

A roundup of honors earned by broadcasting
What the NAB intends to do about sex and violence

Broadcasting Jul 4

The newsworthy of broadcasting and allied arts

Our 46th Year 1977

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NEWSPAPER

The Second Biggest
Radio Station
In All the
World.
Adults
25-49.



WHN
A STORER STATION

Arbitron, April/May '77, T5A, AQH, Adults 25-49, Mon-Sun, 6:00 AM-12:00 Midnight. All data are estimates and subject to survey limitations.

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Thank you, Mr. Peabody

Public Television is proud to be the recipient of five
George Foster Peabody Awards—the best showing in all of broadcasting:

VISIONS

An innovative series of original
television dramas by new American
playwrights.

Producing
station: KCET/Los Angeles

IN PERFORMANCE AT WOLF TRAP

A series of varied cultural
performances from Washington's
Wolf Trap Farm Park.

Producing
station: WETA/Washington

A THIRST IN THE GARDEN

A documentary on the problems of
water utilization, presented on the
PBS "Americana" series.

Producing
station: KERA/Dallas

THE ADAMS CHRONICLES

A series of historical dramas spanning
200 years of American history.

Producing
station: WNET/New York

A CONVERSATION WITH JIMMY CARTER

A special report on the PBS
"USA: People & Politics" series.

Producing
stations: WETA/Washington
& WNET/New York

AMERICA'S PUBLIC TELEVISION STATIONS



The Week in Brief

MORE TEETH IN CODE □ The NAB boards, meeting last week in Williamsburg, Va., had a busy four days. Standing out was the television board's resolution calling for stronger language against unacceptable programming. **PAGE 20.**

FAMILY-VIEWING APPEALS □ Parties aggrieved with Judge Ferguson verdict file appeals. Department of Justice contends FCC, Chairman Wiley did not pressure broadcasters into accepting the plan. **PAGE 22.**

INTO THE FREEZER □ Hollings won't let the FCC pay for the network-inquiry staff, so the FCC suspends the proceeding pending the arrival of Carter-appointed chairman. **PAGE 23.**

SPOT TV LAG □ There's a letdown in third-quarter buying, particularly when compared to the record summer of 1976. Higher prices, siphoning by networks and the search for alternative media are a few of the reasons given. **PAGE 24.**

THIRD-CLASS TICKETS □ Good news for those stations having trouble getting employees with third-class operating licenses is that the FCC has decided to do away with its test requirements. **PAGE 24.**

VAN DEERLIN PROMISES □ Addressing a black lawyers' group, the chairman of the House Communications Subcommittee says he'll push for changes to foster minority ownership. **PAGE 25.**

LANCASTER PLAN □ The FCC is given details of WGAL-TV's settlement with women groups including divestiture of the station. **PAGE 26.**

WESH-TV RULING STANDS □ The FCC reaffirms its renewal to the Cowles station and disagrees with petitioners' contention that improper criteria was used in deciding between competitors. **PAGE 26.**

COLORADO SURVIVORS □ Few of the 36 broadcasters in that state who were challenged by NOW come through unscathed. **PAGE 27.**

MASS EEO FILING REJECTED □ The FCC's Broadcast Bureau turns down a citizen groups' filing against 295 licensees and 16 broadcast headquarters. Bureau Chief

Shiben notes FCC's new standards for screening employment practices are superior to those used in petitioners' screening. **PAGE 29.**

NONDUPLICATION HANGUP □ The FCC has an inter-bureau split over criteria to be used for waivers. **PAGE 31.**

CBS READING PROJECT □ Cooperative effort with local school board that has been tried by three network-owned stations, will be expanded to 20 major-market affiliates this fall. **PAGE 33.**

HUMAN CANNONBALL WINS □ The Supreme Court rules that a Cleveland TV station erred in taping a circus act without permission and then showing it on the evening news. **PAGE 34.**

MORE AM COMPETITORS □ FCC's Quello reminds broadcasters that a proposed expansion at WARC 1979 would make more room in the AM band and permit more stations. **PAGE 35.**

LAWYERS' ADS □ Supreme Court knocks down the traditional prohibition, but questions remain for radio and television. **PAGE 36.**

SACCHARIN AD BAN □ The Kennedy Subcommittee approves legislation that would ease the ban on the sweetener, but which would impose restrictions on broadcasting advertising of the product. **PAGE 37.**

TARGET: GENERAL FOODS □ The breakfast-cereal maker and its agency, Benton & Bowles, are objects of a class-action suit for nearly \$1 billion. It deals with so-called misleading advertising. **PAGE 39.**

THE WORLD OF AWARDS □ Broadcasters agree that such recognitions have many benefits, both tangible and intangible. A special report looks at the honor rolls of the past year and those who succeeded in earning places on them. **PAGE 41.**

NEY OF AAAA □ Acquisition and diversification have been the keystones of Young & Rubicam's far-reaching expansion under its president and chief executive officer, Edward Ney. The AAAA was counting on that aggressiveness and clout when they elected him chairman two months. **PAGE 73.**

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WHEN YOU WIN FOR NEWS IN THE NEWS TOWN... THAT'S NEWS

In the past few years at WMAL Radio 63 we've won: George Foster Peabody Award twice, '74, '75; Ohio State Award, '74; Silver Gavel four times, '66, '68, '71, '74; Roy W. Howard Award, '75; National Broadcast Editorial Association's Eastern Region Award for Excellence in Editorials, '76.

And these are just a few of more than 40 awards we've earned in the past 10 years.

Once again WMAL Radio 63 has been honored by the Chesapeake Associated Press. This makes 10 out of the past 11 years that we've received their Outstanding News Operation award. And here we are in a town competing with three all news stations!

More Good News: We really reach into the metropolitan Washington community and because we do, WMAL Radio 63 also received three more 1977 Chesapeake Associated Press Awards: Best News Feature, for "Thunder on the Mountain" about the Cass Railroad in West Virginia; Best Public Affairs, for "A Dream in an Empty Glass" on the sensitive subject of female alcoholism; and Best Editorial, for our series on Diplomatic Immunity.

Washington is the news town, and we're proud that our news stands out again this year. We think it's because we're involved in Washington's community life; we share our listeners' concerns. When something happens we don't just say so, we do something about it. That has its rewards.

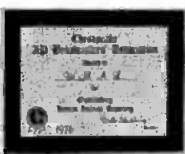
WMAL RADIO 63

WHERE ALL IS SAID & DONE

WASHINGTON, D.C.



Outstanding
News
Operation



Best
News
Feature



Best
Public
Affairs



Best
Editorial



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abc Owned AM Station

Represented Nationally by MFGAVREN GUILD

Closed Circuit®

Insider report: behind the scene, before the fact

Status report: FCC

White House concern over possible gap in leadership at FCC has led to understanding that Republican chairman, Richard E. Wiley, will continue in office beyond his term, which expired June 30, until at least Aug. 1 and possibly until September. With Congress in recess during August, there's slight chance that new chairman will be cleared for Senate confirmation until after Labor Day. Under law, Mr. Wiley may serve until his successor is qualified, but he can return to private life at his own option.

Culling the list

Status of White House search for Richard Wiley replacement and new FCC commissioner to fill seat Ben Hooks will soon leave appears murky to most people outside office of top White House aide, Hamilton Jordan. He has lists of names provided by White House personnel and other offices, is making calls to sound out opinion on leading candidates and, reportedly, is or soon will be in winnowing process.

Betting remains that Charles Ferris, general counsel to House Speaker Thomas P. (Tip) O'Neill (D-Mass.), will be named chairman and that black will be chosen to succeed Commissioner Hooks, who will become director of National Association for Advancement of Colored People. However, one option reportedly not yet ruled out calls for promoting Commissioner Joseph Fogarty to chairmanship.

OTP's future

President Carter is expected to decide this week on reorganization of Executive Office and, in process, fate of Office of Telecommunications Policy. White House staff prepared number of options, ranging from retaining OTP in present form to eliminating it and all its functions—neither regarded as likely. Other options call for elimination of office—created in 1970 as President's principal adviser and spokesman on telecommunications policy matters—and shifting functions to another executive-branch agency.

Most likely candidate seems to be Commerce Department, which already has telecommunications policy-making and research capability in Office of Telecommunications. However, decisions requiring presidential attention would, as with other matters in government, be staffed through Domestic Council. But with elimination of OTP, White House liaison to group working on day-to-day

matters would be required, and that job would probably fall to Barry Jagoda, who is President's assistant on media and public affairs but whose job could be restructured. Other agencies said to be possible heirs to OTP functions are General Services Administration and Office of Management and Budget.

Priming prime time

Insiders expect ABC-TV to have field day running promo spots for its 1977-78 prime-time schedule during six consecutive nights (Sept. 6-11) of *Washington: Behind Closed Doors*, its highly touted new 12-hour made-for-TV movie (see page 33). *Closed Doors* is expected to harvest shares in 40-to-50 range since it'll be up against (mostly) reruns that week.

Sources say one of reasons ABC got off to fast start last September was heavy on-air promotion ABC Entertainment President Fred Silverman used during summer Olympics, which attracted huge audiences. Same thing happened during February 1977 sweeps, with ABC's shows getting leg up by heavy promotion campaign on previous week's record-shattering eight-consecutive-nights telecast of *Roots*.

Calculated slowdown?

Spot television's declining fortunes in third quarter of 1977 (page 24) are not viewed by at least one leading national rep firm, John Blair & Co., New York, as mere reflection of various and understandable economic factors. Jack W. Fritz, president of Blair, is reportedly convinced that some big New York agencies have agreed to boycott spot in retribution for what they considered excessive price hikes last summer.

In past few weeks Blair, partly to answer this supposed agency thrust, has announced reorganization and expansion of its sales staff, including beef-up of its corporate development team to call directly on advertisers, though Blair says it will not by-pass agencies in process (BROADCASTING, June 20 et seq.). Blair feels spot TV is too effective to be ignored and wants its story to be told directly to client decision-makers.

Tit for tat

Newspapers are one of fastest-growing users of television, but TV is no slouch at using newspapers either. At present rate, TV and radio together, primarily TV, will probably spend \$100 million in newspapers this year. Newspaper

Advertising Bureau puts their 1976 outlays at almost \$70 million, up 35% from 1975, and has said first-quarter 1977 expenditures were 51% higher than in same 1976 period. Newspapers, magazines and books together spent about \$61.5 million in TV in 1976, according to Television Information Bureau, which said 1977 first quarter was up 66% (BROADCASTING, June 20).

Going public

White House may try something new in way of presidential decision-making. Aides concerned with developing policy on public broadcasting (BROADCASTING, June 27) have been collecting ideas. But there is talk of expanding process to make option papers public, in some formal or informal way, and invite comment on them. President's views on that procedure would probably be sought.

Plea for pittance

Solid phalanx of trade associations representing print media have lodged protests with House Committee on Energy and Power against provision in H.R. 6831 that would restrict advertising by electric utilities. Coincident with final mark-up of bill, which began last week, Chairman John D. Dingell (D-Mich.) received letter from American Newspaper Publishers Association, National Newspaper Publishers (weeklies and small dailies) and Magazine Publishers Association inveighing against provision that they felt would inhibit advertising as means of communicating with public.

Earlier, National Association of Broadcasters government relations team had contacted committee members with somewhat similar arguments. In joint pleading, publishing associations argued that privately owned electric utilities had total operating revenue in 1975—latest figures available—of more than \$44 billion. Their advertising expenditures for year amounted to less than \$14 million or three hundredths of one percent.

Signs of life

King Features Syndicate, New York, which has been dormant in producing new programming for TV for past five years, is reviving activity. In cooperation with Filmmation, Los Angeles, KFS has produced two-hour animated feature, *Flash Gordon*, for showing on ABC-TV this fall; is working with producers Robert Golston and Lee Falk on motion picture version of "The Phantom" and is in discussion with Universal on TV series, *Mandrake the Magician*.

Business Briefly

TV only

New York State State Department of Commerce

□ Department is investing a record \$4.3 million to advertise state tourist attractions over next year, with television accounting for 90% of media budget. \$4.3 million dwarfs \$1.5 million spent in 1970, previous spending high by state. TV advertising began last week in 20 markets in New York and adjoining states for five weeks. It will resume in September for major promotion of New York City. Campaign was created and placed by Wells, Rich, Greene, New York.

Red Lobster Inns □ Restaurant chain arranges 25-week TV drive beginning in mid-July. D'Arcy-MacManus & Masius, St. Louis, is mapping spots in 100 markets during prime and fringe time. Target: adults, 25-54.

Ohio Art Co □ Producer of metal, lithographed and vinyl plastic toys is planning three-month TV promotion starting in October. Stahl Associates,

Bryan, Ohio, is placing spots in approximately 40 markets during early fringe time. Target: women, 18-34, and children, 2-11.

Raid □ Insecticide division of S.C. Johnson & Son plans 11-week TV buy starting in early July for its professional-strength Raid insecticides. Foote, Cone and Belding, Chicago, will place spots in 69 markets during early and late fringe time. Target: women, 25-54.

Wausau Homes □ Manufactured housing company is mapping 10-week TV campaign beginning in early September. Cramer-Krasselt, Milwaukee, is placing spots in about 55 markets during day and prime time. Target: adults, 25-54.

Samsonite □ Luggage company will feature members of Pittsburgh Steelers football team in 30-second commercial created by J. Walter Thompson for airing this fall. Commercial will promote entire Samsonite line in national network and spot-TV campaign.



Victoria Station Inc. □ Nationwide restaurant chain continues its test of spot TV with flight scheduled for two weeks, starting Aug. 1, in major cities. Copy theme, created by Ayer Pritikin & Gibbons, San Francisco, stresses that Victoria Station restaurants are "a cut above." Target: adults, 21 to 54.

Ideal Toys □ Toy manufacturer is planning three-month TV campaign starting in mid-September. Mission Argyle Productions, Los Angeles, will seek spots in 153 markets during day and early fringe time. Target: children.

Anderson Clayton Foods □ Company focuses on its Seven Seas salad dressing in 10-week TV promotion beginning this week. Cunningham & Walsh, New York, is seeking spots in 15 markets during fringe time. Target: women, 18-49.

Winchell Donut Houses □ Division of Denny's Inc. is planning two four-week TV flights starting this week and in August. Foote, Cone & Belding/Honig, Los Angeles, is selecting daytime spots in approximately 25 markets. Target: women, 25-49.

Kenner Products □ Division of General Mills has ordered eight-week TV campaign for its Kenner Toys beginning this week. Sive Associates, Cincinnati, is placing spots in Philadelphia and New York during children's time. Target: children, 6-11.

Agway Inc. □ Farm and home supplies company features its petroleum in eight-week TV campaign beginning in mid-July. Rumrill-Hoyt, Rochester, N.Y., is seeking spots in dozen markets during news, sports and prime time. Target: total men.

Hills Bros. coffee □ Company is placing six-week TV flight beginning in mid-July. BBDO, New York, is buying spots in 13 markets during day, early and late fringe time. Target: women, 25-54.

Wm. Underwood Co. □ Food company

Family Affair



Laughter.
Love in abundance.
And a lifestyle
with sound social
and moral values
as its bedrock.

"Family Affair" is a series perfectly right
for our time. And more...
It's the kind of family every woman
wants for her own.



will feature its Accent flavor enhancer in four-to-five-week TV drive starting in early August. Kenyon & Eckhardt, Boston, is planning spots in 25 markets during fringe and prime time. Target: women, 18-49.

Nalley's Fine Foods □ Food company will feature its Magic Blend imitation salad dressing in three three-to-four-week TV flights beginning this week, August and September. Della Femina, Travisano & Partners, Los Angeles, is arranging spots in 50 markets during fringe, day and prime time. Target: women, 18-49.

Six Flags Over Texas □ Division of Great Southwest Corp., schedules four-week TV buy for its Six Flags Over Texas theme-amusement park beginning this week. Bloom Agency, Dallas, is selecting spots in 20 markets during prime, early and late fringe time. Target: adults, 25-49, and children.

Radio only

Vespa of America □ Spot radio plan to promote company's mo-peds (motorized bicycle) is set to begin in 40 markets to run through October. Campaign was created and is being placed by Ayer Pritkin & Gibbons, San Francisco. Target: adults, 18 to 34.

United Artists □ Film company is placing one-week radio buy for its James Bond feature film, "The Spy Who Loved Me," starting in mid-July. RDR Associates, New York, is seeking spots in approximately 95 markets. Target: adults, 18-34.

Dribeck Importers □ Company places 10-week radio campaign for its Beck beer beginning in mid-August. Della Femina, Travisano & Partners, New York, will place

spots in major markets. Target: men, 18-49.

Fayva Shoes □ Shoe store chain is planning nine-week radio flight beginning in late August. Arnold & Co., Boston, is scheduling spots in about 15 markets including Atlanta, Dallas, New York and Chicago. Target: teen-agers.

El Chico Restaurants □ Division of El Chico Corp. is mapping eight-week radio campaign for its El Chico Mexican food restaurant beginning in mid-July. Glenn, Bozell & Jacobs, Dallas, is picking spots in eight markets including Memphis, Tenn., and Shreveport, La. Target: adults, 18-49.

Elanco Products Co. □ Farm products division of Eli Lilly & Co., is arranging eight-week radio flight starting in mid-August. Gardner Advertising, St. Louis, is planning spots in 20 markets. Target: farmers.

Toyota □ Japanese car manufacturer is arranging seven-week radio buy beginning this week. Dancer-Fitzgerald-Sample, New York, will select spots in approximately 25 markets including Atlanta, Baltimore and Miami. Target: men, 18-34.

Allen's meats □ Company sets six-week radio push to start this week. Meyers & Muldoon, San Francisco, has picked spots in six markets including Sacramento and San Francisco. Target: adults, 25-49.

Clearasil □ Division of Vick Chemical Co., will focus on its Clearasil acne product in four to six-week radio promotion starting this week. BBDO International, New York, schedules spots in 50 markets including Atlanta, Chicago, Dallas and San Francisco. Target: teen-agers.

Rep appointments

- KITV(TV) Honolulu, Hawaii: HR Television, New York.
- WLOX-TV - Biloxi, Miss.: Avery-Knodel Television, New York.
- WJRT-TV Flint, Mich.: Blair Television, New York.

Mr. Steak □ Restaurants map five-week radio promotion starting in mid-July. Winfield Advertising, St. Louis, will select spots in two markets—Cleveland and St. Louis. Target: adults, 25-49.

Pennsylvania lottery □ State lottery launches four-week radio campaign starting this week. Lewis & Gilman, Philadelphia, is seeking spots in 16 Pennsylvania markets. Target: adults, 18 and over.

Amoco Oil □ Company schedules four-week radio promotion starting in mid-August. D'Arcy-MacManus & Masius, Chicago, is mapping spots in approximately 40 markets including Detroit, Miami and Milwaukee. Target: men, 18-49.

Criket □ Car stereo system launches four-week radio drive starting in early August. Kelly, Scott & Madison, Chicago, will buy spots in seven markets including San Diego. Target: men, 18-24.

Kretschmar hams □ Company plans four-week radio drive beginning in mid-July. The Savan Co., St. Louis, is mapping spots in two markets—St. Louis and Springfield, Mo. Target: women, 25-49.

