rights of broadcasters should be restored," he said. "The fact that we allocate the spectrum among competing users—the so-called scarcity question—should not be a green light for government regulation of program content."

For that matter, he added, the scarcity argument should not be grounds for any kind of regulation—not when there are currently 9,000 radio and TV stations, compared to 1,700 daily newspapers. "Scarcity, is now a matter of history," he said.

Sale of WADO collapses, but attempt is being made to salvage it

Troubles at other Bartell station causes FCC slowdown; Reconstituted buyer steps in

At the request of the seller, the FCC Broadcast Bureau late last month dismissed a proposed \$5.5 million purchase of WADO(AM) New York to a group headed by Bartell Media Corp. Executive Vice President George Wilson Crowell (BROADCASTING, Jan. 5, 1976). But a new group is offering to carry out the deal for \$5 million.

Downe Communications Inc., which acquired full control of Bartell in February, requested that the bureau dismiss the transfer of control application to Wilson Communications Inc. after the bureau decided to defer action on the transfer pending the outcome of the commission's license renewal hearing involving Bartell-owned WMJX(FM) Miami. The commission's delay of the application, according to Nelson Lavergne, WADO general manager and a WCI principal, was costing the proposed buyer \$5,000 a month in commitment fees to its creditors.

In May Mr. Lavergne and three others bought the shares of Mr. Crowell (51%), Robert E. Smith, vice president of Bartell's licensee corporations (10%), and Milwaukee attorney Sidney Sodos (29%), for \$98,000. Mr. Lavergne, who originally owned 10% of WCI, now has a 51% interest.

Mr. Lavergne's new partners in WCI are Premier Maldonado (20%), Manuel Siverio (15%) and Ben Morales (10%). Mr. Maldonado owns a San Juan, P.R., advertising agency, and Mr. Siverio is a retired Army colonel there. Mr. Morales is general sales manager of WADO. The remaining 4% of the WCI stock is to be held in the company treasury as part of an employee profit-sharing and retirement fund.

Mr. Lavergne was to have made his presentation to Downe to purchase the station last Friday (June 24) for \$5 million cash. (The original agreement was for \$3.5 mil-



NAB's select few. The National Association of Broadcasters first seminar for broadcast executives on telecommunications, held last week, in Airlie, Va., was good enough to make it the first "annual" seminar, NAB radio board Chairman Donald Thurston (WMNB-AM-FM North Adams, Mass.) said afterward. A turnout of 26 paying broadcasters, seven staff and 14 presenters, was lower than anticipated, but Mr. Thurston initiator of the meeting, said it will continue yearly. Among the presenters, who represented the Defense Department, the Postal Service, and major firms in cable TV, satellites, newspapers, telephones and motion pictures, was Clifford M. Kirtland Jr. (standing, above), president of Cox Broadcasting Corp. He is flanked by (l-r) Bob Hallahan, NAB; Don Powers of WL8Z-TV Bangor, Me.; Bruce Sundlun of the Outlet Co.; Donald McGannon of Westinghouse Broadcasting, New York, and Wayne Kearn of Harte-Hanks Broadcasting Group, San Antonio, Tex. **NCCB's full house.** Hardly had the NAB group vacated the Airlie House premises than public interest group members began moving in, for the National Citizens Committee for Broadcasting's second annual conference of public interest groups. The conference, on "Communications Policy: The Public Agenda," was held over the weekend, beginning Friday, June 24, and was sponsored by the William F. Benton Foundation. Some 200 persons were expected to attend at least one day. The conference featured remarks by former FCC Commissioner Nicholas Johnson, who heads NCCB; Harry M. (Chip) Shooshan, chief counsel of the House Communications Subcommittee; Donald McGannon, chairman and president of Westinghouse Broadcasting Co., and Richard Neustadt and Simon Lazarus, of the White House staff. Attendance costs ranged from \$17.50 for a day to \$11.50 for the three days. For those who requested it, costs were reimbursed out of funds provided by the sponsoring foundation.

lion cash and \$2 million in a subordinated note.)

The decision to alter the ownership of WCI was "prompted," Mr. Lavergne said, by the FCC's delay of the transfer application. The FCC objected, he said, "only if Bob Smith and George Crowell were involved."

According to a memorandum from Broadcast Bureau Chief Wallace Johnson to the commission, the bureau decided in July 1976 to defer action on the transfer "pending resolution of the characterization issues" in the WMJX case.

"In view of the interests of Messrs. Crowell and Smith," Chief Johnson wrote the commission, "the staff... proposes to inform the transferor and transferee that action on their application will be deferred..." The commission designated the WMJX case for hearing after allegations were made that the station had falsified contests, news and advertising charges (BROADCASTING, Aug. 2, 1976).

A. Edward Miller, president of Downe, confirmed that the deal with Mr. Crowell and his group fell through because of their financing difficulties. "They no longer had financing," Mr. Miller said, "so we considered the deal dead and withdrew the application."

Mr. Lavergne said that, provided Downe accepts the new offer, "I don't anticipate any problem with the commission." The new buyers are all natives of Puerto Rico, and WADO is a Spanish-format station.

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The regulators meet Schwartz: What did he say?

Advertising-communications theorist holds forth for Hollings-Pertschuk on the ephemeral nature of broadcasting and why it's difficult to place external controls on it

After meeting for five hours with broadcast advertising producer and theoretician Tony Schwartz, Senate Communications Subcommittee Counsel Mary Jo Manning joked last week that what she and Subcommittee Chairman Ernest Hollings (D-S.C.) learned about trying to regulate advertising is that "the guys at the Federal Trade Commission ought to pack their bags and go home."

She was only half kidding. Mr. Schwartz's lesson for the meeting Monday (June 20), an official outing of the Senate Communications Subcommittee—which aside from Senator Hollings and staff included FTC Chairman Mike Pertschuk and the number-one and number-two men in the FTC Bureau of Consumer Protection, Albert Kramer and Tracy Westin—is that it's almost as hard to control the im-

pression people receive from TV ads as it is to grasp smoke. It made Mr. Pertschuk realize, he said later, that it would be difficult for the FTC to substitute for copywriters.

"I can avoid any ruling they [the government] make," Mr. Schwartz told BROADCASTING after the meeting, which was closed to the public because it was held in his small New York studio. "It's hard to make regulations about quicksilver... I think it's difficult. But I think they're lovely people for trying to do it. It's important for them to figure out what areas they can be effective in."

But even after the meeting was over, Mr. Schwartz confessed that "I don't really have an accurate picture of what they want to accomplish."

No clearer picture emerged from the subcommittee either, beyond the subcommittee's original announcement that it has begun an inquiry into broadcast advertising. The announcement said the panel intends to pay particular attention to television advertising to children of over-the-counter drugs and sugar products.

Mr. Schwartz, who is known best for his political advertising (spots for President Carter's campaign and the atom-bomb ads for Lyndon Johnson in his campaign against Barry Goldwater), said after the meeting that rather than suggest regulatory approaches to the group, he concentrated his presentation on how TV communicates differently from print. He said

Get five boating safety radio programs free from State Farm.

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

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

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



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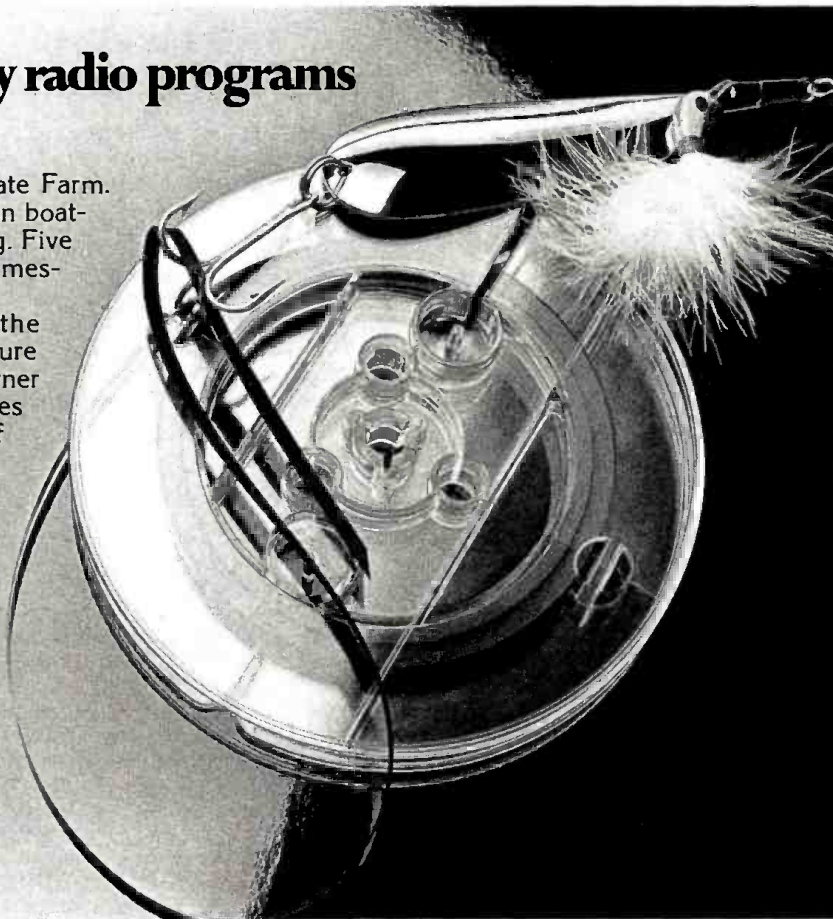
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Schwartz

he talked at length about sound and its effects on listener attitudes and behavior.

This he interspersed with a theory he embraces—that the written word deals with thinking, while pictures and sound evoke a different response in the brain. It is the difference, he said, between “perception” and “reception” and explains in large part why TV and radio advertising is tougher to regulate than print. “The question of truth in advertising—that’s a major question in print,” he said. But it is not so much in broadcast, where the claims articulated in an ad might not be so important as the impression the viewer gets from mood or setting.

“How do you deal with that in terms of legislation?” Mr. Schwartz asked. “The inherent problem they [Senator Hollings, Chairman Pertschuk and staff] had is how lawyers can deal with something not too easily written.”

He said his basic point was that in trying to figure out what impact TV advertising has on its audience, Congress and the FTC should try to measure the effects the ads have on children, not the content of the ads themselves. He said he thinks “you can measure the effects of the media, then decide whether you want those effects.”

Mr. Schwartz also said that he thinks there is no such thing as “children’s TV.” “Whatever’s on TV when the child is in the room is children’s TV.”

What place the Schwartz seminar will have in the over-all subcommittee inquiry cannot be told now. Mrs. Manning characterized the meeting simply as “an education . . . an interesting discussion with a man who has a lot to say.”

It was she who suggested going to New York for the meeting. She had met Mr. Schwartz in his studio May 28 at another meeting arranged by Mr. Pertschuk and attended by members of his staff, FTC Commissioner David Clanton and Charles Ferris, who is reported to be President Carter’s choice for FCC chairman. Mr. Schwartz said he has dealt with Mr. Pertschuk on advertising issues for the past 10 years when Mr. Pertschuk was counsel for the Senate Commerce Committee.

It will probably be September or October before the Senate Subcommittee does

anything more with its inquiry, Mrs. Manning said. She did not have a clear idea what the next step will be, but said the main thing the subcommittee has to discover is if its concerns about the effects of advertising on children are founded. “It’s one thing to say that children buy candy bars they see on TV,” she said, “But do we really know that that’s why they buy them?”

But Mr. Schwartz’s presentation did not daunt the subcommittee, which won’t give up trying to find ways to improve advertising—“for the same reason you don’t give up anything just because it is difficult,” she said. “We see a problem that might be solved.”

ANA/RAB meeting: Radio works, and how

Advertisers tell of efficiency, effectiveness and lower costs at heavily attended seminar

Testimony to radio’s ability to move goods and services ranging from cars to candy, Mailgrams to tax-return aids, dominated the 10th annual radio workshop of the Association of National Advertisers and the Radio Advertising Bureau last Tuesday.

The all-day session at the Waldorf-Astoria hotel in New York attracted a record crowd estimated by officials at close to 950 people.

A.G. Atwater Jr. of the Wm. Wrigley Jr. Co., chairman of the ANA radio committee, set the tone in opening the meeting.

“We use a ton of radio to support all our brands,” he said. “We know radio works.”

He noted that the turnout for this year’s workshop was the biggest ever, and said the reason is simple: “Just as our company has increased its use of radio for all of our brands, so are other companies bigger in radio today. And still other marketers are telling their agencies: Open your minds to more radio, tune your ears to a spectrum of radio selling messages, learn how marketers with similar challenges are using this medium in the cost-conscious year of 1977.”

Miles David, RAB president, also noted

that this year’s case histories reflect “the concern advertisers feel, faced with escalating costs of TV and print.” And he said the workshop material will be taken on tape to hundreds of executives around the country who couldn’t attend last week’s meeting.

William Tenebruso, senior vice president and media director of Wells, Rich, Greene, making a joint appearance with Peter Ognibene, WRG vice president and associate creative director, said radio is included in his agency’s media plans for “very valid reasons,” and reported on case histories of four WRG clients that have made “effective use of radio”: Trans-World Airlines and Midas muffler to provide “selectivity” not available from TV alone; Miles Labs to increase awareness and provide greater weight, and Cam motor oil to reach younger men and also to provide “regional flexibility.”

James L. Perabo, director of marketing services for Seven-Up Co., told why 7Up elevated radio from a support medium in former years to parity with TV and outdoor in 1977:

“Our target group—primarily adult soft-drink users—is also a heavy user of radio. Efficiency of message delivery was another consideration—we estimated radio efficiencies against our 18-to-34-year-old group to be three to four times better than those offered by our traditional television mix.

“Radio is the only one of our three media which works against the consumer both in home and out of home—about 80% of soft-drink consumption takes place at home and 20% takes place away from home. Finally, seasonality was a factor in favor of radio: Radio listening among our target group goes up in summer, which is also the peak consumption period for soft drinks.”

H & R Block, the income-tax-return people, tested a campaign consisting of 80% TV and 20% radio against four all-TV campaigns, using the entire U.S. as a “laboratory,” and the TV-radio mix clearly won, according to Jerome B. Grossman, executive vice president and chief operating officer.

“We felt so strongly about the results that we converted our advertising budget to an 80-20 split between TV and radio in 1977,” Mr. Grossman said. “Since our business this year rose by 8% in unit sales, we are convinced that radio was one of the factors in our success.”

Mr. Grossman also had a unkind word for media prices, noting that in 1976 they rose at a rate faster than inflation. “Perhaps more important, however,” he added, “was that television prices—both network and spot—increased far more rapidly than other major media.”

Radio was also credited with helping boost Mailgram revenues from \$3 million in 1971 to an expected \$50-plus million this year. James H. Foster, public affairs vice president of Western Union Corp., said radio has been getting bigger and bigger pieces of the Mailgram budget and this year is “by far the dominant medium,

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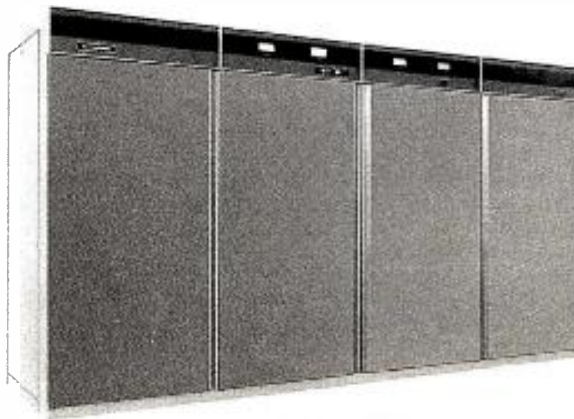
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MW-5A, five kilowatt transmitter

with 75% of the budget."

Mr. Foster told of a 13-week test: In St. Louis and Atlanta, only radio was used, and weekly Mailgram volume rose 35%; in Pittsburgh and Seattle, only TV was used, and volume rose 27%, in Dallas and Atlanta, only newspapers were used, and volume rose 19%, and in other test markets a balanced media plan was used and volume rose 17%.

Life Savers, too, has been stepping up its use of radio, Jerral R. Pulley, senior vice president, marketing, told the workshop. "Radio works for Life Savers," he said. "We will be using it even more effectively in the future. Radio use will grow for Life Savers and most advertisers if TV rates continue to go up in crippling amounts."

"Radio," Mr. Pulley said, "works both in terms of media values and in terms of developing an effective selling message to a prime target consumer group."

John Keavey, manager of advertising services for Metropolitan Life Insurance Co., and Richard J. Montesano, RAB senior vice president, marketing, explored the field of radio copy testing, which they found to be growing.

They also found some reassuring signs for radio: "As more normative data become available," Mr. Keavey said, "we are finding that recall levels for radio commercials compare quite favorably to those available for TV commercials. And, of course, an exposure in radio costs a good deal less than an exposure on TV."

Peter Lubalin, vice president and creative director of Marsteller Inc., took a look at creative trends, especially the humorous radio commercial.

He noted that Renault cars were using humor with Mike Nichols and Elaine May, with "more than encouraging" results: "Renault sales for the first third of the year are up 404%. By May 15, total sales had surpassed all of last year." And the radio commercials for Lanier office equipment, featuring Jerry Stiller and Ann Meara, produced "extremely gratifying" results: "Lanier went from number three to number one with sales climbing from \$39 million to \$75 million a year."

Judy Castle-Sheets, broadcast director of Mike Sloan Inc., a Miami advertising agency, described the steps she took to persuade Jordan Marsh, a retail chain, to use radio. Ms. Castle-Sheets recently left Jordan Marsh to join Sloan.

Starting a few years ago, Ms. Castle-Sheets began an educational campaign inviting Jordan Marsh executives to meet with radio executives in the Miami area, put out a "co-op news flash" outlining advertising opportunities and staged a radio seminar co-sponsored by the RAB and the Miami Broadcasters Association.

"This effort finally began to pay off," she said. "Our division managers started to allot more money to radio. And today about one-third of our budget is in radio."

John Lucas, advertising manager of J. C. Penney Co., New York, told the workshop that the company's local managers who allocate advertising funds are still print-oriented but in smaller markets

executives have learned more readily the advantages of using radio. He noted that in small markets "the newspapers are weak," but added that even the major markets are learning more of the values of radio.

Mr. Lucas said Penney now is in the process of making a major media study throughout the country and said the results would be beneficial to radio.

Though Penney's advertising budget is overwhelmingly local, Mr. Lucas said the national corporate budget has made some successful uses of radio, including campaigns for jeans and for white goods, which combined network radio with network TV.

A newspaper strike in Cleveland about four years ago was the spark that ignited an expanded use of radio for the Zayre Corp., Framingham, Mass., according to Herbert Zarkin, vice president and director of marketing for the chain discount operation.

"We took the newspaper money and put it on six radio stations in Cleveland to advertise a late-night sale," he recounted. "We got a fantastic return. To prove it wasn't a fluke we did the same thing the next week. We used to spend 95% of our broadcast budget in TV; now we put 95% of that budget into radio."

He offered this advice: invest in good commercials and employ an advertising agency or a media service so that the advertising is the best possible and the placement is at the optimum level.

Joel Hepner, owner of Here & Now, a Detroit jeans retailer with seven stores, said the sole medium used in 1973 was newspapers when an agency suggested radio. He said radio was ideal to reach the teen-age market but today Here & Now caters to a wider spectrum, up to the age of 34. He estimated that about 85% of the ad budget goes to radio.



Anything they can do we can do better. Twenty of New York's retail advertisers are targets of a new multimedia presentation making the rounds of that market under the auspices of wcbs-tv. In each 30-minute session 10 to 15 executives of the local firm are briefed on television's reach, efficiency and cost, as opposed to newspaper's. The presentation, "It's Happening in New York," is discussed here (l to r) Thomas F. Leahy, vice president and general manager of wcbs-tv; Mike DiGennaro, the station's director of sales, and fashion designer Charlotte Ford Forstman.

Banking on it: Financial firms talk TV techniques

TVB/BMA workshop features praise for effectiveness of television as advertising medium for them

Financial specialists gathered in New York last week for two days of discussions on television as a medium for their industry. The consensus was that TV can mean more money in the bank.

Speakers cited increases in bank deposits and in stock investments after their companies moved into television. And there was general agreement that as financial institutions move more and more toward electronic transactions, the more important will be television's role to provide a humanizing effect.

Approximately 125 persons attended the first "Financial Workshop" co-sponsored by the Television Bureau of Advertising and the Bank Marketing Association last Wednesday and Thursday at the Hotel Biltmore. The program was divided between speeches and panel sessions, and participants came from financial institutions, advertising agencies, research firms, TVB and BMA.

The interdependence of the television and banking industries was pointed out by Roger D. Rice, president of TVB, at the outset of the workshop. He explained that in TV's early days, funds from banks enabled broadcasters to buy equipment and programming. Today, with banks undergoing radical changes in their operating methods, he said, TV can help "personalize" the relationship between banks and consumers. "Certainly there is no medium as personal as television," Mr. Rice said.

The personal relationship that television forges with viewers also was emphasized by B. Terence Goodwin, vice president, Casco Bank & Trust Co., Portland, Mo. He reported that in 1968 the bank decided to go after the personal-savings market in "a big way" and turned to television as the principal medium to acquaint the public with Casco's services and packages.

"We found in 1968 that no bank was using TV in any consistent way," Mr. Goodwin said. "We decided we were going to sponsor three TV weathercasts per week (one on one station and two on the other), plus two or three spot flights per year with 12 spots per week for eight weeks promoting one major new service."

He said that advertising one bank service at a time attained maximum impact. The results over the years have been gratifying, he continued, with Casco having moved from the fifth position in total deposits in 1968 to the second position at the end of 1976. Personal savings accounts grew by 48%, he said.

Charles J. Snell, vice president and marketing director of the Detroit Bank & Trust Co., said television can be one of the most effective ways to deliver a sales message to

the largest number of people in the shortest period of time at a relatively low cost. But he had a few caveats. He cautioned that the messages must match the medium or it "can be the most expensive mismatch there is." There messages must contain a readily perceived value to the viewer and the advertiser must "use enough TV at enough of the right time to make an impact."

Thomas L. Nolan Jr., vice president, Loewi & Co., Milwaukee, made the point that the investment firm's TV advertising program is part of a broader effort to educate consumers about money management. In slightly more than a year, the company has produced more than 50 different commercials which rotate on a daily basis year-round in Loewi's marketing areas in Wisconsin, Illinois, Iowa and Nebraska (see also "Monday Memo," page 13).

Mr. Nolan said TV advertising is an important part of communications program that includes investment seminars, radio and TV interviews and publicity in other media. He noted that the TV advertising covered not only specific investment opportunities but also spots providing general information about investing and about Loewi.

"Loewi & Co. has been in business about 50 years and we're growing faster today than ever before," he stated. "That's because we're communicating better than ever before."

Robert D. Andrews, senior advertising officer, Bank of America, San Francisco, was given TVB's Gold Screen Award for "long-term creative use of TV" and spoke to the group on the bank's policy of pre-testing TV commercials.

Mr. Andrews prefaced his remarks on pretesting with the observation that the Bank of America has been involved in TV advertising since the early 1950's, places about 50% of its media budget in TV.

The Bank of America decided about two years ago to pretest its commercials. An experimental commercial is produced in a low-cost format and this is shown to 75 patrons at a shopping center in a "clutter environment" of four other commercials. The viewers then are questioned on recall and major copy points, and the commercial is revised, if necessary. The revised commercial, he continued, then is tested on a San Francisco station. A research firm phones 100 persons who watched the show and 100 who didn't, and measures recall, copy points and attitude shifts.

"The net result of all our testing experience is that consumer attitude levels toward Bank of America and our products have risen to very favorable levels and we have improved our ability to regularly produce advertising that is able to keep those levels high," Mr. Andrews said. "At last measurement, unaided recall of our advertising was more than twice as high as any competitor banks."

The growth in local television advertising by financial institutions was traced by Albin Nelson, banking specialist, TVB, who pointed out that Broadcast Advertisers Reports (BAR) placed investment

in the medium last year at \$111.1 million, in contrast with \$47.1 million in 1970. He said the increase has been most dramatic at commercial banks and mutual savings banks combined, whose rise over the same period was 153%.

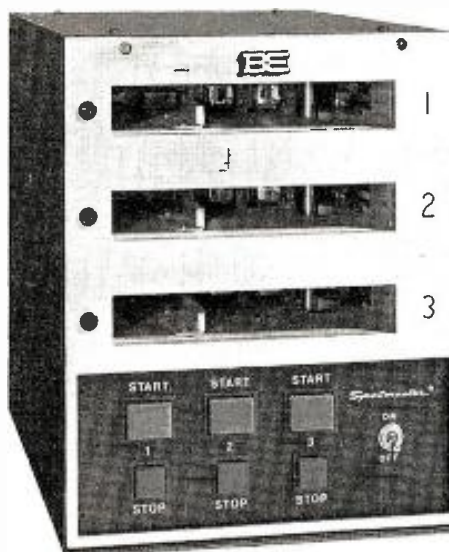
C. Speed Veal, director, advertising and publications, Prudential Insurance Co. of America, Newark, N.J., detailed Prudential's "current love affair" with television, in which Prudential spends 85% of its advertising expenditures, all in network TV.

The thrust of Prudential's TV advertising, he said, "is to promote a broad public awareness of Prudential, to help create competitive preference for Prudential and its representatives, to help overcome the public's psychological resistance to life in-

surance and the resulting procrastination in the purchase of it and to project a unique personality for Prudential and to position it as a socially conscious institution."

Prudential's target audience consists of adults, 18 to 49, with emphasis on young men, according to Mr. Veal. Accordingly Prudential invests heavily in popular, prime-time and sports programming. He also said Prudential avoids certain types of programming: movies, because they are "over-commercialized"; children's shows; variety shows because they "skew, for the most part, toward old folks or kids" and hard-action shows "riddled with gratuitous violence."

B. Fairfax Randolph Jr., vice president



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and marketing director, First National Bank, Dayton, Ohio, said a medium-sized financial institution in a major market still can use TV effectively in competition with "the big boys on the block." The total advertising budget for his bank is \$180,000 per year and it competes with banks three times larger.

Mr. Randolph's approach is to use heavy two-to-six week TV spurges two or three times a year, buying prime spots, news periods and daytime. With a limited budget TV's main function is to create awareness of a particular service of the bank, according to Mr. Randolph, who added, "we believe in television because of the excitement it can create, because of the image we can project, and most of all, because for us, it works."

BRC backs Arbitron antihypoing effort

Rating council applauds decision to drop from books stations that inflate audiences in rating periods

The Broadcast Rating Council went on record last week as reaffirming "in the strongest terms" its "condemnation of any activities by broadcast stations" that could lead survey participants to report more radio listening or TV viewing than they actually do.

The council, which is headed by Peter Kizer of WWJ-AM-FM-TV Detroit as chairman and Hugh M. Beville Jr. as executive director, commended Arbitron Television for its decision to delete from its reports the audience estimates for any station that engages in "diary distortions" (BROADCASTING, May 30).

The council said it realizes that deleting the estimates for such stations "is not a perfect solution" but that Arbitron's action nevertheless "represents a bold step in tackling a serious problem and should prove an effective deterrent to those broadcasters who might consider such attempts."

All rating services were urged by the council to take steps "to define and protect against any possible forms of audience measurement distortion." That way, and "with diligent policing of the situation," the council said, it was confident that "rating services will be able to stamp out this evil." As for broadcasters, the council said, they should "see the perils they could face if confidence in survey results is undermined by such activity."

Neither the council nor Arbitron in its policy statement last month identified examples of the kind of activity it was condemning. However, earlier reports had indicated that some Phoenix stations had launched contests that Arbitron persuaded them to discontinue or modify before it started its April-May measurement. Some of these were said to have been capable, initially, of inducing Arbitron diary-keepers to report more than actual listening to certain stations.

Thompson, Ally, two producers take Clio TV honors in triplicate

Cream of radio-television commercials around the world announced in New York

Clio awards for the best examples of television and radio advertising in the U.S. and abroad have been given in 49 categories for television and 36 for radio.

Topping the list in the U.S. TV competition with three winners each were J. Walter Thompson Co., Carl Ally Inc., EUE/Screen Gems and Rick Levine Productions, all of New York.

Thompson picked up its Clios for entries in the campaign, gasoline lubricants and personal/gift items categories for Kodak Film, STP and Kodak respectively. Carl Ally was cited in the automotive, toy/games and travel/transportation classifications for Fiat automobiles, Tonka toys/trucks and Pan American Airways.

EUE/Screen Gems captured its Clios for personal/gift items (Kodak Film), corporate (Hallmark Cards) and female performance (Hallmark Cards). Rick Levine Productions was honored for beers/wines (Miller Lite Beer); for direction (Volvo) and auto accessories (Craig Stereo).

Six of the seven double-Clio winners in television also were from New York: Grey Advertising, Marschalk Co., Bob Giraldis Productions, Needham, Harper & Steers, Young & Rubicam and BBDO. The seventh double-Clio went to Hoefer, Dieterich & Brown, San Francisco.

In the international competition, 39 Clios for television/cinema were presented. Fourteen winners were from England; four each from Australia and France; three from Japan and New Zealand; two from Brazil, Canada and Germany and one each from Ireland, Norway, Sweden, Thailand and the U.S.

Leading the list of winners in the U.S. competition in radio was the production firm of Radio Band of America, New York, with five Clios for the best entries in home maintenance (Plexiglas), personal/gift items (E-Z Wider Rolling Paper), recreation equipment (Spalding tennis balls), music with lyrics (Kodak Instamatic) and use of sound (Spalding ten-

nis balls).

Young & Rubicam walked off with four radio Clios for its entries in corporate (U.S. Postal Service), media promotion (Time magazine), pet products (Gainesburgers dog food) and national campaign (Time magazine). The production firm of Dick & Bert, Chicago, snared three radio Clios for cosmetics/toiletries (Aztec Suntan lotion), foods (California Milk Advisory Board) and office equipment (A. O. Smith Manufacturing Data Systems).