ITT Continental Baking Co. □ Wonder brand division places three-week radio drive for its Wonder Wheats beginning in early August. Ted Bates, New York, will select spots in 10-12 markets including Albany, N.Y., Boston and New Haven, Conn. Target: women, 18-49.

Blue Cross/Blue Shield of Michigan □ Health insurance firm launches four-week radio push beginning this week. Ross Roy, Detroit, will map spots in 44 markets. Target: adults, 18 and over.

Radio-TV

Zale Corp. □ Department store chain plans 11-week radio and TV promotion starting in early July. Bloom Agency, Dallas, will select TV spots in 13 markets and radio spots in 51 markets. Target: adults, 18-49.

Hardee's Food Systems □ Fast food restaurant chain arranges six-week TV and radio promotion beginning this month. Benton & Bowles, New York, will pick spots in about 10 markets during early fringe and prime time. Target: adults, 18-49 and children, 2-11.

BAR reports television-network sales as of June 19

ABC \$553,388,600 (33.6%) □ CBS \$550,506,100 (33.4%) □ NBC \$544,294,300 (33.0%)

Day parts	Total minutes week ended June 19	Total dollars week ended June 19	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.	144	\$ 1,010,300	3,626	\$ 23,000,000	\$ 17,346,600	+32.6
Monday-Friday 10 a.m.-6 p.m.	970	13,533,900	23,990	359,787,600	294,901,400	+22.0
Saturday-Sunday Sign-on-6 p.m.	281	5,785,600	7,931	190,258,400	149,856,200	+27.0
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,598,000	2,466	92,900,300	71,385,500	+30.1
Sunday 6 p.m.-7:30 p.m.	23	1,064,800	533	27,308,600	22,375,300	+22.0
Monday-Sunday 7:30 p.m.-11 p.m.	416	32,344,700	10,219	844,643,400	682,327,900	+23.8
Monday-Sunday 11 p.m.-Sign-off	215	4,939,600	4,950	110,290,700	92,226,400	+19.6
Total	2,146	\$62,276,900	53,715	\$1,648,189,000	\$1,330,419,300	+23.9

Source: Broadcast Advertisers Reports

Monday Memo®

A broadcast advertising commentary from Don Wirth, vice president, Noble-Dury & Associates, Nashville

Riceland Rice: seeking out the scattered market

How often do you eat rice?

If you live in Nashville, chances are you eat less than a pound a year. But if you live in Charleston, S.C., you probably eat rice at least once a day. In Miami, one market segment of some 300,000 Cubans consumes more rice than do the populations of Tennessee and Kentucky combined. And in Chicago, blacks eat four times as much rice as whites.

To further complicate the picture, some markets show marked differences in consumer profiles. English isn't even the primary language in some.

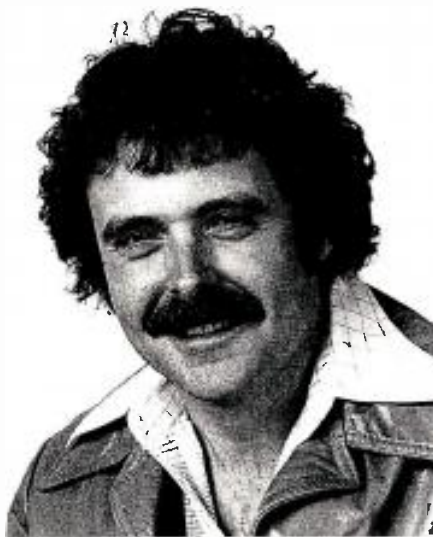
With a mixed-up market like this, how do you advertise rice effectively? That's a question we've had to answer since 1959, the year Riceland Rice became a Noble-Dury client.

Riceland Rice is a product of Riceland Foods, a farmer-marketing organization with headquarters in Stuttgart, Ark. It's the largest selling brand of regularly milled rice in America. The story of Riceland's success is an unusual blend of consumer patterns, positioning and attention to local marketing details.

Market research shows that only 36% of all households use rice once a week or more. Occasional usage is defined as twice a month or less. So if you want your rice client to grow, you've got to go after those heavy users. But it's not that simple. The heavy-user segment is divided by the type of rice used: precooked or regular. The two leading brands nationally are precooked (Minute and Uncle Ben's Quick). Riceland Rice is regularly milled. What's the difference? To the rice user, it's *time*. Minute and Uncle Ben's Quick are both convenience items. It takes 14 minutes to prepare Riceland Rice. But we believe that additional few minutes of preparation time make a distinguishable difference in texture and flavor.

And we have found that it is possible to devise an advertising position that has strength against both the precooked users and the users of regularly milled rice.

To reach the heavy-user segment, we took a close look at the consumption activity in the areas where people eat rice a lot. And we found that among these "rice experts," Riceland was the leading choice among regularly milled brands. Not only was it served in the homes of Cubans, Cajuns, low-landers and blacks, but it was served in the most popular restaurants in these areas. We have our positioning: To users of precooked rice, Riceland offers better flavor for the extra few minutes of cooking time needed. To users of regular rice, Riceland offers the assurance of constantly good flavor.



Don Wirth joined Noble-Dury & Associates, Nashville, in 1973 as a writer-producer. He was recently named vice president-creative director. Prior to joining Noble-Dury, Mr. Wirth was copy director of Faulkner & Associates, Little Rock, Ark. A native of Chicago, he holds a BA in journalism from the University of Iowa and an MA from the University of Missouri. In addition to his functions at Noble-Dury, he is a nationally known freelance outdoor writer.

Our positioning: "Riceland Rice—for people who know about rice."

The popularity of Riceland Rice in fine restaurants in heavy-user markets was a natural premise for interesting and colorful television executions. We decided to film our commercials on location and to feature the actual personnel of the restaurants and real people enjoying great rice dishes. We felt that believable execution would prompt viewers to become interested in trying a rice that's used by "people who know about rice."

Thus far, we have filmed four 30-second commercials on location in "rice restaurants." The first was in the little-known town of Pierre Part, La., where Jimmie Cavalier runs the Rainbow Inn, a staunch bastion of Cajun cookery. We found the Rainbow Inn after several days of searching the bayou country outside New Orleans. Few of the locals spoke more than broken English and they were naturally suspicious when we approached them about filming a commercial there. But they finally warmed up to our crew and we succeeded in capturing the spirit and fun of the "fais-do-do" (a sort of Cajun community hoe-down) on film. We invited the whole community to the Rainbow to have dinner (and plenty of Dixie beer) on us and filmed the action, complete with music provided by Allan Fontenot and his Country Cajuns.

Next we moved to the Ozarks of Arkansas and the Stockholm restaurant in Heber Springs. It's a marvelous place serving a great chicken-and-rice recipe. Again music played a role in the commercials. We drove to Mountain View, Ark., and recorded Jimmy Driftwood's boys pickin' their hearts out at the Ozark Folk Center as background for the spot.

The third spot sent us back to Louisiana, where we featured Marti's restaurant in the French Quarter of New Orleans. The music indigenous to the area? Jazz, of course. So we featured Manie Crusto of the Preservation Hall jazz band playing a late set, then turning up at Marti's where Chef Henry makes him a big steaming platter of (what else?) red beans and rice. Real restaurants, real people.

And last summer, we ventured to Charleston, S.C., where, incidentally, rice first found its way to the New World back in 1694. Our restaurant was Perdita's, a famous seafood establishment.

The actual restaurant crew was seen serving local Charlestonians some elegant rice dishes. Opening shots of the commercial featured a couple riding in a horse-drawn carriage along the Battery, with beautiful old mansions in the background. The music? A string quartet, befitting the mood of one of America's grandest cities.

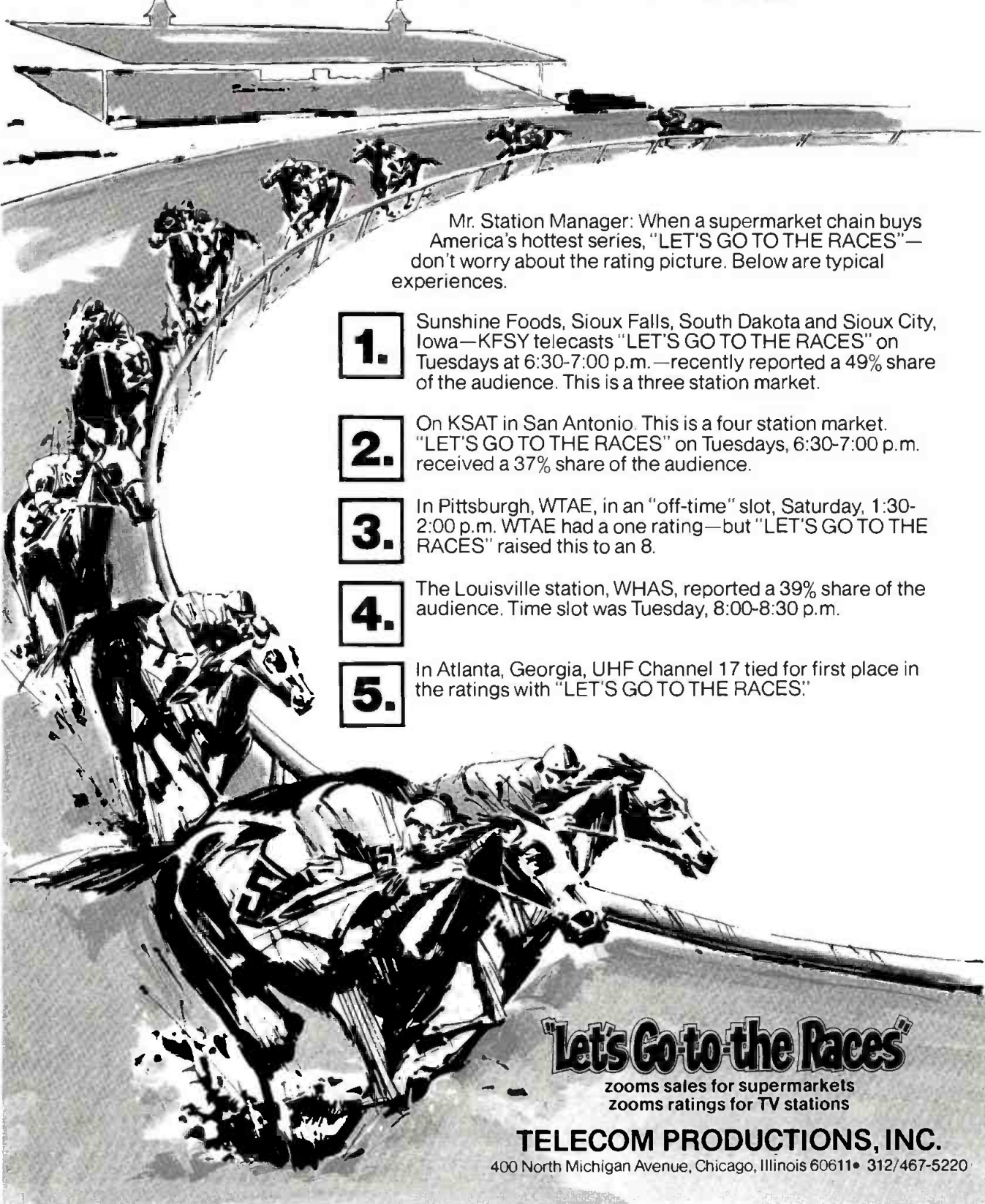
Black music has been an important part of the Riceland creative thrust. We make a strong effort to keep on top of popular music sounds current among blacks, and have produced jingles in the styles of Curtis Mayfield, Stevie Wonder, Kool and the Gang and Bob Marley and the Wailers, to name a few. Certain black stations have such strong loyalty and credibility in the black community that we use the services of their on-the-air personalities for live spots and lead-ins to the music. In addition, we produced a series of spots featuring Helen Maybelle, owner of Chicago's Soul Queen restaurants, in which she gives her endorsement to Riceland Rice. A soul food cookbook and point-of-purchase display in black areas complemented the radio.

Spanish-language radio also is used, reminding urban housewives of Spanish descent to add Riceland Rice to their shopping lists.

Sales of Riceland Rice have climbed steadily. It's difficult to attribute sales gains to a specific commercial or print ad, because the Riceland marketing effort is a mixture of advertising, promotion, merchandising and local distribution efforts. Nationally, we're number four behind Minute, Uncle Ben's and Uncle Ben's Quick.

Not bad when you consider we're distributed in less than half the country.

THE LUCKY STATION THAT'S OFFERED "Let's Go to the Races" WILL COME UP WITH NUMBERS



Mr. Station Manager: When a supermarket chain buys America's hottest series, "LET'S GO TO THE RACES"—don't worry about the rating picture. Below are typical experiences.

1.

Sunshine Foods, Sioux Falls, South Dakota and Sioux City, Iowa—KFSY telecasts "LET'S GO TO THE RACES" on Tuesdays at 6:30-7:00 p.m.—recently reported a 49% share of the audience. This is a three station market.

2.

On KSAT in San Antonio. This is a four station market. "LET'S GO TO THE RACES" on Tuesdays, 6:30-7:00 p.m. received a 37% share of the audience.

3.

In Pittsburgh, WTAE, in an "off-time" slot, Saturday, 1:30-2:00 p.m. WTAE had a one rating—but "LET'S GO TO THE RACES" raised this to an 8.

4.

The Louisville station, WHAS, reported a 39% share of the audience. Time slot was Tuesday, 8:00-8:30 p.m.

5.

In Atlanta, Georgia, UHF Channel 17 tied for first place in the ratings with "LET'S GO TO THE RACES."

"Let's Go to the Races"

zooms sales for supermarkets
zooms ratings for TV stations

TELECOM PRODUCTIONS, INC.

400 North Michigan Avenue, Chicago, Illinois 60611 • 312/467-5220

Datebook[®]

This week

July 8—Open meeting of *National Association of Educational Broadcasters board of directors*. Brookings Institute building, Washington.

■ **July 8**—Meeting of the *Maryland/Delaware CATV Association*. Whitehall Inn on Maryland Route 50 near Chesapeake Bay Bridge.

July 8-8—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 8-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.

Also in July

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 13-18—*Colorado Broadcasters Association* summer convention. Steamboat Springs.

■ **July 15**—FCC's new deadline for comments on inquiry on fund-raising policies of noncommercial broadcast stations (Docket 21136). FCC, Washington.

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

■ **July 18**—Seminar on news media coverage of desegregation, sponsored by *Associated Press Society of Ohio* and *Ohio Associated Press Broadcasters*. Holiday Inn—Airport, Columbus.

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

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

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

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

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

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

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

July 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 25**—Start of hearing before *House Communications Subcommittee* on broadcast chapter of

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options paper of Communications Act revision. Hearings continue several days this week. Rayburn House Office building, Washington.

■ **July 25-27**—Cable Television Administration and Marketing Society conference on pay cable. Century Plaza Hotel, Los Angeles.

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 live for TV in Spain, five for radio and television in Spanish America, 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**—*House Communications Subcommittee* hearings on broadcasting in connection with Communications Act review continue this week. Rayburn House Office building, Washington.

Aug. 1-4—Washington-based *National Commission*

on *Cooperative Arrangements* conference on community colleges and telecommunications. Crown Center, Kansas City, Mo.

Aug. 4-7—*Ricky Mountain Broadcasters Association* convention. Sun Valley Lodge, 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, Wyo.

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 pro-

posal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due Sept. 1. FCC, Washington.

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

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

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

September

■ **Sept. 7-9**—"Business and Media: A National Symposium" on the relationship between free enterprise and free press, sponsored by the *Georgia State University Chair of Private Enterprise*. Georgia State University, Atlanta.

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. Edwin Newman, NBC News correspondent will be keynote speaker Thursday. CBS Correspondent Eric Sevareid will be banquet speaker Saturday when he will receive Paul White Memorial Award. Hyatt Regency hotel, San Francisco.

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Major meetings

Sept. 15-17—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 20-22; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

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

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

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

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

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

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. Bona-venture 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—Broadcasters Promotion Association 23d annual seminar. Radisson Downtown, Minneapolis; 1979 convention will be June 6-10, Nashville.

Hixson, Leo Burnett Co. 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—Religion in Media Association awards program. Century Plaza hotel, Los Angeles.

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

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

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

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

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

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

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

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

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

Oct. 21—Pittsburgh chapter, Society of Broadcast Engineers regional convention and equipment exhibit. Howard Johnson motor inn, Monroesville, Pa.

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

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

November

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

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

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

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

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

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

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

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

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

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

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

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

Nov. 16-19—Second annual International Videodisc/Home Video Programming Conference, an undertaking of Visondisc Corp. Loeb Conference Facility, New York University, New York.

Nov. 16-20—National convention of The Society of Professional Journalists, Sigma Delta Chi. Renaissance Center, Detroit.

December

Dec. 1—FCC's deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

Books

Tape: A Radio News Handbook, by F. Gifford. Hastings House, New York. 224 pp., \$12.95 hardback, \$6.95 paperback.

The tape recorder is the radio journalist's pad and pencil and this book tells how to get the most out of an invaluable tool. Written by the news director of WDEE(AM) Detroit, the book covers all phases of tape recording, from the principles and history of recording to splicing and working with reel-to-reel machines to patching into phone lines with an actuality. The different forms of taped stories and how to write for tape are also covered. There are chapters on morgue systems and equipment maintenance as well.

The Mass Media and the Law in Illinois, by Harry W. Stonecipher and Robert Trager. Southern Illinois University Press, Carbondale, Ill. 256 pp., \$12.50.

The authors state in their introduction: "The purpose of this book is to define the present status of laws regarding the mass media, specifically as applied to the Illinois newsman-publisher-broadcaster." What they provide is a legal handbook of communications law for one state and, by extension, for the other 49 as well.

Chapters of special interest: "Free Press-Fair Trial Conflicts," "Access to

Public Information," "Copyright and the Doctrine of Fair Use," "Advertising and Business Regulations," and "Regulation of Broadcasting."

Although the book is concerned primarily with Illinois law, the authors review that state's statutes within the framework of the decisions of federal courts and regulatory agencies as well.

The authors are assistant professors of journalism at Southern Illinois University.

The Illustrated Encyclopedia of Rock, by Nick Logan and Bob Woffinden. Harmony Books, New York. 256 pp., \$7.95 paperback.

This four-color book lists personnel, background and discographies for more than 650 rock groups and individuals from Ace to Z.Z. Top. There is a wealth of information here for the rock disk jockey, music or program director. The entries are in alphabetical order and the volume is illustrated with photos of the groups and of more than 300 album covers. The authors are editors of the *New Musical Express*, an English rock weekly.

The Sponsored Film, by Walter J. Klein. Hastings House, New York. 210 pp. \$12.50.

There are thousands of movies made each year that are never shown in theaters, nor are they meant to be. These are sponsored

films—backed by industry, government, trade organizations and churches—and each tries to influence and inform in varying degrees.

In this book, the author (who has headed his own production company for 28 years and founded the International Quorum of Motion Picture Producers) develops in great detail and with many personal examples and anecdotes, this multi-million dollar arm of the public relations field.

Chapters include the evolution of sponsored films, how to buy and sell them, their production, marketing techniques and how to operate a production firm.

International and Intercultural Communication, edited by Heinz-Dietrich Fischer and John C. Merrill. Communication Arts Books, Hastings House Publishers, New York. 524 pp., \$22.50 hardcover, \$12.50 paperback.

A revised edition of "International Communication" originally published in 1970, this second edition is a collection of 45 articles—some previously printed—contributed predominantly by journalism professors. In discussing the purpose of international communication and understanding, the authors touch upon communication systems and concepts, the world's media, problems of freedom and responsibility, national development and mass media, international news flow and

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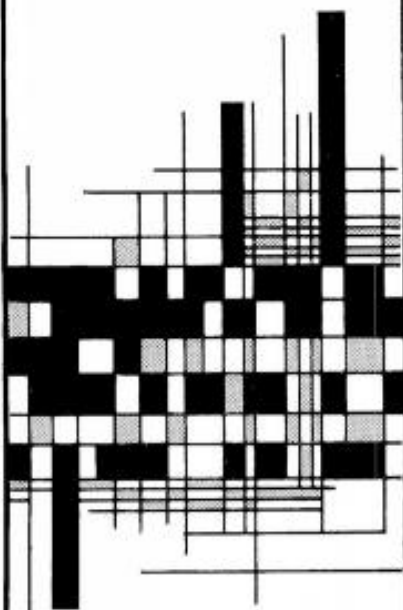
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propaganda, among others.

Of particular interest to broadcasters are Wilson P. Dizard's "Television's Global Networks," Erich Follath's "An International Comparison of Broadcasting Systems" and Heinz-Dietrich Fischer's "The Contribution of Eurovision and Intervention to Global Television."

Practice FCC-Type Exams for Radiotelephone Operator's License—First Class, by Richard J. Smith and Victor F. C. Veley. Hayden Book Co., Rochelle Park, N.J. 96 pp., \$4.95.

Designed to prepare readers for the FCC first-class license exam, the authors use the FCC multiple-choice format, listing 500 typical questions and answers for element four. Answers are discussed by the authors or are referred to the FCC rules and regulations or to Milton Kaufman's "Radio Operator's License Q & A Manual."

Mathematical problems are worked out, and detailed explanations for circuits and designs of communications equipment are provided. A large number of schematics are included to help the reader visually in troubleshooting and problem-solving situations. Study tips, instructions on how to take multiple-choice tests and advice on how to take FCC exams are included.

Me and My TV, by Ann Christine Heintz, Carolyn Galloghy and Elizabeth Conley. Journalism Education Association, 147 Tomahawk Trail, Shabbona, Ill. 60550. \$3.75, 72 pp.

The authors of "Me and My TV" challenge the notion that television is to blame for many of the social evils in U.S. society, and show how prime-time TV can be used effectively as an educational tool in the classroom as well as the home. Their book describes how the basic skills of vocabulary, critical thinking and value judgment can be learned from the set. The book is the result of a three-year research study funded by the Ford Foundation at St. Mary's Center for Learning in Chicago.

© Copyright, by Walter E. Hurst. Seven Arts Press Inc., Hollywood, Calif. 284 pp., \$10.

The new copyright law is the subject of this basic book. Background is provided with reprints of scholarly articles. The author then moves into all phases of the new act, including an illustrated, step-by-step guide on how to copyright a work. Other chapter topics include the workings of the copyright royalty tribunal, registration classes, duration and various court cases.

Open Mike®

The ABC of DEF

EDITOR: Congratulations to the Public Broadcasting Service, which begins its new daily electronic feed (DEF) news service to its member stations (BROADCASTING, June 20). The letters DEF originated with ABC, which began its daily electronic news service to its member stations 10 years ago. The ABC (DEF) news service now goes to 160 stations plus the CTV and Global TV Networks in Canada.

To PBS—good luck.—*Sydney E. Byrnes, director, syndicated news service, ABC News, New York.*

SBA's broadcast ban

EDITOR: A cheer for some remarkable common sense reported in "In Brief," June 27:

Indeed, if federal funding of Corporation for Public Broadcasting "does not violate constitutional provisions," the Small Business Administration ban on broadcast station loans should be repealed.

Senator Ernest Hollings (D-S.C.) is to be congratulated for his authorship of the language of the Appropriations Committee report recommendation. The recommendation supports the previously reported stances of FCC Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks. They, also, deserve cheers.—*Charles A. Macatee, Washington.*

Robot radio

EDITOR: This inquiry may cause some of my engineer friends to think I'm naive, but I wonder if anyone knows of a company or individual who has tried to develop "cassette automation."

As I remember Paul Schafer did some work on this several years back.

It would appear to me that the cost of automation would be brought down substantially for small stations and the quality would be acceptable, at least to AM stations.

Cassette automation could reduce the size of a system so that it might literally sit on the secretary's desk. Threading of reels would be simpler and rewinding made easier.

I would appreciate hearing from anyone who may have thoughts about this, either pro or con.—*Bill Sims, president, Wycom Corp., Laramie, Wyo.*

The names were changed

EDITOR: The gremlins in the composing room seem to have targeted in on Blair in your June 27 issue. In your story on Blair's expansion of its New York television sales operation you refer to Steven T. Loses. His name is Steven T. Losee. In your feature on computerization you quote William Harris. That should be William Morris.—*Josef B. Rosenberg, vice president, communications, Blair Television, New York.*

Where Things Stand

Monthly status report on major issues in electronic communications

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Agency for Consumer Protection. Legislation to create Agency for Consumer Protection, supported by Carter administration, is apparently dead for this year in both houses of Congress. Senate Democratic Majority Leader Robert Byrd (W.Va.) says bill will not be called up there until House considers it; House version is 20-25 votes short of majority (BROADCASTING, June 13). Senate's bill has provision sought by National Association of Broadcasters to prevent proposed agency's involvement in broadcast license renewal proceedings at FCC. House bill does not. Proposed agency could only act as advocate, would have no regulatory authority.

Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years. This and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS, and they say they will not settle with government (BROADCASTING, Nov. 22, 1976). Other objections to consent agreement have appeared (BROADCASTING, March 30), and Justice and NBC have modified portions of proposed settlement (BROADCASTING, May 16). Matter is now pending before Judge Robert Kelleher of U.S. District Court in Los Angeles.

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

Broadcasting in Congress. Closed-circuit broadcast test now in progress in House of Representatives may lead eventually to daily live coverage of floor proceedings in House, available for carriage on commercial and public radio and TV. Sources in House Speaker Thomas P. (Tip) O'Neill's (D-Mass.) office predict House will vote for House-operated broad-

cast feed, although at least one measure in hopper (by Representative B.F. Sisk (D-Calif.)) would have three networks and Public Broadcasting Service handling coverage as pool. House experiment concludes Sept. 15. In Senate, measure by Majority Leader Robert Byrd (D-W.Va.) to institute closed-circuit coverage of Senate is on shelf.

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in ongoing refranchising inquiry (BROADCASTING, March 7).

Carter and broadcasting. President is going on air at unprecedented clip: nine televised news conferences, "fireside chat," energy talks from Oval Office and to joint congressional session, speech to UN, NBC's *Day with President Carter*, PBS coverage of town meeting in Clinton Mass., CBS Radio call-in show (BROADCASTING, April 25), local question-and-answer show on KNXT(TV) Los Angeles (BROADCASTING, May 23).

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

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

Communications Act. House Communications Subcommittee is in process of revamping

entire Communications Act of 1934. It is currently holding hearings on staff-drafted options for new act (BROADCASTING, April 25); Broadcasting hearings are scheduled for weeks of July 25 and Aug. 1. Subcommittee chairman, Lionel Van Deerlin (Calif.), said he hopes to have bill on paper by January 1978. Project has been subject of heated disputes. Despite repeated attempts by Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), to reassure broadcasters, industry has taken hard-line stance against entire project. Networks and National Association of Broadcasters argue that present act works well and should not be tinkered with.

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

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broad-

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casting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25). Pending before appeals court are petitions by three crossowners for stay of August deadline for divestiture.

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters. In Congress, Senator Ernest Hollings (D-S.C.) has announced his Communications Subcommittee will undertake inquiry into broadcast advertising, with emphasis on effects of advertising of OTC drugs and sugared products to children (BROADCASTING, June 20).

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

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

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision; NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision NAB has dropped policy of mandatory subscription to TV code. Last week, NAB board was considering proposals to strengthen guidelines for treatment of violence and sex in TV code. Dispute there was between outgoing TV board Chairman Robert Gordon of WCPO-TV Cincinnati, who wanted code strengthened with amendments, and NAB TV code board, which wanted to leave code alone and have TV

board and TV code board instead issue joint statement urging broadcasters to act responsibly (see page 21).

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3) but insists that Congress will have to give commission authority to collect fees again (BROADCASTING, June 27). And Congress says to hold up on refunds while it tries to come up with solution (BROADCASTING, March 24). National Association of Broadcasters, in letter to FCC Chairman Richard Wiley, has asked for "immediate refund of all fees illegally assessed to broadcast licensees" (BROADCASTING, May 23).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission concluded public hearings on first phase of proposal—involving energy, cholesterol, natural, organic and health food claims—in January. FTC presiding officer and staff are preparing reports, with latter study expected to call for significant changes in proposed rule, and perhaps new proposal. Hearings on next two phases of rulemaking proposal, which also concern nutrition claims and comparisons, will not be held until first phase is completed; process is expected to be lengthy (BROADCASTING, Dec. 13, 1976).

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

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of George Carlin comedy album. FCC will appeal decision (BROADCASTING, April 18). Appeals Court, by 5-to-4 vote, rejected FCC's request for rehearing.

KRLA(AM). U.S. Court of Appeals has reversed FCC decision granting Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others). Court said commission erred in basing decision on basis of most efficient engineering (BROADCASTING, May 16). License of interim operator of station has been set for hearing in charges of misuse of funds (BROADCASTING, June 27).

License renewal legislation. Bills to lengthen broadcast license terms and make

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

Network inquiry. FCC has abandoned wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships. (BROADCASTING, Jan. 17). Comments had been filed June 1 (BROADCASTING, June 6, 13). However, Senator Ernest Hollings, chairman of Communications Subcommittee and of appropriations subcommittee with responsibility for FCC, has turned down commission's request to reprogram \$350,000 to finance inquiry staff pending appointment by President Carter of new commission chairman (see page 23).

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

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

Payola. FCC investigation into practice is under way. Commission currently is holding hearings in Washington (BROADCASTING, March 14), which resumed June 3, and plans more in other cities.

Pole attachment legislation. Bills giving FCC authority over cable pole attachment rates where there is no state regulation are pending in both houses of Congress. Bill in House by Representatives Timothy Wirth (D-

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Colo.) and James Broyhill (R-N.C.) is based on agreement between National Cable Television Association and National Association of Regulatory Utility Commissioners, two groups whose disagreement helped stall bill last year. In Senate, pole attachment bill by Communications Subcommittee Chairman Ernest Hollings (D-S.C.) ties similar pole attachment provision to provision giving FCC authority to fine cable systems for rule violations. Senate subcommittee held hearings last month (BROADCASTING, June 27).

Ratings. Nielsen prime-time averages, Sept. 20, 1976-June 26: ABC 20.0, CBS 17.7, NBC 17.4.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed action plan for UHF development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (BROADCASTING, Dec. 20, 1976). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

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

March 14). Comments are due Aug. 22; beating that deadline was Justice Department, which urged commission to allow drop-ins on a "demand" basis (BROADCASTING, June 27).

Violence on TV. Heat in current debate over TV violence is due largely to public outcry raised by organizations such as National Parent Teachers Association, American Medical Association and National Citizens Committee for Broadcasting. PTA, following series of hearings across country, has put networks on "probation" until January 1978, after which, failing to get desired response, PTA will consider boycotting offending TV programs and sponsors, filing petitions to deny at FCC and undertaking civil litigation. Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28), and House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on subject (BROADCASTING, March 7). Issue dominated Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, May 16). Senator Strom Thurmond (R-S.C.) has reintroduced his bill of last Congress (with Senator James Eastland (D-Miss.) prohibiting broadcast of nudity, explicit sexual activity, gross physical violence, morbid torture.

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc. Decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.



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Top of the Week

NAB TV board wants to end permissiveness in TV programs

It buys hard resolution opposing sex and violence, espousing 'established values' and urging cautious approach to any change; action tops joint-board agenda

The station members of the National Association of Broadcasters television board "sent a message to the networks" last week to clean up the sex and violence on TV.

That was the prevailing interpretation of the board's 10-4 vote resolving to amend the TV code with new "more specific" cautions against offensive programming. The resolution, the result of roughly two and a half hours of debate at the TV board's meeting in Williamsburg, Va., last Wednesday, calls for alteration of the TV code "to reassert in more specific terms the broadcaster's recognition of television as primarily a family medium," and to "specify that material generally perceived as obscene, profane or indecent is unacceptable."

"Generally perceived" is the key phrase in the latter directive. The present code prohibits obscene, indecent or profane matter "as proscribed by law."

The drafting of the new language will be done by a special committee of board members and NAB TV code review board members appointed by the new TV board chairman, Kathryn Broman of Springfield Television, Springfield, Mass., and will be submitted to the board for its approval at a third meeting this year, to be scheduled in Washington during September.

The Williamsburg resolution also contains exhortative passages—"nice, flowery language," in the words of the code board chairman, Robert Rich (KBJR-TV Duluth, Minn.), who submitted them on behalf of the code board—urging broadcasters "(a) to encourage programs which reflect the established values and traditions of our society, (b) to exercise a high degree of critical judgment when presenting programs which reflect the changing or changed attitudes of substantial segments

of our society, and (c) to continue their efforts toward assuring that depictions of violence or aspects of human sexuality in programs are handled responsibly."

The vote to alter the code was a surprising victory for the immediate past TV board chairman, Robert Gordon of WCPO-TV Cincinnati, who was the author of that section of the resolution—surprising not only because Mr. Gordon won his case for strengthening the code, against expectations before the meeting last week, but also because he won it with such a large majority. It was viewed as a defeat for the three networks, which were unanimous in opposition to the resolution, and for the TV code board, which had gone on record opposing any modification of the code.

The network representatives on the board were quick to point out, however, that the battle is not over yet—not until September when the board will presumably have some concrete language to consider. One representative, NBC Washington Vice President Peter Kenney, argued that Wednesday's vote was not a vote for the resolution, but rather "it was a vote to defer it until September." He and the other network representatives said they think it is impossible to define terms such as "family medium" and "material generally perceived as obscene."

Their opinion is shared by Forest Amsden of KGW-TV Portland, Ore., who cast the fourth vote against the resolution. He said he thinks the language is "terribly vague" and "goes into some generalities terribly difficult for anyone to interpret."

It was suggested by at least two board members—including one who voted for the resolution—that the board's vote was intended primarily as a tribute to Mr. Gor-

don, who left the board after presiding over his last meeting Wednesday.

But it was more widely held that the decision was a genuine expression of concern by the station members. Many of the station representatives on the board were said to be embarrassed by the volume of permissiveness in network programs.

The retiring chairman of the NAB joint board, Wilson Wearn of Multimedia Inc., Greenville, S.C., also expressed pleasure in the size of the majority that favored amending the code. It indicated the homogeneity of opinion, he said, that "we ought to have improvements in TV."

Although a compromise of Mr. Gordon's earlier calls for explicit guidelines for sex and violence on TV, the code section of the resolution passed Wednesday was almost verbatim with the proposal Mr. Gordon took with him to Williamsburg—with two notable exceptions. A directive to the code board to "take positive, visible, affirmative steps to see that the spirit and letter of the code is adhered to in all matters" was changed to "take . . . steps to encourage industry and public awareness of both the spirit and letter . . ." It was thought that "adhered to" was too strong and might run counter to the decision of Los Angeles District Court Judge Warren Ferguson in the family viewing case. NAB has interpreted that decision as saying it cannot force code compliance.

The other change in Mr. Gordon's original text was to substitute the TV board for the TV code board as the drafter of the new code language. The move was seen by some as a pre-emption by the TV board of the code board because of the latter's past resistance to the idea of changing the

TO PAGE 22



New command. All three boards of the National Association of Broadcasters elected new officers last week (l-r): Donald Thurston, WMNB-AM-FM North Adams, Mass., former chairman of the radio board, moved up, as expected, to joint board chairman. He replaces Wilson Wearn of Multimedia, Greenville, S.C., who as immediate past chairman remains on the NAB executive committee. Kathryn Broman, Springfield Television, Springfield, Mass., became TV board chairman and Len Hensel, WSM-AM-FM Nashville, radio board chairman, both without opposition. David Scribner, Doubleday Broadcasting, Dallas, broke out of a five-man field to win the radio vice chairmanship, beating Bill Sims of Wycom Corp., Laramie, Wyo., on the third ballot, 15-14. Thomas Bolger, WMTV-TV Madison, Wis., won a close race for TV vice chairman over Robert McConnell of WISH-TV Indianapolis, 8-6.

In Brief

House Communications Subcommittee is **expanding inquiry into relationship between networks and sports**. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) told news conference on Thursday that probe will include networks' dealings with National Collegiate Athletic Association and with national professional football, basketball, hockey and baseball leagues. Subcommittee began probe because of allegations of improprieties in connection with U.S. Boxing Championships, covered by ABC, and mislabeling of "winner-take-all" tennis matches broadcast by CBS, as well as because of interest in details of NBC's \$85-million contract to cover summer Olympics in Moscow. Mr. Van Deerlin also announced **appointment of special counsel** to aid in investigation—Philip Hochberg, Washington communications attorney who has represented National Hockey League and National Basketball Association. Representative Van Deerlin said Mr. Hochberg would not work on matters related to those leagues or represent them during his stay with subcommittee, which is expected to be four months. CBS has promised to cooperate with investigation; last week, spokesman said network would make available to subcommittee copy of report of in-house investigation of coverage of "winner-take-all" matches that was submitted to FCC on Friday. Investigation, which had been requested by commission, did not reveal "intentional deception on the part of CBS personnel," spokesman said.

Ziff-Davis Publishing Co., New York, has offered approximately \$57,500,000 for 2.3 million shares of Rust Craft Greeting Cards Inc. (\$25 per share), and principal owners, families of Louis, Jack N. and Allen H. Berkman (44%), have agreed to sell on condition same offer be made to all other Rust Craft stockholders. (Rust Craft stock sold at 14-7/8 before trading was halted two weeks ago ["In Brief," June 27].) Ziff-Davis is special-interest publisher wholly owned by William Ziff and new to broadcasting. Its publications include *Popular Photography*, *Yachting*, *Car & Driver*, *Psychology Today*, *Modern Bride*. Rust Craft owns WJKS-TV Jacksonville and WSOL(AM) Tampa, both Florida; WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WWOL-AM-FM Buffalo and WROC-AM-TV-WPXY(FM) Rochester, both New York; WSTV-AM-TV-WRKY(FM) Steubenville, Ohio; WRCP-AM-FM Philadelphia; WPIT-AM-FM Pittsburgh, and WRCA-TV Chattanooga. It also manufactures greeting cards and allied products. Last January I. Martin Pompadur, former VP, ABC Inc., joined Ziff-Davis as senior VP with assignment to look for acquisitions (BROADCASTING, Jan. 10). Broker in Rust Craft deal: Howard E. Stark.