In the international radio competition, 24 Clios were presented to winners from eight countries as follows: Canada, 10; Australia, five; Brazil, England, South Africa, two each, and Argentina, Germany and New Zealand, one each. Morgan Earl Sounds, Toronto, was the single top winner with four awards for the best entries in the apparel, music with lyrics, humor, and over-all campaign categories.

The awards, administered by the Clio organization, are presented annually in New York City. This year's winners were announced June 16-17.

Blair by leaps, bounds

Rep adds 10 to New York staff, creates new-business VP post

Blair Television began to put into effect last week what it said would be the largest single staff expansion and reorganization program in its history.

Gordon Sulcer was promoted to the newly created post of vice president and director of marketing development/client, and the rep's ABC and NBC sales teams in New York were divided into two units each, each with its own manager. In addition, Blair is in the process of adding six new salespeople to its Station division in New York and four new salespeople to its Market division, also in New York.

Mr. Sulcer, who is currently Blair account executive in New York and assumes his new duties July 5, will concentrate his new-business development work on advertiser executives at the top marketing level, working essentially in parallel with Richard Coveny, Blair vice president and director of marketing development, who concentrates primarily at the agency planning level.

Creation of the new post was said to reflect the belief of Blair Television management that there is an urgent need to work directly with advertisers to convey the marketing benefits of spot TV. Continuing growth of spot, they said, depends on first-person development of a broader range of new sources of national spot spending.

The Blair Station Division's splitting of its New York teams selling the Blair-represented affiliates of NBC and ABC into two units each, with new people being added, Blair officials said, will mean salespeople will concentrate their sales efforts on a smaller number of affiliates in each case.

The units are designated Red and Blue.

Energy overview on FTC's mind

In a meeting with officials of the American Advertising Federation last week, FTC Chairman Mike Pertschuk mentioned the possibility of a conference on energy advertising. "A neutral third party" such as a university, he said, might be host of a meeting of advertisers, regulators and academics. He said the FTC might look into such things as requiring miles-per-gallon disclosures in automobile ads.

Don Gorman and Dan Harrison were named managers of the Red and Blue ABC sales teams, and William F. Murphy and Steven T. Loses managers of the Red and Blue NBC sales teams. Messrs. Gorman and Harrison will work under the direction of Robert Carney, the ABC team sales vice president; Messrs. Murphy and Loses will report to Briggs Palmer, NBC team sales vice president.

Each of the new managers will carry a reduced agency assignment and will be active in day-to-day selling along with the sales units they will be supervising. All four have extensive backgrounds in media and broadcast sales with Blair and with other companies prior to joining Blair. Their new assignments also become effective July 5.

Blair's CBS sales team was not split up, officials said, because it is already at the same strength that the ABC and NBC units will have under the new set-up.

CBS-TV bolsters its promotion hand

Specialist Steve Sohmer called in as VP in wake of Dorfsman's assignments in other CBS areas

Steve Sohmer, an independent communications specialist, was named last week to the newly created position of vice president in charge of advertising and promotion for the CBS-TV network.

The announcement followed the elevation of Louis Dorfsman, advertising and design vice president of the CBS/Broadcast Group, to senior vice president, advertising and design, with additional responsibilities for the design, advertising, promotion and audio-visual activities of CBS Inc., (BROADCASTING, June 20).

Mr. Dorfsman reportedly will be less directly concerned with advertising and promotion for CBS-TV and will concentrate especially on CBS Radio, CBS News and CBS Inc.

Mr. Sohmer, 35, owned and operated Steve Sohmer Inc., New York, a diversified communications organization he formed in 1972 in association with the Minneapolis Star and Tribune Co. Some of his films have won awards from the Broadcasters Promotion Association. Among the clients for whom he wrote and produced sales presentations were the CBS Television Station's Division. Before setting up his own firm he was with the Newspaper Advertising Bureau.

There had been speculation that a new promotion executive would be added since CBS-TV President Robert Wussler told a group of affiliates last winter that he had plans for improving the network's advertising and promotion.



Sohmer

Broadcast Journalism*

Editorialists do more than just talk

NBEA convention in Atlanta voices concern about status of Miami crusade and bomb victim; starts work on ethics and standards; presents awards for first time

The National Broadcast Editorial Association, traditionally soft-spoken despite its outspoken membership, has begun to raise its voice.

At its annual meeting in Atlanta earlier this month, the NBEA assumed a position in support of Emilio Milian's return to the WQBA(AM) Miami airwaves; created a committee to draft an editorial code of ethics and standards; established a liaison with the National Conference of Editorial Writers, the NBEA's print counterpart, and for the first time presented awards, said to be the only commendations in broadcasting exclusively for editorial excellence.

The NBEA authorized a letter to Susquehanna Broadcasting Co., licensee of WQBA, in support of commentary by Mr. Milian, a Cuban exile who lost both his legs in a bombing last year. He returned to the air in October but discontinued his commentaries last month after conflicts with management. Susquehanna said it wanted to be advised beforehand of his commentaries, fearing that they could trigger reprisals, but it denied censorship. Mr. Milian, who could not be reached for comment by deadline, left the station last Monday.

Plans for the editorial code call for a draft to be submitted to members (now 152 stations) next year. It is to be developed by a broadly based committee scheduled to caucus this October in Philadelphia. New liaison with the NBEA's print counterpart is Philip Balboni, NBEA secretary and editorial director of WCVB-TV Boston.

As in previous years, the NBEA program rested heavily upon speakers from the political sector. Among those on hand June 15-17 at the Peachtree Plaza hotel were Alabama Governor George Wallace, former Secretary of State Dean Rusk and former Secretary of Health, Education and Welfare David Mathews. Each offered news perspectives as did San Francisco landscape architect and city planner Larry Halprin. Representing the reporting ranks was Ann Compton, ABC White House correspondent who praised the candor of President Carter but criticized White House press restrictions prohibiting broadcast coverage of daily press briefings there and briefings by top executive staffers.

A rebuttal was provided by White House Press Secretary Jody Powell who restated his contention that televised daily briefings would inhibit discussion and would tend to turn him into a celebrity. (On the prohibition on filming the likes of

national security adviser Zbigniew Brezezinski, Mr. Powell has said on other occasions that there is a place for "background" briefings, and that his does fewer than previous administrations.)

When questioned on the fairness doctrine and equal time law, Mr. Powell said that the President probably maintains the same position he had during the campaign—in favor of the status quo, but that White House staffers are looking into both rules.

The 1977 James Madison Awards, NBEA's annual honor for efforts in defense of the First Amendment, went to CBS commentator Eric Sevareid (whose stand-in was CBS News Senior Vice President William Small) and former Alabama Supreme Court Chief Justice Howell Heflin.

Recipients of NBEA's new honors "for excellence in radio and television editorials" were: (national awards) WBBM(AM) Chicago, William C. O'Donnell, vice president and general manager, Susan Veatch, editorial director, and WTAJ-TV Philadelphia, Carlo Anneke, station manager, Ron Gold, manager of broadcast services; (regional awards-East) WMAL(AM) Washington, Charles Macatee, general manager, Janis Langley, editorial director, and WTAJ-TV; (central) WBBM and WMAQ-TV Chicago, Lee Hanna, vice president and general manager, Dillon Smith, editorial director; (West) KFWB(AM) Los Angeles, Frank Oxarart, general manager, Frank Gonzalez, editorial director, and KOMO-TV Seattle, John Behnke, station manager, Art McDonald, manager of special projects and editorial director. Honorable mention went to KDLM(AM) Detroit Lakes, Minn., David H. Knutson, general manager, Willard R. Robbins, editorial director.

Judges represented a mix of broadcast and print journalists, drawn from the Nieman Foundation for Journalism at Harvard University, National Journalism Fellowship Program at the University of Michigan and the National Journalism Fellowship Program at Stanford University.

Officers elected to serve the NBEA for the next 12 months are WMAQ-TV's Dillon Smith, president; KOMO-TV's Art McDonald, vice president; WCVB-TV's Philip Balboni, and WTMJ Inc. Milwaukee editorial director Ed Hinshaw.

Dangers to newsmen seen in crime bill

Criminal-code revision would give unprecedented power to government to jail journalists, says Landau

A committee of news reporters said last week that a bill to reform the federal criminal code would put tighter clamps on reporters trying to collect information the

government would not want made public.

In testimony before the Senate Judiciary Committee last Tuesday (June 21), Jack Landau of the Reporters Committee for Freedom of the Press warned that the bill (S. 1437) would give the government more authority to put reporters and news executives in jail. He said small news organs such as local radio stations would be especially hard hit by the bill because, unlike the major news organizations with the money to spend to keep their reporters out of jail, the small ones "do not have the resources to hire legal help, especially when you remember it may cost as much as \$35,000 to fight a subpoena."

"Given the already unlimited legal and law enforcement resources of the federal government, this bill would now add the additional powers to harass and intimidate the news organization and news persons of modest financial resources with the threat of bankruptcy if they attempt to fight back."

The committee, whose steering committee includes such newsmen as Walter Cronkite and Murray Fromson of CBS, Tom Brokaw of NBC and Howard K. Smith of ABC, said the bill, often without saying it outright, would have the effect of making it a crime to:

(1) "Improperly" criticize government officials; (2) publish news in violation of illegally issued judicial "gag" orders; (3) protect confidential sources in violation of illegally issued disclosure orders; (4) publish stolen government reports without government permission, regardless of content; (5) possess original government memos without permission.

The bill also would make it a crime for government employees to leak to the press "private" information the government has from oil, auto, drug and defense contracting firms and other nongovernment organizations, Mr. Landau said.

CBS has its doubts about TV study by McHugh & Hoffman

Network analysts use Nielsen in attempt to rebut findings about network-news audiences

CBS-TV researchers, wielding Nielsen data, are attacking "The TV Viewer Comes of Age," a trends report by the McHugh & Hoffman consultancy (BROADCASTING, June 6).

"The Nielsen data does not support the McHugh & Hoffman study findings of a decline in early evening network news audiences; an aging of the audiences of these news broadcasts, nor a significant increase in the audiences to public television," said a bulletin from the network's research department last week. "The department claimed to 'have grave doubts' about the report's 'validity' based on 'public extracts' and noted that it was trying to obtain a full copy.

To show that network news audience has

not declined, as the trend report indicated, the department presented combined Nielsen ratings for news broadcasts since 1970. The following figures were said to "demonstrate that the news ratings ... have been relatively stable" during the seventies: 1970, 35.1; 1971, 34.6; 1972, 34.9; 1973, 36.6; 1974, 36.5; 1975, 35.5, and 1976, 35.2.

Similarly, Nielsen surveys were used to rebut the M&H statement that "the network news audience is becoming increasingly concentrated among those over 50. 'There has been no [such] discernible trend,' the bulletin claimed, adding that since 1970, Nielsen has found these percentages to represent viewers 50 and older: 1970, 54%; 1971, 55%; 1972, 57%; 1973, 55%; 1974, 57%; 1975, 59%, and 1976, 55%.

RTNDA enlisted in news groups' fight for right to TV executions

Texas newsman gets aid from that organization and others in appealing ban on cameras

Several news organizations have gone to the aid of the television newsman in Texas who, almost singlehandedly, is fighting the state's refusal to permit television coverage of a criminal's execution. The Reporters Committee for Freedom of the Press, the Radio Television News Directors Association and the Newspaper Guild entered the case after getting word that Texas had enlisted the help of attorneys general from 24 states and Puerto Rico.

At issue, in the view of Tony Garrett, who was a reporter for noncommercial KERA-TV Dallas, when he filed his suit last year, is that television is a technological extension of the printing press and if they choose to exercise it, that, television journalists have the same First Amendment right to cover an execution with cameras as the printed press does with pad and pencil.

At present, there are 58 prisoners on death row, but no executions are scheduled. The next to occur, however, will involve a method different from the electric chair, which had been used when the Garrett suit was filed. The state has substituted the injection of a lethal substance.

The state, in opposing the request for television coverage, says it would be

In the running. Radio Television News Directors nominating committee has selected Ted Landphair, news director, WMAL(AM) Washington, and Paul Davis, head of news operations at WCIA(TV) Champaign, Ill., as candidates for vice president/president-elect of RTNDA. Vote will be in September, at association's San Francisco convention.

"grisly." It has offered to permit two pool reporters to witness the event and to provide closed-circuit television coverage for others. But it continues to ban public use of the closed-circuit material.

Mr. Garrett, who was being represented on a volunteer basis by three local attorneys, prevailed in U.S. District Court, in January (BROADCASTING, Jan. 10). However, the state appealed, and to bolster its case, obtained the support in the form of friend-of-the-court briefs from the two dozen state attorneys general.

At that point, the only help Mr. Garrett was getting was from Bill Porterfield, news director of KERA-TV, who had testified in his behalf. The station itself did not enter the case.

However, Jack Landau, head of the Washington-based reporters committee, heard of Mr. Garrett's situation and obtained the agreement of RTNDA and the guild to enter the case. Daniel Paul, a Miami attorney who has represented the committee and who includes among his clients a number of newspaper and broadcast interests, took the case at no charge. He filed a brief, flew to Houston, and, after obtaining five minutes of time participated in the oral argument before the Fifth Circuit Court of Appeals.

Mr. Paul, in his brief, argued that the press has a "constitutionally designated role" to represent the public in situations where unrestricted public access to events about which the public has a right to know is impossible. Thus, he said, barring the electronic media from coverage of "this ultimate act of state" prohibits the press from performing that role "without serving any legitimate compelling state interest."

Florida OK's one-year test of court coverage

Supreme court there approves guidelines that will allow one camera, available light

The Florida supreme court has approved guidelines to be used during the state's one-year test of broadcast courtroom coverage.

The guidelines are based on proposals advanced by Post-Newsweek's WJXT(TV) Jacksonville and WPLG-TV Miami (BROADCASTING, May 23).

The experiment—running from July 5, 1977, through June 30, 1978—applies to all state court proceedings. A recommendation by a circuit court chief judge to limit the experiment to two judicial circuits was rejected because "it would too severely limit the experience," in the supreme court's words.

Central to the decision is that no more than one portable camera ("film camera—16-mm sound on film [self-blinded] or video-tape electronic camera") would be

allowed in trial proceedings, and no more than two in appellate proceedings. Personnel would be limited to one person per camera. Similarly, only one audio system will be permitted and pick-up must be accomplished through existing court facilities. Pooling arrangements, the court said, "shall be the sole responsibility of the media without calling upon the presiding judge to mediate any dispute." If a media agreement is not reached, the presiding judge is given the right to exclude broadcast coverage.

Should appropriate audio facilities be unavailable in a courtroom, a district or circuit chief judge is empowered to determine what equipment would be allowed and where it would be located. Chief judges also will make such decisions regarding television set-ups. As for lighting, the court said, "No artificial lighting device of any kind shall be employed in connection with the television camera." (There is, however, a clause allowing lighting "modifications or additions" if "installed and maintained without public expense.") Lighting and sound approval for cameras must be received in advance.

To provide a guide to the type of equipment that can be used, the court said that "such photographic and audio equipment shall produce no greater sound or light than the equipment designated . . ."

The designated film cameras: Cinema Products CP-16A-R, Arriflex 16 mm-16 BI, Frezzolini 16 mm (LM16), Auricon Cini-Voice, Auricon Pro-600, General Camera SS III, Eclair ACL, General Camera DGK, and Wilcam reflex 16mm; portable electronic cameras: Ikegami HL-77, HL-33, HL-35, HL-34, HL-31; RCA TK 76; Sony DXC-1600 Trinitron; ASACA ACC-2006; Hitachi SK 80, SK 90; Hitachi FP-3030; Philips LDK-25; Sony BVP-200 ENG camera; Fernseh video camera; JVC-8800u; AKAI CVC-150, VTS-150; Panasonic WV-3085, NV-3085, and JVC GC-4800u, and videotape recorders: Ikegami 3800; Sony 3800I Sony BVU-100; Ampex portable video recorder; Panasonic one-inch video recorder; JVC 4400, and Sony 3800 H.

Movement about the court by broadcasters will be prohibited during the proceedings as will audio pick-ups or televising of conferences among attorneys, clients or the judge.

In the case of retrials or appeals, film, video-tape, still photographs and audio reproductions from earlier proceedings will not be admissible as evidence.

"So that the court may evaluate in depth all experiences engendered under the program . . . and to preclude appellate activity during the test year," broadcasters and photographers will not be entitled to appeal the judges' decision during the experiment, the supreme court said.

The decision of the supreme court judges was unanimous. Judge J. Karl however, in a concurring statement, claimed that "the standards promulgated by the majority go further than necessary," and that "I would establish far less restrictive standards."

Cablecasting*

Come in, FCC; stay out, FCC

Cable interests testifying on pole-attachment part of Hollings bill want commission to regulate, but they oppose provision that would permit FCC to fine systems; broadcasters and utilities take expected stances on both issues

The Senate Communications Subcommittee last week held two days of hearings on the pole-attachment/cable forfeiture legislation introduced earlier by the subcommittee chairman, Ernest Hollings (D-S.C.) (BROADCASTING, May 23).

As expected, the cable television interests generally were in favor of the pole-attachment provision that would give the FCC jurisdiction if the states did not step in, and against giving the commission the power to fine cable systems, at least for the time being. Broadcasters approved of the fines, calling them necessary to police systems that violate FCC rules. Utility group representatives for the most part were against what they viewed as the encroachment of the federal government into a local regulatory matter.

FCC Chairman Richard E. Wiley presented the commission's case. On the forfeiture side, there was no problem—the FCC was all for it. It is "necessary to our regulatory efforts," Mr. Wiley said, and will "enable the commission to enforce its rules in an effective and expeditious manner."

The pole attachment portion was not as clear-cut. Two of the FCC commissioners, Benjamin Hooks and James Quello, want the federal government to regulate pole disputes, Mr. Wiley said, but the other five commissioners feel it should be addressed by the states.

So while the majority support the basic tenet of the bill—that the states should have first jurisdiction—there are problems with the portion that gets the FCC involved if the states decline, Mr. Wiley said. He listed them:

- The cost to the commission in both money and manpower. Calling the estimates tentative, Mr. Wiley said the FCC figures that the program "will require at least 20 additional permanent positions even under the most favorable conditions," and he said that the commission has received notice that from the Office of Management and Budget of reductions in the FCC's permanent staff positions for 1978 and 1979. "In light of the responsibilities currently facing the commission," he said, "and the limited personnel available to meet those responsibilities, we believe that this bill should not be enacted without provision of the additional resources necessary for its implementation."

- The commission questions whether

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How Pete Goulazian uses Probe to m

One of the key marketing strategies of a major airline is targeted to men. Its advertising agency is researching ways to extend media reach among this audience group.

Eliminates guesswork.

A Katz American sales manager suggests a Probe analysis of the airline's media strategy. Probe is a computerized system which can perform a myriad of reach, frequency

and demographic calculations. With Probe, you can take the guesswork out of matching media to marketing goals.

Test market analysis.

Pete Goulazian, Katz V.P. for Broadcast Services, collects test market data. Combinations of newspaper, TV and radio schedules are analyzed to find a mix which most efficiently reaches the advertiser's primary customers.



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Efficient gain.

In the test market selected by the agency, Probe adds TV and radio to the airline's weekly newspaper insertions. This strategy extends reach among men by 49% with no loss of frequency and only an 8% increase in budget.

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Katz. The best.

the bill provides "any incentives for state regulation of pole attachments. Indeed, we suspect that many state authorities might well elect to let the federal government be responsible for handling this problem."

■ The complexity of determining what constitutes a "just and reasonable rate."

■ A lack of specificity as to "what level of regulation would, in fact, constitute 'regulation by a state authority.'"

The National Cable Television Association, represented by Amos Hostetter Jr., executive vice president of Continental Cablevision Inc., Boston, devoted most of its comments to the pole-attachment section of the bill. In regard to the forfeiture/fine segment, Mr. Hostetter said, "that while the power to impose a forfeiture on cable television systems may be a useful regulatory tool, we question whether that power should be given to the FCC in the context of the statutory vacuum that currently exists with respect to an over-all regulatory program for cable television. It is our view that Congress should assign a specific role to cable television in the provision of communications services to the United States and should at the same time grant the commission the necessary regulatory tools to enforce those provisions."

On pole attachments NCTA was adamant: "This is an area where the FCC and the vast majority of all the states currently are without power to prevent a disruption of a critical communications pathway. Thus, unlike the forfeiture issue, we are not advocating merely a more efficient regulatory tool to supplement the existing powers of the regulatory agency, but the establishment of a regulatory forum to resolve disputes where none exists today."

It continued, saying that phone companies and utilities had not planned on cable using their poles, so that "were it not for the possible use of that space by cable television, it would remain what it is today, an unproductive and unneeded unit of utility plant whose total cost must be borne by the consumers of utility services."

NCTA urged that the legislation be adopted, citing the rising pole-rental fees being charged. "According to financial data released by the FCC on June 10, 1977," the NCTA said, "for the period November 1975 to October 1976, the entire CATV industry served approximately 10 million subscribers and generated total revenues of \$894 million on an investment of \$2.1 billion dollars. The CATV industry's total pre-tax profits, however, were only \$27 million. CATV cables are attached to 10 million utility poles and the national pole attachment rate is \$3.50. Thus, the cable television industry's pole-attachment rental payments of \$35 million exceed the industry's pre-tax profits by \$8 million at present rate levels." And that average \$3.50 per pole rate is likely to go up shortly," NCTA said, "to the \$5.50 range."

Fines and forfeitures, not pole attachments, were the thrust of comments by Kyle Moore, president of the Community

Antenna Television Association which urged the bill be defeated. He said that CATA, like NCTA, is not against the idea of fines and forfeitures. "We are against—very strongly, the idea that Congress refuses to tell the FCC what authority it has over cable television—what it is supposed to regulate, and more importantly, what it is not supposed to regulate. At the same time, you are considering giving the FCC the right to fine us for violations of rules Congress has not passed on, and which courts continue to strike down, and which the FCC, from time to time, agrees are wrong. Congress should write the laws first—then include penalties for violating them. We would support that—but not the other way around."

In response to the notion that the fine provision is needed to stop cable operators from breaking FCC rules, CATA questioned the number of such violations. The FCC, CATA said, "repeatedly mentions the numerous complaints it gets about cable operations..." What the subcommittee should do, CATA suggested, is to "ask the commission what those complaints are about—not just how many there are. We're sure some of them are about bad service—but we're just as sure that a lot more are complaints about the commission's signal carriage and nonduplication rules."

Broadcasters didn't agree. John B. Summers, executive vice president and general manager of the National Association of Broadcasters, said, "Our main reason for supporting the bill is that it would allow the commission to impose fines in areas other than in broadcasting." In particular, he continued, on cable systems. "We believe the commission must have this authority since some of the cable rules are designed to insure broadcast service to the public. Forfeiture authority would give the commission the ability to speed up the enforcement process and it would give the cable operator greater incentive to operate according to FCC rules and regulations."

This was also the feeling of the Association of Maximum Service Telecasters. It said it expressed "its wholehearted support for the principle of more extensive forfeiture penalties and more stringent penalties for non-broadcasters."

The pole attachment provision was also supported by the National Association of Regulatory Utility Commissioners, since the language of that part is similar to draft legislation drawn up by NARUC and NCTA (BROADCASTING, March 21) and to legislation introduced in the House by Representatives James T. Broyhill (R-N.C.) and Timothy E. Wirth (D-Colo.) (BROADCASTING, May 16).

Pole attachments are a local matter, said the United States Independent Telephone Association and the American Public Power Association, "properly subject to regulation by local governments, not from Washington. The affairs of more than 1,400 publicly owned systems, presently governed by city councils or boards of commissioners, should not be regulated by Washington," and the bill should not be enacted.

Kahn get deeper into fiber optics

He will be associated with new manufacturer of laser component that will be applicable to cable TV

The formation of General Optronics Corp., New York, to manufacture optoelectronic components and systems, starting with gallium arsenide lasers, was announced last week by Irving B. Kahn, chairman of the firm.

General Optronics, a privately held company, will produce the laser which will be used in optical fiber systems planned for cable television and other forms of communications. Mr. Kahn, former board chairman of the Teleprompter Corp., is president-chairman of BroadBand Communications Inc., New York, a communications consulting firm. He also is a director and consultant for Times Fiber Communications Inc., New York, which manufactures optical fiber cables and systems.

General Optronics is establishing manufacturing facilities in northern New Jersey and expects to deliver commercial quantities of its devices by the third quarter of the year.

Named president of General Optronics was Dr. C. J. Hwang, described as a key member of the technical staff of Hewlett-Packard Laboratories, Palo Alto, Calif., which was responsible for the development of long-life gallium arsenide lasers.

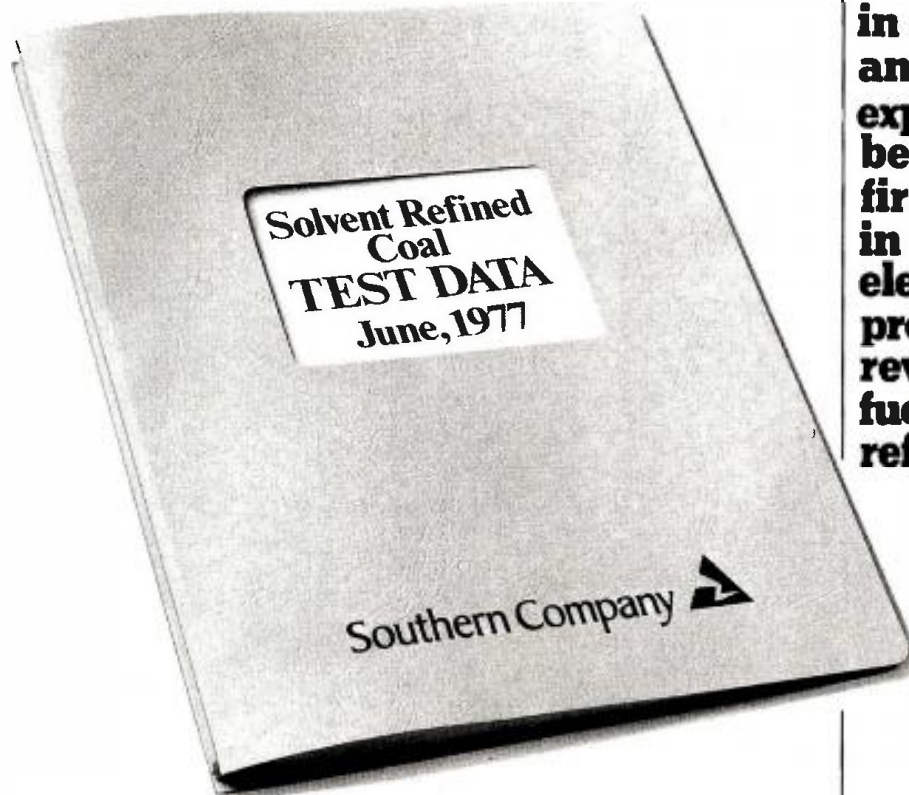
Other key executives of General Optronics will be Hubert E. Albano, in charge of epitaxial growth and wafer processing of gallium arsenide devices of the Laser Diode Laboratories, Metuchen, N.J., who has been appointed senior production executive; Joseph F. Svacek III, electro-optics specialist for the laser fusion department of Los Alamos Scientific Laboratory, Los Alamos, N.M., who was placed in charge of device testing and automation, and Thomas F. Moscarello, corporate controller of Video Techniques New York, who was named controller.

Cable Briefs

Advice to Carter. President of National Cable Television Association has urged President Carter to nominate FCC chairman from outside regulatory realm of commission. "The individual must not be wedded to the shibboleths of the past," wrote Robert Schmidt, "but must be able to look anew at the ever changing communications world." President's choice, he said, should not be "beholden" to any of special interests regulated by commission, but rather be able to "bring new perspectives and a fresh point of view."

Horray for Hollywood. Cable Television Administration and Marketing Society will hold three-day conference devoted to marketing ideas for pay cable. Dates are July 25-27 at Hollywood's Century Plaza.

SOLVENT REFINED COAL TESTED



Near a small town in south Georgia, an historic energy experiment has begun. For the first time anywhere in the world, electricity is being produced from a revolutionary fuel-solvent refined coal.

This test is a proving ground for the many years of research and preparation which have gone into developing a way to clean coal — a process called solvent refining.

Data from the experiment must be studied for several weeks to come. But we're confident the results will show that solvent refining is a way to turn even the dirtiest coal into an

environmentally acceptable fuel.

Three thousand tons of "clean" solvent refined coal already have passed one important test. The fuel was shipped cross-country by rail — in open hopper cars — and proved it could hold up in all kinds of weather. Now, for the first time, it is being burned under actual operating conditions in an

electric generating plant near Albany, Georgia.

Solvent refining is being put to the test. It could mean the best way to burn coal while meeting the restrictive environmental regulations for new electric generating plants.

Contact: Gale Klappa
(404) 393-0650

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A few have Autotron I, the complete automatic traffic and billing system, that provides several terminals, for several of your stations, doing several tasks all at the same time...

...others have selected Autotron IV, which does traffic and billing, but also does payables, general ledger and payroll, and is operated by one employee in a normal work week for the busiest AM/FM...

...still others have chosen Autotron VI, the only total automation system made, adding program automation control and memory (not just interface, CONTROL) to traffic, billing, payables, general ledger and payroll; and, throws Automatic Transmitter Logging in at no extra charge, while even automatically rescheduling discrepancies...

...finally a group or two has chosen one central computer with remote terminals at their other stations.



And now, we're proud to introduce the ultimate program automation system—(GUERAC)—Autotronics Division of Automation Electronics, Inc. exclusively presents Guerac and Guemaster reel-to-reel and cartridge players and recorders, an automation ready. Guerac features 500 "on-line"

cartridges and is available as a stand-alone system or as a part of the Autotron business systems. Think of the walk-away possibilities. Until now programming formats have been limited to available automation equipment; now, at last, a total system that can bring new dimensions to formatting. Economical when automation alone, but when combined with the Autotron system—it's absolutely great! The Autotron Systems and Guerac are on display. Ask about them and then see them in action. You'll wonder how you got along without them so long.