FCC Chairman Richard E. Wiley, whose term ran out on June 30 and who remains in office only because his successor has not been appointed and confirmed, issued last week what may be his **last monthly calendars** of commission activities. Calendars, for July and August, are spare—only one special meeting in July, none in August, normally light month. Commission will skip meeting this week, have regular agenda meeting on July 12, special meeting on 1979 budget and cable franchising on July 19, and regular agenda meetings on July 21 and July 28 (emergency items only). August calendar shows only regular agenda meetings on Aug. 3, 11 and 31.

Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, told members of National Association of Broadcasters joint boards last week number of things they considered welcome. He said he would help **fight legislation to ban radio and television advertising of saccharin**. (He regrets having voted for legislation to bar cigarette advertising on radio and television.) He restated support of broadcasters' First Amendment right. Congressman also promised reduction in rhetoric, at least on subcommittee's side, in what has been ongoing, and heated, exchange with National Association of Broadcasters officials over subcommittee's review of Communications Act. Representative Van Deerlin, in reviewing that and other matters he discussed with board at its meeting in Williamsburg, Va. (see page 20), said, "There are more important things to do than argue in public." NAB joint board also heard from ranking Republican on Mr. Van Deerlin's subcommittee, **Lou Frey** (R-Fla.), whose remarks were also generally soothing

on subject of Communications Act review. He predicted 85% of changes in bill resulting from project would be oriented to common carriers.



Lansner

Add to list of **actions by National Association of Broadcasters boards** in Williamsburg, Va., last week (see facing page):

□ Joint board voted to **continue to seek license-renewal legislation** for both radio and TV, but reaffirmed January 1976 resolution to settle for radio-only bill if that is way Congress goes. □ Joint board directed NAB staff to begin sending **regular bulletins on satellites** to member stations, and directed engineering department to work with FCC toward standardizing satellite licensing procedures. □ NAB staff reported **NAB radio membership is up 200** in last six months, reaching all-time high of 4,253 AM's and FM's. □ It was also announced that **Jerome Lansner**, director, NAB Code Authority, has been promoted to NAB vice president and general manager, Code Authority.

Commercial television stations devoted average of **24.2% of viewing time** (6 a.m.-midnight) to **news, public affairs and "other non-entertainment/non-sports"** programming in 1976, according to FCC report issued last week. Local programming (including entertainment and sports) accounted for 9.4% of 18-hour broadcast day and 9% of prime time (6-11 p.m.), report said. FCC data is based on randomly selected "composite" week of programming that included three-hour prime-time public affairs special on NBC

Network One Inc., Las Vegas-based public company, is investing estimated \$3 million to \$4 million in **advertiser-supported cable network** it hopes to have operational by March 1 next year. Twenty-four-hours-per-day transponder time for six years has been ordered on RCA Satcom satellite: Southern Satellite Systems Inc. (which distributes Turner Communications Corp.'s WTCG[TV] Atlanta, will promote distribution, and Houston Complex Inc. has been signed to lease receive-earth stations to cable systems without capacity. Program day is to run from 10 a.m. to 5 a.m. (EST), will include two-to-three movies per day, also sports, syndicated shows. Network One hopes to deliver service to three-to-four-million cable homes on regular (nonpay) channels, anticipates that advertising can be delivered at \$2-\$3 cost per thousand. Advertising arrangements will include barter.

NAB financial profile for **"typical" UHF and independent stations** for 1976 shows U's went **"substantially and irreversibly in the black"** (80% reporting showed profit, compared to 62% year earlier) with before-tax profits up more than 200%—from \$95,100 in 1975 to \$290,600. After-tax figures showed 6.8% rise to \$136,000. Profit margin for U's rose from 6.1% in '75 to 14.4% year later. Time sales were up 27.4% with 42% rise in national-regional business and network revenues increased by 29%. Expenditures and payroll costs also rose: 17.6% and 20.7%, respectively. **Picture was good for independents also** (85% reporting were in black, up from 69%). They posted pre-tax profits of \$1,953,700, up from 235,000 for profit margin increase of 29.5% compared to only 7.57% in '75. After taxes left profit of \$918,200, up 13.9% from year before. Time sales and network revenue doubled with national-regional sales rising 147% and local increasing 43%. Operating expenses increased by 62.4%.

Agreement in principle has been reached to **end long-standing feud between National Academy of Television Arts and Sciences and newly formed Hollywood Academy of Television Arts and Sciences**. Under proposal, subject to ratification by respective boards, West Coast organization would gain rights to nighttime Emmy awards and NATAS, daytime Emmys, plus two new Emmy programs, one for sports and another for news and documentary. Agreement also hinges on whether amicable settlement can be reached with NBC-TV which had advanced NATAS funds for evening Emmys that later were canceled by network when West Coast talent refused to appear on show.

code. Mr. Gordon contended, however, that placing the responsibility with the TV board is more "faithful to the spirit of the [NAB] bylaws," which he said place full responsibility for code changes on the TV board.

Mrs. Broman left Williamsburg without making known her selections for the revision committee. It was reported, however, she intends to limit the group to seven members and to include one network program standards vice president.

Mr. Rich was accompanied by two other code board members to the TV board meeting: Wallace Jorgensen of WBTV(TV) Charlotte, N.C., and James Terrell of KTVT(TV) Fort Worth.

In other actions at the NAB board meetings last Monday-Thursday:

- The radio board directed the radio code board to look at the advertising time standards section of the radio code, studying the possibility of (1) total elimination, (2) making it conform to the FCC's time standards (which basically permit 20 minutes of commercials per hour, while the code restricts stations to 18) and (3) achieving some sort of relief for stations that want network commercials for which they receive no compensation exempted from the time standards restriction. The board abandoned an earlier directive to petition the FCC for such an exemption. The code board is to report back no later than Oct. 1 this year.

- The radio board approved the establishment of a new radio committee housing three subcommittees, one each for small (serving communities of under 25,000), medium (25,000 to 500,000) and large (over 500,000) markets. The subcommittees, which would supplant the current small-market and Radio Information Office committees (but would incorporate their current members), would each have up to seven members (no more than three from the board) with a board member as chairman. Chairmanship of the over-all committee, which would meet for two days twice a year, would rotate among subcommittee chairmen.

- The TV board voted to extend from 30 to 50 seconds the time for TV credits not charged as nonprogram material in the TV time-standards section of the code. The extension applies only to programs longer than 90 minutes and is intended to accommodate the larger number of production personnel associated with longer shows.

- The joint board accepted the recommendation of the convention study committee not to expand the annual NAB convention from the present four days to six.

- The joint board also confirmed sites for future board meetings: The 1978 meeting, Jan. 16-20, will be at the Cerromar hotel, Puerto Rico; January 1979, Wailea Beach hotel, Maui, Hawaii, and January 1980, Canyon hotel, Palm Springs.

- NAB senior vice president for station services, James Hulbert, reported the association has added 231 radio members since January, for a net gain of about 200.

Justice denies FCC's Wiley used muscle to get family viewing plan

NAB-ABC-CBS brief contends Judge Ferguson's reversal threatens First Amendment rights of broadcasters

The family viewing case was on again last week, this time before the U.S. Court of Appeals for the Ninth Circuit, as parties dissatisfied with or feeling aggrieved by the decision of U.S. District Judge Warren J. Ferguson filed appeals. But the arguments were not always in concert.

The FCC, in a brief filed by the Department of Justice, went straight for the heart of Judge Ferguson's decision, contending that the judge erred in concluding that FCC Chairman Richard E. Wiley "pressured" the broadcasters into adopting the family viewing plan.

The National Association of Broadcasters, ABC and CBS, in a joint brief, said that although Judge Ferguson acted in the name of the First Amendment, his opinion represents a threat of judicial infringement of broadcasters' First Amendment rights.

NBC, in a separate brief, argued—as did the other networks and NAB in theirs—that the court had erred in holding that the private defendants were liable for losses suffered by program producers as a result of adoption of the family viewing plan. (NBC has decided not to take issue with what it sees as the court's "clear and strong prohibition against government interference with broadcast program content and scheduling" [BROADCASTING, Nov. 14].)

And, finally, the Committee for Open Media, San Francisco chapter, in a friend-of-the-court brief prepared by former FCC General Counsel Henry Geller, took a

bifurcated approach. It said the family viewing plan is "unlawfully tainted" by Chairman Wiley's involvement in it, regardless of whether the chairman exerted "pressure." But it also said the court erred in saying that enforcement of the NAB code would violate the First Amendment and the Communications Act.

These comments, several hundred pages of briefs, are in response to Judge Ferguson's decision which represented an all but complete victory for Hollywood writers and producers who had sought to block implementation of the family viewing plan, which restricts the hours of 7 to 9 p.m. to programing deemed suitable for all members of the family. The writers and producers claim that the plan, which broadcasters and the FCC say was adopted in response to public and congressional concern about sex and violence on television, violates their First Amendment rights.

Judge Ferguson agreed. He said that the commission, through Chairman Wiley, had violated the First Amendment in allegedly pressuring the NAB and the networks into adopting the family viewing plan and that the networks and NAB, in yielding to that "pressure," had served as agents of the government in violating the First Amendment.

The government disputed Judge Ferguson's premise. It does not deny Chairman Wiley played a role in bringing the broadcasting interests together in the issue. He was called "a catalyst." But it said, "The district court's holding that Chairman Wiley, by threatening administrative proceedings, pressured and coerced one of the most powerful industries in the world into adopting a family viewing policy it did not wish to adopt is patently unreasonable," it said.

It noted that the chairman repeatedly disclaimed to the industry members involved any commission authority to act on the programing issue, and that the industry members denied being threatened. The government quoted Arthur Taylor, who at the time the family viewing plan was being discussed was CBS president, as stating

Still arguing. The FCC and former Chairman Dean Burch have taken issue with testimony given under oath by former FCC Commissioner Nicholas Johnson in the family-viewing case—testimony that Judge Warren Ferguson relied on in finding that the commission had made a misrepresentation to the U.S. Court of Appeals in Washington.

Mr. Johnson, a witness for the writers and producers in the case, had said that while he was a member of the commission, in March 1973, the commission had voted "informally" to deal with the then-current "topless radio" matter through a speech then-Chairman Burch was to make to the National Association of Broadcasters convention that month. Mr. Burch delivered a blistering attack on topless radio at the convention.

Judge Ferguson in his findings said that the speech was "given with the express approval and direction of the commission" but that the commission, in opposing an appeal of its action in fining a station for obscenity as a result of two topless radio broadcasts, "never revealed" to the appeals court in Washington that the Burch speech had been designed as "a regulatory device." The commission told the court the speech constituted Mr. Burch's "personal views," not a commission action.

The commission, in a report filed with the Washington court last week, said its analysis of the "contemporaneous documents" in the topless radio case "indicates that Mr. Johnson's testimony . . . was incorrect, and that the commission did not misrepresent or conceal facts" from the court.

The commission's report was supported by an affidavit of Mr. Burch. He said that his speech to the NAB "was my own independent act and was not the result of any formal or informal commission vote or other official agency action."

that CBS's long-standing policy is to "be prepared at any time to risk everything, to resist any kind of government intimidation."

Accordingly, the government said, the "district court's conclusion that the First Amendment was violated is in error and must be reversed."

Indeed, the government says that the family viewing plan originated with CBS, and had been under consideration since Aug. 1, 1972, long before Chairman Wiley began discussing the issue in speeches. When at a meeting of network company heads with Chairman Wiley, on Nov. 22, 1974, Mr. Taylor first revealed that CBS was "working on something," the government said, "He refused to say anything about the project."

The NAB, CBS and ABC did not deny that "concern for governmental reaction" was one of several elements in the decision to adopt the family viewing plan. Concerns expressed by members of the public, Congress, advertisers and affiliates were another. But they said the choice was "an editorial one, not different in kind from those commonly made in the course of day-to-day editorial decision making."

In conducting an inquiry into "the motivation for such an editorial decision, and invalidating it based upon a finding of improper motivation," the brief added, the court "directly infringes on the constitutional right of editorial freedom."

The brief also said the court, in penalizing the networks and NAB for applying an editorial standard to the writers and producers, failed to recognize "there is no individual right of access to the broadcast medium free of editorial control by broadcasters." The brief noted that the Supreme Court has held that broadcasters cannot be barred from refusing to sell time for political advertising, and added: "The decision to adopt and apply the standards of the family viewing policy—like the decision to refuse to sell time to persons and groups wishing to present editorial advertising—is an editorial choice that is not subject to constitutional challenge."

NBC does not challenge Judge Ferguson's characterization of Chairman Wiley's role. In fact, it accepts it. But no less than NAB, ABC and CBS, in their joint brief, challenge the court's conclusion that the private defendants are liable for damages that Tandem Productions, in a suit separate from that filed by the other writer and producer plaintiffs, claims to have suffered as a result of adoption of the family viewing plan. (The amount remains to be fixed). Specifically, Tandem cites CBS's decision to shift *All in the Family* from 8 p.m. on Saturday to 9 p.m. on Monday.

Like the other private defendants, NBC argued that private parties cannot be held liable for damages for First Amendment violations and that an award of damages would "frustrate the realization of First Amendment goals rather than advance them." For it would have a "chilling effect" on the "exercise of free broadcast expression."

Furthermore, NBC said, it would be un-

fair "to allow damage liability against broadcasters, while the government defendants who pressured and threatened them into acting are immune."

The argument over whether Chairman Wiley "pressured" the networks and NAB into adopting the family viewing plan or simply served as a catalyst, is, the Committee for Open Media's brief suggests, irrelevant. It said that since the commission does not have the authority to promulgate the family viewing plan as a rule, Chairman Wiley acted "unlawfully" in becoming an "integral part" of the process leading to the industry's adoption of the plan. He was acting beyond his authority, COM said. Therefore, it added, the court was correct in finding the chairman's activities "illegal" and the process by which the plan was adopted, "unlawful."

FCC gives up on investigation of TV networks

It yields to Hollings's refusal to reprogram necessary funds; future is up to next chairman

The FCC's network inquiry, begun in January amid assertions that it could profoundly affect networks and television generally (BROADCASTING, Jan. 17), has been put in the deep freeze. Whether it will emerge and, if so, in what form, remains to be seen.

The commission last week, in a 7-to-0 vote, accepted as decisive the letter of Senator Ernest Hollings (D-S.C.), chairman of the Senate appropriations subcommittee responsible for commission appropriation requests, disapproving the commission's request to reprogram funds from other commission projects to establish a special 10-member staff to work on the inquiry.

Senator Hollings's decision was based on the political facts of life—the expiration of the term of Chairman Richard E. Wiley, a Republican, and the expectation that President Carter in the next several weeks will name a Democrat to succeed him. The disapproval, Senator Hollings wrote, was "based upon a desire to preserve the options of the soon to be named new chairman of the commission" (BROADCASTING, June 13, 20). He said it seemed appropriate to afford the new chairman, as well as the commissioner who will be named to succeed Benjamin L. Hooks, who will resign this month to become executive director of the National Association for the Advancement of Colored People, an opportunity to participate in the design of the inquiry.

Chairman Wiley had considered urging the commission to ask Senator Hollings to reconsider. However, it is understood that the chairman, in a telephone call to Senator Hollings last week, determined that the request would be futile.

The commission said in its order that, without the funds to proceed, "we have no

choice except to hold in abeyance all further proceedings connected with it." Thus, the commission will not accept further comments. The first round was received last month (BROADCASTING, June 6). But since comments submitted at this time "may become stale before an inquiry could be resumed," the commission said, the reply comments due to be filed on July 22 "need not be filed until further notice."

The inquiry, the order said, "is stayed pending further action."

Chairman Wiley fleshed out the spare commission order with a brief separate statement not only saying that it would be "unfair" to those involved to require the filings of pleadings at a time when the commission lacks the appropriate staff and a clear idea of the future course of the proceeding, but also making clear his connection with it is severed.

He expressed "regret" at the commission's action. He said the proceeding, which he had a major role in shaping, was "well directed" and "very important" and had the support of all seven commissioners. "While it may be reactivated some day, (in one form or another)," he added, "it will not be conducted by the staff that had been selected."

He said the internal employees and outside consultants who had been picked were "carefully selected on the basis of their competence, experience and objectivity with respect to the issues involved." One outside consultant who had been chosen was Antonin Scalia, who has served as general counsel of the Office of Telecommunications Policy, chairman of the Administrative Conference of the United States, and as an assistant attorney general. He will join the University of Chicago law school faculty in the fall. Joseph Marino, former deputy chief of the commission's Common Carrier Bureau who had previously served as chief of the general counsel's litigation division, was to head the internal staff.

But many of those who had been picked for the staff no longer will be available, the chairman said. And he indicated that Senator Hollings's letter had been a factor in persuading some to drop out.

"In light of what has occurred," the chairman concluded, "I wish to make clear that I can take no responsibility for the future course of this inquiry nor the manner in which it may be staffed or directed."

The inquiry, begun in part as a response to a petition by Westinghouse Broadcasting Co., was regarded as one of the most sensitive and potentially controversial projects the commission had undertaken in years—perhaps in the 20 years since the last network inquiry. The focus was on the relationship between ABC, NBC and CBS and their affiliates, and the aim was to determine whether various network practices improperly compromise or restrict affiliates in their programming decisions. The future shape of the inquiry, and whether it may be expanded or contracted, will now be left in large measure to whoever is chosen to succeed Chairman Wiley.

Spot TV buying in third quarter in a letdown

Buyers and sellers cite networks' rising costs and earlier sales push as drain on spot business; price resistance, search for alternative media also blamed

The spirit of '76 infused spot television with unparalleled strength last summer—but 1977 is marching to the sound of a different drummer.

Without the Olympics, the political primaries and the Bicentennial that buoyed the marketplace and sent rates shooting up 20% and more a year ago, spot TV is in the throes of a sluggish third quarter.

Both buyers and sellers of time agree that spot TV rates this summer are just about holding their own or have come down. Spot TV has become vulnerable this summer, they concur, because of such factors as the continued high cost of doing business on network TV, which they say siphons dollars from spot; the holding back of funds from spot while buying early for network and waiting for spot vendors to "cave in" to lower prices; resistance by agencies to what they say are "inflated" price tags of spot, and the use by some advertisers of alternative media.

Station reps acknowledged that the market is "soft," but most said they are trying to hold the line on prices despite heavy pressures from agencies. Some representatives accuse TV stations not on their lists of succumbing to blandishments from agencies and accepting reduced prices to meet their budget goals.

A spokesman for a large rep, who asked not to be identified because its represented stations do not like to talk about "negative things," said the "buying for the third quarter is almost over and we expect to be down about 5% from last year's third quarter." He called 1976 "atypical," with his firm's third-quarter revenues topping 1975 by more than 30%, because of the sundry special events. He blamed the TV networks' high rates for shutting out spot TV, saying some clients have had to slice spot TV dollars in order to meet the stiff network bills.

Walter E. Reichel, senior vice president and executive director of the media and program department of Ted Bates & Co., New York, said spot TV operates in "a boom-and-bust cycle." Mr. Reichel, who has been a caustic critic of TV's escalating costs, added that spot TV "is just getting it back" after operating last year in an "exploitative" manner.