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Computer ubiquity. RADCOM, the radio data computer at CBS Radio Spot Sales in New York.

Special Report

There's no business like computer business

In less than a decade, the idea of automation in the front offices of broadcasters has become fact; it not only is sorting out in an orderly manner the offering, selling and placement of advertising, but it is continually opening new avenues to profitable efficiency

Last July, Ester Konantz, office manager of KSLM(AM) Salem, Ore., sent a letter to Joe Coons, president of Paperwork Systems Inc., the company that had sold KSLM a business automation system. This is what she wrote:

"Dear Joe: The first of Aug. I will start my 30th year here at KSLM. Two years ago when Bruce [general manager Bruce Kerr] said he was thinking about putting in a computer, I was dead set against it. I didn't see how anything like that would work for radio. After you have done something so long and it seemed to be working OK I didn't see how it would work and I didn't want to change.

"The first six months were hectic and I was ready to look for another job. As time went on everything seemed to fall into

place and the work seemed much easier. Now I would hate to go back to the old way of doing things."

What happened to Ester Konantz is representative of what has happened to the broadcast industry. Once seen as the intimidating and incomprehensible devices that somehow put men on the moon, computers are increasingly being accepted as reasonable, even indispensable tools for booking the local used car dealer's spot on the late-night movie. What's more, as broadcasters have grown familiar with what the computer can do, they are starting to develop uses for data processing that go beyond the simplification of clerical tasks into new areas of business management. The physics maxim that "any sufficiently advanced technology is indistinguishable from magic" still holds. It's just that broadcasters are learning to be magicians.

The apprenticeship has not been easy. Probably the most basic problem was that the daily business of broadcasting turned out to be far more difficult to automate than many computer programmers thought it would be when they made their initial attempts in the late 1960's and early 70's. IBM, which had helped cut down the repetitious clerical tasks of basic accounting for dozens of business, including some broadcast operations, made several unsuccessful and costly attempts to build systems for the more delicate traffic and scheduling functions of radio and TV.

Wilson Lewis Jr., an IBM systems engineering manager, was involved in one of the company's more successful ventures, working with the staff of KMOX(AM) St. Louis, a CBS O&O, to develop a program for radio beginning in 1970. He was

asked how familiar with broadcasting he and his programming team were, going in. "On a scale of from zero to 100," he said, "we were probably about seven and a half. It was much, much more complicated than we thought."

According to Norfleet Turner, who as president of Data Communications Corp. of Memphis organized the Broadcast Industry Automation System (BIAS) in 1969, the business automation systems that most resemble the requirements of broadcasting are those developed by the airline companies for reservations: An airplane seat, like a commercial spot, cannot be sold once the vehicle is in the air.

But from there the business of selling commercials grows more complicated. An airline does not sell its seats to the highest bidder, for example, nor will it bump Mr. Jones off a flight in favor of Mr. Smith just because Mr. Smith is likely to be a heavier traveler in the future. As far as IBM's Mr. Wilson is concerned, "When you get down to that level, the computer can't really make those decisions—it's too qualitative."

Consequently, IBM and several other large computer companies that had been eyeing the broadcast market in effect threw up their hands and walked away. IBM, for example, is still licensed by CBS to market the KMOX system, but according to a spokesman is not actively doing so (although KMOX and about a half-dozen other stations use it). And an IBM system for television, BITS (Broadcast Industry Total System), has also been shelved, according to another spokesman.

That left those who still wanted to pursue broadcast automation with an open field—and two basic problems: first, how

Market-makers in broadcast business automation

Automation Electronics, Lafayette, Ind.
Contact: Larry Zaiser, president.

The newest company on the market, Automation Electronics has, since January, signed on eight AM/FM combinations and one FM to its in-house radio system—the largest being wovr(FM) Philadelphia, the smallest, wwsc(AM) Glens Falls, N.Y. Automation's software programs were purchased from another service bureau (Mr. Zaiser won't say which one) and rewritten by the company's systems analyst, Thomas Ransom. Mr. Zaiser has some 20 years of experience in broadcasting and most recently was director of marketing for Trace Inc.

Automation offers six systems of various capabilities for between \$30,000 and \$57,000 (the latter price including full station automation off one minicomputer), with lease plans running from \$660 a month to about \$1,100 a month. These prices include all hardware and software.

Basic hardware includes a Honeywell Level-6 minicomputer, one printer and one CRT, although the system will drive as many as 16. Honeywell services the hardware for about \$230 a month.

Broadcast Computer Services (BCS), Colorado Springs, Colo. *Contact: Jack Finlayson, marketing manager.*

Probably the first of the current vendors to hit the market nationally, BCS's programs were designed in 1968 by Kvor(AM) Colorado Springs, using a punch card system run through Kaman Sciences computers. Kvor began marketing the system in 1969, sold it to Infodata systems in New York in 1970, which in turn sold it to Kaman in 1972. The card system was replaced by a distributive processing system for television in 1971.

The company has installed its operation at 54 stations, 15 of them radio, in markets from New York to Fort Myers, Fla.

BCS offers three television systems of varying sophistication—the 800 and a slightly smaller version of the same system, the 800b, for middle markets, and the top-of-the-line 1100, capable of handling AM/FM/TV combinations.

In-house, the 800 systems use a Digital Equipment Corp. PDP-8E minicomputer with three terminals; the 1100 uses a DEC PDP-1134 with as many as seven terminals.

Software and accessory prices on the 800's range from \$2,200 to \$3,000 a month depending on the number of services supplied, the hardware from \$37,000 to \$45,000. For the 1100, the software runs as low as \$1,500 a month for a single radio station to as high as \$3,500 a month for a single TV, with combination stations paying a prorated price, negotiable with BCS. The hardware runs about \$70,000. Optional programs for these systems are available at extra cost.

Stations on the 800 or 1100 systems key their transactions into their minicomputers during the day. BCS then calls the station's minicomputer over WATS lines during off-hours to transfer the data to its Cyber 70 computer in Colorado Springs, which processes it and sends it back to be printed at the station.

BCS also has an in-house system for smaller-market radio stations, which the company markets for the Radix Corp. Total price for that system is about \$50,000.

Broadcast Industry Automation System (BIAS), Memphis.

Contact: Patrick Choate, director of marketing.

BIAS, one of the earliest and still one of the more elaborate systems on the market, was the first product of the Data Communications Corp., which developed the system in 1969 with wmc-tv Memphis. Sales to other stations began in late 1970, primarily to large-market TV's, and the company didn't sell a system outside the top-100 markets until 1973. It now has 167 stations on-line, 30 of them radio; the smallest BIAS customer is in Panama City, Fla., the largest in New York.

Customer stations get a basic BIAS software package, the price of which is determined after BIAS conducts a cost-analysis survey in each station to determine how much of a load it is likely to put on the host computer. The largest customer's rate is about \$6,000 a month, smaller stations pay in the area of \$2,000 a month. Additional programs are available at extra cost.

In-house, BIAS supplies a Data General Nova 3 minicomputer, two CRT's (most stations use two or three, but the system can drive more), a primary and back-up printer and miscellaneous hardware for about \$28,000. Third-party leases can be arranged. In addition, the company recently added to its one-year contracts a service charge to cover increased expenses and hardware which vary according

to the national cost of living index (now set at 6.8%).

In Memphis, BIAS uses two Burroughs 6700 computers and has one station on a new Honeywell Multics computer which BIAS estimates will handle 74 more stations.

Upcoming: a satellite system to incorporate a parent station with one or more satellite stations outside the parent's primary broadcast area, and an economy-line Micro BIAS system for radio stations and smaller TV stations.

Columbine Systems, Golden, Colo. (near Denver). *Contact: David Ridge, vice president.*

Columbine's president, William Cole, is a data-processing man who worked with KIMN-AM-FM Denver in 1964 to build a business system based on punch-card software. When minicomputers entered the scene, he rewrote the programs and began marketing Columbine's in-house system in 1971.

Strictly a software house, Columbine's basic business service runs off an IBM System 32 minicomputer (\$45,000 to buy with a \$227-a-month maintenance fee; \$1,250 a month to lease) which drives one terminal. The software package, with enhancements, is offered at a flat, fixed rate based on a station's gross annual revenues at the time it commits (a station making \$1 million, for example, pays \$450 a month; a station making \$4 million pays \$635).

Columbine has aimed for middle- to small-market TV stations and all radio stations. It is now installed at 151 stations, two-thirds of them radio, with 32 others committed. Customer stations are billing as little as \$250,000 a year and as much as \$6 million.

Upcoming: a new software package for smaller markets and a larger hardware system.

Compu/Net, Los Angeles. *Contact: Jack Baker, marketing director.*

Compu/Net began in 1970 when Edward Stevens, an ex-station manager, formed the company and with several other ex-broadcasters developed their own on-line system. They used time-sharing computer services until 1974, when the Control Data Corp. bought a minority interest and began providing computer time and its telephone-line network. In April 1975, Control Data bought out the company and redesigned the software.

Aiming for medium- to small-market radio

to overcome the technical problems of the original systems themselves and of the industry as a whole, and, second, how to overcome the horror stories about computers that circulated after the early disasters. The response was to approach broadcasting as a unique data-processing challenge by wedding the expertise of the two fields. Thus, as can be seen in the individual company profiles below, every organization with business automation systems on the national market today claims both computer programmers and broadcasters on its staff. "We understand

your problem" has become the advertising catch phrase of the industry.

Judging from the apparent success of the early companies to take that approach, such as BIAS, Marktron and Paperwork Systems Inc. (PSI), the basic technical problems were fairly well worked out, albeit after some expensive trial and error. BIAS, for example, marketed a successful program beginning in 1971 after developing it in conjunction with WMC-TV Memphis. But after the company began tying stations into its big Burroughs computer, it quickly discovered Burrough's

original projection that the system would handle as many as 150 stations was, to put it mildly, overly optimistic. "We got to 35 stations and the computer was on its knees," said Patrick Choate, BIAS's marketing director. Quick hardware purchases running into the millions of dollars were in order.

Marktron developed its original radio system at KABC(AM) Los Angeles in 1973, continued to evolve it as three Metromedia AM-FM combinations were installed, reworked it with CBS and then went back and converted all its customers

stations, the company now has 53 customer stations, including about 10 AM/FM combinations, with a billing span of from \$250,000 to \$4.5 million a year.

Customers are connected via Compu/Net's dedicated phone lines to a Control Data Corp. 6400 host computer in Los Angeles. In-house, each station generally has one CRT, sometimes two, and a printer. Some reports are mailed or printed at local CDC service offices. All customers get the same service package, for which they pay a flat rate ranging from about \$1,500 to \$3,500 a month, depending on their volume. Service of in-house equipment is presently contracted out by Compu/Net through local service bureaus, but the company is in the process of installing its own CRT's and printers, which it will service.

Upcoming: a television system that will offer the option of going on-line or in-house.

Cox Data Services, Atlanta.

Contact: William Henderson, director of marketing.

This television system was designed for the Cox Broadcasting stations after an abortive attempt at an on-line system (see story). The Cox stations were converted to the new in-house system in 1975, and the first outside customer, WGAL-TV Lancaster, Pa., also signed on that year. Cox now has 23 stations, in markets as large as Boston and as small as Lansing, Mich.

The company offers two basic sales, traffic and billing systems for stations with different volumes: System 1000, which comes with a Data General Nova II minicomputer and two CRT's, and the System 2000, which includes two Novas and four CRT's (it will drive as many as six). Cox sells both the hardware and the software at \$145,000 for the smaller system and \$175,000 for the larger; lease plans are negotiable, and optional programs are available at extra cost. Maintenance is provided by the Ball Computer Co. for \$500 and \$922 for the respective packages.

Upcoming: a radio system and a research program for sales.

Jefferson Data Systems, Charlotte, N.C.

Contact: William Jennings Jr., general sales manager.

Jefferson Data is an offspring of the system developed by Jefferson Pilot Broadcasting for its own stations. The group's radio and TV stations went on the computer in 1970 and 1972; it's first outside customer, Post-Newsweek's WJXT(TV) Jacksonville, Fla., came

aboard in 1972 and the other Post-Newsweek stations followed suit. At present, Jefferson has 11 AM's, five FM's and 20 TV's, the largest market being Washington and the smallest Las Vegas.

Jefferson uses a "distributive processing system," meaning some of the station's work is done by an in-house computer and some by an on-line host computer. Its basic traffic, accounting and management packages are offered along with numerous additional programs which can be ordered at the customer's option (they call it "custom-blended service"). Software packages are available for between \$650 to \$1,500 a month for radio; \$1,500 to \$4,000 a month for television; purchase plans are negotiable. Prices include hardware maintenance.

For the in-house hardware, Jefferson provides a Sycor 340 minicomputer for its middle- to small-size stations and a Sycor 440 for television or combination stations. The 340, a semi-intelligent terminal, sells with a printer for about \$17,000 and leases for \$550 a month; the 440, which will simultaneously drive up to eight terminals, sells for about \$45,000 and leases for \$1,300 a month. In addition, the station leases a telephone company interface unit to connect the minicomputers with the host computer for from between \$60 and \$125 a month.

The in-house minicomputers are connected to Jefferson's Honeywell 66/10 in Charlotte, N.C. During the day, the customer station keys in its transactions to the minicomputers, which then feeds the information at night via Jefferson's WATS lines.

Marketron, Menlo Park, Calif. Contact: Jerry Cronin, president.

Marketron started out on the sales/avails side of the broadcast computer business in 1970, offering a demographic analysis package for radio and TV which is still flourishing with some 200 customers. In 1973, partners Gary Davidson, processor, and Jerry Cronin, a sales rep for some 21 years, "saw a lot of activity" in business automation systems and designed an in-house service for radio in conjunction with KABC(AM) Los Angeles. The system evolved as previously described, and Marketron now has 57 stations, all but a few of them in the major markets and many of them AM/FM combinations.

Marketron uses a Cincinnati Milacron 2200 minicomputer driving four CRT's. The basic system, including hardware, software and maintenance, can be installed on a three-year lease plan for between \$2,400 and \$3,100 a

month, depending on whether the customer is a one- or two-station operation and on how many terminals are desired. A newly developed general ledger and payroll package is available for a one-time cost of \$1,500.

Marketron is just now coming out with a system for smaller radio stations which is to be sold for \$35,000. It will run off the same minicomputers but will drive only one terminal. Upcoming: a television service.

Paperwork Systems Inc., Bellingham, Wash. Contact: James Lang, director of marketing.

PSI's original programs were designed in 1972 by International Good Music Corp. of Bellingham and manufactured by Radix, as previously described. IGM's general manager, Lee Factor, and consultant, Joe Coons, a former radio owner/manager, formed PSI in 1973 and in 1975 new programs were designed. The company now has 90 AM's, 64 FM's and 17 TV's on its in-house systems, with customers billing as much as \$6 million and as little as \$150,000 annually.

PSI offers five different billing, accounting and traffic (BAT) systems, varying in speed, capacity and capabilities depending on the station's needs. Systems run off Data Point minicomputers, with system purchase prices ranging from from \$32,950 up to more than \$79,000. Lease plans are available. Prices generally include one CRT (although the top-of-the-line system can drive 16, and maintenance of software for one year; enhancements are available at extra cost. Data General services the minicomputers for between \$125 and \$280 a month.

Upcoming: a system for generating a music-rotation program.

Trace, Lafayette, Ind.

Contact: Geraldine Zimmerman, president.

Trace, a five-year-old software-development and computer-consulting firm, entered the broadcast market a little over a year ago. It originally bought the software program developed by CBS and IBM at KMOX(AM) St. Louis, which was then rewritten by Dr. Zimmerman and two former broadcasters.

The in-house package uses an IBM System 32 minicomputer, which drives one terminal or a Digital Equipment Co. minicomputer that drives up to eight terminals. Both minicomputers can be leased for about \$1,300 a month or bought for about \$45,000 from the manufacturers. The software can be purchased for \$16,800 or leased for about \$300 a month.

to a common system last year. The principal partners in PSI hit the market in 1972 with programs manufactured by the Radix company, then decided in 1975 they wanted to have more control over the product and wrote their own programs, converting some of their existing customers and leaving others on the old system. Radix subsequently marketed that system through BCS.

The next hurdle, once programs that worked were developed, was to convince station management that they did, indeed, work, and that they could work to the sta-

tion's advantage. It wasn't easy at first, not only because of the early failures in the industry, but also because of a certain psychological resistance both among managers—who weren't quite prepared to turn over the nuts and bolts of their livelihood to a piece of blinking hardware—and among staff members—who feared they would lose their jobs or be reduced to mechanical handmaidens.

But the initial reservations of many managers gave way, obviously. Market studies of just how many stations are signed up are conspicuous by their ab-

sence in the industry, mainly because the market has until recently been so wide open that studies weren't really needed—pick a station, any station, so to speak. Most companies have simply added together the number of stations claimed by the national vendors (see below) and tacked on a "fudge" factor to account for the various regional vendors and individually developed systems. Roland Zavada, vice president of engineering for the Society of Motion Picture and Television Engineers, reported to the International Television Symposium in

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A broadcast automation system that is in-house and in your control. No more time sharing from the "host" computer.

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cox data services

A Business Service of Cox Broadcasting Corporation

Montreux, Switzerland, on June 10 that 130 TV stations in the top-100 markets already have systems. Larry Zaiser, president of Automation Electronics, guesses that about 33% of the nation's TV stations now have automated business systems and about 12% of the radio stations; Patrick Choate of BIAS guesses about 70% to 80% of the TV stations have committed and about 3% of radio; BCS believes that about 400 TV's have computerized and between 300 and 400 radio stations.

Whichever number is chosen, it seems clear that the industry is plugging in pretty quickly, a fact that can probably be attributed about equally to the feeling that automation is an idea whose time has come and to the persuasive efforts of the computer companies pushing that point of view. Here, for example, is a representative pitch, as delivered by Mr. Zaiser of Automation Electronics:

"Automation allows a station to expand without outgrowing the management overseeing capability. It also gives them immediately the management tools necessary to run their stations effectively—how many dollars they have coming and going, how their rate structures compare to what's selling, how their log is working, what their inventory really is, what kind of clients are buying and what kind are not. It's also valuable to them to get their billing out the same day it should instead of having six people typing for two weeks trying to get affidavits done. It increases the cash flow from that standpoint, as well as management capability. That's what we're looking at."

Gerald Baldwin, a vice president and director of local broadcasting for the advertising agency, Young and Rubicam, said pretty much the same thing, only more succinctly (and with a touch of remorse), when he told a group of security analysts recently that the systems had allowed station managers to "recapture their inventory."

The appeal of strong management control is presumably the reason why several of the large group operators moved early toward automation systems for their stations. Consequently, some of them paid the price of being out in front, but then several of them can claim that all their stations are now enjoying the advantages of automation and that they are, or will soon be, hooked into a centralized corporate computer. Westinghouse, for example, designed a system for its radio outlets several years ago, tried to put its television stations on it, found out that wouldn't work, developed a new system for TV and finally converted its radio side to that system. The company just converted the last of its five TV stations and seven radios to an "on-line" system, meaning the stations are hooked up to the company's big Burroughs computer in Milford, Conn., which processes 90% of each station's business transactions and feeds the information back to a local printer. The Burroughs is also sending out demographic information and sales analyses to the stations and feeds some—not all—of the stations' availability information to the Westinghouse rep firm,

TVAR.

Metromedia started converting from a punch card system at KTTV(TV) Los Angeles, in 1968, working with IBM's BITS, then went to the BCS system with its other TV stations beginning in 1974 and is now converting KTTV to BCS. The company hopes to have all its stations hooked into its central IBM 360 computer in Los Angeles within a year, so that its accounting division, Metro Data Services, can do the accounting for everyone. Cox Broadcasting developed a system for its TV stations in 1971 but, like BIAS, found that its computer wouldn't handle the load they predicted it would, scrapped the whole thing and built a new system, using minicomputers in each station, which it is now marketing.

The three networks all have evolved systems for their O&Os over the last several years, either independently or with one of the national services, and all are now reworking, expanding or upgrading the systems they have. NBC, for example, is in the process of installing minicomputers in each TV station which will be tied to its big network computer, while CBS is upgrading its corporate computer center to allow, among other things, a 24-hour on-line service and the feeding of demographic data to its O&O's. All three networks now use Marketron for their radio O&O's (except for CBS's KMOX): Metromedia still has three AM-FM's on Marketron and is currently scouting the market before it decides which way to go with its remaining six stations.

If the time, money and trouble that these companies have spent in their efforts to automate weren't testimony enough to the conviction that computers have established a permanent place in broadcasting, it is interesting to hear the conclusions of one of the more hesitant groups to go for them, Capital Cities Communications. In keeping with its policy of decentralized management, Capcities has taken the position that each of its individual station managers should make the decision as to which system, if any, to choose, according to George Chamberlain, vice president of finance and administration for the company's broadcast division.

The result has been that Capcities' KPOL-AM-FM Los Angeles signed on with and eventually withdrew from Compunet, the Control Data Corp.'s system, about 1970, and WJR-AM-FM Detroit, after conducting an exhaustive study of the systems available, is buying its own computer and designing its own system (the general manager there is computer-wise, according to Mr. Chamberlain).

Predictably, Capcities has been courted furiously by the various system vendors, but Mr. Chamberlain said the company is determined to let its individual stations try out systems on their own, so long as they make no long-range commitments that would preclude an over-all corporate system at some time in the future. Mr. Chamberlain feels especially strongly that the decision to let the market settle a bit was a wise one after watching some of the other groups struggle through several gen-



Let's face it:

Sooner or Later we'll be in your office.

This is the "year of the computer" for many broadcasters. Why? Paperwork. Regulations. Reports. We broadcasters are loaded with them. A computer solves the problems. Accurate logs. Easy compliance. No schedule errors. Accurate, complete, fast management reports and projections. Improved invoices and statements, speeding cash flow. For your operations, discipline; for you, control.

PSI is the world leader in sales of computer systems for broadcasting. We know this business. Our BAT Systems are now in over 180 stations, from small market radio to large TV. They are the lowest in cost, with the best support in the industry. And a PSI Mini-computer System is *yours*, in-house. No rentals forever. No phone lines. It does it *all*: Billing, Accounting, Traffic and Payrolls. Even the P&L!

Get us in *your* office soon, at no cost. Let us do a complete "Station System Analysis", analyzing and reporting to you on your procedures, with a full appraisal of how our BAT Systems might help them. No obligation. Call or write Jim Lang, Director of Marketing, PAPERWORK SYSTEMS, INC., P.O. Box 38, 1609 Broadway, Bellingham, Washington 98225. Toll free 800-426-8872. Call collect (206) 733-8510 for states of Washington, Alaska, Hawaii, or outside the U.S.

PSI
PAPERWORK SYSTEMS, INC.

"As we see it, the broadcast rep who can supply reliable data instantly has an enormous selling edge.

"That's why Blair backs its salespeople with the three most advanced computer systems in the industry."

"A lot of people still look upon the computer as just an accounting tool.

"But at John Blair & Company, we view it as the most remarkable marketing tool ever invented.

"Information is the raw material of every marketing decision. And today, brand managers, agency account executives, and media planners must support their decisions with increasing amounts of data.

"A properly designed computer system answers this growing demand for data, and can deliver it in the most sales-effective form—all in a matter of minutes.

"We have just such a system at Blair. Or, perhaps I should say 'systems,' since there really are three.

Blair Tel/Avail: precise & targeted sales proposals in minutes

"In television, our goal is to make informed multi-market spot buying as quick and easy as a single network buy. Through a system called Blair Tel/Avail, we're almost there.

"Blair Tel/Avail can generate complicated multi-market sales proposals in minutes. It enables the Blair salesperson to instantaneously supply the broadcast buyer with any of 125 different demos on any program, on any station Blair represents—with GRPs, CPMs, current share trends, three rating sweeps and more.

"Tel/Avail even has the capability of printing out a sales rationale for the recommended buy, to underscore why it is the best way to reach the buyer's target audience.

Blair Brain: radio revelation

"For radio we've developed what we believe is the medium's

most comprehensive information system.

"We call it 'Brain,' and central to it is a highly sophisticated reach and frequency planning system.

"Through the wealth of information this system provides, we've been able to demonstrate something thought to be impossible a few years ago: the economical use of radio to obtain broad reach as well as frequency in a market.

"Advertisers and agencies are using the system now to determine how they can buy radio to attain their reach and frequency goals most productively, whether in one or a hundred markets.

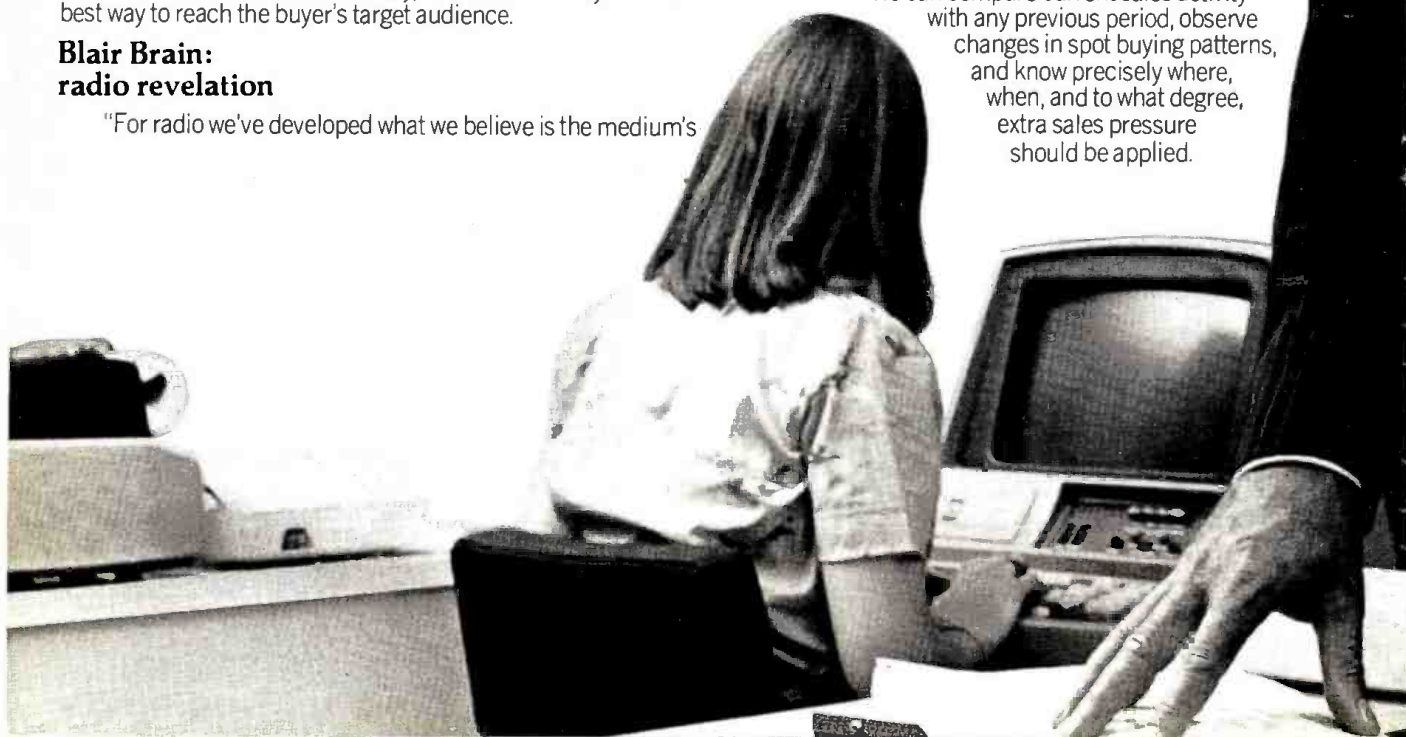
Donovan Reppak: instant contracts plus management information

"Just as Tel/Avail and Blair Brain are designed to help our salespeople on the street, a third system, Donovan Reppak, generates computerized contracts and helps cut back-office paperwork time.

"Reppak is the counterpart of Donovan's Spotpak, which now processes over a half-billion dollars in spot billing for agencies. Blair is the exclusive subscriber to Reppak.

"Reppak is also the industry's most advanced management tool. With it, we can retrieve instant sales performance data for our stations, our offices, and individual salespeople, by agency, by client, by brand.

"We can compare current sales activity with any previous period, observe changes in spot buying patterns, and know precisely where, when, and to what degree, extra sales pressure should be applied.





**Jack Fritz, President
John Blair & Company**

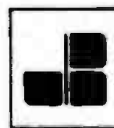
**All systems
for all offices**

"All 15 Blair offices have on-line access to all three computer systems. Our people in Los Angeles, for instance, can generate exhaustive proposals with the same speed and accuracy as our people in New York. And every office has the advantage of instant contract printouts.

"We've literally invested hundreds of thousands of dollars in these systems. And we'll be investing even more in the future as new computer technologies are introduced.

"Blair's leadership in this area provides our represented stations with the most advanced sales and support service in the broadcast industry. It assures them of maximum sales productivity now and in the years that lie ahead.

"As we see it, our job is to give our stations that selling edge."



**BLAIR TELEVISION
BLAIR RADIO**

Divisions of John Blair & Company
Reliable people, reliable data.

erations of systems.

"We're willing to be the country bumpkin if that's liable to be the result," he said. But how does he feel about automation now? "I'm convinced," he said. "It's only a matter of time. It's no longer a question of whether you do it today or do it in six months to a year."

Today? Six months? Those are words that, according to the system vendors in the market, seem to strike fear in the hearts of many station managers who, when computers are mentioned, visualize a pocket calculator, if not an abacus. How, then, to become acquainted with data processing?

It isn't easy. Even the computer companies agree that the market is "a jungle." The consensus is, however, that the best place to begin is to conduct a thorough examination of the traffic and accounting systems the station is presently using, so as to determine how each system may or may not benefit the existing operation. The rule of thumb is that any station that installs a computer system hoping that it will straighten out its business operations will find that the opposite is true—it is almost sure to get worse.

Beyond that, there seems to be little choice but to become an expert of sorts on the various systems available. "I have more computer crap on my desk than Carter has liver pills," said one manager. Once the door is opened, and the salesmen are charging in, though, there are a few—if only a few—guiding points that may be helpful:

A potential customer can probably persuade a salesman to explain what the problems are with the other guy's system. As one vendor put it in discussing a competitor's product, "We all sell our strong points, and that's not his." Other ammunition can be garnered from a five-page pamphlet put out by Marketrone called "Questions About Computers for Broadcasters," and BIAS distributes an article entitled "Evaluating Electronic Data Processing Systems," reprinted from the *Institute of Broadcast Financial Management Journal*.

The most common method of testing the water, of course, is to consult with managers who have already installed systems. "I'd say 90% of the people you sell will have contacted and/or visited existing customers," said a BCS salesman. "Right now, it's virtually a reference-only type of selling approach for everybody."

For that reason, most of the vendors supply customer lists to their prospects. But there are a couple of problems with that approach: The customer lists may not be complete (they almost certainly won't show a station that has dropped a system, for example), and they don't take into account the "pride of decision" factor. "When you ask somebody who has perhaps put his job on the line or at the very least invested a lot of the company's money in something," said Mr. Chamberlain of Capcities, "the chances are that he's going to be favorably disposed to it." Patrick Choate of BIAS adds another point: Users of one system won't be able



Top Picture. Blair's Reppak systems, developed with Donovan Data Systems, handles all contract paperwork for the company's radio and television divisions. It also provides Blair management with analyses and projections based on data fed on-line from the company's 14 offices to the Donovan computer in New York. Here, Bob Billingsley, vice president and manager of Blair TV's Los Angeles office, and a sales assistant input data into Reppak.

Bottom Picture. Katz's KOSMIC (Katz on-line system for media information and control) sends detailed information for availability proposals and spot presentations to salesmen in the company's 15 offices. The host computer in New York breaks down Arbitron and Nielsen audience data into dozens of demographic categories. L. to r: Jerry Breglia, salesperson, Katz Television Continental; George Feldman, vice president and director of sales research; James L. Greenwald, president, The Katz Agency Inc.; Jerry Diomedé, salesperson, Katz American Television; Paul Belitz, president, Media Data Inc., wholly owned Katz subsidiary. **Reaching for Togetherness.** A Television Bureau of Advertising committee with members from Blair, Katz and many of the other national rep firms is now working to standardize the number and letter codes used by the industry's paperwork systems to represent agencies, markets, reps, stations, advertisers and other categories. The idea is to make it easier for everyone to talk to one another. The goal: to make spot advertising easier to buy.

to compare it to systems they haven't used, but they will feel that "any system is better than whatever manual operation they had before."

Whatever methods are used to scout the market, it appears that its competitiveness isn't likely to become less intense. As more stations sign up, the remaining unsigned stations will become that much more desirable, and new companies are entering the fray. Also, most of the companies which originally defined for themselves specific segments of the market are now adding systems to go for other segments—especially in medium- to small-market radio (see below). And the companies won't stop, it seems, even if every station signs up.

"There's going to be a much greater competition in displacement rather than in totally new users," said David Ridge, vice president of Columbine Systems. "Most of us have been involved with new

prospects primarily. But let's say in five years, a good deal of our market is going to be going after installed systems."

That assessment brings up another point which, though it may sound natural to computer people, also probably raises hairs on the necks of station managers: that a computer system, once installed, is not necessarily a permanent proposition. Marketrone, for example, has been advertising that it replaced competing systems in several markets, and the fact is that most of the companies have probably been replaced somewhere. Many companies confidently make a point of giving their clients short cancellation clauses, and many customers are leasing their equipment not only so they can get out quickly if they decide to, but also to leave them flexibility to take advantage of advances in equipment technology.

The problem of keeping up with technology has probably been one of the

reasons many broadcasters have been resisting the automation systems now available—understandably so, since the automation industry has already gone through significant evolution in its short history.

The increased capabilities of minicomputers have had the most profound effect, switching the emphasis of the newer services from on-line hookups via phone lines with big host computers to "in-house" systems which use minicomputers for most or all of the station's processing. Storage capacity minicomputer manufacturer has been doubled by some companies, reducing costs and the size of components. Prices for hardware are falling across the board. IBM, for example, last month cut sale and lease costs on a number of its units by from 5% to 35%, depending on their memory capabilities, and Data General Corp. recently introduced an economy line which it claims will sell for 20% less than its competitors' models. The next revolution may have already been developed, in fact, by Texas Instruments Inc., which just brought out a "bubble memory" component that stores some 92,000 bits of information in magnetic fields on a solid-state chip that is three-fourths of an inch on a side. That chip may be a bit expensive for broadcast applications just now, a Texas Instrument engineer said, but wait until 1981, when he predicts the cost will be about one-twentieth.

What might have been viewed as potentially the most dramatic technological development to come out of the computer age—automated control of on-air switching—seems already to have become an accepted fact of life among the computer vendors and the broadcasters who are pursuing it. Metromedia currently has three of its stations totally automated, linking their BCS business system minicomputers in the traffic departments with Central Dynamics Ltd. switcher minicomputers in the control rooms. The first station to go on, in 1974, was WTCN-TV Minneapolis, which was designed to accommodate the connection when the station's new facilities were built. According to Hal Christiansen, vice president and controller of the company's TV division, the full automation system basically amounted to putting together two systems that already worked. "It was really a matter of just trying to be as progressive as possible without being pioneers," he said.

Another independent station designed from the ground up for automation was KBMA-TV Kansas City, Mo., and General Manager Robert Wormington feels about the same way. "It's really no big deal," he said. "Keep in mind that we were looking at tried and true pieces of equipment [a General Electric Pac-30 computer in the control room and a Cox Data System on the business side]. Putting the two together—why not? That was the rational we used, and it worked."

KBMA-TV does not have the business and switching minicomputers linked together, preferring to just carry a tape from the business side and plugging it into the

switcher's minicomputer. CDL and BCS worked together to design the "interface" mechanism which ties the two together for Metromedia, and most of the other business systems on the market have designed, or are planning to design, similar mechanisms. BIAS has established a standard interface between its system and CDL, Grass Valley and Vital switchers, first installing it with a CDL switcher at WNAC-TV Boston last January (see box, page 56). Patrick Choate of BIAS surveyed BIAS customers (most of them larger market TV's) last year and found that 90% of those responding planned to eventually go to total automation.

Nobody in the computer field is saying that the industry is going to be static. They are saying, however, that a system that

works now will work just as well three or five years from now, and even if the time comes when it should be replaced, there's no reason why stations can't justify a system until that time comes or even longer. Mr. Chamberlain of Capcities figures that any equipment a station buys will probably be obsolete in three years. But, he notes the same could be said for ENG equipment.

The selling point, as always, is competitive advantage, and the data processing people are convincing broadcasters that computers should be viewed simply as tools to be used, by people, to help gain that advantage, instead of as independent intelligences to be tended by white-coated technicians.

"Hopefully we will never take the peo-

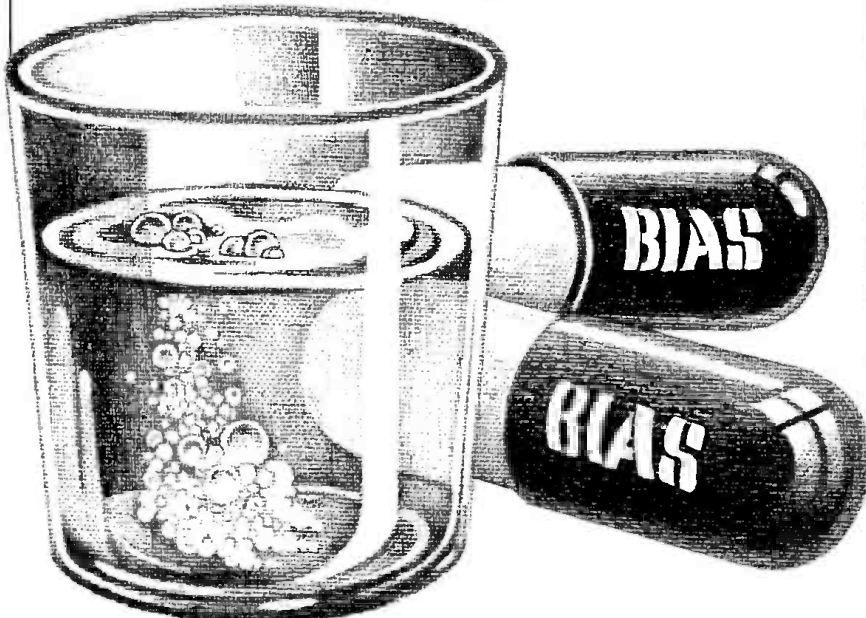
Smaller stations have the same headaches as big stations. And the remedy for both is Bias.

Every station, no matter what its size, wants to sell all the time it can. And Bias gives you the time to do just that. How? By providing up-to-date avails and working out vertical and horizontal rotations instantly.

That not only helps your sales personnel get out of the office, but it also gives them the information they need to sell more effectively.

What's more, Bias gives you so many program options you'll think it's custom made. So you'll be able to tailor the system to suit your financial and operational needs.

Flexibility and the instant availability of up-to-date information. That's Bias. And that's what you need for a real competitive edge in your market. For more information about this on-line real time computer system call (901) 332-3544 collect; ask for Pat Choate, Director of Marketing, or Skip Sawyer, General Sales Manager.



BIAS BROADCAST INDUSTRY AUTOMATION SYSTEM
A division of Data Communications Corp.
3000 Directors Row
Memphis, Tennessee 38131

ple factor out of this damn thing and let it go too far," said William Jennings Jr., general sales manager for Jefferson Data Systems. "We're just trying to help the broadcaster handle the simple tasks of manual dexterity a lot more easily and efficiently, so they can take their people and use them a lot more creatively."

That is exactly how some of the national rep firms are looking at the systems they're developing. Blair and Katz are probably in the forefront, both having recently installed immensely sophisticated systems for both radio and television which supply their salesman with dozens of availability, sales and demographic reports that, it would seem, all but eliminate the need to sit behind a book filling out forms. As William Harris, Blair TV's vice president in charge of sales strategy, put it, "Why should we pay our sales staff to do clerical work?"

It's true, however, that computers are new enough and powerful enough to still hold some of the old mystery—a fact that at times affects even those in the computer business. Some people worry, for example, that computers' data files could be invisibly violated by knowledgeable thieves armed with the correct codes. But according to Dana Parker, senior information processing consultant at the Stanford Research Institute and author of "Crime by Computer," such thefts are technically possible, but unlikely. "Generally," he said, "you increase security by putting data into a computer."

Similarly, the talk of some day linking the computers in stations and rep offices with the Donovan Data System used by 32 advertising agencies has many station managers "scared to death," according to many vendors, that their customers would have access to their inventories. But

Michael Donovan, the young Englishman who designed many of the programs for his company, describes the potential rep/station/agency network as "a sophisticated mail service" to be used only to eliminate the confirmation and billing paperwork after spots have been sold.

"The mail services and the delays are a real problem," he said. "That's what bogs down the business, and that's what business systems are all about. There's nothing very sophisticated about it, really. It's the logistics of business systems that are complicated, not what they're actually doing. I liken a business computer to a thousand three-year olds working together. It stores data, it adds it up and prints it out. What happens is trivial. It's not like sending up a moon probe."

Space age they may not be. But for broadcasting, the new generations of automation are the future nonetheless.

One station's soup-to-nuts system of broadcast automation

WNAC-TV Boston is among latest to integrate computers into its total operational scheme.



Long distance. Brain center of WNAC-TV's automated system is this "host" computer at the Data Communications Center in Memphis. The center uses two Tri-Processor Burroughs 6700's and a Honeywell MULTICS system to handle client-station traffic.



Technical center. Ron Caron (l), WNAC-TV engineer, and Ronnie Wilkes, head of BIAS's automation conversion team, check out the station's technical automated master control switcher following its hard-wiring to the BIAS system. WNAC-TV went total automation on Feb. 3 this year when BIAS interfaced its equipment with that of CDL, which manufactures the technical switching gear. The BIAS program also is designed to interface with master control switchers of two other leading manufacturers, Grass Valley and Vital.



Local command post. Heart of WNAC-TV's system is the traffic department. Here, Traffic Director Dave McCracken (standing) is checking out the CRT's (cathode ray terminals) that are "on-line" to BIAS in Memphis. Data for the station's log is prepared in the traffic department and released, when ready, to the master control switcher's computer, which in turn indicates the various events to be aired.



End of the line. An engineer checks out automated reports from the station's transmitter. At his left is the BIAS II CRT which has been interfaced with the station's technical computer.

Networks buck at movie majors' pleas to FCC for more clout in negotiations

All three contend programming financial-interest rule was never intended to be so far-reaching; NBC suggests studios may have ulterior motive of shielding records

As expected, the three commercial networks have strongly opposed a request by the Motion Picture Association of America and six major television production houses for a re-evaluation of the "financial interest rule."

The rule, which limits network powers in dealing with producers, became an issue in the FCC's over-all network inquiry earlier this month when the MPAA and producers charged that the networks are "trampling on [its] letter and spirit." In comments to the commission, they called for the networks to be banned from entering agreements with options to produce shows at pre-set prices; prevented from having exclusivity rights to reruns of licensed series beyond the first year of broadcast (except concerning time periods and titles), and prohibited from restricting producers' rights to create and license derivative works (BROADCASTING, June 6).

A prime contention of all three networks was voiced by NBC: "From its very inception the rule has been understood only to prohibit networks from acquiring financial or proprietary rights The rule was never intended to prevent networks from bargaining for and acquiring renewal options . . . [protecting] exclusivity of the network broadcasts and other rights" Furthermore, NBC suggested that the studios in raising this issue, might be trying to "channel the proceedings in a direction that might permit them to avoid" exposing their profit and accounting records.

ABC expressed concerns about procedures and was fearful that the changes requested would require new rules rather than an "interpretation." CBS urged the commission to afford the petitioners the same treatment it gave Westinghouse Broadcasting Co. when Group W sought separate consideration of a program pre-screening aspect of the network inquiry—dismiss it. CBS cautioned against the "disintegration" of the proceeding by splitting it up.

CBS, like the other networks, questioned why the trade association and producers have remained still for so long if the rule indeed is unfair. "The reason for silence is clear," CBS said, "the rule was never intended to, and . . . does not by its

terms cover such contractual clauses."

To underscore its point that the producers are not suffering at the hands of the networks but rather working with them because business is "attractive and profitable," ABC offered statistics to show that consistently almost half of all prime-time entertainment programs is produced by the petitioning companies (Columbia Pictures Industries Inc., Metro-Goldwyn-Mayer, MCA Inc., Paramount Pictures Corp., United Artists Corp. and Warner Bros. Inc.).

For the 1974/1975 season, ABC said, the MPAA members involved provided 63% of ABC's prime-time entertainment, 25% of CBS's and 65% of NBC's. The following season's percentages were 52% of ABC's, 27% of CBS's and 66% of NBC's. This season the respective percentages were said to be 42%, 32% and 70%.

Not all of the handful of comments received by the FCC, however, were opposed to the producers' request for relief. The National Association of Independent Television Producers and Distributors called for an FCC investigation because the "networks' interpretation of the rule for seven years has been the industry norm." NAITPD called not only for a re-evaluation of the issues the producers suggested but also of the "financial interest rule" as a whole.

The Writers Guild of America West urged an investigation, claiming that "if somehow this stranglehold [by the network] could be broken, we have men and women of great creativity" whose talents could be employed. In a joint comment, the National Citizens Committee for Broadcasting and the National Black Media Coalition, asked the commission to "reinstitute the initial goals of the rule" and said "surely centralization of creative control does not foster a diverse and competitive television programming system."

O'Connor goes to court over Drake-Chenault delay

O'Connor Creative Services Inc., Los Angeles-based radio program syndicator, has filed suit in superior court there

against Drake-Chenault Enterprises for \$210,000.

O'Connor claims it has lost nearly \$100,000 in contracts after Drake-Chenault's "failure to complete" a 50-hour musical documentary, *The New History of Rock and Roll*. O'Connor claims not only loss of profits, but damage to its reputation as well, from the Drake-Chenault delay.

Arthur Astor, executive vice president of Drake-Chenault, said that the program has been delayed in production and that a fall 1976 date, which O'Connor claims was the agreed delivery time, "was only a projected completion date." Mr. Astor said, too, that O'Connor "was never given a specific date of completion to my knowledge."

Hill sports probe: Slow crank-up may be cover for a fastball

Van Deerlin implies initial one-day session will just be a starter; blackout bill is in limbo

The House Communications Subcommittee is preparing for one day of hearings in its inquiry into network relationships with professional sports some time before Congress excuses itself for recess the month of August. It is expected that given the scope of the inquiry, which Chairman Lionel Van Deerlin (D-Calif.) has said will cover more than the isolated hints of scandal in TV sports, more hearings would follow later.

It is possible, however, that all the hearings will be later, because the inquiry, in Mr. Van Deerlin's words, "has been what you might call slow off the starting blocks" while the subcommittee hunts for an investigator to oversee the project. He said the subcommittee already has several candidates in mind.

The inquiry was prompted by activities involving sports at all three networks which Mr. Van Deerlin thinks raise questions: coverage of "winner-take-all" ten-

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nis matches by CBS, which the FCC has asked the network to investigate (BROADCASTING, May 23); ABC's U.S. Boxing Tournament of Champions, which is the subject of a federal grand jury probe in Baltimore (BROADCASTING, April 4); and NBC's \$85-million contract with the Soviet Union to carry the 1980 Summer Olympics, the terms of which Mr. Van Deerlin wants made public to see if the network's journalistic integrity has been compromised.

According to Counsel Harry M. (Chip) Shooshan, the subcommittee's first hearing, whenever scheduled, will probably be in New York, close to the network sports and programming executives the subcommittee would most like to reach.

■ Also slow out of the blocks this year is legislation to renew the TV sports anti-blackout law, which expired last year. A spokesman for House Communications Subcommittee ranking Republican Lou Frey (R-Fla.), a principal proponent of new anti-blackout legislation, said last week that initiative for the bill should come from the Senate. Mr. Frey considers the Senate's conferees responsible for blocking passage of a bill last year that would have extended the law permanently.

On the Senate side, however, Communications Subcommittee Counsel Mary Jo Manning reported last week that her chairman, Ernest Hollings (D-S.C.), has not "focused" on the bill yet, and likely would not do so for another year. She pointed out that the National Football League, in agreement with Senator John Pastore (D-R.I.), former Communications Subcommittee chairman now retired, has pledged to abide by the principle of the blackout law through the next football season.

Spelling-Goldberg puts four ABC hits in syndication

CPT buys rights with price tag face down; there will be wait for three of the series until their network runs are completed; fourth is being held up until violence issue simmers down

Columbia Pictures Television has bought, for an undisclosed price, syndication rights to four TV series from Spelling-Goldberg Productions. Included in the package deal are *Charlie's Angels*, *Starsky & Hutch*, *Family* and *S.W.A.T.*

Joseph Abruscato, vice president of syndication sales administration for CPT, said that the deal allows the company to syndicate the programs "whenever they come off ABC." All except *S.W.A.T.* are still running as regular series. *S.W.A.T.*, which is currently running in a late-night ABC time slot, will not be syndicated immediately, Mr. Abruscato said, "owing to the current temperature in the country" over the violence issue.

A CPT spokesman estimated that about 33 episodes of *S.W.A.T.* were produced in

its season and a half as a series.

Norman Horowitz, senior vice president of worldwide distribution for CPT, said that the acquisition "ranks as the first multiple program transaction since the networks got out of the syndication business seven years ago."

Doctors in survey link TV to behavior pattern of young

Majority of respondents to AMA questionnaire feel best antidote is pressure on sponsors, networks

More than half the doctors in a survey by the American Medical Association said they suspect they are seeing the effects of TV violence in the children they treat.

As reported in the June 20 issue of the *American Medical News*, the AMA's weekly newspaper, the majority of 147 doctors responding to a questionnaire said they either suspect (40.6% of the doctors) or are sure (13.8%) that their child patients show behavioral or physical symptoms related to TV violence.

Exposure to TV violence was blamed for increased aggression in children, injuries from trying to emulate TV incidents, epileptic seizures and nightmares. One doctor said he treated two children who jumped off a roof while playing Batman. Another said a child he knew set fire to his house, copying an arson scene on TV; while a third told of a child who had played policeman with a loaded gun—after watching TV.

The doctors were also asked their opinion of four techniques proposed for bringing a change in the level of TV violence. The majority, 52.2%, said refusing to buy the products of companies that sponsor violent shows would be a "very effective" way to force a reduction. Almost 40% said writing letters to the networks and sponsors would be very effective, and 34.8% said boycotting certain programs or networks would be very effective.

The physicians were split on the idea of government regulation of TV violence: 37.3% said it would be an effective means of curbing violence, but nearly as many, 36.5%, said it would not be effective.

To the would-be champions, there should be some spoils

Five boxers filed a \$25-million suit against ABC last week, claiming it had "unilaterally" cancelled an elimination tournament to produce champions for several weight classes.

Each of the five fighters had advanced to the semi-final rung when ABC canceled its TV coverage of the tourney on grounds that were "irregularities and possible corruption" in it (BROADCASTING, April 25). Each boxer is asking for \$5 million in damages, citing "economic suffering" and deprivation.

ABC has 20 days in which to respond.

Justice calls for more than four new VHF stations

In comments on drop-ins, it says there's plenty of technical room, if not for VHF's, then perhaps land mobile; commission, it says should move to a 'demand system'

The Department of Justice last week complimented the FCC on its proposal to break with what has been ironclad policy and add four short-spaced VHF drop-ins to the table of assignments. But it said the commission's proposal is too modest. The commission, it said, should move from its present fixed system of television assignments to a "demand system" similar to that in use in AM radio—and that means, "in effect, 'anywhere you can fit one in, you can try it.'"

Nor is that the department's only recommendation. In markets where engineering considerations would preclude the addition of a new television channel, Justice said, the commission should consider the use of "narrower bandwidth services," such as land-mobile radio.

The department offered its views in commenting on the commission's notice of proposed rulemaking looking to the addition of short-spaced channels in Charleston, W. Va., Johnstown, Pa., Altoona, Pa., Knoxville, Tenn., and Salt Lake City (BROADCASTING, March 14). The department had little to say about these specific proposals, other than to say that, although modest, the addition of the four channels would result in "positive gains for over three million people."

But it remarked on the rulemaking's "potentially pivotal significance to the future operation of the VHF television industry and the public that is served by it." The commission, Justice said, "has the opportunity here to greatly increase the potential for competition in television advertising markets and to increase the potential for more diverse programming."

The department said the table of assignments, according to which the commission, in 1952, allocated channels across the country on the basis of mileage separations, does not reflect "the sophistication possible under the current state of the art." Justice said the table embodies "outdated technical assumptions that antedated World War II and are much more conservative" than those used in other advanced countries, such as Japan.

As a result of the administered limitation on television stations, Justice said, those broadcasters who own VHF stations have earned "exceptionally high profits." And while high profits are not undesirable, Justice added, "sustained high prof-

its in a publicly franchised business may be symptomatic of underlying problems."

Accordingly, Justice said that if the table of assignments is to be retained, the commission must "modernize the technical assumptions and conventions involved," and introduce means by which actual market characteristics "can be used to rebut hypothetical barriers to entry."

But the department appears to favor a "demand" system of VHF licensing. It said that since the 1952 table has achieved its purpose of spreading out and assuring some basic level of television service, the time has come to question whether the system of administratively limiting access is still necessary.

The department would rely on the self-interest of parties involved to assure additional, yet interference-free service. Would-be entrants into VHF television would presumably consult with qualified engineers, the department said, adding that if interference with his proposed stations' signals would be inevitable, an applicant would not undertake the project.

The department said it does not believe that new entry into VHF television is technologically impossible. But neither would it expect a demand system to result in a "dramatic doubling or trebling" of the number of VHF stations—engineering considerations and competitive factors would tend to curb new entrants. But, Justice said, "even the entry of a single new effective television station into a TV market may have a significant public interest and competitive effect."

But the VHF television portion of the spectrum should not be limited to use by television stations, in the department's view. It said the VHF band "is ideally suited ... to land-mobile radio," whose economic value "is very significant." Accordingly, it said, the commission should consider the use of land mobile in markets where a television channel would not fit.

The department also suggested that the commission consider requiring stations broadcasting at maximum power to operate at a lower level of power and, in the process, make additional spectrum available for other uses. "The marginal audience gains achieved by broadcasting at allowable maximums," the department said, "may be considerably less valuable than the gains that other alternative uses could achieve."

The department does not ignore the question of the possible impact of the policies it is advancing on UHF television. The department said it is aware that the commission for years has attempted to protect UHF from VHF competition. But, it said, UHF has been subsidized, in the form of government aid to UHF educational stations and the statutory requirement that television sets be equipped with UHF tuners. It would be undesirable, the department added, for the commission to add another subsidy by continuing "an across-the-board ban on new VHF television station operations which would contribute to economic welfare and greater competition."

FCC getting down to brass tacks on AM stereo, FM quad

Inquiries initiated to determine need for systems and feasibility

The FCC has announced inquiries to study two new processes of radio broadcasting—AM stereo and FM quadraphonic.

In both cases the commission said its first concern was whether there was a need or public interest in such systems.

The petition for the AM rulemaking

was filed by Kahn Communications Inc., New York, which has developed an AM stereo system and the Association for AM Stereo Inc.

Other matters the commission is seeking information on: the impact AM stereo would have on the continuing development of FM; the cost impact on broadcasters and the public; whether it would be compatible with international broadcast regulations; the possibility of a "standard" response characteristic for AM stereo receivers, and the extent to which the FCC should regulate the stereo signal quality.

In its inquiry on FM quad, the commission asked for much the same informa-

Northern Michigan customers still prefer...

WWAM/WKJF-FM

54.4%

Share of tuned-in respondents listening to

WWAM/WKJF-FM at time of survey calls*



DAY-PART SHARES*

7 AM-10 AM

57.5%

10 AM-3 PM

57.0%

3 PM-6 PM

61.4%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM

54.4%

CLOSEST COMPETITION

14.9%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM

48.0%

CLOSEST COMPETITION

23.3%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM

49.9%

CLOSEST COMPETITION

20.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during sixteen hour period (7 AM-6 PM) Monday through Friday, May 10-14 ... three county survey area: (Wexford, Muskegon, Oshtemo) ... 1280 calls attempted, 663 completed (52% completion factor)



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WUWV Grand Rapids Kalamazoo
WWAM/WKJF-FM Cadillac
TELEVISION
WUWV Grand Rapids Kalamazoo
WUWV / CADILLAC TRAVERSE CITY
/ WUWV / BATTLE CREEK / MARI-
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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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tion. It especially wants data on the compatibility of proposed quad systems with current mono and stereo receivers, the impact on subsidiary communications authorizations, changes in the area of station coverage, studio-transmitter interconnections and transmission equipment.

There are three basic quadrasonic systems: discrete, four channels encoded into three (4-3-4) and four channels encoded into two (4-2-4). The FCC asked for comments on the merits of each.

The action was in response to petitions by Pacific FM Inc., General Electric and CBS Inc.

Comments are due Sept. 15, replies by Oct. 17 in the FM proceeding; due Oct. 15 and Nov. 15 respectively in the AM.

Technical Briefs

New location. Jerrold Electronics has moved headquarters from Horsham, Pa., to Box 487, Byberry Road and Pennsylvania Turnpike, Hatboro, Pa. 19040. Telephone remains (215) 674-4800.

Latest model. CCA Electronics Corp., Gloucester City, N.J., has added new 55 kw FM transmitter to its line of broadcast transmitters. Model FM55000EP is rated for 55,000 w power output and is FCC type-accepted to operate from 25,000 to 60,000 w.

Politics springs eternal. The Red Chinese, who made a minor diplomatic incident over the presence of a delegation from Taiwan at the MIP-TV show in Cannes earlier this year ("Closed Circuit," May 2) also managed to inject politics into 10th International Television Symposium and Technical Exhibition held in Montreux (BROADCASTING, June 20). The symposium had commissioned a map of the television world that indicated those countries on the NTSC, PAL or SECAM color systems, those with only black-and-white television and those with no television at all. The delegation from the People's Republic of China protested to the management that the map showed Taiwan as a "country." A subsequent correction, saying that the map should have referred to "countries and regions," failed to satisfy the mainland Chinese, who demanded distribution of a second clarification saying that Taiwan was a province of the People's Republic, and neither a country nor a region.

Politics aside, this is how the Montreux map divides up the world's TV standards:

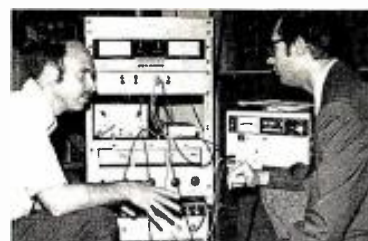
NTSC □ Antigua, West Indies; Bahamas, Barbados; British Virgin Islands; Canada; Costa Rica; Cuba; Dominican Republic; Ecuador; El Salvador; Guatemala; Japan; Mexico; Netherlands Antilles, West Indies; Nicaragua; Panama; Peru; Philippines; St. Kitts, West Indies; Samoa (U.S.); Surinam; Taiwan; Trinidad, West Indies; Trust Territory of the Pacific; United States.