Wally Schwartz, president of Blair Television Station Division, noted that 1977 seems to be an antithesis of 1976. He pointed out that last year business grew in each quarter, reaching a crest in the third, while 1977 shows dips in each period.

"I feel we're going to be down slightly in

the third quarter from last year," he acknowledged. "Rates are down somewhat or about the same in all kinds of markets and demand for spot is sluggish. I have the feeling that some advertisers are turning deliberately to alternative media but they'll be coming back to spot TV because it is an outstanding medium. I'm looking for spot to bounce back in the fourth quarter."

Steve Seymour, president of Television Advertising Representatives, New York, said allocation of television dollars to networks early in the year for next fall works to the detriment of spot. He advocated more advanced planning on the part of both agencies and reps to bring spot money in earlier. He feels the rate structure for spot TV in the third quarter is about the same but concurred that a number of major markets are suffering. Mr. Seymour is looking for a "turn-around" in the fourth quarter.

Phil Corper, executive vice president, H-R Television, New York, said rates on stations his firm represents have not fallen from last summer's level. He agreed there's "lots of pressure" from agencies for lower rates and that the market is "soft." He said the third quarter is below H-R's projections and is down slightly in billings from last year, counting common stations. Mr. Corper thinks 1977 will wind up 10%-12% ahead of 1976 for H-R stations as a whole.

Stan Silverman, vice president of Vitt Media International, New York, said buying opportunities are plentiful in the top-20 markets with station managers ready to make concessions. Advertisers, he said, have been holding back on spot purchases, causing some stations to make overtures to agencies and buying services. Mr. Silverman said he had returned recently from a visit to the Midwest and found markets below the top 20 humming with activity from local advertisers, leading him to comment: "It's national spot that's a drug on the market."

Walter R. Mart, vice president and account supervisor for Air Time Inc., media buying service, said the sluggishness in spot began in April and May when networks started to land commitments for fall business. He noted that last year spot TV was bought early but this year advertisers, feeling the sting of 1976 price hikes, decided to sit it out—and the softness resulted.

He commented that this summer reps do not have the "cavalier" attitude they adopted last year when negotiating with agencies and clients.

Robert Coen, vice president of the media department at McCann-Erickson, New York, who often issues analyses of media trends, said it's "not surprising" that spot TV prices would flatten this summer. He called last year "highly atypical" in view of special events. He estimated that cost-per-rating point this summer is about the same as in 1976, said he had forecast earlier this year that spot TV rates would level out in the third quarter and commented: "Let's face it; it's not the end of the world for spot."

FCC on verge of ending tests for third-class radio operators

Also in work: proposal to permit automated stations to do without licensed operator on duty

For broadcasters who have long complained about the difficulty of obtaining employees with third-class radio operator permits with a broadcast endorsement, the FCC had some good news last week. It tentatively decided to eliminate the requirement that persons must pass a test before being hired to operate stations under supervision.

The issue came up last week as the commission discussed staff recommendations for concluding a rulemaking aimed at restructuring the radio operator examination and licensing program and spelling out operator responsibility. Chairman Richard E. Wiley, along with some elements of the staff, used the occasion to argue for elimination of the examination requirement for station employees hired to perform routine technical duties—run the board, make minor adjustments and the like.

The Broadcast Bureau and the Field Operations Bureau had backed a new license program that would generally parallel the existing one. One change, however, would be the creation of two categories—television broadcast technician and radio broadcast technician—in place of the existing first-class operator, who now services television stations, directionalized AM stations and nondirectional 50 kw radio stations.

But most of the discussion focused on a proposed broadcast-operator permit which would replace the existing third-class operator permit endorsed for broadcast operation. The permittee—often a disk jockey—would, as now, be required to take an examination to qualify. The Broadcast Bureau contended that the test is needed to determine whether individuals have sufficient skill to learn the duties they would be called on to perform.

However, broadcasters for years have been complaining about the difficulty of locating holders of third-class permits. Although commission staff members describe the examination as "simple," fully 50% of those who take it fail. What's more, broadcasters in many areas complain of great distances candidates are required to travel to testing centers.

With that as background—plus the burden the commission staff now carries in administering 47,000 third-class operator examinations a year—Chairman Wiley, along with Chief Engineer Raymond Spence and General Counsel Werner Hartenberger, argued for elimination of the

examination requirement as being unnecessary. They said there is no guarantee that even those who pass the test could run a station. In any case, a first-class operator is now responsible for the technical operation.

The discussion went on for some two hours, and when it was over, three commissioners who were present—Robert E. Lee, James Quello and Joseph Fogarty—had joined with Chairman Wiley in calling for elimination of the examination requirement. Commissioners Benjamin L. Hooks and Margita White, who were absent, had told the chairman in advance that they supported his position. Only Commissioner Abbott Washburn opposed eliminating the testing requirements.

Accordingly, the commissioners instructed the staff to redraft the proposed order to bring it in line with the majority view. The item is expected to be back on the agency in a week or two.

The proposed order also discloses commission plans for requesting changes in the Communications Act concerning radio operators. One would permit the commission to eliminate the requirement that operators be on duty at automated stations. The law requires that all stations have a licensed operator on the premises. Another proposal would authorize the commission to impose fines on operators as well as licensees for infractions of technical rules.

Van Deerlin says he'll push for changes to foster minority ownership

Speaking to black lawyers group, Californian criticizes rationale applied in WESH-TV renewal, wants to open station transfers to other applicants, says new act must encourage change

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) told a group of black communications lawyers that the section in the Communications Act making it impossible for the FCC to consider alternative applicants when a radio or TV station is sold is improper and that Congress should "do something about it."

The remark came in a speech June 23 in which Mr. Van Deerlin criticized the near absence of minority ownership in broadcasting and cable. The FCC has no legislative mandate to force greater diversity in station ownership, he said, adding that "I hope we're going to change this" when his subcommittee revises the Communications Act.

The subcommittee chairman singled out as a major weakness in the Communications Act the provision Congress voted in 1952 which prohibits the commission from considering any alternative license applicants in a station sale except the one buying the station. "Mind you,"

To tell blacks' story. A group of black owners of radio stations, meeting in Atlanta, have formed the National Association of Black-Owned Broadcasters (NABOB) to serve as a link among black owners and to "sensitize" advertising agencies and clients to the importance of the black market. A spokesman said there are 52 station owners who are black and all have expressed interest in joining NABOB. At the first meeting these officers were elected: Elliott Franks, WOIC(AM) Columbia, S.C., president; Fred Davison, WHUR(FM) Washington, first vice president; George Clay, WBIL(AM) Tuskegee, Ala., second vice president; John Hickman, WUSS(AM) Atlantic City, N.J., secretary, and Ben Tucker, WSOK(AM) Savannah, Ga., treasurer. Membership is to consist of those broadcast facilities with 51% or more black ownership.

Mr. Van Deerlin said, "here is a license to occupy the public airwaves which the law itself decrees is owned by the people of the United States. Someone is using a portion of the airwaves under government license, and in many operations in today's market they just have to get out of the way of the money."

He recalled that a measure he introduced four years ago to repeal that section of the act (Section 310 (b)) "did not meet with conspicuous success." But, he added, "I think that the impropriety of that law should be abundantly clear and I hope that we'll manage to do something about it."

In his speech at a luncheon of a communications division of the National Conference of Black Lawyers, Mr. Van Deerlin also expressed displeasure with the FCC's standards for renewing station licensees. He mocked the standard the commission said it used in the decision involving WESH-TV Daytona Beach, Fla. (it reaffirmed the decision last week, page 26), which the commission defined as "substantially above a level of mediocre service which might just minimally warrant renewal." Said Mr. Van Deerlin, "Well, now, try to take a license away on that definition, my friends! With standards like that governing renewals and with the absence of new outlets in the most viable markets, it is no wonder that prospective broadcasters—minority and otherwise—are discouraged."

Mr. Van Deerlin brushed aside arguments of the National Association of Broadcasters and the networks that problems of diversity and integration of new technology will be solved in time without Congress's intervention. He believes, he said, that the record does not support those who believe telecommunications will evolve naturally. "For example, after 15 years of pleading before the FCC, the cable television industry is still burdened by purposeless regulations," he said. "Ten years elapsed between the development and implementation of domestic satellites. And although ours is the nation which has

moved furthest and fastest in the development of satellite technology, who is it that is closest to having satellites for individual receivers sets? Japan, naturally!"

The lesson from that—that some things don't happen without government's intervention—applies to problems of minority ownership, Mr. Van Deerlin said. "We must have a legislative and regulatory environment that welcomes and can adapt to ... forward movement."

Aside from the steps already mentioned, Mr. Van Deerlin offered other options for bringing about more diversity in broadcast ownership, including (1) "adjusting" the Small Business Administration's long-standing ban on lending federal funds to radio stations (the Senate Appropriations Committee recommended the same in a legislative report two weeks ago [BROADCASTING, June 27]); (2) creating a lottery or auction process for broadcast allocations where some of the money generated goes into minority trust funds (this option, however, has little chance of being passed by Congress, he said), and (3) allocating a certain percentage of newly available broadcast outlets for minority use.

"I assure you," the congressman said, "that there is no option that will not be looked at thoroughly."

Royalty tribunal picked by Carter

Five members of copyright board are nominated; one is former broadcaster Mary Lou Berg

The five members of the newly created Copyright Royalty Tribunal have reportedly been selected by President Carter, among them a former broadcaster and Democratic party official and the chief counsel of the Senate Copyright Subcommittee.

Mary Lou Berg is the former broadcaster. She spent 18 years in radio, leaving as general manager of WYLO(AM) Jackson, Wis., to become vice chairman of the Democratic National Committee in 1970. There she remained for six and a half years.

Thomas Brennan is the chief counsel; he helped draft the major copyright revision bill that created the tribunal last year.

The other three nominees are Frances Garcia, a certified public accountant in Austin, Tex.; Buddy James, a black lawyer in Ohio, and Douglas Coulter, an author. Formal nomination of the five awaits completion of standard FBI checks.

The tribunal they will head if confirmed was created to review the rates Congress established for holders of compulsory copyright licenses—such as cable operators—who pay set copyright fees into a pool the government will distribute, rather than having to negotiate privately for every use of copyrighted material. Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee that co-wrote the new copyright

law, earlier wrote the President urging him not to select for the tribunal anyone connected with copyright parties.

Even though she was formerly a broadcaster, Miss Berg's background is not objectionable to the National Cable Television Association. "We're not going to hold her past against her," said Thomas Wheeler, NCTA executive vice president. "We don't think President Carter would have appointed anyone who felt it was their job to represent a private interest."

WGAL submits settlement plan

Details of its agreement with women groups—including TV divestiture—to go to FCC

WGAL Television Inc. has requested the administrative law judge in the hearing the FCC has ordered on the renewal application of WGAL-TV Lancaster, Pa., to grant summary judgment of the application. The 49-page motion was backed with a voluminous appendix containing affidavits and records but stressing the argument for renewal without hearing.

The motion will not be opposed by the Feminists for Media Rights, the coalition of Lancaster-area women groups whose petition to deny led to the renewal-hearing order. WGAL in April reached a settlement with FMR, under which both sides agreed speedy resolution of the case without hearing would serve the public interest.

The most striking feature of the agreement is the licensee's promise to divest itself of the station within four years of a final commission order renewing the license, but no later than Dec. 31, 1981 (BROADCASTING, April 25). Other provisions commit WGAL to the establishment of a scholarship fund to train women in the station's area for positions in broadcasting and to provide financial assistance in the creation of a nonprofit news service to disseminate news and information about women.

The questions in the hearing the motion seeks to resolve involve allegations that the commonly owned newspapers—the morning *Intelligencer Journal*, afternoon *New Era* and *Sunday News*—were used unfairly to aid WGAL-TV at the expense of competing stations.

The issues include the selection and origination of the cover story and features in *TV Week*, the *Sunday News*'s television supplement, that dealt with WGAL-TV; the use of "reverse slug" headings to identify the WGAL radio and television stations, and the newspapers' practice of charging for daily television program schedules.

WGAL provided its detailed version of the background of each of those matters and said the facts show that the practices were based on the independent interests and judgments of either the newspapers or WGAL-TV. "None was the result of a conspiracy between the station and the newspapers to injure or exclude television com-

petitors," WGAL said.

WGAL also said that the practices at issue were begun "during or prior to the 1950's, when there was no commission policy against newspaper-television crossownership," as there is now. Accordingly, WGAL said, the management of the newspapers and station "did not exercise the sensitivity which might be expected today." WGAL also said that some of the practices were dropped in 1974, when new management, "more sensitive" than the old to the commission's "growing concern" regarding newspaper-broadcast crossownership, assumed control of WGAL.

The record warrants renewal, WGAL said.

But even assuming the worst possible reading of the facts, it added, no sanction more severe than divestiture would be warranted. It said the commission has never denied renewal solely because of actual or potential anticompetitive acts. Since it has already agreed to divestiture, WGAL said, renewal of the license conditioned on divestiture would also serve the public interest.

Utica purchase is under attack

Local broadcasters see prospect of regional concentration; Seidman's finances questioned

Opposition to the proposed purchase of WRUN(AM)-WKGW(FM) Utica, N.Y., by a group of former Ford White House aides (BROADCASTING, May 9) has been filed at the FCC. Two of the buying principals are under attack by two current Utica licensees and James Searer, of Grand Haven, Mich. The proposed purchase is from Woods Communications for \$1 million.

Both Bunkfeldt Broadcasting Co., licensee of WOUR(FM), and WTLB Inc., licensee of WTLB-AM-FM, told the FCC that the acquisition would put Robin Martin, a principal in the buying group, WRUN Inc. and WKGW Inc., in violation of regional concentration rules. Other Martin family interests include WKNY(AM) Kingston, WOLF(AM) Syracuse, WBZA-AM-FM Glens Falls and WAAL(AM) Binghamton, all New York.

Mr. Searer, who heads a citizen group seeking to block the sale of WZZM-TV Grand Rapids, Mich., from Michigan Telecasters Inc. to Wometco Enterprises (BROADCASTING, Aug. 9, 1976) raised questions about another principal, William Seidman, who has interests in both the WZZM-TV and the WRUN-WKGW acquisition. Mr. Searer alleged "questionable [financial] activities" by Mr. Seidman, and asked the FCC to investigate.

Nashua turndown stands

U.S. Court of Appeals in Washington has upheld an FCC decision denying the renewal of licenses of Eastminster Broad-

casting Corp. for WOTW-AM-FM Nashua, N.H. The commission held that Eastminster had engaged in fraudulent billing and had abdicated its responsibility as an FCC licensee (BROADCASTING, July 26, 1976). The court's action was contained in a brief unsigned order which said the case did not require an opinion. The panel consisted of Circuit Judges Edward A. Tamm and Malcolm Wilkey and the U.S. senior district judge for D.C., William B. Jones.

Citizen groups lose in attempt to upset Cowles TV renewal

Commission sticks to decision in Daytona Beach case, saying percentages should not be criterion

The FCC has affirmed its "clarification" of its decision in the WESH-TV comparative-renewal case, a "clarification" that anticipated the commission's decision in an inquiry aimed at establishing a new policy on comparative license-renewal cases. At issue was the commission's decision, in 1976, renewing Cowles Florida Broadcasting Inc.'s license for WESH-TV (ch. 2) Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc., for a new station on channel 2.

The commission, in an order issued Jan. 3 (BROADCASTING, Jan. 10), said it had used the word "superior" in describing Cowles's past programming to indicate that it was "sound, favorable and substantially above a level of mediocre service which might just minimally warrant renewal," and not necessarily "exceptional."

The commission's order also said that although Central was entitled to a "clear preference" over Cowles under the diversification criterion, the commission did not intend to indicate how much weight should be attached to that preference. The order said that a number of factors, including the fact that Cowles has no ownership interests in other mass media in the WESH-TV service area, reduced the significance of the preference.

The "clarification" said the commission was not suggesting that challengers would be denied an opportunity to compete for a frequency. But it did say a challenger was in a less favorable position, since it asks the commission to speculate as to whether untested proposals were likely to be better than the record of the renewal applicant's service.

Three citizen groups—the Citizens Communications Center, the National Black Media Coalition and National Citizens Committee for Broadcasting—petitioned the commission to reconsider the Jan. 3 order. They said the commission's treatment of an incumbent's past broadcast record was confused and subjective. The commission, they said, should employ program percentages in judging an incumbent's performance.

The commission noted that in conclud-

ing its proceeding aimed at developing policy for judging comparative-renewal cases, it had rejected the percentages approach as "a simplistic, superficial approach to a complex problem." That order—which held that "substantial" service would entitle an incumbent to expectation of renewal—was issued after the petitioners filed for reconsideration.

Chairman Richard E. Wiley, in a concurring statement, renewed his recommendation for abolition of the comparative-renewal process. He noted that the Cowles case has been a difficult one for him. He had dissented originally, when the commission renewed the Cowles license on the ground the station had provided "superior" service; he did not think the station's service was "superior." But he concurred when, on reconsideration, the commission applied the "substantial" standard. But he said, "I continue to believe . . . that serious difficulties are involved in any attempt to compare an incumbent licensee with a challenger."

FCC wants more employment data on 20 in Colorado

It's part of the challenges hurled against 36 stations by NOW

An informal objection filed by the Colorado chapter of the National Organization for Women which alleged discriminatory employment practices by 36 stations in the state has prompted the FCC to ask 20 of them to file additional information on their employment practices.

NOW said that women and minorities were being barred from higher paying jobs and that some of the stations "unlawfully segregated women and minorities" into lower-paying clerical jobs; some broadcasters were said to have excluded minorities from even middle-level positions.

The commission deferred action on the renewal applications of 12 stations pending receipt and review of equal-employment-opportunity information. They are KREX-AM-FM-TV, KSTR(AM), KQIL(AM) and KQIZ(FM), all Grand Junction; KREY-TV Montrose; KREZ-TV Durango; KWBZ(AM) Englewood; KKKX(FM) Denver, and KDZA(AM) and KZLO(FM), both Pueblo. The commission also said it would retain the application of KADX(AM) Denver on a deferred status until the station submits an EEO program that includes the 10 elements of the FCC's model EEO program.

In other cases, KHOW(AM) Denver was granted renewal of its license to April 1, 1980, and KCSJ(AM)-KDJQ(FM) Pueblo, short-term renewals, to Aug. 1, 1978, subject to the filing of employment data.

The commission also imposed reporting requirements on KDEN(AM) and KRDO-TV, both Denver, but deferred action on their renewal applications because of other mat-

Rewrite options delay. Hearing on the broadcast options for the House Communications Subcommittee's revision of the Communications Act, originally set for the weeks of July 11 and 18, have been postponed two weeks because of conflicts with the full Commerce Committee. The planned seven days of hearings are now slated to begin July 25 and continue through the week of Aug. 1. The schedule is divided into these subject areas: overview, spectrum, First Amendment, industry structure and ownership, programing, regulation versus competition and new technologies.

ters. Renewals of KOA(AM)-KOAQ(FM) Denver were also deferred because of other matters, and both stations were ordered to continue complying with a reporting requirement laid down in a March 23 action.