PAL □ Algeria; Australia; Austria; Bahrain; Bangladesh; Belgium; Brazil (PAL-M); Brunei; Denmark; Federal Republic of Germany; Finland; Hong Kong; Ireland; Italy; Jordan; Kuwait; Malaysia; Netherlands; New Zealand; Nigeria; Norway; Oman; Pakistan; Qatar; Singapore; South Africa; Spain; Sweden; Switzerland; Tanzania; Thailand; Turkey; United Arab Emirates; United Kingdom; Yugoslavia; Zambia.

SECAM: □ Afars and Issas; Arab Republic of Egypt; Bulgaria; Czechoslovakia; France; East Germany; Haiti; Hungary; Iran; Iraq; Ivory Coast; Lebanon; Luxembourg; Mauritius; Monaco; Morocco; Poland; Reunion; Saudi Arabia; Tunisia; U.S.S.R.; Zaire.

Black-and-white: □ Albania; Angola; Argentina; Bolivia; Burma; Central African Republic; Chile; People's Republic of China; Colombia; Comoro Islands; Cyprus; Equatorial Guinea; Ethiopia; French Guiana; French Polynesia; Gabon; Ghana; Gibraltar; Greece; Guadeloupe; Honduras; Iceland; India; Indonesia; Israel; Jamaica; Kenya; Khmer Republic; Liberia; Libyan Arab Republic; Malta; Malagasy Republic; Martinique; New Caledonia; Niger; Paraguay; People's Democratic Republic of Korea; People's Democratic Republic of Yemen; Portugal; Republic of the Congo; Republic of Vietnam; Rhodesia; Romania; Senegal; Sierra Leone; St. Pierre and Miquelon; Sudan; Syria; Uganda; Upper Volta; Uruguay; Venezuela; Yemen Arab Republic.

No television: □ Afghanistan; Botswana; Cambodia; Cameroon; Chad; Guyana; Laos; Malawi; Mali; Mauritania; Mozambique; Nepal; Somalia; South-West Africa; Spanish Sahara; Sri Lanka.



Testing, testing. The same day the FCC launched its inquiry into AM stereo, members of the National AM Stereophonic Radio Committee were reviewing the test results of Magnovox's prototype. Examining the equipment at the committee's facility in the Washington suburb of Bethesda, Md., (top photo) were B. Streeter of Magnovox (r) and John Wolbach of Ford Aerospace and Communications Corp. Others at the meeting included (l-r) WBT(AM) Charlotte, N.C.'s Richard Mertz, E.A. Bingham and Frank Bateman. Committee project director Chris Payne of the National Association of Broadcasters, anticipates its report in time for the FCC comment deadline—Oct. 15.

The Broadcasting Playlist Jun 27

Playback®

Contemporary

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

In motion. From rhythm-and-blues charts comes *Best of My Love*, the Emotions single that debuts on "Playlist" this week at 36. It's on *Rejoice*, the latest album by the three-woman group on Columbia. CKLW(AM) Windsor, Ont., wxLO(FM) New York and WPGC(AM) Morningside, Md., have added it. **Take heart.** *Barracuda* (Portrait/CBS), the newest single by Heart, is a rock-and-roll cut from the *Little Queen* LP. The lead is sung by Ann Wilson and, says Ed Alexander of KTKT(AM) Tucson, Ariz., "you just about melt when she sings. *Barracuda* looks very good ... and the LP is just gigantic. The tune, which bolts to 34 on "Playlist" this week, is also moving at KELI(AM) Tulsa, Okla., where Jack Daniels reports "we're getting a lot of action on it. I think this one's going to be real big." But Randy Kramer of KAFY(AM) Bakersfield, Calif. says the response is poor there to *Barracuda*—"a disappointment" after *Magic Man* (Heart's last single, which peaked at 12 on "Playlist" Oct. 18) "did so well." **Flying high.** Rita Coolidge is bolting *Higher and Higher* (A&M). It's the single from her newest album, *Anytime Anywhere*, The sixth LP Ms. Coolidge has recorded as a solo artist. *Higher* was a hit in 1967 for Jacky Wilson, and her next single is a remake as well: *We're All Alone*, from Boz Scaggs' *Silk Degrees* (Columbia) album. But her current single is still upward bound (34 to 25 on "Playlist") and Randy Kramer predicts "it'll stay on the charts quite a while. I look for duration in it. The response is mainly for over 21 females—the kind of record that gets loyalty." Mr. Kramer made another prediction: "LeBlanc and Carr's *Something About You* (Big Tree/Atlantic). I have a gut feeling on that one. It's an awfully nice record." **Inadvertant crossover.** A printer's transposition last week (June 20) put *Light of a Clear Blue Morning* (RCA) by Dolly Parton on the contemporary list at 20. That spot belonged to *Margaritaville* (ABC) by Jimmy Buffett (it's 16 this week).

Country

Last This week week	Title □ Artist	Label
1 1	Luckenbach, Texas □ Waylon Jennings	RCA
16 2	I'll Be Leaving Alone □ Charley Pride	RCA
— 3	I Can't Love You Enough □ Twitty and Lynn	MCA
5 4	Head to Toe □ Bill Anderson	MCA
4 5	Don't Go City on Me □ Tommy Overstreet	ABC
— 6	It Was Almost Like a Song □ Ronnie Millsap	RCA
15 7	Born Believer □ Jim Ed Brown & Helen Cornelius	RCA
25 8	I Don't Know Why (I Just Do) □ Marty Robbins	Columbia
7 9	If Practice Makes Perfect □ Johnny Rodriguez	Mercury
3 10	Your Man Loves You, Honey □ Tom T. Hall	Mercury
21 11	If You Want Me □ Billie Jo Spears	United Artists
— 12	I Don't Want to Cry □ Larry Gatlin	Monument
2 13	Married But Not to Each Other □ B. Mandrell	ABC/Dot
6 14	That Was Yesterday □ Donna Fargo	Warner Bros.
13 15	I Can't Help Myself □ Eddie Rabbitt	Elektra
10 16	I'll Do It All Over Again □ Crystal Gayle	United Artists
— 17	Fool □ John Wesley Ryles	ABC/Dot
8 18	I Was There □ Statler Bros.	Mercury
24 19	It's Nothing to Me □ Jim Reeves	RCA
9 20	Burning Memories □ Mel Tillis	MCA
18 21	Cheap Perfume □ Bobby Borchers	Playboy
11 22	It's a Cowboy Lovin' Night □ Tanya Tucker	MCA
— 23	Ten Years of This □ Gary Stewart	RCA
— 24	I'm a Memory □ Willie Nelson	RCA
— 25	I'm Getting Good □ Rex Allen Jr.	Warner Bros.

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.

Fates & Fortunes[®]

Media

Brian E. Cobb, marketing manager, GE Broadcasting's WNGE(TV) Nashville, named general manager of GE's co-located WSIX-AM-FM and WNGE. He succeeds **Charles R. Duke**, who resigns in order to pursue other business interests.

John LaForge, assistant to president and manager, KDAL(AM) Duluth, Minn., elected executive VP of KDAL Inc., licensee of KDAL-AM-TV.

Sid Mark, program host, WWDB(FM) Philadelphia, appointed executive operations manager. He will serve as station liaison with public and business.

John Newcomb, account executive, WDAF-TV Kansas City, Mo., named business manager, WTHR(TV) Indianapolis.

James Dullaghan, director, network business affairs, program budgets, NBC, New York, appointed director, business affairs and administration, NBC Sports, New York.

Ron Knowles, operations director, WJR-FM Detroit joins KOAX(FM) Dallas in same capacity.

Philip R. Farnsworth, branch chief in division of corporate finance, Securities & Exchange Commission, Washington, named assistant secretary of ABC Inc., New York. **Carole E. Foster**, director of personnel, ABC, Los Angeles, named VP, personnel, West Coast.



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Charles H. Warner, VP/general manager, NBC-owned, WMAQ(AM)-WKQX(FM) Chicago, named VP/general manager, NBC's WNBC(AM) New York, succeeding Perry Bascom who has resigned (BROADCASTING, June 20). **Burton J. Sherwood**, VP/general manager, WIBG(AM) Philadelphia, succeeds Mr. Warner as general manager of WMAQ-WKQX. **Robert Pittman**, program director at NBC's Chicago stations, becomes program manager of WNBC, and **William J. Jennes**, program director of WIBG, becomes program manager of WMAQ-WKQX.



Warner



Wendell



Waugh



Griscom

E.W. (Bud) Wendell, general manager, Grand Ole Opry/Opryland, USA, Nashville, named president/chief executive officer, WSM Inc., licensee of WSM(AM) there, succeeding **Irving C. Waugh**, who will retire on Dec. 31 after 40 years in broadcasting. **J. Thomas Griscom Jr.**, VP, WSM-TV, named VP/broadcasting, WSM Inc.

James Karayn, director of 1976 presidential debates project of League of Women Voters, and former president of National Public Affairs Center for Television, named president/general manager, noncommercial WHYY-TV Wilmington, Del. (Philadelphia) and WUHY-FM Philadelphia (BROADCASTING, June 20).

Richard M. Coulter, general manager, WIS-TV Columbia, S.C., named VP of licensee, Cosmos Broadcasting.

John D. Williams, assistant manager, WPSD-TV Paducah, Ky., named general manager, succeeding **Sam Livingston**, who retires after 20 years there.

Robert J. Wolpert Jr., production/operations manager, WXIX-TV Newport, Ky., named operations manager, WRDU-TV Durham, N.C.

Charles Bowker, executive VP/director of stations, Buford Television Inc., Tyler, Tex., named to additional post of chief operating officer.

Earl P. Strine, president, Chambersburg Broadcasting, licensee of WCHA(AM)-WCHM(FM) Chambersburg, Pa., named vice chairman and

relinquishes day-to-day responsibilities with stations. He is succeeded as president by **John S. Booth III**, general manager, WCHA. **Thomas D. Boock**, station manager, WCHM, appointed general manager of both stations.

William Mockbee, former research/sales development director, WCVB-TV Boston, named general manager WEZF(FM) Burlington, Vt.

Wade Axell, program director, KFMR(FM) Fremont, Calif., named station manager.

Bill Knudson, general manager, KSOM-AM-FM Ontario, Calif., named to same position, WSWG(AM) Torrington, Conn.

John W. Miller, assistant station manager, operations and programing, WOCB-AM-FM West Yarmouth, Mass., joins WQRC-FM Hyannis, Mass., as station manager.

Lew Shank, sales manager, KKZZ(AM)-KOTE(FM) Lancaster, Calif., appointed general manager.

Mel Zan Gilbert, general manager and executive VP, KSNY(AM) Snyder, elected president, Texas Association of Broadcasters. **Jim R. Phillips**, president, KHEY(AM) El Paso, elected VP; **Bob White**, VP-station manager, KIII(TV) Corpus Christi, elected secretary-treasurer.

Broadcast Advertising

Larry Spector, president, DKG Advertising Inc., New York, becomes chief executive officer, assuming title from **Shep Kurnit**, who continues as board chairman but is relinquishing day-to-day responsibilities to devote more time to broader agency activities.



Crawford



Dillon

Bruce Crawford, president, BBDO International, New York, named chief executive officer succeeding **Tom Dillon**. Mr. Dillon will continue as board chairman and will function as chief executive of domestic subsidiary, BBDO.

Paul Benjamin Schultz Jr., associate director of promotion, Benton & Bowles, New York, named VP.

Phil Gerber, VP/associate media director, J. Walter Thompson, Chicago, named to newly created post of group media director.

Sue Brown, **Anna Mae Jones** and **Aldo Traina**, assistant media directors, Foote, Cone & Belding, New York, named associate media directors there. **Charles August**, media planner, Benton & Bowles, New York, joins Foote, Cone & Belding as assistant account executive, new products group. **Monique Citron**, copywriter, Waring and LaRosa, New York,

joins FC&B in same capacity.

Rick Barry, art director, L&L Advertising, New York, joins Heltzer Advertising there in same capacity.

Alan C. Laymon, formerly VP and account supervisor, Norman Craig & Kummel, New York, joins ITT there as director of media planning and coordination.

Steven D. Felt, media planner, Leo Burnett, Chicago, joins Needham, Harper & Steers there as media supervisor.

Thomas K. Byrnes, account executive, Blair Television, New York, joins WPVI-TV Philadelphia as local sales manager.

Nat Gersham, national sales manager, WNSN(TV) Chicago, joins H-R Television, Chicago, as sales manager.

Carolyn M. Ober, research director, Hoefer, Dietrich & Brown, San Francisco, and **Charles L. Sheldon**, broadcast promotion director, named VP's.

Tom Kneist, sales manager, Katz Radio, St. Louis, named VP. **Sandy Gasman**, division manager, Katz Radio, New York, appointed VP and sales manager, Katz Radio Network, New York.

Bruce Kaplan, account executive, WBNY(FM) Buffalo, N.Y., joins Marv Roslin, Chicago rep firm, as Midwest sales manager.

Brent Osborne, with sales staff, KSFO(AM) San Francisco, named local sales manager. **Scott Hamley**, also with sales staff, appointed marketing director. **Austin Walsh**, sales manager, assumes additional responsibilities for national sales.

Kit Corrigan, art director, and **Robert Welke**, creative copywriter, Leo Burnett, Chicago, appointed creative copy supervisors. **Mike Malatak**, art supervisor, appointed executive art director. **Charles McQueen**, with agency, named research supervisor.

Elton E. Kruger, associate media director, Kenyon & Eckhardt, Detroit, elected VP. **Diane Wellman**, with Benton & Bowles, New York, joins Kenyon & Eckhardt there as account executive on Helena Rubenstein.

J. Brad Lantz, account executive, Lewis & Gilman, Philadelphia, joins D'Arcy, MacManus & Masius, Detroit, in same capacity. **Scott Campbell**, with Campbell Associates, Santa Barbara, Calif., joins DM&M as art director.

Chuck Wall, account executive, KOAX(FM) Dallas, appointed local sales manager.

Kenneth N. Lameiras, account executive, WRKO(AM)-WROR(FM) Boston, joins WACQ(AM)-WTTK(FM) there in same capacity.

Christa Reich, media supervisor, Tracy-Locke Advertising, Denver, appointed media director.

Allan D. Nichols, senior vice president and director of marketing, First National Bank of Atlanta, joins McDonald & Little there as VP in charge of new unit specializing in advertising and marketing services for banks and other financial institutions.

Bob Roberts, manager, WTMR(AM) Camden, N.J., joins Nassau Broadcasting Co., Princeton, N.J., as sales manager, WHWH(AM) there and WPST(FM) Trenton, N.J.

Ron Phillips, VP/broadcast director, and **Bruce McGee**, associate broadcast director,

Eisaman, Johns & Laws advertising, Los Angeles open Leawood Inc. advertising there.

Keefe Grimshaw Werner, account executive, Peters Griffin Woodward, New York, joins Avery-Knodel Television there in same capacity.

Donna J. Levinsky, junior account executive, Cynkat Advertising, and **Nancy Daugherty**, on sales staff, KQV(AM) both Pittsburgh, named account executive, WPGH-TV there.

Robert Glover and **Arnold Gooder**, account executives, KING-TV Seattle, named sales managers. **Gordon Fountain**, account executive there named manager of Northwest Television Sales, newly created division of King Broadcasting providing Seattle representation for King stations and others.

James W. Campbell, executive VP, Parker, Willox, Fairchild & Campbell Inc., Saginaw, Mich., agency, named vice chairman and chief executive officer. **Howard W. Finger**, VP, radio and TV, named president and chief operating officer. **John J. Keenan**, VP-treasurer, named executive VP and sales manager. **Dennis G. Meader**, account executive, named VP in charge of firm's broadcast-buying department. **Pietro Ferrarese**, account executive, named VP in charge of copy and creative research department. **Robert S. Lauka**, art director, named VP-art director.

John Lankenau, with WCOL-AM-FM Columbus Ohio, named VP, market research.

Lee Winslow, with sales staff, KIVA-TV Farmington, N.M., appointed general sales manager. **Charmaine Crawford**, with KRZE(AM) Farmington, and **Brian Engh**, independent producer, join KIVA-TV sales staff.

Programing

Douglas A. Skene, director of operations and administration, NBC Sports, New York, named director of operations.

Don Sipes, senior VP, administration, Universal Television, Universal City, Calif., named executive vice president.

Mark Mason, VP/operations director, wvox-AM-FM New Rochelle, N.Y., named program director, WMCA(AM) New York.

Bruce H. Holberg, program director, WCBM(AM) Baltimore, named to same post, WIP(AM) Philadelphia. Both are Metromedia stations.

Bobby Cole, formerly with KMPX(FM) San Francisco, joins KMEL(FM) San Francisco, new station due on air next month, as music director.

Joan Major, with WSPD(AM) Toledo, Ohio, appointed music director.

Robert Gooding, program director, WCOL-FM Columbus, Ohio, named VP, programing, WCOL-AM-FM. **Bryan MacIntyre**, director of operations for stations, named VP, music research.

Tom Hantke, continuity director, WTVO(TV) Rockford, Ill., named production manager. He is succeeded by **Elizabeth Carlson**, writer with station.

Jack Ginay, producer-director, KCRG-TV Cedar Rapids, Iowa, joins WIICTV Pittsburgh in same capacity.

Scott Slade, air personality and public affairs director, WAYS(AM) Charlotte, N.C., named program director.

Carl Peterson, with IGM, Bellingham, Wash., radio syndicator, appointed West Coast regional sales coordinator.

Chuck Morgan, with CKGM(AM) Montreal, joins WZZR-FM Grand Rapids, Mich., as program director.

Robert B. Aldrich, re-elected president of Directors Guild of America; **William Friedkin**, **George Schaefer**, **Gilbert Cates**, **Jud Taylor** and **Karl Genus**, elected VP's.

Broadcast Journalism



Crystal

Lester M. Crystal, VP, special programing, NBC News, New York, named executive VP. Reporting to Mr. Crystal will be **Richard Fletcher**, VP, television news, who has been named VP, news operations, and **Joe Bartelme**, VP, news, NBC Owned Television Stations, who has been appointed VP, news programs.

Mr. Crystal assumes title formerly held by Robert Mulholland, who was named executive VP, Olympics, in March (BROADCASTING, March 14). **Gerry Solomon**, associate producer, *NBC Nightly News*, New York, named

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producer of show in Washington. **William Chesleigh**, national assignment editor, NBC News, named associate producer of *Nightly News* in New York.

Tom Fenton, CBS correspondent, Tel Aviv, reassigned to Paris. **Bob Simon**, CBS correspondent, London, will succeed him in Tel Aviv and **Mike Lee**, CBS correspondent, Paris, will switch to London.

Chris Gordon, general assignment and investigative reporter, WFSB-TV Hartford, Conn., joins WTOP-TV Washington as general assignment reporter. Both are Post-Newsweek stations.

Paul McElroy, anchorman, reporter, WNBC(AM) New York, named staff newsman, WOR(AM) there.

Wilson Van Aist, newswriter-general assignment reporter, KCBS-AM-FM San Francisco, appointed South Bay area bureau chief.

Donna Woolf, associate producer, KQED(TV) San Francisco's *World Press* show, and Lou DeCosta, freelance film writer/producer, named associate producers of noncommercial station's *Newsroom* program.

Milt Welles, news director, KHOU-TV Houston, named to same position, WWJ-TV Detroit.

Ed Godfrey, news director, KGW-TV Portland, Ore., joins WSB-TV Atlanta in same capacity. **Skip Haley**, with WSB-TV, appointed associate news director.

Michael Love, air personality, WJMO(AM) Cleveland Heights, Ohio, joins WGCL(FM) Cleveland as news director.

Frank Gardner, director of special projects, WMC-TV Memphis, appointed news director.

Jay Solomon, news director, WCOL-AM-FM Columbus, Ohio, named VP, news and public affairs.

Wayne L. Ennis, news coordinator, WPTF(AM) Raleigh, N.C., appointed news director.

Tom Martino, with WHUC-AM-FM Hudson, N.Y., appointed news director.

Gary D. Rebstock, reporter, WTVT(TV) Tampa, Fla., named anchor/reporter, WLCY-TV Largo (Tampa-St. Petersburg), Fla. **Greg Michaels**, sports reporter, WPEC(TV) West Palm Beach, Fla., named to same position at WLCY-TV.

Katie Busch, from University of Iowa, named associate news director, KCJJ(AM) Iowa City. **Todd Meyer**, assistant news director, named associate news director. **Mike Moon**, an-

nouncer at KCRG(AM) Cedar Rapids, Iowa, joins KCJJ as overnight news editor.

Carol Larson, from University of Wisconsin, Madison, joins WTVQ(TV) Rockford, Ill., as news reporter/photographer.

Cable

John C. Fletcher, manager, Warner Cable's Columbus, Ohio, system, appointed system manager for Warner's facilities serving greater Boston area.

Frank Bergner, vice president-sales, Titsch Publishing, Denver, joins AP as director of cable services, with headquarters in New York. **Elizabeth Olenbush**, formerly with Mitre Corp., McLean, Va., joins AP as regional cable TV executive with headquarters in Denver.

Carl F. Buesking, with Mainstee TV Cable, Mainstee, Mich., named North Central region technical sales representative, Magnavox CATV Systems, Manlius, N.Y.

S. Kent MacNown, VP-general manager, Cape Cod Cablevision, South Yarmouth, Mass., elected president of New England Cable Television Association.

Equipment & Engineering

Lynn Ronan, with Sony Corp., New York, named assistant manager, video administration, video products division.

David A. Orienti, with Harris Corp., Quincy, Ill., joins CCA Electronics Corp., Cherry Hill, N.J., as area manager for Michigan, Indiana and Ohio. **Walter Brasteter**, administrator, international sales, CCA, appointed manager, order processing and control department.

Howard Shephard, VP, North American marketing, Central Dynamics Ltd., Palatine, Ill., named VP, product planning. **Buddy Naeyaert**, VP, international marketing, named VP, marketing. **Vince Lyons**, West Coast sales manager, Bosch-Fernseh, Broadview, Ill., joins Central Dynamics as Western regional manager.

Allied Fields

Martin I. Levy, chief, broadcast facilities division, FCC, named acting deputy chief, Broadcast Bureau. He succeeds **Paul W. Putney**, who has returned to private practice (BROADCASTING, May 30). **David S. Landis**, assistant chief, broadcast facilities division, succeeds Mr. Levy.

Toni Smith, VP, media research director, Cunningham & Walsh, New York, named account

executive, A.C. Nielsen Co., there.

Margery Waxman Smith, acting director, Federal Trade Commission's Bureau of Consumer Protection, named executive director of FTC. **Robert B. Reich**, assistant director for evaluation in Bureau of Consumer Protection, named director, Office of Policy Planning and Evaluation.

Deaths



Fairfax M. Cone, 74, co-founder of Foote, Cone & Belding, died June 20 at his home in Carmel, Calif., after long illness. With Emerson Foote and the late Don Belding, Mr. Cone formed agency in 1942 as successor to Lord & Thomas. He was known as pre-eminent copywriter, and as frank critic of what he considered undesirable trends and elements in advertising. He was past chairman of American Association of Advertising Agencies and Advertising Council. Former director of Advertising Federation of America, in 1975 he was elected to successor American Advertising Federation's Hall of Fame. Survivors include his wife, Gertrude, and daughter, Mrs. Richard O'Riley of Phoenix.

Alan Reed, 69, veteran radio actor who most recently was voice of "Fred" on *Flintstones* animated TV program, died June 14 in St. Vincent's Medical Center, Los Angeles, after long illness. Straight man to many radio comedians including Eddie Cantor, Bob Hope, Bert Lahr, Ed Wynn and Fanny Brice, Mr. Reed also was original Daddy to Miss Brice's Baby Snooks and was poet Falstaff Openshaw on *Fred Allen Show*. He is survived by his wife, Finette, and three sons.

Lee Berryhill, 61, retired chief engineer, KRON(TV) San Francisco, died June 12 while vacationing in Bridgeport, Calif. He began his career at KRON-FM in 1949 and joined its TV affiliate one year later. Survivors include his wife and three children.

William T. Stubblefield, 50, media broker, died June 18 of heart attack at his home in Casanova, Va. Survivors include his wife, Barbara, and four sons.

Raymond V. Eppel, 69, founder of KORN(AM)-KORN-TV (now KXON-TV), Mitchell, S.D., died May 17 at McAllen, Tex. He is survived by his wife, Clara, and son.

Richard Snyder, 48, TV commercial director, director and partner in N. Lee Lacy/Associates, San Francisco, died June 4. He is survived by his wife, son and daughter.

John D. Clayton, 48, deputy chief of English language division, Voice of America, Washington, died of heart attack June 17 at his home in Potomac, Md. Foreign service officer since 1958, Mr. Clayton joined VOA in 1963. He is survived by his wife, Joann, one daughter and one son.

Richard Hyde, 57, chief engineer of operations, CBS News, died on June 19 in New Brunswick (N.J.) Hospital after long illness. He joined CBS News in 1953 as assistant chief engineer and became chief engineer in 1963. He is survived by his wife, Florence, and son.



Honors to their own. The Mississippi Broadcasters Association honored two native sons at its annual convention in Biloxi. Shown during a retirement party for Bob McRaney Sr., president of WROB(AM)-WKBB(FM) West Point, Miss., and WAMY(AM)-WAFM(FM) Amory, Miss., and executive secretary of MBA for 18 years were (l to r): Bob McRaney Jr., executive vice president/general manager, WWBT(TV) Richmond, Va.; Bob McRaney Sr.; Dana Andrews, actor, honored by MBA as "Mississippian of the Year"; and Chuck Cooper, president of WKOR(AM) Starkville, Miss., and newly elected president of MBA.

As compiled by BROADCASTING for the period June 13 through June 17 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

■ Norfolk, Va.—Television Corp. of Virginia seeks ch. 33 (584-590 mhz); ERP 1135 kw vis., 215 kw aur. HAAT 910 ft.; ant. height above ground 1027 ft. P.O. address: c/o Joel Cooper, Suite 1200, United Va. Bank Building, Norfolk 23501. Estimated construction cost \$704,500; first-year operating cost \$266,284; revenue \$500,000. Legal counsel Miller & Schroeder, Washington; technical consultant Lawrence Behr. Principals: 12 stockholders (none with more than 10% holdings). Martha Davis and Aubrey Eugene Loving Jr. (10% each) own WOKT(AM)-WQRK(FM) Newport News-Norfolk. William E. Allann Jr. is principal owner of WMBG(AM)-WBG1(FM) Williamsburg Va., and WSLT(AM) Ocean City, Md. Other principals have various business and professional interests. Ann. June 16.

TV action

■ Dallas, National Business Network-Foundation for Free Enterprise—Broadcast Bureau granted ch. 33 (584-590 mhz); ERP 300 kw vis., 300 kw aur. HAAT 1,633 ft.; ant. height above ground 1,555 ft. P.O. address: Box 20005, Dallas 75221. Estimated construction cost \$406,000; first-year operating cost \$493,200; revenue \$398,400. Legal counsel Finkelstein & Firestone, Washington; consulting engineer C. P. Crossno. Principals: Sheldon K. Turner, former general manager of KDTV(TV) Dallas; Noland Sue Turner, editor of National Directory for Performing Arts and Civic Center; Nolan R. Butler, realtor. National Business Network is nonprofit corporation (BPCT-4776). Action June 13.

AM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: KGOE Thousand Oaks, Calif. (BMP-14,411), Nov. 14; WVCH Chester, Pa. (BMP-14,413), Nov. 21; WCTM Eaton, Ohio (BMP-14,407), Nov. 1; WXCE Amery, Wis. (BMP-14,404), Dec. 31; KAKA Dermott, Ark. (BMP-14,410), Dec. 22.

■ Cuba, Mo. Crawford Broadcasting Co.—Broadcast Bureau granted 1410 khz, 1 kw-D. P.O. address: Box 526, Cuba 65453. Estimated construction cost \$59,128; first-year operating cost \$39,000; revenue \$165,000. Format: C&W, gospel, MOR. Principals: John Cozart (25%) is construction supervisor. Robert Lockhart (25%) is truck driver and farmer. H.C. Packard (16-2/3%) is retired. James W. Cape (16-2/3%) owns car dealership. Charles A. Kolb (16-2/3%) is accountant (BP-20,136). Action June 2.

■ Beulah, N.D., Mercer Broadcasting—Broadcast Bureau granted 1410 khz, 1 kw-D. P.O. address: 219 8th St., N.W., Minot, N.D. 58701. Estimated construction cost \$47,125; first-year operating cost \$38,690; revenue \$60,000. Format: C&W. Principals: William (76%) and Alice Bolinske (24%) are investors in drugstores, liquor store and restaurant in North Dakota (BP-19,808). Action June 2.

AM license

■ Broadcast Bureau granted following license covering new station: WJPJ Huntington, Tenn. (BL-14,055).

FM applications

■ Monterey, Calif.—Cypress Communications Inc. seeks 92.7 mhz, .64 kw, HAAT 585 ft. P.O. address: 5125 Briggs Lane, La Crescenta, Calif. 91214. Estimated construction cost \$95,350; first-year operating cost \$151,878; revenue \$65,626. Format: contemporary. Principals: Richard P. Kale, Galyn C. Hammond, Mark Blinoff, Eric G. Worberg and Kolman C. Rutkin (20% each). All, with exception of Mr. Hammond (owner of Monterey advertising agency), are present or former employees of Golden West Broadcasting. Ann. June 17.

■ Keauhou, Hawaii—Communico Honi Corp. seeks 92.1 mhz, 3 kw, HAAT 100 ft. P.O. address: 741 Bishop St., Honolulu 96813. Estimated construction cost \$34,800; first-year operating cost \$500; revenue not given. Format: adult. Applicant is wholly owned by group owner, Communico Inc., Frederic W. Constant (61.11%), D. Scott Harrison (10.42%) and 11 others. Company owns KPOI(AM)-KHSS(FM) Honolulu, KMJK(FM) Lake Oswego, Ore. and is applicant new FM's at Lihue and Waiakoa-Pulehu, both Hawaii. Ann. June 17.

■ *Baltimore—Johns Hopkins University seeks 88.1 mhz, 10 w. P.O. address: 34th and N. Charles Streets, Baltimore 21218. Estimated construction cost \$14,246; first-year operating cost \$6,300. Format: educational. Applicant is private college and licensee of WJHU(AM), carrier current station. Ann. June 15.

■ *St. Paul—Macalester College seeks 91.7 mhz, 10 w. P.O. address: 1600 Grand Ave., St. Paul 55105. Estimated construction cost \$4,180; first-year operating cost \$5,000. Format: educational. Applicant is private college. Ann. June 17.

■ Zanesville, Ohio—Maumee Valley Broadcasting Association seeks 89.3 mhz, 1.55 kw, HAAT 402 ft. P.O. address: 7112 Angola Rd., Holland, Ohio 43528. Estimated construction cost \$71,700; first-year operating cost \$47,500. Format: educational. Applicant is non profit educational corporation. Lowell B. Yoder, president. Ann. June 17.

■ *Edinboro, Pa.—Edinboro State College seeks 88.7 mhz, 10 w, HAAT 50 ft. P.O. address: Edinboro 16444. Estimated construction cost \$14,160; first-year operating cost \$3,000. Format: educational. Applicant is state college. Gary Christiansen, faculty advisor. Ann. June 17.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: WMFQ Ocala, Fla. (BMPH-15,098), Nov. 27;

WDMG-FM Douglas, Ga. (BMPH-15,126), Oct. 28; KNOT-FM Prescott, Ariz. (BMPH-15,133), Nov. 12; KNCY-FM Nebraska City, Neb. (BMPH-15,135), Dec. 1; WZVS-FM Vieques, P.R. (BMPH-15,146), Dec. 16; KCWB Ballinger, Tex. (BMPH-15,132), Oct. 9; KSDL El Paso (BMPH-15,142), Nov. 18; *WVPN Charleston, *WHPW Huntington, both West Virginia (BMPED-1491-2), Dec. 15; *KWIT Sioux City, Iowa (BMPED-1496), Dec. 22.

■ *Boynton Beach, Fla., Moody Bible Institute of Chicago—Commission granted 88.9 mhz, 10 kw, HAAT 455 ft. P.O. address: 820 North LaSalle Street, Chicago 60610. Estimated construction cost \$324,185; first year operating cost \$75,000. Revenue none. Principals: E. Brandt Gustavson, director of broadcasting, et al. Moody Bible Institute of Chicago owns *WMBI-AM-FM Chicago, *WCRF(FM) Cleveland and *WDLM(AM) East Moline, Ill. Action June 9.

■ *East Moline, Ill., Moody Bible Institute of Chicago—Commission granted 89.3 mhz, 100 kw, HAAT 500 ft. P.O. address: 820 North LaSalle Street, Chicago 60610. Estimated construction cost \$92,745; first-year operating cost \$10,000. Principal: E. Brandt Gustavson, director of broadcasting. Moody owns *WDLM(AM) East Moline. Action June 9.

■ Bastrop, La., Hagan Broadcasting—Broadcast Bureau granted 100.1 mhz, 3 kw, HAAT 182 ft. P.O. address: 121 Haynie Ave., Bastrop 71220. Estimated construction cost \$32,300; first-year operating cost \$2,700; revenue \$35,000. Format: standards. Principal: Hogan operates KVOB(AM) Bastrop (BPH-9954). Action May 27.

■ Ogden, Utah, El Paso Broadcasting Corp.—Broadcast Bureau granted 95.5 mhz, 100 kw, HAAT 680 ft. P.O. address: 3901 N. Mesa, Suite 401, El Paso 79902. Estimated construction cost \$70,947; first-year operating cost \$21,000; revenue \$42,000. Format: country. Principal: Michele Haston (81%) and five others. Company is also licensee of KPAS(FM) El Paso and is applying for FM in Oakdale, Calif. (BPH-9994). Action June 15.

FM start

■ *KUPS(FM) Tacoma, Wash.—Authorized program operation on 90.1 mhz, TPO 10 w. Action March 24.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: KQKI-FM Bayou Vista, La. (BLH-7229); *KHHS Hillsboro, Kan. (BLED-1603); KTAP Crete, Neb. (BLH-7162); KSRD Seward, Neb. (BLH-7204); KRFS-FM Superior, Neb. (BLH-7316); KXOJ-FM Sapula, Okla. (BLH-7319); KKAJ Ardmore, Okla. (BLH-6267); KAEZ Oklahoma City (BLH-7165).

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Call letters

Applications

Call	Sought by
	New FM's
WOIM	Hagler Broadcasting Inc., Prattville, Ala.
*KSTK	Wrangell Radio Group, Wrangell, Alaska
WAFC	Avon Electronic Services Inc., Clewiston, Fla.
KTTL	Cattle Country Broadcasting, Dodge City, Kan.
KVCM	Montgomery County Broadcasting Corp., Montgomery City, Mo.
KVFM	El Paso Broadcasting Corp., Ogden, Utah
	Existing AM's
WYFA	WSUF Patchogue, N.Y.
WSDR	WSSB Durham, N.C.
WLKK	WWYN Erie, Pa.
WFAB	WCID Juncos, PR.
	Existing FM's
KFIV-FM	KITA Modesto, Calif.
KWVE	KAPX San Clemente, Calif.
WOTU	WRGA-FM Rome, Ga.
KRRV	KDBS-FM Alexandria, La.
KZZL	KLEM-FM Le Mars, Iowa
KDBX	KWRT-FM Boonville, Mo.
WGMG	WYCH Hamilton, Ohio
KDSO	KDSX-FM Denison-Sherman, Tex.
KCGL	KSTU Centerville, Utah
WRLO-FM	WATK-FM Antigo, Wis.

Grants

Call	Assigned to
	New TV
WJPT	West Central Illinois Educational Telecommunications Corp., Bluffs, Ill.
	New AM
WKED	D & R Broadcasting Inc., Frankfort, Ky.
	New FM's
*KDSA	Defenders School of the Air Inc., Wichita, Kan.
WCMP-FM	WCMP Broadcasting Co., Pine City, Minn.
*WCML-FM	Central Michigan University, Alpena, Mich.
WBTF	Batavia Broadcasting Corp., Attica, N.Y.
*KPSU	Panhandle State University, Goodwell, Okla.
	Existing AM's
KBUL	KWBB Wichita, Kan.
KSGI	KBUL Wichita, Kan.
WIXY	WTYM East Longmeadow, Mass.
KYNN	KLNG Omaha
KUFF	KNWZ Albuquerque, N.M.
WCPL	WPSC Pageland, S.C.
KBGG	KWFA Merkel, Tex.
	Existing FM's
KTAZ-FM	KTAN-FM Sierra Vista, Ariz.
KPPL	KLAK-FM Lakewood, Colo.
WZZR-FM	WZZM-FM Grand Rapids, Mich.
KENO-FM	KTRI Las Vegas
KZZY	KSAO San Antonio, Tex.

Ownership changes

Applications

■ WANC-TV Asheville, N.C. (ch. 21)—Seeks assignment of license from WISE-TV Inc. to Carolina Christian Broadcasting Inc. for \$60,000. Seller is principally owned by Mrs. H. H. Thoms and her daughter, Matilann T. Gennett. They also own WCOG(AM) Greensboro, N.C., WEAM(AM) Arlington, Va., and WKLM(AM) Wilmington, N.C. Buyer is owned by James H. Thompson (94.3%), W. N. Leslie (4.3%) and Fred E. Crain (1.4%). They also own WGGG-TV Greenville, S.C., of which WANC-TV is a satellite. Ann. June 16.

Actions

■ WPXC(AM) Prattville, Ala. (1410 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Prattville Radio Inc. from Joe F. Hagler and Jim R. Gilliam (60% before, none after) to T.O. McDowell Jr. and Al Finch (40% before; 100% after). Consideration: \$35,000 plus release of debts. Principals: Messrs. Hagler and Gilliam have no other broadcast interests. Mr. McDowell, presently 40% owner of station, is Prattville lawyer. Mr. Finch is Baptist minister. He will own 30% after transfer (BTC-8311). Action June 3.

■ WEXT(AM) West Hartford, Conn. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WEXT Inc. to 1550 Country Radio Inc. for \$390,000. Seller is Harry L. Reiner (100%), who also owns WYPR(AM) Danville, Va. Buyers are Barry R. Chaiken, his wife, Marylou, and Louis J. Alfonse. Mr. Chaiken is certified public accountant, and Mr. Alfonse is attorney. Both live in Old Bridge, N.J., and neither has other broadcast interests (BAL-8977). Action June 13.

■ WXLN(FM) Savannah, Ga. (97.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Regency Broadcasting Inc. to WXLN Radio for \$380,000. Seller is Russell L. Frederick, who has no other broadcast interests. Buyers are Robert A. Powers, his wife, Mary, and Leonard A. Morton, who also own WQOT(AM) Savannah. Mr. Morton is also independent insurance agent (BALH-2458). Action June 13.

■ *WXXW(TV) Chicago (ch. 20)—Broadcast Bureau granted assignment of license from Chicago Educational Television Association to Chicago Metropolitan Higher Education Council for \$65,000. Seller is nonprofit, public broadcaster, which also operates *WTTW(TV) and owns stock of WFMT(FM), both Chicago. Buyer is nonprofit corporation operated by public colleges and universities in Chicago area. David Ainsworth, executive director (BALET-20). Action June 10.

■ WMSH-TV South Bend, Ind. (ch. 46)—Broadcast Bureau granted assignment of CP from Gordon G. McKenzie, trustee of G&E Religious and Educational Broadcasting Corp., to Lester Sumrall Evangelistic Association for \$496,000. Station has been in receivership for past year and half. Buyer is religious organization that also owns WHME(FM) South Bend and WHMB-TV Indianapolis. Lester Sumrall is president. (BAPCT-520, BAPTS-8). Action June 10.

■ KROS(AM)-KSAY(FM) Clinton, Iowa (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from PSB Radio Group Inc. to Gateway Broadcasting Corp.

for \$480,000 plus \$125,000 covenant not to compete. Seller is group owner of KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WMDH(FM) New Castle, Ind.; and KWEB(AM)-KRCH(FM) Rochester, Minn. Donald G. Jones, president. Buyer is owned by three former and present KROS-KSAY employees and David Dunlay (70%), who has various banking and investment interests. Other buyers (10% each) are: Henry L. Dohlman, general manager, William H. Scott, engineer, and Gerald A. Parker, formerly KROS assistant manager and now vice president of Clinton TV Cable Co. (BAL-8972, BALH-2478, BASCA-813, BALRE-3205). Action June 14.

■ KTGA(FM) Fort Dodge, Iowa (92.1 mhz, 2.75 kw)—Broadcast Bureau granted assignment of license from Gospel Radio Inc. to Rainbow Broadcasting Co. for \$110,000 including \$20,000 covenant not to compete. Seller is non-profit corporation, Reverend N.S. Bemino, president. Reverend Bemino is leaving broadcasting for health reasons. Buyer is James E. Boardman, freelance writer and photographer with no other broadcast holdings (BALH-2457). Action June 10.

■ KUPK-AM-FM Garden City, Kan. (AM: 1050 khz, 5kw-D, FM: 97.3 mhz, 11 kw)—Broadcast Bureau granted assignment of license from KAKE-TV and Radio Inc. to Midwest Radio Co. for \$325,000. Seller is principally owned by Mark H. Adams, Martin Umansky and Sherill C. Corwin. Seller also owns KAKE-AM-TV Wichita, Kan., and KUPK-TV Garden City. Mr. Corwin also owns 20% of KEMO-TV San Francisco. Buyers are James E. Thronberry, D.E. LeClerc and Van Smith (one-third each). Mr. Thronberry is KUPK-AM-FM general manager, Mr. LeClerc is highway patrolman. Mr. Smith is attorney (BAL-8959, BALPH-205, BALRE-3193, BALIC-12). Action June 14.

■ KRAM(AM) Las Vegas (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Nevada Broadcast Inc., to Cole Industries Inc. for \$750,000 plus \$250,000 covenant not to compete. Seller is wholly owned by Sovereign Broadcast Inc., James B. Francis (51%) and Robert D. Hanna (49%). Sovereign also owns 25% "contract interest" to acquire KPTL-AM-FM Carson City, Nev. Buyer is Donald F. Cole, who has various retail, manufacturing and realty interests. He has not other broadcast holdings (BAL-8963, BALST-351). Action June 13.

■ WLBG-FM Laurens, S.C. (100.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Laurens-Clinton Broadcasting Co. to Towers South Inc. for \$300,000. Sellers: Mr. and Mrs. C.W. Hogan (75%) and C.M. McCuen (25%). They also own WLBG(AM) Laurens. Buyer is owned equally by Mr. and Mrs. Monty DuPuy and Mr. and Mrs. Graham G. Phillips, all of Greenville, S.C. Messrs. DuPuy and Phillips are announcer and sales manager, respectively, of WFBC-AM-FM-TV Greenville (BALH-2484, BASCA-815, BALST-356). Action June 10.

■ KWGO-FM Lubbock, Tex. (99.5 mhz, 44 kw)—Broadcast Bureau granted assignment of license from KWGO-FM Radio to Mexican American Services Inc. for \$60,000. Seller is owned by Clyde R. Stephens (51%) and Mexican American. Mr. Stephens is leaving station for health reasons. Buyer has 18 stockholders, Antonio Gonzalez, president and largest stockholder (8%) (BALH-2477). Action June 10.

Facilities changes

TV actions

■ WXON Allen Park, Mich.—Broadcast Bureau granted CP to change ERP to 1000 kw; Max. ERP 1200 kw; change type trans. (BPCT-4943). Action June 10.

■ WRDU-TV Durham, N.C.—Broadcast Bureau granted CP to change ERP to 3240 kw; max. ERP 5000 kw; antenna height 1300 ft.; change studio location to site to be determined, Durham; change type trans.; type ant.; conditions (BPCT-5004). Action June 2.

AM actions

■ WPRN Butler, Ala.—Broadcast Bureau granted CP to change trans. location and studio location to Highway 10 W. 75 mile E. center Butler; increase ant. height to 300 ft. to accommodate new FM station; conditions (BP-20.683). Action May 16.

■ KAPR Douglas, Ariz.—Broadcast Bureau granted CP to increase power of standard broadcast station to 2.5 kw; change type trans.; remote control permitted; conditions (BP-20.240). Action June 6.

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■ **WNBE** Winter Park, Fla.—Broadcast Bureau granted mod. of license covering change in studio location of standard broadcast station to 3d floor Southland building, 2699 Lee Road, Winter Park (outside corp. city limits) (BML-2630). Action June 7.

■ **WIBR** Baton Rouge, La.—Broadcast Bureau granted CP to increase power of standard broadcast station to 5 kw and change type trans.; conditions (BP-20,273). Action June 6.

■ **WRGC** Sylva, N.C.—Broadcast Bureau granted mod. of permit to change ant./trans. location of standard broadcast station to 1.5 mile west of Sylva on highway 441. Sylva: conditions (BMP-14,409). Action June 7.

■ **WWBR** Windber, Pa.—Broadcast Bureau granted mod. of license covering change in studio location and remote control to 1724 Scalp Ave., Johnstown, Pa. (outside corp. city limits) (BML-2628). Action June 10.

FM actions

■ **WRSB** Decatur, Ala.—Broadcast Bureau granted request to identify as Decatur-Huntsville, Ala. Action June 14.

■ ***KVHS** Concord, Calif.—Broadcast Bureau granted CP to change ERP to .410 kw(H&V); ant. height 450 ft.(H&V); remote control permitted; conditions (BPED-2505). Action June 13.

■ **KOSO** Patterson, Calif.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); max. ERP 1.55 kw(H&V); ant. height 1790 ft.(H), 1770 ft.(V); remote control permitted; condition (BPH-10,547). Action May 27.

■ **KBXL** Caldwell, Idaho—Broadcast Bureau granted request to identify as Caldwell-Boise, Idaho. Action June 14.

■ ***WISU** Terre Haute, Ind.—Broadcast Bureau granted CP to install new trans.; ERP 10.5 kw(H&V); ant. height 370 ft.(H&V); remote control permitted; conditions (BPED-2504). Action June 13.

■ ***WKCR** FM New York—Broadcast Bureau granted mod. of CP to change trans. location to No. 2 World Trade Center, New York; change trans.; make changes in ant. system (decrease height); ERP .76 kw(H&V); ant. height 1380 ft.(H&V); remote control permitted (BMPED-1487). Action June 14.

■ **WBNO** FM, Bryan, Ohio—Broadcast Bureau granted CP to make changes in ant. system; increase height; ERP 3 kw(H&V); ant. height 300 ft.(H&V); conditions (BPH-10,543). Action June 13.

■ ***KLCC** Eugene, Ore.—Broadcast Bureau granted mod. of CP to change trans. location to Blanton Heights, three miles south of center of Eugene; make changes in ant. system (increase height); make changes in trans. line length; ERP 9.2 kw; ant. height 850 ft.; remote control permitted (BMPED-1494). Action June 10.

■ **WNCE** Lancaster, Pa.—Broadcast Bureau granted request to identify as Lancaster-York, Pa. Action June 9.

■ **WZTA** (FM) Tamaqua, Pa.—Broadcast Bureau granted CP to change trans. location to atop Fred's Ridge, four miles W-SW of Tamaqua; install new ant.; make changes in ant. system (decrease height); ERP 1 kw(H&V); ant. height 480 ft.(H&V); remote control permitted (BPH-10,028). Action June 8.

■ ***WMHK** Columbia, S.C.—Broadcast Bureau granted CP to install new trans.; change ERP to 100 kw(H&V); ant. height 420 ft.(H&V); remote control permitted; condition (BPED-2503). Action June 13.

■ **KLSN** (FM) Brownwood, Tex.—Broadcast Bureau granted CP to change frequency to 104.1 mhz; install new trans.; install new ant.; make changes in ant. system (increase height); ERP 25 kw(H&V); ant. height 205 ft. (H&V); remote control permitted (BPH-9996). Action June 10.

■ ***KERA** FM Dallas, Tex.—Broadcast Bureau granted request to identify as Dallas-Fort Worth. Action June 9.

■ ***KBYU** FM Provo, Utah—Broadcast Bureau granted CP to make changes in ant. system (increase height); ERP 32 kw(H&V); ant. height 2910 ft.(H&V); remote control permitted; conditions (BPED-2506). Action June 14.

■ **WHAJ** Bluefield, W. Va.—Broadcast Bureau granted mod. of CP to change studio location/remote control location to Municipal Building, Bluefield; make changes in ant. system (increase height); ERP 83 kw(H&V); ant. height 1200 ft.(H&V); remote control

permitted (BMPH-14,144). Action June 14.

In contest

Designated for hearing

■ **Eunice, La., FM proceeding:** Tri-Parish Broadcasting Co. applying for 105.5 mhz (Doc. 21,286)—Commission designated for hearing. Action June 14.

Case assignments

■ **High Springs and Alachua, Fla., FM proceeding:** Country Broadcasting Co. and Alachua Broadcasting Inc. competing for 104.9 mhz (Doc. 21,235-6)—Chief ALJ Chesler F. Naumowicz Jr. designated ALJ Frederick W. Dennison to serve as presiding judge and scheduled hearing for Sept. 20. Action June 15.

■ **Ashland, Ore., FM proceeding:** Faith Tabernacle Inc., Kilbro Broadcasting Corp., John D. Feldman, Arthur B. Hogan and Arnold D. Sias, competing for 101.7 mhz (Docs. 21,171-2)—Chief ALJ Chesler F. Naumowicz Jr. designated ALJ Lenore G. Ehrig to serve as presiding judge and scheduled hearing for Sept. 12. Action June 10.

Procedural ruling

■ **Warrenton, Va., FM proceeding:** Fletcher Broadcasting Corp. and Goldcup Broadcasting Inc., competing for 94.3 mhz (Doc. 21,112-3)—ALJ David I. Kraushaar rescheduled hearing for Sept. 6. Action June 13.

Initial decision

■ **KJOG-TV** San Diego, **assignment proceeding:** Gross Broadcasting Co. to University Television (Doc. 20,589)—ALJ David I. Kraushaar denied application for assignment upon finding United financially unqualified to be granted CP. Ann. June 16.

Fines

■ **KROQ** (AM) Los Angeles—Broadcast Bureau notified licensee that it had incurred apparent liability of \$2,000 for failing to maintain relative amplitudes of antenna currents in the elements of array within 5% of the ratios specified in the station authorization from the time broadcasting resumed on June 11, 1976, to date of inspection. No commission authority for such operation was in licensee's possession. Action June 10.

■ **KROQ** FM Pasadena, Calif.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$1,000 for failing to enter in logs between Aug. 1-12, 1976, daily observations of tower lights at least once each 24 hours either visually or by observing an automatic properly maintained indicator designed to register any failure of such lights. Action June 10.

■ **KPRI** (FM) San Diego, Calif.—Broadcast Bureau ordered licensee to forfeit \$2,000 for broadcasting lottery information and for logging all 10-second bonus Jack-In-The-Box announcements as "other" when they appear to be bonus spots that should have been logged as commercial time. Action June 13.

■ **WWUN** (AM) Jackson, Miss.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 for failing to measure field intensity at required

monitoring point at least once each 30 days. Action June 15.

■ **KQYX** (AM) Joplin, Mo.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to make entries in operating logs on various dates to show when station ceased supplying power to antenna. Action June 7.

■ **KYTV** (AM) Springfield, Mo.—Broadcasting Bureau ordered licensee to forfeit \$500 for rebroadcasting program material originated by KOLR-TV Springfield on Oct. 31 and Nov. 7, 1976. Action June 15.

■ **KICS** (AM) Hastings, Neb.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$350 for operating station with transmitter power output of less than 90% of authorized daytime power on various dates. Action June 7.

Allocations

Petitions

■ **Jacksonville, Ill.**—West Central Illinois Educational Telecommunications Corp., Macomb, requests assignment of *TV ch. 14 (RM-2905). Ann. June 15.

■ **Gordonville, Mo.**—Rainbow Broadcasting Co., licensee of KJAS(AM) Jackson, Mo., requests assignment of FM ch. 257A (RM-2900). Ann. June 15.

■ **Hatch, N.M.**—Hubbard Broadcasting Inc., licensee of KOB-TV Albuquerque, N.M., requests reassignment of *TV ch. 12 to Silver City, N.M. (RM-2904). Ann. June 15.

■ **Elizabeth City, N.C.**—Campbell Broadcasting Inc., licensee of WGAI(AM) Elizabeth City, requests assignment of FM ch. 296A (RM-2902). Ann. June 15.

■ **Collierville, Tenn.**—Albert L. Crain requests assignment of FM ch. 296A (RM-2901). Ann. June 15.

■ **LaFollette, Tenn.**—Campbell County Broadcasting Corp. requests assignment of FM ch. 285A and reassignment of ch. 288A from LaFollette to Oneida, Tenn. (RM-2906). Ann. June 15.

■ **Whitehall, Wis.**—Whitehall Broadcasting Co., Washington, requests assignment of FM ch. 272A (RM-2903). Ann. June 15.

Actions

■ **Placerville, Grass Valley, both California**—Broadcast Bureau assigned FM ch. 221A and 232A, respectively. Action was response to petition by Hangtown Broadcasters. Effective July 20. Action June 2.

■ **Harlan, Iowa**—Broadcast Bureau assigned ch. 288A as community's first FM. Action was response to petition by John W. Talbott, who had requested ch. 292A. Effective July 20. Action June 2.

■ **Blair, Neb.**—Broadcast Bureau assigned ch. 292A as community's first FM. Effective July 20. Action June 2.

■ **Suring and Green Bay, both Wisconsin**—Broadcast Bureau proposed assigning TV ch. 26 to Suring and substituting ch. 44 for unoccupied ch. 26 at Green Bay. Action was response to petition by WRVM(FM) Suring. Comments are due July 28; replies August 17. Action June 13.

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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KDTH, Dubuque, Iowa, has its first sales representative opening since 1971. List available presently bills over \$100,000. Experience selling news, public affairs, MOR desirable. RAB awareness and CRMC would be even more attractive. Company expanding into new markets, increasing growth potential. Excellent fringes. Beautiful place to live. Contact Personnel Department, Box 688, Dubuque, IA 52001. KDTH is an Equal Opportunity Employer.

North Carolina 10KW—Sales Manager, guaranteed salary plus commission. Send resume to WURL, PO Box 5197, Winston-Salem, NC 27103.

Upper Midwest AM with emphasis on news, billing near 3/4 million, needs Sales Manager who can hire, train, plan and execute for team achievement. Compensation \$25,000 plus, with good fringes in growing company. Resume and references required. Box G-140.

Top 50 Mkt U seeking salesperson to work newly created local list. EOE. M/F. Box G-117.

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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.

Minimum two years experience in Country and Rock. Upper Midwest. Box G-39.

Adding to our staff, commercially experienced DJ who wants to upgrade. Salary open. Easy listening. Sensible schedule. WVOS AM & FM, Liberty, NY. 914-292-5533.

Experienced D.J. wanted. Person must be available for interview. Send tape and resume to Gary James, WARE Radio—Ware, MA 01082.

University owned non-commercial station seeking announcer familiar with classical, jazz, and big band music, composers and artists. \$7100 plus 15% fringe benefits. 12 days annual leave and 8 paid holidays. Send vitae, audition tape, including classical, to Dick Ellis, Manager WETS-FM, Box 21,400A, East Tennessee State University, Johnson City, TN 37601. An Equal Opportunity Employer M/F.

KCUB, Tucson's award winning Country Music station needs a superior, experienced air person. Country knowledge helpful. Rookies and screamers are dreamers.

Mid Day Jock, 1st ticket helpful, great working conditions at exciting Contemporary station in beautiful Virginia. Tape and resume to WELK, P.O. Box 1294, Charlottesville, VA 22901. EOE.

Announcer, Experienced with music & production abilities. Contemporary N.E. MOR. Medium market. Send tape & resume to Stan Brooks, WMAS, 101 West St., Springfield, MA 01104.

Big City Voice with head to match for Boston's new adult contemporary Album sound. Send resume, tape to: Bill Smith Program Director, WEZE, Statler Office Building, Boston, MA 02116. E.O.E.

Beautiful Alaska—Number 1 rated AM & FM needs professional voice for news and production. 5-day 40-hr. wk. Top benefits. Send tape and resume to Ken Flynn, KHAR/KKLV 3900 Old Seward Hwy, Anchorage, AK 99503. EOE.

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.

Pennsylvania medium market station has opening for experienced heavyweight announcer. Good starting salary. Professional station, working conditions excellent. Above average fringe benefits. Equal Opportunity Employer. Box H-34.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

WDAK-Columbus has afternoon drive opening. Tapes and resumes to Bob Elliot P.O. Box 1640 Columbus, GA 31902.

New Jersey AM/FM is seeking an experienced communicator to reach a mature information oriented morning audience. We want the best. Send tape, resume and salary requirements to WHTG AM/FM, Eatontown, NJ 07724.

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.

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.

Chief Engineer. 5 KW AM DA. 50 KW FM Stereo automated. Light announcing duties. Central CA. M. Hill, PO Box 717, Merced, CA 95340. 209-723-2191.

Chief Engineer for AM-FM stereo automated stations. Minimum 3 years experience with Directional Antennas, Logic Curcuits, F.C.C. rules, Transmitter maintenance, studio construction. F.C.C. 1st required. Doug McKay 804-355-3217 no collect calls. Equal Opportunity Employer.

Chief Engineer wanted for fulltime AM, automated FM. Energetic with pride in station's sound. Resume to William B. Chesson, GM, WSTV/WKY, 320 Market Street, Steubenville, OH 43952. EOE.

Chief Engineer for University station. Responsible for operation and maintenance of all electronic equipment and some programming. Bachelors Degree, experience in Public Radio and FCC First 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 22, 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.

On The Lookout for sharp, young engineering talent in high power AM DA's and FM stereo. Multi-station group in many markets. Experienced only. Send details to Broadcasting, Box H-7.

Stereo FM with state of the art audio and automation equipment needs full time engineer who knows his business and works for perfection. Contact KHIG P.O. Box 1106 Paragould AR 72450—send full details first letter—No calls accepted.

Chief Engineer wanted for Midwestern Directional AM and stereo FM. Broadcast experience is necessary. Excellent salary and benefits. Need take charge person who takes pride in his work. Box H-40.

Chief Engineer Indiana A.M.—F.M. Experienced. Directional Array, and Automation. No primadonas. Nice community—Call Len Ellis 219-462-8125.

Chief Engineer at 100,000 WATT Mid-western stereo station. Position requires FCC 1st. Needs working knowledge of STL. Micro-wave equipment, FM stereo broadcast equipment, RPU equipment, FM transmission and remote control equipment. Send resume to John Murray, Station Manager, KCMW-FM, Central Missouri State University, Warrensburg, MO 64093. Equal opportunity employer.

Chief, for Class IV powerhouse, heavy on sound and total product. Must have automation and FM capability. EOE. Send resume and requirements to KVOC, Box 2090, Casper, WY 82602. Fred Hildebrand 307-265-2727.

HELP WANTED NEWS

Consultant seeks news people for client stations. Radio and TV, on and off-air. Norm Woodruff, 453 Roosevelt Way, San Francisco, CA 94114.

Experienced news person wanted at station where news is first. Person will cover news stories, write them and air them. Must be close enough for interview. Send tape and resume to Gary James, Radio Station WARE, Ware, MA 01082.

HELP WANTED NEWS CONTINUED

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Covenant Broadcasting, PO Box 1000, Oklahoma City, OK 73101.

Experienced Newspersons: Excellent opening for No. 2 position on our newsteam. Top rated stations in fast growing Sun Belt—Texas Gulf Coast city. Tapes & resumes to Kevin Brennan, News Director, KTRM/KIEL Radio, P.O. Box 5425, Beaumont, TX 77702.

News Director. Bachelor's degree, three years broadcast news experience. Send resume and tape to KVRO, Box 1226, Stillwater, OK 74074. EOE.