The commission denied NOW's complaints against KBTW(TV), KWGN-TV, KLZ(AM), KFSC(AM), KAZY(FM), KTLK(AM) and KOA-TV, all Denver; KCOL-AM-FM, KIIIX(AM) and KTCL(FM), all Fort Collins; KOAA-TV and KRDO-FM, both Pueblo, and KRDO(AM) and KSSS(AM), both Colorado Springs. The renewal applications of all of those stations were granted, except those of KFSC, KOA-TV and KRDO-FM. They are being deferred because of other matters. In addition, KOA-AM-TV-KOAQ(FM) will be subject to the resolution of complaints now being before the U.S. Equal Employment Opportunity Commission and the courts.

In the remaining case, the commission renewed the license of KMGH-TV Denver to April 1, 1980, but conditioned the action on the resolution of complaints pending before the EEOC filed by seven women employees of the station.

The commission's vote on the disposition of the petition was 5-to-2, with Commissioners Benjamin L. Hooks and Joseph Fogarty concurring in part and dissenting in part. Their concern was with the commission's readiness to renew General Electric's KOA-AM-TV-KOAQ(FM) subject to the outcome of the EEOC case. The two commissioners said that in light of the "reasonable cause" finding already reached by the EEOC, the commission should conduct a further inquiry into or evaluation of the licensee's EEO performance.

FCC tells CCCM answer is still no

The Council on Children, Media and Merchandising again has been blocked in its attempt to force ABC and CBS to present advertising lessons to children. The FCC turned down a review of a Broadcast Bureau rejection of the CCMM proposal last April and said that it "walks a tightrope between saying too much and too little" when trying to apply public interest standards to programing.

The CCMM had sought instructional

programing to educate children in advertising techniques. Fairness doctrine violations also were charged, with the CCMM claiming that the networks failed to adequately present contrasting views on the subject of children's advertising. When the Broadcast Bureau denied the complaint in April, it said the matter already had been analyzed through a 1974 FCC report and policy statement on children's television programs.

Wiley worries about fenced-in, fenced-off FCC

In goodbye talk to FCBA, he criticizes proposals for tighter restrictions on conflict of interest, court's ruling on ex-parte contacts

FCC Chairman Richard E. Wiley last week made another in a series of farewell performances that extends back several months, this one before the Federal Communications Bar Association, at a luncheon meeting. Comfortable, as he was, amidst lawyers with whom he has dealt over the seven years he has been with the commission—as general counsel, commissioner and chairman—he delivered himself of a number of one-liners, poking fun at FCBA members generally and at some individuals who have caused him headaches over the years—former FCC General Counsel Henry Geller and former FCC Commissioner Nicholas Johnson, among them. But he concluded with some expressions of concern over developments he fears will hinder the commission in the performance of its duty in the years ahead.

One is the drive in Congress and the White House to tighten up on conflict of interest laws. The other is the U.S. Court of Appeals ruling, in the pay cable case, barring off-the-record contacts in informal rulemakings, as well as in adjudicatory proceedings.

As for the first concern, he said that the flow of new, "public interest-oriented people into the FCC" will be made more difficult if, during their stay in government, they "are unduly inhibited from exercising the rights that other citizens enjoy and, upon their departure from public life, are unduly impeded in finding gainful employment in the private sector."

He said he is particularly concerned about the young people who join the commission, gain experience and then "seek the challenges available in business or the private practice of law." Chairman Wiley, whose term expired on June 30 but who can remain in office until his successor is confirmed, said he is not concerned about finding a job. "I can seek and gain suitable employment." But, he said, he is not so certain that the same can be said for the young people.

As for "the judicial expansion of the ex parte restrictions," Chairman Wiley said these could have an "adverse conse-

quences" for the conduct of government. He said he is "all too aware of how imperfect" his knowledge is concerning issues before the commission. "I need and I want the benefit of your expertise and your insight," he said. He also said that the idea that presentations on rulemakings taint them ignores the fact that commissioners are people of judgment, that the presentations often reveal weaknesses in the position espoused, that counter advocates normally exist on important matters before the FCC and that such discussions "are simply one facet of the decision-making process."

The commission is seeking Supreme Court review of that aspect, and most others, of the pay cable decision.

The chairman didn't announce his plans for the future. But he probably gave a hint when, in closing, he said, "Old chairmen don't die, they just fade away into the FCBA."

Changing Hands

Announced

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

■ **WBEN-TV** Buffalo, N.Y.: Sold by WBEN Inc., to Buffalo Broadcasting Co. for \$25.5 million ("Closed Circuit," May 16). Seller is wholly owned by Buffalo Evening News Inc., publisher of *Buffalo Evening News* and owner of WBEN-AM-FM there. BENI is

owned by estates of Mr. and Mrs. Edward H. Butler and two of their grandchildren. Newspaper has been sold to Warren Buffett for \$33 million (BROADCASTING Feb. 21). Buyer is owned by Howard Publications Inc., Oceanside, Calif. Robert S. Howard is principal, and he has no other broadcast interests. HPI publishes 14 daily papers in eight states, including: *Oceanside Blade-Tribune*, *San Clemente Sun Post*, both California; *Twin Falls (Idaho) Times-News*; *Charleston Times Courier*, *Freeport Journal Standard* and *Mattoon Journal-Gazette*, all Illinois; *Hammond Times*, *Logansport Pharos-Tribune & Press*, both Indiana; *Sioux City (Iowa) Journal*; *Auburn Citizen-Advertiser*, *Corning Leader*, *Glens Falls Post-Star*, all New York; *Carlisle (Pa.) Sentinel*, and *Casper (Wyo.) Star-Tribune*. WBEN-TV is CBS affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 1,200 feet above average terrain. Brokers: Vincent J. Manno, National Media Associates.

■ **WNOK-AM-FM-TV** Columbia, S.C.: Sold by Palmetto Radio Corp. to Capital Communications Inc. for \$3,987,500, plus \$112,500 covenant not to compete. Seller is owned by Irwin Kahn (32.1%), J.W. Lindan III (10.3%), H.M. McElveen (7.9%) and others. They have no other broadcast interests. Buyer is wholly owned by Lewis Broadcasting Corp., which is owned by J.C. Lewis (100%). Mr. Lewis also owns WJCL-FM-TV and weekly *Journal-Record*, all Savannah, Ga. (FCC rules barring acquisition of co-located radio and television

stations do not apply to UHF where a public-interest showing can be made.) WNOK is on 1230 khz with 1 kw day and 250 w night. WNOK-FM is on 104.7 mhz with 100 kw and antenna 460 feet above average terrain. WNOK-TV is CBS affiliate on channel 19 with 1,046 kw visual, 104.6 kw aural and antenna 640 feet above average terrain.

■ **KENI-AM-TV** Anchorage, KFAA-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan, all Alaska: Sold by Midnight Sun Broadcasters Inc., to Midnight Sun Broadcasting Corp for \$3.5 million. Seller is owned by A.O. Bramstedt (25.47%), R.D. Jensen (14.066%) James C. Fletcher Jr. (11.8%), Charles M. Gray (7.667%), Donald G. Andon (3.766%) and more than 20 other individuals. None has other broadcast interests. Largest interest in buyer (15%) is held by Kenneth L. Hatch, former vice president of KIRO-AM-TV-KSEA(FM) Seattle. Holders of 14% interests are Carl F. Brady Sr. (oil drilling and commercial helicopter firms), his brother, Ken Brady, Joe Donald, Derald Schoon (all owners of Alaskan construction firms) and G. Dale Jackson (real estate). Holders of 5% interests are Richard L. Crosetto, his brother, Robert D., and Daniel D. Nelson (all Bellevue, Wash., businessmen). Buyers have requested waiver of FCC's rules barring acquisition of co-located radio and television stations. KENI is on 550 khz with 5 kw full time. KENI-TV is NBC affiliate on channel 2 with 28.8 kw visual, 3.44 kw aural and antenna 180 feet above average terrain. KFAA is on 660 khz with 10 kw full time. KFAA-TV is ABC affiliate on channel 2 with 5.37 kw visual, 676 w aural and antenna 45 feet above average terrain. KINY is on 800 khz with 5 kw full time. KINY-TV is NBC affiliate on channel 8 with 239 w visual, 47 w aural and antenna 1,160 feet above average terrain. KTKN is on 930 khz with 5 kw day and 1 kw night.

■ **WEZW(FM)** Wauwatosa, Wis. (Milwaukee): Sold by Sudbrink Broadcasting of Wisconsin to Multimedia Inc. for approximately \$3 million. Seller is group broadcaster owned by Robert W. and Margareta S. Sudbrink (husband and wife). They also own WLYF(FM) Miami and WFUN(AM) South Miami, Fla.; WPCH(FM) Atlanta, and WAVO(AM) Decatur, Ga., and WLAK(FM) Chicago. They recently sold WWEZ(FM) Cincinnati to Truth Publishing Co., for \$2 million (BROADCASTING, March 7) and WLIF(FM) Baltimore to Cox Broadcasting for \$3.9 million (BROADCASTING, May 30). Buyer is major group owner headquartered in Greenville, S.C. Wilson C. Wearn is president of publicly traded owner of seven AM's, five FM's, five TV's and seven newspapers in Southeast. Multimedia recently purchased, subject to FCC approval, WQHI(FM) Jeffersonville, Ind. (Louisville, Ky.), from Whatever's Fair Inc. for \$2 million (BROADCASTING, April 25). WEZW is on 103.7 mhz with 14.5 kw and antenna 820 feet above average terrain. Broker: Ted Hepburn Co.

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■ **KBSA(TV)** Guasti, Calif. (Los Angeles): Sold by Berean Bible Ministries to Metropolitan Broadcasting Co. for \$1,550,000. Seller, nonprofit, nonstock religious organization, is headed by W.K. Connelly, president. Buyer is 80%-owned by Dental Finance Co., Irvine, Calif., and three individuals (none with more than 8%). DFC is, in turn, owned principally by Robert F. Beauchamp, his brother, James B., and Robert C. Ganiere. Robert Beauchamp has various commercial and insurance interests in southern California, and Mr. Ganiere owns construction firm there. KBSA is independent on channel 46 with 166 kw visual, 25.7 kw aural and antenna 2,970 feet above average terrain.

■ **KOOO-AM-FM** Omaha: Sold by Mack Sanders to Centennial Communications Inc. for \$1.2 million. Mr. Sanders is also owner of KFRM(AM) Salina and KICT(FM) Wichita, both Kansas; KBIL-AM-FM Liberty, Mo.; KECK(AM)-KHAT(FM) Lincoln, Neb., and KTOW(AM)-KGOW(FM) Tulsa, Okla., and has bought WENO(AM) Madison, Tenn., (see below). Buyer is owned by Bruce Mayer and Marshall Hambric, both of Denver. Mr. Mayer is broadcast management and marketing consultant. Mr. Hambric is accountant. KOOO is 1 kw daytimer on 1420 khz. KOOO-FM is on 104.5 mhz with 31 kw and antenna 285 feet above average terrain. Broker: Blackburn & Co.

■ **WENO(AM)** Madison, Tenn. (Nashville): Sold by H. Calvin Young Jr. to Mack Sanders for \$750,000. Mr. Young also owns WGUS-AM-FM Augusta, Ga., and WSHO(AM) New Orleans. For Mr. Sander's interests see KOOO-AM-FM above. WENO is on 1430 khz with 5 kw day and 1 kw night. Broker: Blackburn & Co.

■ **KELP(AM)** El Paso: Sold by KELP Inc. to Clear Channel Communications Inc. for \$500,000 plus \$150,000 covenant not to compete. Seller is principally owned by John B. Walton Jr., owner of KFOX(AM) Long Beach, Calif.; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey, Calif., and KDJW(AM)-KBUY-FM Amarillo, Tex. Mr. Walton sold KELP-TV El Paso to Marsh Media Ltd. for \$3,075,000 last year (BROADCASTING, March 8, 1976). Buyer is owned by L.L. Mays, B.J. McCombs, John M. Schaefer (31.67% each) and John Barger (5%). They also own WOAI-AM-FM San Antonio, Tex., and KXXO(AM)-KMOD(FM) Tulsa, Okla. KERP is on 920 khz with 1 kw day and 500 w night.

■ **WBBX(AM)** Portsmouth, N.H.: Sold by Curt Gowdy Broadcasting Corp. to Kressman Broadcasting Co. for \$590,000. Seller is owned by NBC-TV sports commentator Curt Gowdy and his wife, Gertrude. Mr. and Mrs. Gowdy also own WCCM(AM)-WCGY(FM) Lawrence, Mass.; WEAT-AM-FM West Palm Beach, Fla., and KOWB(AM) Laramie, Wyo. Buyer is owned by J. Harrison Holman, employe of Everett, Mass., commercial cooking equipment manufacturer. WBBX is on 1380 khz with 1 kw full time.

■ **KVCV(AM)** Redding, Calif.: Sold by Golden Empire Broadcasting Co. to Nor-

Cal Broadcasting Corp. for \$250,000. Seller is owned by Mrs. Hugh McClung, who also owns KHSL-AM-TV Chico, Calif. Buyer is owned by John P. and Lucille Martin (married), who also own KATA(AM) Arcata, Calif. KVCV is on 600 khz with 1 kw fulltime. Broker: William A. Exline.

■ Other station sales announced last week by the FCC include: KRML(AM) Carmel, Calif.; WOCA-TV Ocala, Fla., and KJEM(AM) Wagoner, Okla. (see page 57).

Approved

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

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

■ Other station sales approved last week by the FCC include: WADR(AM) Remsen, N.Y., and WHDM(AM) McKenzie, Tenn.

FCC rejects mass EEO filing by citizen groups

Shiben notes that FCC April 1 instituted new processing standards that are more comprehensive than those used in petitioners' screening

The FCC's Broadcast Bureau has rejected a petition for an inquiry into the employment practices of 295 licensees and 16 broadcast headquarters (BROADCASTING, April 25). Richard J. Shiben, chief of the Renewal and Transfer Division, said that new commission processing standards, which went into effect on April 1, are more comprehensive than those used in the petition to screen out operations for special scrutiny.

He noted, for instance, that licensees with a full-time staff of 11 or more who employ one woman in the upper-four job categories and at least one full-time minority person would satisfy the petitioners' standard. But, he said, they might not meet the commission's standard of employing women and minorities full time in a ratio to their presence in the workforce of at least 50% over-all and 25% in the upper four job categories. What's more, while the petitioners were concerned only

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with stations with 11 or more full-time employees, Mr. Shiben said the commission reviews the employment profiles of renewal applicants with five to 10 full-time employees for the possible exclusion of minorities and women.

Mr. Shiben said the petition sought nothing more than what the commission staff is doing on a routine basis, and supplied no more facts than were already available to the commission.

The petition was filed by the Citizen Communications Center in behalf of the National Association for the Advancement of Colored People, the National Urban League, the National Black Media Coalition, the National Media Task Force of the National Organization for Women, the National Latino Media Coalition, Chinese for Affirmative Action and the National Citizens Committee for Broadcasting.

The petition's scope was narrowed in two supplements which said review of the original petition and comments of some of those named indicated that 13 stations and one of the headquarters companies did not meet the standard for inclusion (BROADCASTING, June 20.)

WMCA's Straus to head Voice

His new boss once again defends present structure

USIA Director John E. Reinhardt last week announced the appointment of WMCA(AM) New York President R. Peter Straus as director of the Voice of America ("Closed Circuit," June 13), and in the process, reiterated his contention that the VOA should not be spun off as an independent agency.

The future of the VOA—to be led by Mr. Straus, who also has been involved in Democratic politics in New York—has been the subject of much debate in Congress this session. Among the strongest advocates to testify in favor of giving the radio service independent status have been former CBS Inc. Vice Chairman Frank Stanton, now president of the American National Red Cross, and former VOA Director Kenneth Giddens, owner of WKRQ-AM-FM-TV Mobile, Ala. (BROADCASTING, June 27).

Others who favor maintaining the VOA within the USIA, include members of the United States Advisory Commission of Information (USIA overseer). On that five-man board are four former members of the Panel of International Information,



Straus

Education and Cultural Relations, which two years ago under Dr. Stanton's leadership, recommended the split. Members Hobart Lewis, of *Reader's Digest*, pollster George Gallup, and oil executive John M. Shaheen have since reversed their stands. J. Leonard Reinsch, chairman of Cox Cable Communications Inc. and retired Cox Broadcasting Corp. president, was understood to have disagreed with the majority when the so-called Stanton panel report was issued in March 1975. (The remaining advisory commission member, Arthur C. Nielsen, of the Nielsen ratings service, also opposes VOA independence.)

Mr. Straus, whose swearing-in is scheduled for July 20, will be resigning as president and board chairman of Straus Communications Inc. He will, however, keep his equity interest in the firm.

Mr. Straus is returning to government. During the Lyndon Johnson administration he was with the Agency for International Development.

Media Briefs

Scott for six. Bill (S-1681) to lengthen broadcast license term from three years to six years has been introduced by Senator William Scott (R-Va.). Bill requires that in return for doubling term, broadcast stations would have to file annual report on their operations to FCC, report being compilation of materials they already are required to collect, senator said.

Short term and admonition. FCC granted Kansas State Network Inc. short-term renewal for its KARD-TV Wichita, Kan., but said it expected KSN to take necessary measures to avoid recurrence of situation wherein KSN chairman and two KARD-TV employees apparently falsified Arbitron and Nielsen rating surveys. Chairman and two

employees received rating diaries and took them to the station, where secretary was directed to complete them on basis of viewing KARD-TV for entire broadcast week. Commission said KSN's action "fell considerably short" of degree of responsibility expected of licensees and granted short term renewal to Aug. 1, 1978.

Rejected again. Federal Communications Bar Association members, at annual meeting, rejected for at least second time proposal to admit FCC lawyers to membership. However, vote at meeting attended by some 50 members was said to be close. Edgar Holtz, who was elected president, said proposal will be circulated among full membership, of some 900.

Board decisions. Public Broadcast Service board, meeting in Boston, ratified \$4,502,000 budget for fiscal 1978 from member service fees. Over-all budget including donated program rights and money from Corporation for Public Broadcasting and other sources is expected to be \$92,909,000. Task force on equal employment opportunity was approved to help boost minority and female employment within noncommercial sector. PBS general counsel's office also was asked to compile further data on EEO. Belief at PBS is about a third of public stations may account for 90% of EEO problems.

Both sides now. Senate has approved \$155 million for Corporation for Public Broadcasting in 1980, as well as \$22.5 million in broadcast facilities grants. House has approved \$145 million for CPB and \$15 million in facilities. Attached to Senate bill is appropriations committee report in which public broadcasting organizations are criticized—particularly Public Broadcasting Service, said to be only noncommercial broadcasting organization to experience decrease in minority and female employees since last year. As did House Communications Subcommittee report (BROADCASTING, April 25), it urges organizations to work more closely with federal enforcement agencies. Senate report encourages groups to insure that "only those public broadcasting entities that are in compliance may receive, or continue to receive, [CPB] contracts or grants."

Add two. In box accompanying June 27 article on Roy H. Park's pending acquisition of radio station that would make him only broadcast owner to have full allowable portfolio of stations, it was incorrectly stated that ABC owns six AM's and six FM's. Since the approval of its purchase of WMAL-AM-FM Washington (BROADCASTING, Jan. 3), ABC owns seven and seven.