10th Largest Market station seeks afternoon drive time anchorman. Authoritative delivery a must. Send tape & resume to Bob Barry, KFJZ, P.O. Box 1317 Ft. Worth, TX 76101.

Experienced News Person wanted for News Director opening at medium market Adult-Contemporary operation. Good money for right person. Send tape and resume to Paul Allen, WGBG, Box 22005, Greensboro, NC 27420.

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.

News Editor able to gather, write, air local news. Resume, tape to KBUD, Athens, TX 75751.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top rated Providence AM/FM needs on-air/production pro. Now. Call 401-438-6110. Ask for Tom.

Production Director for University station. Responsible for production and management. Bachelors Degree, experience in Public Radio 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 22, 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.

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.

SITUATIONS WANTED MANAGEMENT

Sharp, Young Sales Manager itching to improve my situation. 5 years successful small to major market experience. I'm a good man who can make you money. Call and let me sell you. 205-586-4151, 717-675-4016.

Take charge manager—top sales ability—references. Presently employed, prefer Oklahoma, New Mexico, Texas. Will negotiate in small-medium market. Box G-143.

Husband and Wife wish to move into management at small station. Proven sales records. Excellent news, production, announcing capabilities. Strong commitment to community. Box H-22.

Billing over a quarter-million dollars in a competitive market must mean something—and it does! Mature, seasoned broadcast professional with excellent credentials in sales, creative and administration, but stymied for advancement, seeks sales management position with station or agency looking for dedication and hard work, and willing to invest the dollars required to get me. Box H-25.

Solid Radio Background. Extensive programming-related experience (including NYC on-air) plus retail (sales) management. Strong contributor and competitor. Stable. Box H-39.

Midwest Family man with 11 years commercial experience wants growth opportunity. Six years in management—three as GM. I've done it all—including sales. All replies answered in confidence. Currently employed as GM of successful independent FM—we grossed 18K last month in town of 13,000! Box H-37.

New England G.M. seeks opportunity to expand worth both in responsibilities and earnings. Box H-10.

Successful, compatibly employed GM seeking similar position. (Station being sold) Sales-oriented, no-nonsense administrative leader and doer. Professional direction all departments. Knowledgeable FCC regulations, renewals. Excellent P&Ls. Documented records, references. Family man, community involved. Prefer small to medium market. No disappointment assured. Box H-31.

Profit Producer. General Manager with medium and major market experience—strong in sales, promotion and programming. Background includes: Account Executive, Sales Manager and General Manager—all in major markets. Outstanding record of winning operations and very best references. Contact me in confidence at: Box H-45.

Selling Sales Manager. Anywhere N. Hemisphere. Available now. Impeccable references. 25-30K. Contract. Box H-36.

SITUATIONS WANTED SALES

Sports/Sales, 6 years experience, quality announcer excellent PBP, seeks sales combo. 25 married community oriented. Present position 3 years. Jeff 513-773-4794.

SITUATIONS WANTED ANNOUNCERS

Minority Person. Trained. Some experience. 3rd endorsed. No Fee. Box G-1.

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.

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.

Take my voice—please! Newscaster, DJ some experience. Broadcast trained. Tape available. Phone Ken 212-221-3702 or Box G-68.

Experienced announcer with good production and programming seeks best offer in Top 40, Rock, or Progressive radio. Contact John R. Ellstrom, 1000 Valley Forge Circle, King of Prussia, PA 19406. Call 215-783-7159 after 6 p.m. or 215-783-7738.

Capable and professional sounding PBP hockey and basketball announcer for any pro or college teams. Honest, knowledgeable, objective, can really reflect the game. Available for coming seasons. Have tapes, resume. Box G-128.

Humorous, First Phone, air personality desires Top 40 or Adult Contemporary small market station. 213-387-7175.

Contemporary jock, 22, single, Medium-market Top 40 experience. Willing to learn more and grow with the pros. Frank 412-339-3026.

Currently employed. 6 years major market experience. Seeks challenging situation 18-49 oriented shift and/or format. Inquire Box G-146.

Talented Black Female—Beginner 3rd Endorsed with creative flair for advertising. Seek job at MOR station. Willing to relocate in New England or Middle Atlantic area. Tapes and resumes available. Call Edie, at 212-272-9219 after 7PM.

Small market PD wants to move to larger market. Three years experience in news, play-by-play, disc jockey, production, automation. B.A. Mass Communication. Contact: Walt 816-665-9904, Number 2 Westbury, Kirksville, MO 63501.

College grad with extensive PBP experience and news/music background looking for good opportunity in small to medium market. Third endorsed and good worker for sports minded station. Box H-30.

Weirder On The Weekend/The Almighty Power! Unique and unusual radio personality. Available anywhere, call me for an unusually unique resume and tape. Mr. Werder, 914-692-6832. Some of you will remember me.

Black Top 40 Jock with third ticket seeks first break in radio. Will relocate. For tape and resume write J. White 2222 Market St. Wilmington, DE 19802. 302-998-9508.

This personality is funny, friendly, clever and whatever. Experienced, mature human delivery. One call might do it. 702-736-3806.

Country Music DJ. Out of business 3 years following open heart surgery. Completely recovered. Am bored—want to get back behind the mike. Experience: all air shifts, PD, Music Director, production, news, copywriting, sales and office manager. Also show promotions, emceeing and auto race announcing. I am a personality—not a human juke box. Interested in on-air (any shift) and related; any market—no sales. Country Jock, P.O. Box 326, Rosemead, CA 91770.

Good pipes, seeking medium market Top 40-Contemporary gig. 1st ticket. Very hard working, dedicated, and energetic. Martin 615-374-2029 mornings and evenings.

Disc Jockey and airtales 1 1/2 years experienced 3rd class ticket Jazz and R&B contact Daryl Lee, 125 Bay St. No. 11, San Francisco CA 94133. 415-391-4983.

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.

Announcer, DJ: 24, 3rd endorsed, degree, single, great pipes, 1 and a third years experience. Prefer Southern MI Area Call John 1-313-882-7371.

College Man—3rd phone—excellent news—production—sports. Call D. Robert Hull, 312-446-5603.

SITUATIONS WANTED TECHNICAL

Who needs a mature, experienced Chief Engineer who can talk, too? AM/FM. 805-947-6737.

AM/FM Chief, long varied experience, wishes to relocate, fine references. Box G-130.

1st phone. Some repair experience. Trainee with good electronics education. Relocate now. References and resume. Box G-67.

Engineer, mature, experienced as Chief; 20 plus years, all phases, DA's. 5 to 50Kw. Now in East. Box H-24.

Experienced chief engr. AM-FM-DA, over 30 years experience. 25 years chief—certified by SBE as Senior Bcst. Engr. Presently located in N.E. Colorado. Prefer Western states—good fishing. Available two weeks notice. Box H-11.

Permanent Job? Reliable, conscientious, experienced First Phone available as Chief or Assistant. Box H-35.

SITUATIONS WANTED NEWS

Experienced sportscaster—Five years PBP, solid writing and reporting ability, strong on news also. 3rd endorsed, BA Journalism, will relocate for right position. Available immediately. 212-663-0503, Gary Sparber.

Conversational news writer/journalist with two years experience seeks opportunity with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

News, Public Affairs, Talk. I'm thoroughly experienced, positive attitude, desire challenge and growth. Now in metro N.Y. Box H-9.

Dedicated experienced street reporter seeks immediate opening with energetic news staff. Prefer VA, NC, DC, or MD, but will consider all. Box H-43.

SITUATIONS WANTED NEWS CONTINUED

Young, hard-working female. Worked TV/Radio in top 20. Report/write/produce. Looking to move on. Will consider reporter's spot in smaller markets if challenging. J-Degree. Box H-28.

Sports, all facets, all it's events covered comprehensively, thoroughly, intelligently. All PBP, interview, production, and reporting ability. Eleven years professional, hard working experience ready to work for you. Let's both take another step forward. Box H-46.

Award Winning Sports, production, feature man seeks opportunity with a good sports team. My preference, Philly, Houston, St. Louis, Denver, Cincinnati, Atlanta, or Seattle. However, will consider all major market areas offering me a creative challenge. Box H-26.

Sports Personality—Recent Broadcast grad; looking for 1st break; telephone talk-show host, PBP, incredible knowledge of sports. Box H-17.

Sportscasting/Play-by-play. The way you want it. Jack Le Faivre, Calico Ct., Charlotte, NC 704-568-3825.

Professional Returning to broadcasting. 21 years, news, sports, weather. Excellent voice, appearance. 609-883-8990.

I've Won State Awards for news reporting. Work hard & sound good. 4 years experience. Locate anywhere. Dale 1-712-644-2742.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Professional programmer seeking Midwest or Rockies Contemporary station. Seven years experience, BS Broadcasting, first phone. Will consider announcer position if good opportunity. Fred Leemhuis 901-365-0767.

Young Contemporary, Soul/Disco programmer with proven record. Seeking secure Program Directorship in medium or large market. Excellent references, tape available. Box H-42.

Professionals ... male modern country air personality, and, female on-air news director. Diversified backgrounds. Top ratings past 2 years. East. Box H-13.

Record Library Systems Specialist available to station group, program syndicator to manage acquisition, storage, cataloging, maintenance. Box H-32.

Assistant Management: 2 years as staff writer of The Hollywood Reporter, 6 years as manager of own production company in San Francisco, and this June graduated with an MA degree in Management from Annenberg School of Communications at University of Southern California. Contact Cyrus Pakzad: 213-746-7431 or 603 Moreno Ave. LA. CA 90049.

Eight Year Veteran. Mature soul programmer with contemporary sound, good ratings, looking for Top Forty position in primary market. Box H-41.

TELEVISION

HELP WANTED MANAGEMENT

Director of Personnel with ability to develop great working environment for all. EOE. Box H-21.

IPBN Development Coordinator: Administers, directs and coordinates development activities of IPBN. Directs the negotiation of contracts, clearances and categories of responsibility; serves as agency liaison with governmental units in such matters. Formulates and recommends broad funding policies and procedures. Minimum four years degree in radio/TV broadcasting, broadcast management and five years of qualifying experience. Contact: Iowa Public Broadcasting Network, Personnel Office, PO Box 1758, Des Moines, IA 50306. 515-281-4498.

HELP WANTED SALES

General Sales Manager, with drive and knowhow. Top 50 market. Network affiliate. Photo. Resume treated confidentially. Box G-127.

Experienced local salesperson to assume local list for the fastest growing Indy in the country. Top 10 Mid-West market. Must be aggressive. E.O.E. M/F. Immediate opening. send resume to Box G-119.

Sales-oriented Producer/Director to sell Commercial Production. Major market independent. Excellent opportunity for Creative Service Individual. EOE. M/F. Reply Box G-134.

Video Salesman. Expanding video production facility needs experienced articulate salesman with working knowledge of video production. Leads furnished for both Broadcast/Non-Broadcast markets. Box G-145.

Salesperson, top 50 market. Experience necessary. Opportunities excellent. Resume and picture. Box G-126.

HELP WANTED TECHNICAL

Wanted, Chief Engineer in medium-sized market in Florida. Must have 6 to 10 years minimum experience. Box G-78.

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.

Wanted: Experienced television studio engineer with first class license for program and production in a leading VHF station using the most modern color equipment available. Excellent working conditions with full benefits. An equal opportunity employer. Contact Chief Engineer, Jack Jopling, WJBF-TV, Augusta, GA.

Videotape Operations and Maintenance Engineer for AVR-3 Equipment PTV in the Pacific Northwest. Must have extensive experience in editing and videotape production to high standards. Digital background desirable. Salary range: \$11,800-\$15,100 plus liberal benefits. Call Dick Oldham, KCTS-TV Seattle, 206-543-2000. Closing date for application: July 6, 1977.—An Affirmative Action/Equal Opportunity Employer.

Need experienced broadcast maintenance, 1ST phone engineer. Good place to live. Good, growing company. E.O.E. Contact R. Hardie, C.E., KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79105.

Maintenance/Operations Engineer—Northeast coast. First phone required. Equal opportunity employer. Send resume and salary requirement to Box G-100.

Antenna Engineer & Antenna Sales Engineer. Jampro is expanding into the challenging field of CP Television Transmitting Antennas. Both positions are now open and pay is commensurate with experience and past history. Plant and offices located in Sacramento, California. A subsidiary of Cetec Corporation, offering excellent fringe benefits and good living conditions. Expanding opportunities await qualified and experienced people for immediate employment. Write in full confidence to Lee Snyder, Personnel Director, Jampro Antenna Company, P.O. Box 28425, Sacramento, CA 95828.

Experienced Chief Engineer: Class Four AM, semi-automated FM in single studio-transmitter location. Beautiful, safe college town. Decent wages, fringe benefits. Resume to GM, W M O A, Box 708, Marietta, OH 45750. Equal Opportunity Employer, Male-Female.

Transmitter Supervisor wanted at VHF ABC affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An Equal Opportunity Employer. Box H-8.

Television Control Room Tech. and TV/Radio Maintenance Engineer needed. Positions require First Phone. Prefer experience, but willing to train. Salary DOE, starting at \$231/week. Send resume and expectations to CE, KTVF, Box 950, Fairbanks, AK 99707 or call 907-452-5121.

Assistant Chief Engineer for TV station. Requires first phone, good maintenance background and supervisory experience. An Equal Opportunity Employer. Send resume including salary history to: General Manager, KOLO-TV, PO Box 2610, Reno, NV 89505.

Video Engineer. Syracuse University needs a qualified Video Engineer to work evenings in the Newhouse Communication Center with experimental and traditional television production. The person must have an AAS in electronics or equivalent combination of education and experience. Also required is a minimum of 3 years experience in Broadcast Color Television studio maintenance procedures (emphasis on VTR's) and system troubleshooting. The annual salary is \$12,028. Syracuse University's liberal benefits include free tuition (12 credit hours a year) and an annual one month vacation. Send resumes before July 8, 1977 to: Ms. Kelly Rose, Syracuse University, Personnel Department, Skytop Office, Syracuse, NY 13210. Syracuse University is an Equal Opportunity Affirmative Action Employer.

Tape maintenance (Ampex & RCA) engineers with FCC 1st class. Top pay for right persons, EOE. M/F. Box G-25.

Director of Engineering—Midwest Public Television and Radio. Full charge of technical operation and planning. Maintenance experience required. Send letter, resume and salary requirements to Box H-16.

Top-notch hands-on chief for Southwest VHF. Must know transmitters, microwave and translators. Box H-48.

Ass't TV Chief Engineer. Maximum power network affiliate. Three-five years engineering management exp. College preferred. Familiarity with personnel management, financial planning/administration, purchasing and general management techniques. Must have technical background to supervise staff of 30; requires First Class Radiotelephone license. EOE Call for station application 206-624-7077—Personnel.

TV Engineering positions available—Need: Maintenance Engineer, maintenance of Radio/TV Broadcast equipment; Studio/Remote Operations Engineers, operation of studio and remote color TV Broadcast equipment, including camera, audio, video, lighting, video tape, master control and light maintenance; Video Tape Editor, video record engineer and editor for field recording and studio recording/editing of Broadcast programming and light maintenance. Travel may be required. Send resumes to: Jerry Plemmons, KQED, 500 8th Street, San Francisco, CA 94103. An Equal Opportunity Employer.

Wanted Maintenance Engineer, KWTU, Oklahoma City. High School Diploma plus up to two-years of additional specialized training in electronics. Must have first class radiotelephone operator's license. Two years prior related experience. Contact Bill Green, Chief Engineer, 405-843-6641, PO Box 14159, Oklahoma City, OK 73114. Equal Opportunity Employer.

HELP WANTED NEWS

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.

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.

Northeastern top 50 market station seeks experienced weather person for Monday-Friday air work early and late. Box G-147.

News Producer, capable of overseeing ENG system, editing, producing live feeds, must have strong ENG experience, could lead to executive producer spot, for top 30 market in Northeast. An Equal Opportunity Employer. Send resume to Broadcasting Magazine, Box G-138.

News Director that knows news & can motivate people. To supervise TV-Radio operation in medium market. Deep into E.N.G. & Microwave E.O.E. Employer. Box G-153.

HELP WANTED NEWS CONTINUED

WJXT-TV Jacksonville Number 1 News organization is looking for an Executive News Producer to supervise day to day news room operation. Must have management experience and solid journalism background. Post Newsweek Station Incorporated. EOE. Contact: Joe Moreland, News Director, WJXT-TV, PO Box 5270, Jacksonville, FL 32207.

Television Meteorologist—Outstanding opportunity for experienced on-air meteorologist. Major, medium-size market. Group owned affiliate. EOE. Reply Broadcasting Box H-27.

Experienced TV Reporter/Photographer—Established network affiliated Southeastern station in top 50 has opening for strong, versatile reporter and anchor back-up. Equal Opportunity Employer. Send resume and letter to Box H-12.

WFTV is looking for a crackerjack ENG news photographer. Someone who thinks visually, and is willing to go the extra mile to get that special shot. If you're dedicated to news, send us samples of your recent work along with a complete resume to: Bob Jordon, News Director, WFTV, Box 999, Orlando, FL 32802. Minorly applicants encouraged.

Newspersons: Central California NBC affiliate is expanding its news operation. Need two professional Newspersons who have degree in journalism or equivalent on-job experience, plus extensive TV work history in field reporting, on-air anchoring and producing news programs. Also need one Field Reporter with similar credentials, but with minimum of one year's experience in general assignment field reporting for commercial television. 40 hour week, salary to \$333.50 week depending on experience. Excellent fringe benefits. Send complete resume, plus tape if available, to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

PH.D. or ED.D in Communications with experience in Radio and TV production and performing to coordinate campus radio station and produce TV programs. Equal Opportunity Institution. Apply to Director of Instructional Media, Nicholls State University, Thibodaux, LA 70301.

Operations Manager—WHA-TV, University of Wisconsin-Extension, Madison, Wisconsin. Responsible for managing the Operations Department including Film, Graphic and Scenic design. Studio and Remote Production. Traffic, facilities scheduling, quality control, and production billing. Bachelor's degree preferred. Minimum of 3 years of successful work experience as a production or operations manager in public or commercial television, plus a strong background in two of the following: directing, film, lighting, graphic and scenic design or traffic. Must have ability to lead creative people and like administrative detail work. Salary \$18,000 minimum. For application contact Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. Deadline: July 25, 1977. An Equal Opportunity Employer.

Producer/Talent for PTV station. Produces and host series about local Black community and other duties. Bachelor's degree from 4-year college or university. One successful year's professional broadcast production experience, e.g. Producer, Director, Talent, Asst P/D. Send resume and request for application form and other minimum qualifications to H.S. Hendricks, Classified Personnel, 232 Pryor St., SW, Atlanta, GA 30303, so as to be received no later than 4:30 p.m. Wednesday, July 6, 1977. Equal Opportunity Employer.

Production Supervisor. We are looking for someone who can take charge. Immediate opening. Minimum 2 years experience in all phases of production. Management experience desirable. Salary commensurate with experience. Send resume, Candy Walters, WXXI-TV, Box 21, Rochester, NY 14601. EOE.

Anchor-Producer for small to medium market in upper Midwest. On-air experience, strong writing essential. Journalism degree or equivalent. An Equal Opportunity Employer. Resume to Box H-19.

Promotion Manager creative, aggressive, ambitious. Looking for an opportunity to produce for medium market affiliate. Equal Opportunity Employer. Box G-154.

Head of Television Services. Faculty and administrative position available in the Department of Instructional Media. Earned doctorate in broadcasting or mass media; three years of professional experience. Responsibilities include supervision of six Television Services employees, production of color CCTV courses and educational/public television programs for two PTV stations operating as a consortium with two sister State institutions. Twelve-month contract beginning 1 July 1977; Salary dependent upon qualifications and experience. Send resume to Dr. Thomas T. Miles, Director of Instructional Media, Kolbe Hall, The University of Akron, 302 E. Buchtel Ave., Akron, OH 44325. The University of Akron is an Affirmative Action, Equal Opportunity, Title IX Employer.

SITUATIONS WANTED MANAGEMENT

TV Sales Manager. 29% increase local, 1976; 40% increase national, 1976. 1977 40% over 1976 Jan-May. Profit-oriented, sales strong suit. For interview write Box H-18.

General Manager. Thoroughly experienced all phases. Television 22 years; management 17. Specialist in programming and sales! Effective coordinator, motivator. Quality leader, competitor. Accustomed to challenges, much responsibility. Box H-20.

Experienced program/station manager desirous of move up from medium market. Knows all phases station and group operation. Strong P&L. Box H-47.

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 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.

Available soon. Experienced and completely capable in all phases of production, on-air switching. Excellent video-tape editor, master control. First Phone, learning maintenance, college degree. Want challenge, chance for advancement. Idealistic and aggressive. Box H-14.

First Phone, desires maintenance, xmtr. or other experienced. Box H-23.

SITUATIONS WANTED NEWS

Experienced reporter, masters degree, good on-air presence, sports and news background, looking for street and/or anchor job. Box G-81.

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.

TV News Director. Intelligent, professional and thoughtful approach to news management. Award winning, network-related reporting experience. Seek progressive, dedicated news operation in West, Southwest or South. Box G-105.

First Phone, maint. field work, XMTR. studio, Box G-113.

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Experienced Television Reporter with background in radio and print, ready to work in larger market. Current assignments include street reporting, air-work, producing and administration. Hard-working hustler with degree and graduate training. Reply Box G-124.

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If you're into glamour-pusses and happy talk, don't answer. If you're into background & maturity in a newsman, weatherman, talkhost, call 313-646-5505. Message Box 20F.

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Production Manager 7 years experience in supervising all creative departments involved in production and on air operations. Degree smile. Box G-136.

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Advisor campus FM station; teach radio and speech courses; Speech M.A. plus college teaching experience required. Write Dr. Mack, Chairman, Speech Department, Humboldt State University, Arcata, CA 95521.

Journalism instructor wanted. Seeking an imaginative person with a master's degree, professional media experience and successful teaching experience, to develop a relatively new journalism curriculum, in coordination with Radio/TV and Communications. To teach print and broadcast reporting, editing, copywriting, and other basic journalism courses. Deadline for applications July 15, 1977. Contact Dr. James L. Burden, Dean of Instruction, Central Wyoming College, Riverton, WY 82501. Central Wyoming College is an Equal Opportunity Employer.

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Need 5kw Transmitter in good condition and also 400ft. Tower. Waks Radio, P.O. Box 588, Fuquay, NC 27526. Tel: 919-552-2263.

Transmitter wanted. We require a reliable used 1 KW AM transmitter for standby use. Contact: D.K. Pitcher, CFYN Radio, PO Box 1050, Sault Ste. Marie, Ontario P6A 5N5.

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Collins 831-G2B-20KW, AEL FM-25KD-25KW, Rust FM-15A-15KW, CCA FM-1000D-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 FM250B-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. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

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Investigative Reporter

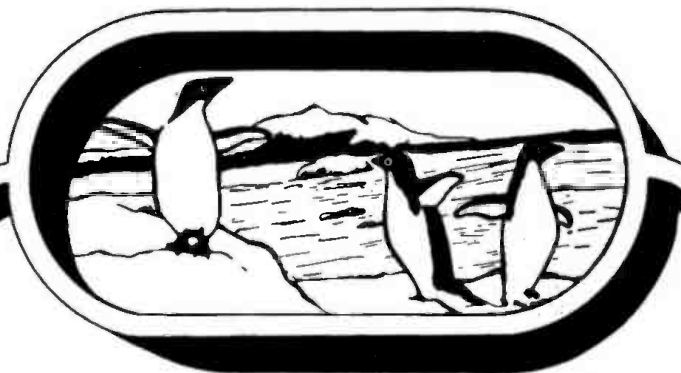
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Private Broadcast Group wants to expand. Interested in purchase of fulltime AM or AM-FM in top 150 markets. Prefer South or Southeast location. Must be regional or clear channel frequency. Box F-42.

Non-directional AM

5,000 Watt, Non-directional AM, D with 6:A.M. sign on in 370,000 market Southeast. Very reasonable terms and pay out. Principals only. Box G-120.

GREATER MIDWEST

Experienced ownership group seeks fulltime AM, AM/FM combination, or FM only to \$1 million on equitable terms. Must be commutable by air with the Twin Cities. Write (or phone) in confidence with details of your situation. Broker offerings invited/protected.

Steven T. Moravec
First Concord Corporation
2096 Bayard Avenue
St. Paul, MN 55116
612-698-2192

WTBJ Radio

Monticello, Florida
Contact H. L. Townsend, Jr.
Box A, Parsons, TN 38363
901-847-3621.

MEDIA BROKERS APPRAISERS

RICHARD A.

SHAHEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



Far Northwest: Profitable Coastal daytimer with PSA in great family area. \$350,000 with 29% down. Cash flow will service debt. Includes real estate.

California: Prime all year resort area is home of Class A stereo FM. Is turnaround situation but with soft terms to experienced operator. Asking \$175,000.

Northwest: Daytimer with profit history and good real estate offered by absentee owner at \$300,000 with \$80,000 down.

William A. Exline, Inc.

31 CARROLL COURT, SAN RAFAEL, CA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

For Sale Stations Continued

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Richards, inc.**

media brokers

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Suite 400

7700 Leeburg Pike

Fall Church, Va. 22041

*A Confidential
Service
to Owners &
Qualified Buyers*

RETIRING FROM THE GREATEST
BUSINESS IN THE WORLD
WNIA-BUFFALO, N.Y.
AREA—AM FULLTIMER

ASKING 1.5 MM CASH. CAN BE REAL PROFIT
MAKER.

GORDON E. BROWN
250 EAST AVENUE, ROCHESTER, N.Y. 14604
(716) 232-5580

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

For Sale. Florida full-time AM and FM.
Growth area. \$550,000.00; terms. Write
Boyd Kelley, 4525 Shady Lane, Wichita
Falls, Texas 76308.

RADIO STATIONS FOR SALE

Fulltime AM and Class C FM in top
20 market have just become avail-
able. Stations programmed for
effective combo selling with good
audience acceptance. Modern
equipment, stable staffs, excellent
physical plant. Principals only write
Box H-2.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category
desired. Television or Radio. Help Wanted or Situations
Wanted, Management, Sales, Etc. If this information is
omitted we will determine, according to the copy enclosed,
where the ad should be placed. No make goods will be run
if all information is not included.

The Publisher is not responsible for errors in printing due to
illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's
issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to
Box Number, c/o BROADCASTING, 1735 DeSales St., N.W.,
Washington, D.C. 20036.

No telephone copy accepted. Audio tapes,
transcriptions, films or VTR's are not forwardable,
but are returned to the sender. Replies addressed to
box numbers must not contain reference to audio
tapes, transcriptions, films or tapes.

Rates, classified listings ads:

—Help Wanted 70c per word—\$10.00 weekly mini-
mum.

(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—5.00 weekly mini-
mum.

—All other classifications, 80c per word—\$10.00
weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$30.00 per inch.

—All other \$60.00 per inch.

—Stations for Sale, Wanted to Buy Stations, Employment
Agencies, Business Opportunities, and Public Notice
advertising requires display space.

**Publisher reserves the right to alter Classified copy
to conform with the provisions of Title VII of the Civil
Rights Act of 1964, as amended.**

Agency Commission only on display space.

Word Count: Include name and address. Name of city
(Des Moines) or of state (New York) counts as two words.
Zip Code or phone number including area code counts as
one word. (Publisher reserves the right to omit Zip code
and/or abbreviate words if space does not permit.) Count
each abbreviation, initial, single figure or group of figures
or letters as a word. Symbols such as 35mm, COD, PO, GM,
etc. count as one word. Hyphenated words count as two
words.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

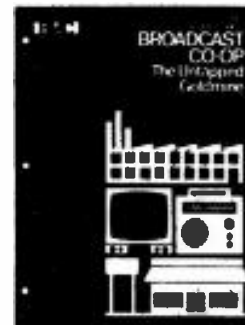
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Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

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UNTAPPED GOLDMINE pro-
vides an in-depth look at co-op
with plenty of proven sales ap-
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when, and why of:

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- Building co-op sales presentations
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- FTC Guides/legal precautions
- Newspaper competitive co-op in-
formation
- Retailer in-store co-op system
- Retailer-to-resources presenta-
tions
- Organizing dealer associations
- Proof-of-performance & merchan-
dising
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**Step-By-Step Station Action Plan
To Help You Get Started Now!**

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GOLDMINE.**

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My payment for \$ _____
is enclosed.

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Stock Index

	Stock symbol	Exch.	Closing Wed. June 22	Closing Wed. June 15	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	43 1/2	44	-	1/2	-	1.13	46 1/4	37	10	18,058	785,523
CAPITAL CITIES	CCR	N	49 1/2	48 1/2	+	1	+	2.06	57	44 3/4	10	7,484	370,458
CRS	CBS	N	58 5/8	58 3/4	-	1/8	-	.21	60 3/8	55	10	28,395	1,664,656
COX	COX	N	28 1/2	27 3/4	+	3/4	+	2.70	33 5/8	27	8	5,872	167,352
GROSS TELECASTING	GGG	A	14 7/8	14 7/8				.00	15 1/2	13 5/8	7	800	11,900
KINGSTIP COMMUN.	KTVV	O	4 1/2	4 1/2				.00	4 5/8	3 7/8	8	461	2,074
LIN	LINB	O	18 7/8	17 3/8	+	1 1/2	+	8.63	19 1/8	16 1/2	8	2,725	51,434
MOONEY	MOON	O	2 5/8	2 5/8				.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O	17	16 1/2	+	1/2	+	3.03	18 1/2	8 5/8	20	1,281	21,777
SCRIPPS-HOWARD	SCRIP	O	36 1/2	35 1/2	+	1	+	2.81	36 1/2	31 1/2	8	2,589	94,498
STARR	SRR	M	5 3/8	5 1/4	+	1/8	+	2.38	7	3 1/2		1,418	7,621
STORER	SBR	N	21 3/4	22	-	1/4	-	1.13	26 7/8	21 3/8	5	4,876	106,053
TAFT	TFB	N	29 1/2	28 1/4	+	1 1/4	+	4.42	33 7/8	27	8	4,070	120,065
TOTAL												78,454	3,404,526

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 1/4	+ 1/2	+ 9.52	5 3/4	3 3/4	8	1,234	7,095
AVCO	AV	N	17 1/4	16 1/4	+ 1	+ 6.15	17 1/4	13 3/8	3	11,656	201,066
JOHN BLAIR	RJ	N	16 1/4	16 3/8	- 1/8	- .76	17 1/2	11 1/8	6	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	21 5/8	21 1/8	+ 1/2	+ 2.36	23	19	8	6,493	140,411
COWLES	CWL	N	15	14 1/2	+ 1/2	+ 3.44	15 5/8	12 1/2	18	3,969	59,535
DUN & BRADSTREET	DNB	N	29 1/4	28 1/4	+ 1	+ 3.53	30 1/2	26 1/4	16	26,447	773,574
FAIRCHILD IND.	FEN	N	14	12 5/8	+ 1 3/8	+ 10.89	14	9 1/2	12	5,708	79,912
FUQUA	FQA	N	9	9 1/2	- 1/2	- 5.24	13	9	6	8,987	80,883
GANNETT CO.	GCI	N	34 3/4	34 5/8	+ 1/8	+ .36	40 3/4	32 3/4	15	22,430	779,442
GENERAL TIRE	GY	N	29 1/4	29 1/8	+ 1/8	+ .42	29 1/4	24 3/4	6	22,242	650,578
GLOBE BROADCASTING	GLBTA	O	4	4		.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	10 3/4	10	+ 3/4	+ 7.50	11	8		5	475	5,106
HARTE-HANKS	HHN	N	27	26 1/4	+ 3/4	+ 2.85	29 3/8	26	11	4,470	170,690
JEFFERSON-PILOT	JP	N	29 3/4	29 5/8	+ 1/8	+ .42	32 3/8	26 5/8	11	24,128	717,808
KAISER INDUSTRIES	KI	A	4 7/8	4 3/4	+ 1/8	+ 2.63	18 5/8	4 5/8	2	28,119	137,080
KANSAS STATE NET.	KSN	O	6 1/8	5 5/8	+ 1/2	+ 8.88	6 1/8	4 3/4	9	1,716	10,510
LEE ENTERPRISES	LNT	A	24 7/8	23 5/8	+ 1 1/4	+ 5.29	28 1/8	22 1/4	12	5,010	124,623
LIBERTY	LC	N	20 7/8	20 5/8	+ 1/4	+ 1.21	21 5/8	18	7	6,762	141,156
MCGRAW-HILL	MHP	N	18	17 3/4	+ 1/4	+ 1.40	18	15 5/8	10	24,655	443,790
MEDIA GENERAL	MFG	A	16 7/8	16 7/8		.00	20	16 3/8	8	7,272	122,715
MEREDITH	MDF	N	20 5/8	20 3/8	+ 1/4	+ 1.22	20 5/8	17 3/8	5	3,067	63,256
METROMEDIA	MET	N	28 1/4	26 1/2	+ 1 3/4	+ 6.60	31 1/8	25 3/4	6	6,771	191,280
MULTIMEDIA	MMED	O	24 1/4	24 1/4		.00	25 1/2	21 1/2	10	4,391	106,481
NEW YORK TIMES CO.	NYKA	A	18 1/8	17 3/8	+ 3/4	+ 4.31	19 1/4	15 3/4	8	11,207	203,126
OUTLET CO.	OTU	N	20 1/8	19 5/8	+ 1/2	+ 2.54	24 1/4	16 5/8	9	2,140	43,067
POST CORP.	POST	O	17 1/2	17 3/4	- 1/4	- 1.40	19 1/4	16 1/4	6	869	15,207
REEVES TELECOM	RBT	A	2 1/2	2 1/2		.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	20 5/8	20 1/4	+ 3/8	+ 1.85	24 1/4	17 1/8	12	13,404	276,457
RUST CRAFT	RUS	A	12 3/4	11 7/8	+ 7/8	+ 7.36	12 3/4	8 1/2	9	2,291	29,210
SAN JUAN RACING	SJR	N	8	8		.00	10 3/8	7 5/8	7	2,509	20,072
SCHERING-PLOUGH	SGP	N	36 1/4	36 7/8	- 5/8	- 1.69	44 3/4	32 7/8	12	54,084	1,960,545
SONDERLING	SOR	A	9 3/8	9	+ 3/8	+ 4.14	10 7/8	8 3/8	4	1,103	10,340
TECH OPERATIONS	TO	A	2 7/8	2 7/8		.00	3 3/8	2 3/8		1,344	3,864
TIMES MIRROR CO.	TMC	N	23 3/8	22 1/2	+ 7/8	+ 3.88	23 3/8	20 3/4	10	33,927	793,043
WASHINGTON POST CO.	WPD	A	25	24 1/4	+ 3/4	+ 3.09	25 1/8	21 3/4	9	8,876	221,900
WOMETCO	WOM	N	10 7/8	11	- 1/8	- 1.13	12 3/4	10 7/8	7	9,437	102,627
TOTAL										379,166	8,712,540

Cablecasting

ACTON CORP.	ATN	A	4 1/8	4 1/8		.00	4 3/4	3 1/8	9	2,757	11,372
AMECO	ACO	O	1/8	1/4	- 1/8	- 50.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	24 1/2	24 1/2		.00	25 3/4	19 3/4	16	3,374	82,663
ATHENA COMM.** *	O	3/8	3/8		.00	3/8	1/8			2,125	796
BURNUP & SIMS	BSIM	O	3 5/8	3 1/8	+ 1/2	+ 16.00	4 1/8	3 1/8	24	8,319	30,156
CABLE INFO.	O	3/4	3/4		.00	7/8	1/2	4		663	497
COMCAST	O	4 3/8	4 3/8		.00	4 3/8	3 3/4	8		1,662	7,271
COMMUN. PROPERTIES	COMU	O	5 3/8	5 3/8		.00	5 1/2	3 5/8	16	4,761	25,590
COX CARLE	CXC	A	23	22 5/8	+ 3/8	+ 1.65	23	16 1/2	20	3,566	82,018
ENTRON	FNT	O	7/8	7/8		.00	2	7/8	1	979	856
GENERAL INSTRUMENT	GRI	N	18 7/8	19 3/4	- 7/8	- 4.43	21 3/4	18 1/8	9	7,332	138,391
GENEVE CORP.	GENV	O	8	7 3/4	+ 1/4	+ 3.27	9 1/4	7 1/2	53	1,121	8,968
TELECOMMUNICATION	TCOM	O	5 3/8	4	+ 1 3/8	+ 34.37	5 3/8	2 7/8	77	5,281	28,385
TELEPROMPTER	TP	N	7 5/8	7 1/8	+ 1/2	+ 7.01	9 3/8	6 3/4	254	16,793	128,046
TEXSCAN	TEXS	O	1 1/2	1 1/2		.00	2	1 1/4	9	786	1,179
TIME INC.	TL	N	36 1/4	35 7/8	+ 3/8	+ 1.04	38 1/4	33	10	20,306	736,092
TOCOM	TOCM	O	3 1/4	3 1/4		.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CARLE	UACC	O	15 3/4	15 3/4		.00	18	15 1/2	12	1,679	26,444
UNITED CARLE TV	UCTV	O	4 1/8	4 3/8	- 1/4	- 5.71	4 5/8	3 7/8		1,879	7,750
VIACOM	VIA	N	14 1/2	14 1/8	+ 3/8	+ 2.65	15 5/8	9 1/2	13	3,736	54,172
TOTAL										88,936	1,372,801

	Stock symbol	Exch.	Closing Wed. June 22	Closing Wed. June 15	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Programming													
COLUMBIA PICTURES	CPS	N	14 3/8	14 1/4	+	1/8	+	.87	14 3/8	7 3/8	5	6,748	97,002
DISNEY	DIS	N	36 1/2	34 5/8	+	1 7/8	+	5.41	47 5/8	32 1/2	15	31,908	1,164,642
FILMWAYS	FWY	A	9 1/8	9 5/8	-	1/2	-	5.19	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 5/8	14 1/2	+	1/8	+	.86	18 3/8	13 1/8	3	48,269	705,934
MCA	MCA	N	42 3/4	40 3/4	+	2	+	4.90	42 3/4	36 3/8	9	18,024	770,526
MGM	MGM	N	24 1/8	24	+	1/8	+	.52	24 1/8	16	10	13,102	316,085
TELETRONICS INTL.		O	4 1/2	4 3/4	-	1/4	-	5.24	4 1/2	4 1/2	7	1,018	4,581
TRANSAMERICA	TA	N	15 1/2	14 5/8	+	7/8	+	5.98	15 1/2	13 5/8	8	67,238	1,042,189
20TH CENTURY-FOX	TF	N	22 1/2	22	+	1/2	+	2.27	22 1/2	10	11	7,631	171,697
WARNER	WCI	N	30 3/8	32 1/2	-	2 1/8	-	6.53	32 1/2	26 1/4	7	14,436	438,493
WRATHER	WCO	A	6	6				.00	5 3/4	4 1/2	10	2,243	13,458
TOTAL										213,681	4,747,146		

Service

BBDO INC.	BBDO	O	28 1/2	29	-	1/2	-	1.72	29	22 1/2	9	2,513	71,620
COMSAT	CO	N	34 3/8	34 1/8	+	1/4	+	.73	36 3/4	29 3/8	9	10,000	343,750
DOYLE DANE BERNBACH	DOYL	O	20 3/8	19	+	1 3/8	+	7.23	20 3/8	16 3/4	7	1,866	38,019
FOOTE CONE & REIDING	FCR	N	16	16				.00	16 5/8	14 3/4	8	2,304	36,864
GREY ADVERTISING	GREY	O	26	26 1/4	-	1/4	-	.95	26 1/4	16 1/2	7	729	18,954
INTERPUBLIC GROUP	IPG	N	28 1/8	35 1/8	-	7	-	19.92	35 1/8	28 1/8	6	2,387	67,134
MARVIN JOSEPHSON	MRVN	O	15 3/4	14 3/4	+	1	+	6.77	15 3/4	10 1/4	7	1,896	29,862
MCI COMMUNICATIONS	MCIC	O	1 7/8	1 7/8				.00	2 1/2	1 3/4		19,985	37,471
MOVIELAB	MOV	A	1 1/2	1 3/4	-	1/4	-	14.28	2	1 1/4	8	1,410	2,115
MPD VIDEOENTRONICS	MPD	A	5 3/8	6	-	5/8	-	10.41	9	4	7	520	2,795
NEEDHAM, HARPER	NDHMA	O	13	13				.00	13	11 1/8	6	823	10,699
A. C. NIELSEN	NIELB	O	20 1/4	20 1/8	+	1/8	+	.62	22 1/8	18 7/8	12	10,762	217,930
OGILVY & MATHER	OGIL	O	31 1/4	31 1/2	-	1/4	-	.79	33 1/2	31	8	1,805	56,406
J. WALTER THOMPSON	JWT	N	16 1/8	15 3/4	+	3/8	+	2.38	18 1/2	15 1/8	7	2,649	42,715
TOTAL											59,649	976,334	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 5/8	5 1/8	+	1/2	+	9.75	5 5/8	2 3/8	26	1,672	9,405
AMPEX	APX	N	9	9 1/8	-	1/8	-	1.36	9 3/8	7 3/8	13	10,885	97,965
ARVIN INDUSTRIES	ARV	N	16 1/2	16 1/2				.00	19 1/4	15	4	5,959	98,323
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CETC	A	3 1/4	3 1/8	+	1/8	+	4.00	3 1/4	1 3/4	13	441	1,433
COHU, INC.	COH	A	2 3/4	2 3/4				.00	3 1/8	2 1/8	13	1,779	4,892
CONRAC	CAX	N	25 1/4	24 1/4	+	1	+	4.12	27 1/4	23	7	1,433	36,183
EASTMAN KODAK	EASKD	N	59	59 5/8	-	5/8	-	1.04	86 3/4	58	15	161,371	9,520,889
FARINON ELECTRIC	FARN	O	9	9 1/4	-	1/4	-	2.70	12	8	11	4,267	38,403
GENERAL ELECTRIC	GE	N	55 5/8	56 5/8	-	1	-	1.76	56 5/8	49 1/4	13	184,581	10,267,318
HARRIS CORP.	HRS	N	37 1/2	37 1/4	+	1/4	+	.67	39	28	13	12,261	459,787
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	1/2	3/8	+	1/8	+	33.33	2 3/8	3/8		2,701	1,350
MICROWAVE ASSOC. INC	MAI	N	23 3/4	24 1/2	-	3/4	-	3.06	24 1/2	20 1/4	11	1,320	31,350
3M	MMM	N	50	48 3/8	+	1 5/8	+	3.35	57	48 3/8	16	115,265	5,763,250
MOTOROLA	MOT	N	41 1/8	41 1/4	-	1/8	-	.30	56 7/8	37 3/4	13	28,544	1,173,872
N. AMERICAN PHILIPS	NPH	N	31 7/8	32	-	1/8	-	.39	36	31 5/8	7	12,033	383,551
OAK INDUSTRIES	OAK	N	14 1/2	14 1/4	+	1/4	+	1.75	17 7/8	9 5/8	10	1,639	23,765
RCA	RCA	N	31 3/4	31 1/2	+	1/4	+	.79	31 3/4	25 3/8	13	74,807	2,375,122
ROCKWELL INTL.	RQK	N	34 7/8	36 1/4	-	1 3/8	-	3.79	36 1/4	30 7/8	9	32,400	1,129,950
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8				.00	2	1 5/8	6	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	19 7/8	18 3/8	+	1 1/2	+	8.16	21 1/8	16 3/4	13	1,668	33,151
SONY CORP.	SNE	N	8 7/8	9 1/8	-	1/4	-	2.73	10 3/8	8 1/8	16	172,500	1,530,937
TEKTRONIX	TEK	N	35 1/2	35 1/4	+	1/4	+	.70	68 1/2	28 1/4	16	17,342	615,641
TELEMATION	TMT	O	1/2	1/2				.00	3/4	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	21	20 1/2	+	1/2	+	2.43	21	14 3/4	14	6,838	143,598
WESTINGHOUSE	WX	N	22	21 5/8	+	3/8	+	1.73	22	16 1/4	8	87,492	1,924,824
ZENITH	ZE	N	22 1/8	22 7/8	-	3/4	-	3.27	28	21 3/8	11	18,818	416,348
TOTAL												963,133	36,088,935
GRAND TOTAL												1,783,019	55,302,282

Standard & Poor's Industrial Average 106.3 109.9 -3.6

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Baptists' Paul Stevens: commitment to quality

It may be a cliché, but the saying, "You've come a long way," unequivocally applies to Dr. Paul Stevens and the Southern Baptist Radio-Television Commission.

The commission had a staff of three that produced one radio program (*The Baptist Hour*) when Dr. Stevens took charge as president in 1953. The commission's current staff of 131 turns out 41 programs a week for radio and television, making it one of the four major faith groups that produce religious programming. The programs are also broadcast in 12 languages around the world and are heard by a claimed 100 million people a week.

A major factor in this growth is Dr. Stevens's commitment, not only to his church but to broadcasting—quality in content and technology.

"I believed that if I could make the commission a valuable aid to the industry" its success would be assured, he says. "We tried to become a part of the industry, standing on the inside working as a program producer for stations, rather than most other religious broadcasters who stand on the outside, doing what they want and then passing it on" to whoever will put it on the air.

His formula seems to be working—last year 5,544 stations carried shows produced by the commission. And the commission has not only increased its output; it has expanded and diversified.

"When I began," he recalls, "each of the religious broadcasters had one program—*The Lutheran Hour*, *The Methodist Hour* and so on—and the Baptists were no exception." (*The Baptist Hour* began in 1941.) One day when he was in the supermarket with his wife he noticed how many different kinds of soap were marketed by the three large manufacturers to appeal to nearly every housewife. This "turned on a light bulb above my head" and he changed the direction of the commission. "Instead of being product-oriented, we decided to become market-oriented," he says.

"We'd find out what men wanted, what women wanted, what all different groups wanted and we'd produce a program to meet those needs," says Dr. Stevens. "This was about the time when radio was breaking into different formats, so that helped us also. Now when a station manager comes to us it's like walking into a supermarket. He can pick up some 10-second spots, some 30-second spots, a four-and-a-half minute show or an hour-long stereo music program because we've decided that we're going to have enough product to make it hard for him to say no to us."

Neither radio nor religion figured in Dr.



Paul Morris Stevens—president, Southern Baptist Radio-Television Commission, Fort Worth; b. Oct. 5, 1915, Dayton, Ohio; BA, chemistry and English, Baylor University, 1938; ordained by First Baptist Church, Denton, Tex., 1942; Air Force chaplain, 1942-46; MA, theology, Southwestern Baptist Seminary, Fort Worth, 1948; pastor, First Baptist Church, Ada, Okla., 1948-53; present post, 1953; m. Norma Stebbins, March 7, 1937; children: Paul Jr., 39; John 37; Mary 27; Mark 25.

Stevens's plans when he entered Mississippi College. He had a double major in chemistry and English in anticipation of becoming a physician. But then he had "what we Baptists call a 'conversion experience.'" He transferred to Baylor College after he decided to enter the ministry. (Baylor, along with Mississippi College and William Jewell College in Liberty, Mo., have since awarded him honorary doctorates.)

After his ordination he served as a chaplain in the Air Force from 1942 to 46 with the 450th Bomber Group which was based in England and Italy.

When he returned from the war he received his master's degree in theology from Southwestern Baptist Seminary in Fort Worth and then accepted the post of pastor of the First Baptist Church of Ada, Okla. It was while he was in Ada that he was introduced to the commission. In 1949, he became a member of the commission's board of trustees and had served for four years when he was elected president in 1953. "The choice of me as president was somewhat a surprise since I was not from the industry," he said.

He accepted and began to educate himself about broadcasting by visiting stations around the country.

"I would ask the station managers what I could do to help them fulfill their responsibilities to their community. I told them

that if I knew enough about their work and problems I would be able to do a better job of program production." This attitude surprised many station managers who were used to religious organizations coming to the stations for help, Dr. Stevens says.

Another policy that sets the commission and Dr. Stevens apart from many other religious broadcasters is that the commission makes no appeals for money in its broadcasts. The commission's entire budget comes from the Southern Baptist Convention which comprises 35,000 congregations. The budget for 1978 is \$3,306,000 plus about \$200,000 anticipated from program rentals to churches. This year the commission will spend about \$2 million on production costs for its 35 radio and six television programs.

While radio production makes up the majority of the commission's offerings, Dr. Stevens has plans to change that. The commission dedicated a new \$3.3-million production facility named for him in April (BROADCASTING, April 27). "We're going to seek to make ourselves indispensable to the TV industry," he said.

Dr. Stevens sees more ahead for the commission. Beside increased television production, he is considering satellite distribution for the commission's programming.

"Local religious broadcasting is usually pretty sorry," Dr. Stevens says. "We try to improve their equipment, the acoustics, train the people and put them in touch with knowledgeable station people. We want to upgrade the whole process. We don't want the churches apologizing to their viewers and the station for poor quality saying, 'We're just a church so you'll have to put up with a sorry signal and poor work.' We tell them, 'You're expected to do just as well as anybody else on the air.'" His staff was involved with 250 congregations last year.

Dr. Stevens's concern for quality also led him and the commission in 1970 to establish the Abe Lincoln Awards program to "thank the nation's broadcasters... and to encourage the best in broadcasting."

Television and radio are not Dr. Stevens's only interests. He is an avid coin collector, a jogger and walker, but his main avocation is fishing. And he's pretty good. This is the third year in a row that he has been invited to participate in the Bass Masters fishing classic. He also does a good bit of writing, keeping a sharp eye on many of the program scripts, checking on the theological content.

He hopes to do more writing on television and radio for the church after he retires, but when that will be he doesn't know yet. "Since I entered this job I've never looked back. It was a complete and absolute conviction that this was made for me and I was made for it."

Cultivating their own turf

A dispatch from the 10th International Television Symposium and Technical Exhibition in Montreux, Switzerland, pointed out that direct satellite-to-home television is under serious consideration in many countries and that the U.S. must make a decision on its use in the next few years. As mentioned in the article, which appeared in this magazine a week ago, two-thirds of the world got special frequencies for satellite-to-home service at the World Administrative Radio Conference last February. The other third, containing South and North America, is to be allocated spectrum space for satellite service by 1982.

The potential usefulness of satellite-to-home television in many parts of the world is obvious. Countries with dispersed populations and undeveloped terrestrial systems of television distribution are particularly ripe for satellite development. Those are also likely to be countries with centralized controls—closed societies in which the government wishes to keep a heavy hand on the originating points of any television system.

It is instructive to note, as reported elsewhere in this issue, that such countries are globally distributed. The South Americans will be pressing for the establishment of satellite frequencies when the third regional allocation comes up—perhaps at the next WARC, to be held in 1979, and certainly at the regional conference, to which the U.S. agreed last February, which will be held in 1982.

U.S. broadcasters have just that much time to make their case for the preservation of the system that now supports them. It is generally agreed that the technology for satellite-to-home service can be made available at conversion costs of as low as \$200 per existing receiving set. The efficiency of network-to-receiver distribution, without the intervention of affiliated stations, is self-evident. That kind of efficiency would be attained, however, at the cost of upheavals that can only dimly be perceived at this point. The sure victim would be local news, local weather and local public affairs.

For U.S. broadcasters, local service is the record they must run on if they are not to be superseded in the space age.

Myth dispelled

To critics who portray broadcasting as the domain of rapacious corporations held in check only by governmental restraints on station ownerships, we direct attention to the report, appearing elsewhere in this issue, that only now, after 50 years of federal regulation, has the first portfolio been filled. Upon FCC approval of an FM it purchased last week, Park Broadcasting will become the first group to own the permissible limits of seven FM's, seven AM's and seven TV's. Where have all those huge concentrations been all these years?

Too little and too late

The advice that the Justice Department gave the FCC last week on VHF drop-ins makes technological claims that competent engineers will no doubt dispute and proposes a "demand" system of station assignments that was considered and discarded when the FCC issued the present television allocation plan 25 years ago. This kind of filing adds little useful comment to the collection the FCC is assembling in this case.

Without providing any supporting evidence, Justice asserts that the present allocations are based on engineering standards that are obsolete. The department leaps to the assumption that room could be found for large numbers of new VHF stations.

Maybe the department knows something that some of the best

engineers in communications practice claim not to know. The most comprehensive studies that have been done since the Office of Telecommunications Policy first proposed 80 or so VHF drop-ins a couple of years ago have found that intolerable interference would be created by any significant increase in VHF facilities in places where anybody lives. The Justice Department cannot expect its challenge to those studies to be taken seriously unless it supplies engineering evidence of equal credibility.

As to its proposal for assignments on demand—"anywhere you can fit one in you can try it," as the filing put it—Justice was anticipated by a quarter-century. The FCC considered just such a system, as has been in effect in AM radio since the beginning of federal regulation, when it was engaged in the rulemaking that resulted in 1952 in the TV allocation plan now in effect. A good argument for that system was made at that time, but rejected. Now that the television structure has been put in place according to fixed allocations, it is a little late to be talking about assignment by demand.

'Public' can't be private

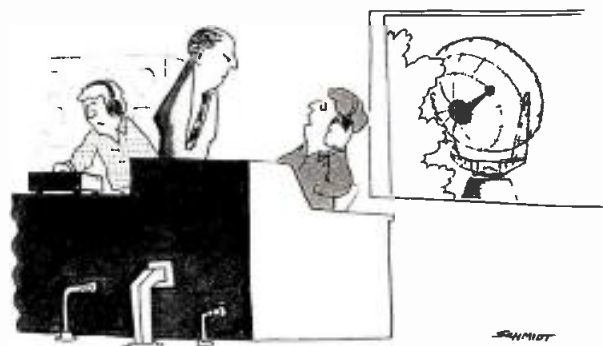
It is difficult to fathom why citizen groups, which have made a business out of using public information to oppose broadcast license renewals, should object to an FCC rule that would entail disclosure of their sources of funds and their goals.

They should applaud a development that would give them professional recognition and by so doing would weed out the one-day wonders operating out of their hats in search of aggrandizement.

Broadcast licensees must outline in infinite detail their proof of performance. They annually supply the FCC with detailed information on revenues and expenses as well as with employment data. With the exception of the financial reports, which ostensibly are confidential, any citizen or so-called public group can have access to such information on the licensees' premises. As things stand, no proof of citizenship is needed.

The most surprising disclosure, as reported elsewhere in this issue, is that the entities loudly protesting the proposed rule are those that would stand to benefit most from the professional recognition. These include the Citizens Communications Center, the Office of Communication of the United Church of Christ, the National Organization for Women and the National Federation of Community Broadcasters Inc.

Congress, which passed the laws that established the machinery for the licensing of stations for given tenures, certainly would recognize the equity and justice of the proposal of the National Association of Broadcasters to establish minimum standards for citizen groups that have made communications activities a new way of regulatory life.



Drawn for BROADCASTING by Jack Schmidt

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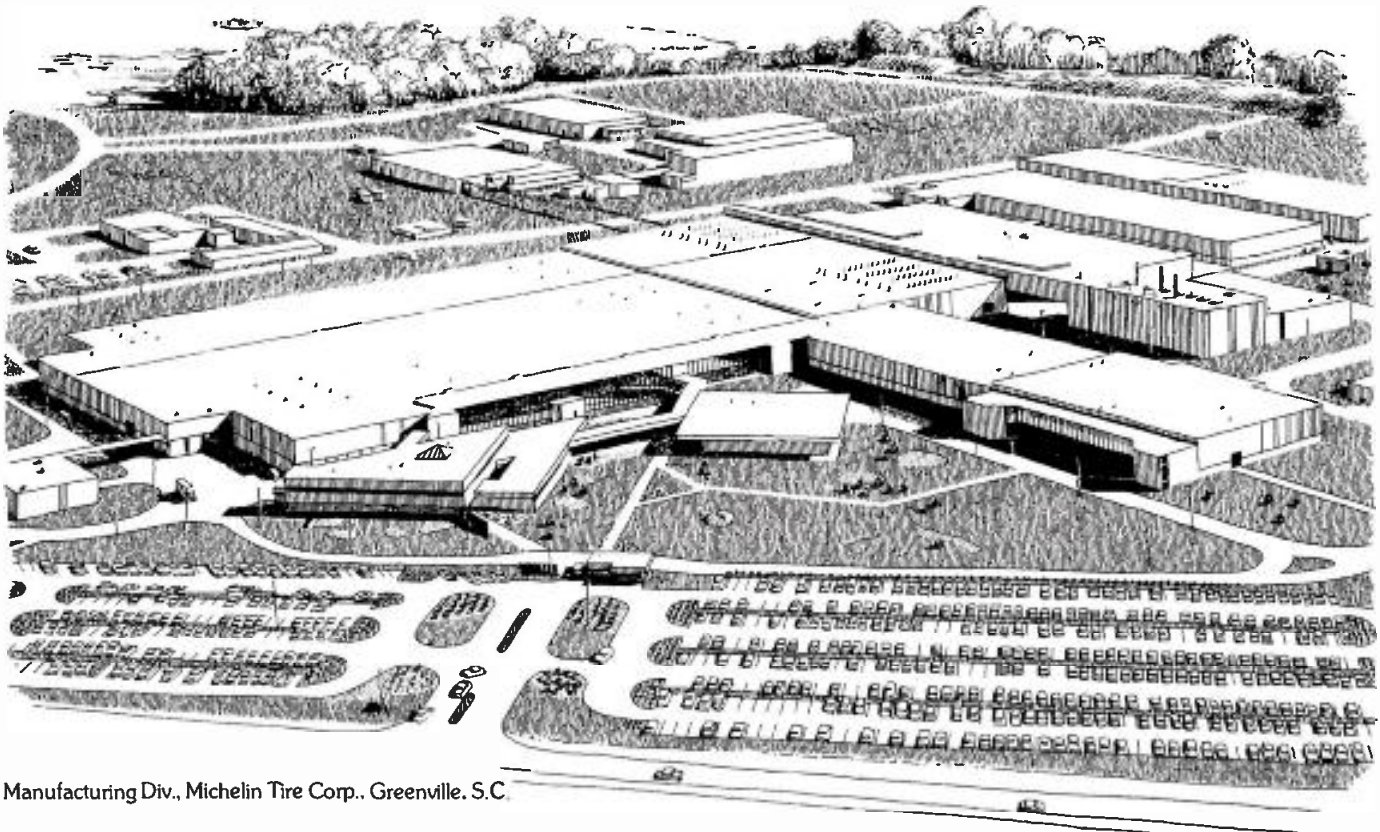
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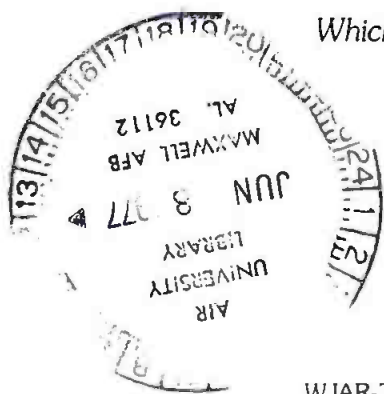


Manufacturing Div., Michelin Tire Corp., Greenville, S.C.

HAS EVERYONE IN PROVIDENCE FLIPPED?

Not quite. One island of sanity remains. While certain stations in this market scramble around trying to change their numbers by changing their letters and flipping off one network because they've been turned on by another, we're still here, still NBC affiliated, still represented by Petry, still a part of Outlet Broadcasting — and still number one. Just as we have been for the last 10 straight years.

*Which proves that networks don't make stations winners.
Stations make networks winners.*



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