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

Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
CBS.....	3 mo. 3/31	634,400,000	+22.8	33,000,000	+ 18.7	1.16	516,300,000	27,800,000	.97
Fairline Electric.....	Year 3/31	60,230,562	+53.5	4,159,282	+112.3	.96	39,233,850	1,958,667	.50
MCI Communications.....	Year 3/31	62,759,000	+120.1	345,000	*	(.12)	28,430,000	(27,204,000)	(1.63)
Telecommunications.....	3 mo. 3/31	12,650,000	+16.2	371,000	+108.4	.05	10,879,000	178,000	.02
Westinghouse.....	3 mo. 3/31	1,428,270,000	- 1.1	53,193,000	+ 12.6	.61	1,443,096,000	47,229,000	.54

Court ruling tempers victory of citizen groups on interrogatories

Order to FCC for complete briefing on its EEO procedures vacates April decision that held challengers could exact information from stations before going into hearing

The U.S. Court of Appeals in Washington has opened a major review of the manner in which the FCC handles equal-employment opportunity matters, particularly in instances that figure in citizen group petitions to deny renewal applications. The underlying issue is the question of how information is developed that citizen groups need in filing petitions to deny on EEO grounds.

The nine judges of the District of Columbia Circuit last week requested a detailed explanation of the commission's EEO procedures in an order that would appear something of a victory for the commission and broadcasters:

It vacates the decision of a three-judge panel calling on the commission to grant citizen groups that were petitioning to deny renewals in two separate proceedings the right to obtain information from the stations involved before a decision is made on designating the renewal applications for hearing (BROADCASTING, April 25). And it grants the commission's request for rehearing before the full court in the case, which involves Mission Central Co.'s KONO(AM) San Antonio, Tex., and CBS's KCBS(AM) San Francisco.

Nor is the court's concern indicated only by the five detailed questions it poses. It invited a number of parties to file friend-of-the-court briefs in the case. The court mentioned the Federal Communications Bar Association, the National Association for the Advancement of Colored People Legal Defense and Education Fund, the National Organization for Women, the National Association of Broadcasters, the Justice Department, the U.S. Civil Rights Commission, the U.S. Equal Employment Opportunity Commission, the National Black Media Coalition, the Office of Communication of the United Church of Christ, "and any parties whose appeals docketed with this court raise an issue of predesignation discovery."

The case grows out of the petitions to deny that the Bilingual Bicultural Coalition had filed against KONO and that the Chinese for Affirmative Action had filed against KCBS. Both alleged discrimination in employment practices. And both had sought to flesh out their petitions with information obtained from the stations through interrogatories. However, the commission's rules do not provide for the use of interrogatories, and the stations ignored the groups' requests for informa-

tion.

The decision—issued unanimously in the case of KONO but on a 2-to-1 vote in the case of KCBS—was regarded as a major victory by citizen groups. For years they had claimed that their inability to obtain from stations the data they needed to buttress their cases until after the commission designated the renewal applications for hearing placed them in a "Catch 22" situation.

The order of the full nine-judge court, in asking its questions of the commission, appears to reflect and to go beyond the concerns raised by Judge Malcolm Wilkey in concurring in part and dissenting in part to the opinion written by U.S. District Judge Gerhard Gesell, who was sitting by designation. Judge Wilkey criticized the opinion on a number of grounds—among others, for allegedly failing to make clear that the commission had found that the minority employment of KCBS but not KONO was within "the zone of reasonableness" and for its "condemnatory reference to the 'consequences of the commission's loose procedure.'"

Before grappling with the questions raised in the KONO and KCBS appeals, the court wants to be briefed on such matters. It asked:

- Under what circumstances does the commission make a predecision inquiry for information about a licensee's EEO performance and practices, and what does such an inquiry seek to establish? In the case of a petition to deny, what showing must a citizen group make before the commission will inquire further into a station's compliance with the commission's EEO rules?

- If the commission undertakes a predecision inquiry of an applicant's EEO compliance, is the product of the investigation made available to all parties in the proceeding?

- What are the commission's standards for determining whether a denial of renewal or some lesser sanction should be imposed on a renewal applicant who failed to comply with EEO rules? What facts are relevant to the determination of the sanctions to be employed?

- Does the fact that the commission's model affirmative action program "is not a mandatory reporting tool" mean that broadcasters need not supply all of the information the model contains or only that the information need not be supplied in the form suggested? Are broadcasters supplying information in the same format as in the model form? If not, what EEO data is collected from licensees on a periodic basis?

- How does the commission test the veracity and accuracy of the representations it receives regarding broadcasters' EEO performance? What does the commission do to permit citizen groups to test those representations?

The court asked that the answers be supplied by Sept. 16. It said the date for oral argument and a briefing schedule for additional filings will be set after the supplemented record is filed.

Cablecasting*

Hangup at FCC over waivers on nonduplication

Broadcast and Cable Bureaus split over criteria to be used

Two months ago, the FCC Broadcast and Cable Television Bureaus were directed by the commission to work out their differences on the standards to be applied in granting cable television systems waivers of the network nonduplication rule. Last week, the item was on the commission's agenda again. But when the meeting concluded, after almost two hours, on Wednesday morning, it was evident that the staffs still had a distance to go to reach a meeting of the minds, and that the commissioners were not ready to resolve the issue.

An issue was reconsideration of a rule adopted in November involving the nonduplication question (BROADCASTING, Nov. 22, 1976). The commission decided against adopting a standard for exempting significantly viewed distant signals from the nonduplication rule, which was designed to protect local stations. But it listed a number of factors that would be considered in reviewing waiver requests. On reconsideration, the commission is whittling down the number.

And there are some areas of agreement between the Broadcast and Cable Television Bureaus. Both agree, for instance, that a waiver should be granted if the signal of the local station on the cable decidedly inferior to the distant one involved. They also agree that a distant signal must be significantly viewed in the community—viewed off the air a minimum 3% of total viewing hours and with 25% of net weekly circulation—for a waiver request even to be considered. But after that, things start falling apart.

The Broadcast Bureau says that a second threshold should be reached by the distant signal—that it be seen by about as many viewers as those watching the priority station's signal. The Cable Bureau says that if such comparable viewing is achieved, the waiver should be granted, barring a showing of hardship by the local station.

And that is where things get sticky. The Broadcast Bureau argues that the rule was adopted, after all, to protect the local station and the local service it is presumably providing. Therefore, it says, the burden should be borne by the cable system; if it can meet the significant viewing and comparable viewing tests, it should be required to make a public-interest showing as to why the rule should be waived. It might, for instance, demonstrate a financial inability to comply with the requirement that it blackout the distant signal.

Martin Levy, deputy chief of the Broadcast Bureau, who carried the major share of the bureau's argument, said the

bureau's concern is with "the small station, and whether it will continue to provide service to the community." He also said stations are extremely reluctant to bare their financial records, as would be required if the Cable Bureau's proposal were adopted and a station felt obliged to demonstrate hardship to oppose a waiver request. Accordingly, the bureau has fashioned a fall-back position designed to protect economically weak stations without requiring them to make their financial records public. A station with a circulation of fewer than 30,000 households in prime time would be presumed to be too weak to withstand the impact of duplication.

The Broadcast Bureau was up against not only the Cable Television Bureau and its chief, James Hobson, but General Counsel Werner Hartenberger, as well. Mr. Hobson said that the rule causes serious problems in switching in cable systems and that the bureau has received numerous complaints from viewers about a rule they regard as forcing them to watch a signal not as good, technically, as the distant one the local cable system could otherwise carry. Mr. Hartenberger said he sees no reason to apply the rule if the distant signal meets the significantly viewed and comparability tests.

Chairman Richard E. Wiley suggested that the matter be put over to the meeting of July 12, after several commissioners indicated they wanted more time to consider the matter.

Observers attending the meeting read at least two votes in the comments that were made by commissioners. Commissioner Joseph Fogarty appeared to favor the Cable Bureau's position and Commissioner Abbott Washburn, the Broadcast Bureau's. Chairman Wiley indicated he had a position but did not reveal it. But he did describe the nonduplication rule as "the most defensible" of the cable rules.

The failure to resolve the issue last week left in abeyance five petitions for waiver. The two bureaus were in agreement on the disposition of all five, but the language to be used in the orders would depend on the final shape of the reconsideration order.

It's understood the bureaus would reject all but one of the petitions—that filed by Avenue TV Cable Service, operator of a cable television system at Ventura, Calif. The petition had been opposed by KEYT(TV) (ch.3) Santa Barbara, Calif. The bureau's recommendation is said to be based on the ground that the distant signal is technically superior to KEYT's.

Cable redefinition draws adversaries with familiar views

CATV wants less regulation, sports groups and NAB argue for retention of controls

When the FCC last March redefined a cable system and lessened the regulatory requirements for those with fewer than 500 subscribers, it left open the option of

affording similar treatment to slightly larger systems. And, as might have been expected, the commission's question—whether or not to further deregulate systems with fewer than 1,000 subscribers—has been greeted with thumbs up by the cable industry and thumbs down by broadcasters.

The divergent views were expressed in comments to the commission on a further rulemaking for a redefinition of a cable television system.

From the National Association of Broadcasters (which opposed the deregulation in the first place): "The basic justification . . . does not exist."

From the Community Antenna Television Association (which primarily represents small, independent operators): "We further suggest that the commission expand its analysis to determine 'impact' of systems in general and at least up to 3,500 subscribers."

While the FCC proposal also concerned reducing reporting requirements, broadcaster and sports interests concentrated on distant signal and blackout exemptions (BROADCASTING, March 28).

The NAB quoted the commission as saying that any decision should be based on "the most complete record possible." And since the FCC has launched an inquiry into the economic relationship between broadcast television and cable television, (BROADCASTING, June 13), NAB suggested it "should await the results of the inquiry before further relaxing the distant signal limitations in any way."

More time is needed, NAB said, in light of "a critical flaw in the commission's audience impact estimates." It claimed that "a number of small systems have been omitted from the Cable Bureau analysis." In Hazard, Ky., for example, NAB said that it came up with 6,838 cable subscribers as opposed to the bureau's 1,368 figure. "This discrepancy raises serious doubts about the reliability of the bureau's study," NAB said.

The National Collegiate Athletic Association argued that "the commission cannot reasonably regard amateur sports as just another source of television programming" and encouraged the FCC "to examine more critically the basis upon which it will ultimately decide" in this proceeding.

ABC Inc. was another to claim that further deregulation of distant signal and sports blackout requirements was "particularly inappropriate." Similarly, 15 TV licensees expressed their "particular concern" on these issues.

On the other hand, the National Cable Television Association "supported" the commission's preliminary findings and argued that "no distant-signal carriage restrictions can be justified for systems with fewer than 1,000 subscribers." NCTA reminded the commission of the FCC finding that "cable systems with less than 1,000 subscribers constitute 42% of all systems but serve only 6% of all subscribers."

Storer Cable TV of Florida suggested that the FCC enlarge its rulemaking to in-

corporate NCTA's petition for reconsideration of an earlier commission ruling which asked that self-contained systems in condominiums and mobile home parks not be exempt from CATV regulations.

HBO, Tarshis sued

N.Y. pay-TV supplier claims programmer and city official conspired to shut it out

Orth-O-Vision, a pay-television supplier in New York City, has charged Time Inc.'s Home Box Office and the head of the city's bureau of franchises with conspiring to "destroy" Orth-O-Vision's business. The intent of the alleged conspiracy, according to Orth-O-Vision, was to eliminate competition, leaving an open field for the American Television & Communications Corp., in which Time holds an interest.

Filed in U.S. district court in New York, the suit asked for damages of as much as \$185.5 million. It said that in April of 1974, Orth-O-Vision agreed to supply HBO programming to customers in buildings with microwave equipment installed by Orth-O-Vision in the borough of Queens. Orth-O-Vision's president, Al Simon, said the company has signed up about 4,000 customers in its three years in business.

The suit alleged that, under the agreement, Orth-O-Vision was to have been permitted by HBO to defer subscription payments until the costs of installing the service had been absorbed "so that such payments would not impair the financial condition" of Orth-O-Vision. But, according to the suit, HBO changed its mind in 1975 and began imposing other conditions on Orth-O-Vision, beginning the alleged conspiracy to drive Orth-O-Vision out of the market.

Franchise director Morris Tarshis was named in the conspiracy for allegedly threatening multipoint distribution services such as Orth-O-Vision and by showing favoritism to ATC's subsidiary, Knickerbocker Communications, which has pending an application to provide cable TV in the borough of Queens. Queens does not now have a cable system, and, according to Orth-O-Vision's Mr. Simon, HBO is the only current supplier of pay TV there. Mr. Tarshis could not be reached for comment.

Gerald Levin, chairman of the board of HBO and a vice president of Time Inc., said that the company had been served with papers on the suit as of last Tuesday (June 28). "Based on a brief review," he said, "they only confirm our view that the suit is totally without merit." He said that Time owns a 9% interest in HBO and that it may increase those holdings to as much as 20%. Time was named as a co-defendant in the suit for allegedly exerting influence over HBO and ATC and for having "utilized powerful media resources" to discredit Orth-O-Vision through "false advertising." ATC and Knickerbocker have not been named in the action.

Reruns, experiments take over networks

NBC getting best ratings in period despite ABC's strong showing in latest week

After almost nine months of hand-to-hand prime-time combat by the three networks—ABC's "living schedule," CBS's steady stream of blockbuster movies and specials, NBC's highly touted "big events" and miniseries—summer appears to be settling down into its well-worn groove of wall-to-wall reruns, supplemented by a small handful of first-run experiments.

This summer shrug of the shoulders by the networks is prompted by the drastic decline in sets-in-use during the hot-weather months. For example, the three-network total national Nielsen rating for the week ended June 26 was 42.3. That's a full 16.7 rating points lower than the three-network average of 59.0 during a typical February Nielsen sweep week (Feb. 7-13, 1977) and 4.4 rating points less than the average of 46.7 during a typical May Nielsen sweep week (May 9-15, 1977). And that 42.3 rating is just about even with a typical June week last year (June 14-20, when the three networks averaged a 41.9 rating).

NBC is chalking up the best numbers so far this summer (BROADCASTING, June 27), but in the most recent week (June 20-26), ABC finished on top, with 14.6 rating, followed by NBC's 14.4 rating and CBS's 13.3. CBS is getting mixed results on two new half-hour variety-series pilots that are being given limited summer runs. *Shields & Yarnell* (Monday, 8:30-9 p.m., NYT) got off to a great start on June 13 with an 18.7 rating and 36 share but a week later (June 20) it fell to a 15.5 rating and 30 share when NBC weighed in with

an original 90-minute domestic comedy called *Mulligan's Stew* (8-9:30 p.m.).

CBS's other half-hour, *The Marilyn McCoo and Billy Davis Jr. Show* (Wednesday, 8:30-9 p.m.), has averaged only an 11.8 rating and 26 share in its first two outings.

CBS has also failed with its *60 Minutes* spin-off, *Who's Who*, which, despite a new time period (Sunday, 10-11 p.m.), averaged only a 22 share in four tryouts (never climbing above a 24 share). CBS took it off the air for good after its June 26 telecast.

NBC received confirmation in the ratings that its *3 Girls 3* comedy-variety show (which John J. O'Connor of *The New York Times*, echoing many other TV critics, called the freshest pilot in years when it made its debut as a one-shot a couple of months ago) doesn't have mass-audience appeal. It managed only a 9.7 average rating and 19 share in two telecasts last month (June 15 and June 22, 9-10 p.m.).

AFTRA ready to walk if it comes to that

Delegates to the 40th annual convention of the American Federation of Television and Radio Artists authorized AFTRA to call a strike against producers of dramatic prime-time television programs, if such action is necessary.

AFTRA is negotiating jointly with the Screen Actors Guild and both have pledged that neither union will enter into a contract without the agreement of the other. Negotiations with producers resumed in Los Angeles last Monday; the old contract expired last Thursday (June 30).

The four-day convention, held in San Francisco, adjourned on June 26 with the election of officers. Re-elected national president was Joseph Slattery of Chicago. Also returned to office for another one-year term were Bill Hillman, San Francisco, first vice president, and Jackson

Back, second vice president.

In another action, Sanford I. Wolff, national executive secretary of AFTRA, was authorized to set up a committee of AFTRA to meet with counter-parts in SAG to "explore the possibility of meeting with representatives of the networks and advertisers to discuss excessive violence on television."

CBS reading project to be expanded into 20 TV markets

Affiliates and school boards will cooperate in program linking TV to classrooms

A "CBS Television Reading Program," designed to stimulate interest of elementary and secondary school children in reading, will be launched this fall by CBS-TV and more than 20 of its major-market affiliates in cooperation with local school boards.

The project, tested last March by three CBS-owned TV stations and their local school boards in connection with two CBS-TV specials, will involve selected drama specials presented by the network. Students in participating schools will get scripts of the dramas to read both in advance of broadcast and again, at home, during the broadcast, and to discuss in follow-up classroom exercises.

Lynne Williams, editor of *Columbine*, a CBS publication for the employees, and a former senior editor of *Saturday Review*, has been named to the new post of director, television reading program, CBS-TV. Her office will help CBS affiliates and school boards establish the program in their areas.

Ms. Williams said last week that the program is expected to start this fall with affiliates in all of the top-20 markets participating. Affiliates in three other markets are also on the list, she added. She expected that two or three drama specials would be selected for use in the program during the fourth quarter.

The three-market tests last March were said to have left both students and teachers enthusiastic. They were conducted by WCAU-TV Philadelphia, KNXT-TV Los Angeles and KMOX-TV St. Louis and their local school boards in conjunction with the CBS-TV specials, *A Circle of Children* and *The Deadliest Season*.

In Los Angeles all of the participating teachers queried after the test said they definitely wanted the project continued.

In Philadelphia, Dr. Michael Marcuse, superintendent of schools, and Dr. Michael McAndrew, director of television-related programs, have been developing the TV reading program for seven years. There the reading grade level of children participating in a weekly classroom version is said to have gone up one and a half years for every year in the program, while for some older children there has been a jump of three or four reading grade levels in one year.

Post-Newsweek stations also have con-

Heavy warm-up for new season set by ABC-TV

Six nights in row reserved to play off 12-hour novel about secrets in Washington

ABC-TV has scheduled its blockbuster 12-hour novel-for-television, *Washington: Behind Closed Doors* (based in part on "The Company" by John Ehrlichman), in the most elaborate pre-opening week kickoff to a prime-time season ever.

Closed Doors will run for six consecutive nights from Sept. 6 through Sept. 11 (9-11 p.m., NYT, each night), a scheduling strategy similar to the one ABC devised so successfully for *Roots* last January.

All three networks have set the seven-day period beginning Monday, Sept. 19, as the official opening week of the 1977-78 prime-time season. But NBC previously announced that it would jump the gun

with premiere episodes of four of its prime-time series—three of them, *The Life and Times of Grizzly Adams*, *The Oregon Trail* and *Rosetti and Ryan*, to be telecast on Sept. 14, and the fourth, a special two-hour episode of *The Bionic Woman*, on Sept. 17.

ABC and CBS sources say their two networks will put a few of their series on the air during the week before the official opening date, but titles and dates are still to be announced.

Washington: Behind Closed Doors, produced by Paramount Pictures Television, stars Cliff Robertson as a CIA director and includes in the cast Jason Robards (as a character based on Richard Nixon), Andy Griffith (as the Lyndon Johnson character) and Harold Gould (as a National Security Council head modeled on Henry Kissinger).

ducted on-air tests of the reading program.

In preparation for the CBS project a seminar will be held for affiliates and school board representatives on July 12 at the CBS Broadcast Center in New York.

Canadian TV plans content advisories as program prefixes

Private broadcasters offered guidelines for warnings by CAB

The initials "PGS" and "AO" may well become part of the Canadian TV vernacular this coming season. Apparently taking a cue from the film industry, the Canadian Association of Broadcasters is encouraging the use of the phrases "parental guidance suggested" and "adults only" in program advisories, promotions and listings. In French-speaking Canada, the terms "IP" (intervention parentale conseillée) and "AS" (pour adulte seulement) will apply.

The warnings—which the CAB hopes will be commonplace by September—are to be used only with entertainment programs. In justifying its stand, the CAB said: "While there is no conclusive evidence that depicted or reported violence on TV harms the public in general, common sense indicates that children have to be considered separately." News and public affairs shows will be exempt due to censorship concerns.

The CAB guidelines also urge broadcasters to be cautious in scheduling. It is suggested, for example, that if an isolated program in a series falls into a more restrictive classification than generally applied to the whole series, that program should be rescheduled "to insure that promotions for 'parental guidance' or 'adult only' programs ... are not aired during hours when significant numbers of children are expected to be in the audience."

Programing Briefs

Frosting. David Frost's Paradine Productions has been commissioned by NBC-TV to submit pilot script for one-hour comedy series. Mr. Frost calls concept "docu-com," to use documentary techniques to lampoon various subjects. Partners in project are writers Barry Levinson and Rudy DeLuca, who are currently writing film for Mel Brooks, and Marvin Minoff, executive vice president of Paradine.

G-T's latest. ABC-TV will add *The Better Sex*, new Goodson-Todman game show, to its daytime schedule beginning Monday, July 18 (12-12:30 p.m., NYT), replacing *Second Chance*, another game show, which had declined recently in Nielsen. *Better Sex* is based on bluffs and counter-bluffs, with 12 contestants equally divided between men and women. Co-hosts are Bill Anderson and Sarah Purcell. Executive producer is Ira Skutch. Series will be taped in Hollywood.

'Magic' controversy. Greater Media Inc. and Globe Broadcasting Co., both group radio operators, settled law suits over latter's use of word "magic" as station service mark (BROADCASTING, May 9). Globe agreed to cease use of word at its WMGC(AM) Cleveland within 90 days of June 17 settlement, and company will not attempt to register "magic radio" as service mark. Greater Media, in turn, will not license its "magic music" syndication service in Cleveland market for six months. Meanwhile, Greater Media has filed another \$2.5-million suit alleging similar service mark infringement by Lee Bartell and Associates and KMJC(AM) (formerly KDEO) El Cajon, Calif. Suit also seeks to force KMJC to change call letters.

91-market strong. Lexington Broadcast Services Co., New York, reports it has placed *Sha Na Na* half-hour prime-access series in 91 markets for start this fall. Latest TV stations to sign for series, sponsored on barter basis by Procter & Gamble, Cincinnati, through Grey Advertising, New York, are KBHK-TV San Francisco; WBEN-TV Buffalo, N.Y.; WWJ-TV Detroit and KPLR-TV St. Louis.

'Muppet' renewals. Latest renewal sales of ITC Entertainment's *The Muppet Show* for second year have boosted its U.S. total to 134 stations, including all of top 50 markets. Series has also picked up renewals in 94 countries, including Canada's CBC network.

And then M&H said

It's like "comparing apples and oranges," said Jack Bowen, vice president and senior account executive of McHugh & Hoffman, last week in reference to the CBS-TV research department's criticisms of the consulting firm's report, "The TV Viewer Comes of Age."

In an internal bulletin circulated earlier this month, the network's researchers used Nielsen data to illustrate their "grave doubts" about the report (BROADCASTING, June 27).

"But they did not understand that we were dealing with attitudes and not ratings," Mr. Bowen, who headed up the M&H project, countered.

Mr. Bowen presented his case in a meeting at CBS-TV's office of social research last week, an appointment that had been scheduled before another CBS research department issued the internal report. Among Mr. Bowen's complaints was that the bulletin was based on published reports of the M&H study and not the detailed findings. "They jumped the gun on criticizing something they did not fully understand," he said.

Although the bulletin did not deal with M&H findings regarding viewer attitudes toward violence, he said the criticism reflects the network's "extreme sensitivity" on that issue and "lays the groundwork" for future criticism. M&H plans to release a more detailed report on reaction to TV violence in the near future.

Broadcast Journalism*

Supreme Court rules WEWS erred in taping circus act without permission

Use on newscast called unlawful appropriation of Hugo Zacchini's 'professional property'

A broadcaster who films or tapes a performer's entire act and then airs it without permission, even on a news program, may be subjecting the station to a damage suit. Such a broadcast poses a threat to the value of the performance, and the Constitution is not necessarily a protection for the broadcaster involved.

That is the lesson of the "Human Cannonball" case decided by the Supreme Court last week.

The Human Cannonball is Hugo Zacchini, whose specialty is to be shot out of a cannon—a specialty he says has been performed only by members of his family for the last 50 years.

When he performed the act at a county fair in Burton, Ohio, on Aug. 31, 1972, a reporter for Scripps-Howard Broadcasting Co.'s WEWS(TV) Cleveland video taped the performance—from blast-off to landing in a net 200 feet away. It consumed 15 seconds—and the station aired it on the 11 o'clock news that night.

Mr. Zacchini, who had asked the reporter not to record the event, sued the station for \$25,000. He alleged that the station had unlawfully appropriated his "professional property." And he based his claim on a state law granting entertainers a right to publicity.

The case worked its way up through the state courts to the Ohio Supreme Court which, while recognizing that the petitioner had a cause of action under the right to publicity statute, held that the station was, nevertheless, protected by the First Amendment, so long as the station did not intend to injure the performer or use the material for some private purpose.

But the U.S. Supreme Court, though splitting 5 to 4, held otherwise.

Justice Byron R. White, in the opinion he wrote for the court, said it is clear that "the First and 14th Amendments do not immunize the media when they broadcast a performer's entire act without his consent." He said the Constitution no more prevents a state from requiring the payment of compensation in such cases than it would permit the station to film and broadcast a copyrighted dramatic work without paying the copyright owner.

The broadcast of a film of Mr. Zacchini's entire act "poses a substantial threat to the economic value of that performance," Justice White wrote. "If the public can see the act for free on television, they will be less willing to pay to see it at the fair."

Joining Justice White in the opinion were Chief Justice Warren E. Burger, and

Justices Potter Stewart, Harry A. Blackmun, and William H. Rehnquist.

But while the majority was concerned about Mr. Zacchini's right to control the publicity of the act that represents his livelihood, Justice Lewis Powell, in a dissenting statement, said the majority was not "appropriately sensitive to the First Amendment values at stake." The opinion, he said, "could lead to a degree of media self-censorship."

Moreover, he said he disagreed with the court's analytical starting point—the question of whether the "entire act" was included. (On that point, Justice Powell was not convinced the entire act was included. What about the preliminary announcements and the post-landing events? he wondered). He said the analysis should begin with a question as to the use made of the material. If it is used, as WEWS used it, for a routine portion of a regular news program, he said, he would hold that the First Amendment protects the station from a "right of publicity" or "appropriation" suit, unless it could be shown that the broadcast was a subterfuge for private or commercial exploitation.

Joining Justice Powell in his dissent were Justices William Brennan and Thurgood Marshall. Justice John Paul Stevens also dissented.

Av Westin returns to familiar pastures

Figure in policy disagreement with Sheehan is back in charge of 'ABC Evening News'

Av Westin has returned to the upper ranks of network news, rejoining ABC News 18 months after leaving in a policy struggle with then president, now senior vice president of news, William Sheehan. Mr. Westin, given the title of vice president, will have as his "first assignment" the same responsibility he held at the time of his departure: executive producer of *ABC Evening News*.

In announcing the appointment June 28, ABC News President Roone Arledge said that Mr. Westin will report directly to him "in all matters concerning the content and presentation" of news. But in administrative matters, the announcement said, Mr. Westin is to report "through the regular ABC News organizational structure," headed by Mr. Sheehan. Robert Siegenthaler, current executive producer of the evening news, "will be assigned new and important responsibilities within other areas of ABC News," according to the announcement.

Mr. Westin left ABC on Jan. 26 of last year. He called his firing "a professional disagreement with Bill [Sheehan]," which reportedly centered on Mr. Westin's dissatisfaction with what he saw as a drift toward "tabloid" journalism on the nightly news and with cutbacks in the budget for the documentary series, *Close-Up*. Mr. Sheehan told BROADCASTING at the time that "the collision developed over a long time," comparing the split to a



Westin

"MacArthur-Truman confrontation" (BROADCASTING, Feb. 2, 1976).

In the middle of that confrontation was Steve Skinner, who ended up as Mr. Westin's replacement in the executive producer post. Mr. Skinner was himself replaced by Mr. Siegenthaler last October (with the advent of the Reasoner/Walters format), and he now is a field producer in the network's Los Angeles bureau. Mr. Siegenthaler was on vacation last week, and his associates said his new role is to be discussed when he returns.

Since leaving the network, Mr. Westin had headed his own production company and had worked as a news consultant to television station groups. One of his projects was *We Will Freeze in the Dark*, a one-hour TV special on the energy crisis produced for Capital Cities Communications and carried by 156 stations on April 12 (BROADCASTING, April 18).

It's not always a sin. Investigative reporters who conceal their identities in the pursuit of a story are the subject of an addition to the CBS News standards manual by Richard Salant, president.

Mr. Salant said that, although misrepresentation by reporters is usually unnecessary and often counterproductive, "in rare cases ... an important story cannot be done without the reporter's or producer's withholding his or her identity." Misrepresentation in such cases "will be countenanced only when there is clear reason to believe that an improper activity could otherwise not be reported."

Describing misrepresentation as "a traditional part of journalism," Mr. Salant said last week that CBS procedure calls for newsmen considering that approach to check first with Mr. Salant. He said that the addition to the standards handbook was not prompted by an specific story at CBS. The National News Council, of which Mr. Salant is a member, recently found unwarranted a complaint against five *Milwaukee Journal* reporters who did not identify themselves during their research for a story on Medicaid.

Equipment & Engineering

Quello reminds: WARC expansion may bring more competitors in AM

Speaking to Florida broadcasters, the FCC commissioner points out that additional room for band has become a technical must

For broadcasters generally concerned about such things as cable television and the uncertainties the rapidly changing technology of telecommunications creates, FCC Commissioner James H. Quello has reminded radio broadcasters of another, short-range cause for concern: the FCC's proposal to expand the present AM broadcast band.

The proposal, contained in the commission's fifth notice of inquiry issued in connection with U.S. development of its position for the World Administrative Radio Conference to be held in 1979, was overshadowed, as far as broadcasters were concerned, by the debate over proposals for the use of the UHF band. The commission's recommendation for UHF was to propose no change in the use of that portion of the spectrum (BROADCASTING, May 20).

But for AM, Commissioner Quello noted in a speech to the Florida Association of Broadcasters' June convention, the commission unanimously decided to propose international allocations that would provide for broadcasting between 115-190 khz and between 1615 and 1800 khz. The commission noted that the international proposal for broadcast allocations between 525-535 khz and 1605-1615 khz contained in an earlier notice of inquiry had not been modified.

This means, Commissioner Quello said, that "the commission is proposing a rather significant expansion of the current AM band."

The commission, in proposing that expansion, said that although the present AM band (535-1605 khz) is used efficiently in the U.S., the growing complexity of applications and the increasing cost of broadcasting antenna facilities needed to protect existing stations "greatly inhibits future development of this service."

The commissioner said that if the proposal is adopted internationally and adopted nationally, "these channels would increase the diversity of programing choices available to listeners, and provide local broadcast services to communities presently denied service due to existing interference situations."

Commissioner Quello said he was aware of "some concern" on the part of broadcasters as a result of the proposal. "I don't know what I can say to some of you who already face stiff competition that will make the future prospect of still more competition more palatable," he said. But

he did promise to "keep an open mind" as to the final disposition of the proposal.

Commissioner Quello also looked into the future—and not very far, at that, he indicated—too in discussing revolutionary changes in telecommunications that technology is creating. The development of fiber optic and integrated circuit technology, he said, would eliminate the frequency spectrum as a constraint, with major consequences for the role of broadcasters and the FCC. The commission "will no longer be required to act as an engineering traffic cop," he said, and "the broadcaster will no longer control a very limited resource in his community on an exclusive basis." (The theoretical capacity of fiber optics, he said, is "mind-boggling.") The day of residential users of telecommunications being limited to relatively few options is over, he said.

"I'm not trying to frighten anyone—least of all broadcasters," Commissioner Quello said. "I'm merely suggesting that technology will make it possible for us to do things we have only dreamed of, and we will have the opportunity to make changes for the better in many facets of the American way of life." But at the same time, he warned, "we must be prepared socially and financially to accommodate those technological changes."

Furthermore, he said, the technological capabilities needed to bring about the new developments have been developed. "Technology has outstripped our ability to implement it socially and economically." But the change could come sooner than expected. So "the time to think about the future," he said, "is now."

Technical Briefs

Metromedia buys. Metromedia Television has ordered \$1.6 million worth of RCA TV broadcast equipment, according to RCA Broadcast Systems, Camden, N.J. Order includes TV transmitting equipment, nine studio cameras, film originating equipment and video tape cartridge recorder for four of Metromedia's stations—WNEV-TV New York; KMBC-TV Kansas City, Mo.; KTTV-TV Los Angeles and WXIX-TV Cincinnati.

Bosch/Fernseh sales. WNEV-TV New York has taken delivery of three Bosch/Fernseh one-inch video-tape recorders, type BCN 50, with built-in EES-9 editing system, and one-inch portable VTR, BCN 20. Sale also included 18 15-inch Fernseh color monitors, type MC37BA.

Onward to upward. Fifteen noncommercial television stations tomorrow (July 5) are scheduled to break ground on earth stations that will be interconnected through public broadcasting's \$39.5 million satellite project. Formal groundbreaking is to occur at KETS Little Rock; KBGL-TV Pocatello, Idaho; KDIN-TV Des Moines; WTVP Peoria, Ill.; WTTW Chicago; WFYI Indianapolis; WMEB-TV Orono, Me.; KAVT-TV Austin, Minn.; KOZK Springfield, Mo.;

WCNY-TV Syracuse, N.Y.; WCET Cincinnati; WVIZ-TV Cleveland; WPSX-TV Clearfield, Pa., and KUSD-TV Vermillion, and KESD-TV Brookings, both South Dakota. Few stations already have had ground breakings for earlier experiments. Among them are WLPB-TV Baton Rouge; WMAA Jackson, Miss.; KETC St. Louis; KETA Oklahoma City; and KERA-TV Dallas. When system is fully operational (1979) there will be 148 receive-only earth terminals, main origination terminal and five receive-transmit centers.

Footnote on antennas. FCC rule requiring television-set manufacturers to attach permanent UHF antennas to all sets equipped with VHF antennas beginning July 15, 1978, does not "in most cases" allow for common UHF-VHF antennas, commission said in clarification issued last week. Any antenna provided for UHF reception must be one "designed for and capable of receiving all UHF television channels," commission said, and rule does not allow for "simply connecting" built-in VHF antenna to UHF terminals. If common antennas are used, however, they should be "technically comparable" with UHF antennas currently in use.

To Brazil. Ikegami Electronics (USA) Inc. announced sale of more than \$1.2 million in TV cameras to Global TV, Brazilian network. Sale consisted of six HK-312 studio cameras equipped with automatic setup computers, eight TK-355 studio cameras and 14 HL-77 ENG shoulder cameras.

PBS lets contract. Public Broadcasting Service has signed contract with Dallas-based Texas Instruments Inc. for development by Aug. 15 of master prototype decoder for closed-captioning system for hearing-impaired. Contract, worth \$67,300 in Department of Health, Education and Welfare funds, applies only to master model. Further contracts—for preproduction model adaptors and built-in TV set decoders—have yet to be negotiated. Goal is to make mass-produced home decoders available to public some time next year.

More life for VTR heads

Herbert I. Moss, a scientist at RCA's David Sarnoff Research Center, received a patent (number 4,029,509) for a new method said to triple the life of magnetic heads in video-tape recorders. The patent deals with the processing of magnetic iron-silicon aluminum alloys to form the head material. It is Mr. Moss's third patent on magnetic heads. Together they are said to have helped increase the average life of heads in RCA video-tape recorders from 150 hours to 550 hours, and some are said to have performed for as much as 5,000 hours. The methods covered by all three patents have been used in RCA recorders "for several years," a spokesman reported.

Broadcast Advertising*

Door is opened for lawyer ads, but questions remain for radio-TV

Supreme court, in doing way with traditional prohibition, cites advertising's right to First Amendment protection

The U.S. Supreme Court last week knocked down a rule of the legal profession that many lawyers regarded as essential to maintain the profession's dignity but that some consumer groups feel is a barrier to low-cost legal service: the ban on advertising by lawyers.

The opinion, issued on a 5-to-4 vote, holds that such advertising is entitled to at least some First Amendment protection. But it is narrowly written. It applies to "routine" legal services and to the price charged, not to quality. And it leaves for future consideration the question of lawyers advertising on radio and television.

There was no indication that the ruling would have much of an impact on broadcasting and cable television. The new president of the Federal Communications Bar Association, Edgar W. Holtz, expressed doubt many communications attorneys would use the new freedom that the court had given them.

In a closely knit bar association like the FCBA, which has about 900 members, most of them located in Washington, he said, group pressure would be substantial. And, he said, "I don't think the majority of lawyers will advertise... I've never talked to a lawyer who said he would."

The Supreme Court's opinion involves two young Arizona lawyers, John R. Bates and Van O'Steen, who operate a "legal clinic" in Phoenix. Last year, they advertised the clinic's services in the *Arizona Republic*, and found themselves the subject of a complaint by the president of the Arizona Bar Association. The state supreme court subsequently upheld the conclusion of a state bar committee that the ad violated a ban on advertising—a ban that had its origins in a rule of the American Bar Association.

The Justice Department, which has been active in opposing professional organizations' bans on advertising, entered the case to argue that the ban violated the First Amendment. The ABA and a number of state bar associations entered the case as friends of the court to support the ban.

Those who opposed advertising by lawyers argued, among other things, that advertising would have an adverse effect on professionalism—that it would bring about commercialization which would undermine the attorney's sense of dignity and self-worth.

But Justice Harry A. Blackmun, writing

for the majority, swept aside that argument ("Bankers and engineers advertise, and yet these professions are not regarded as undignified") along with the others, in holding that the First Amendment protects the advertising of prices that lawyers charge for certain "routine" services. As for "quality," Justice Blackmun said, "such claims probably are not susceptible to precise measurement or verification, and, under some circumstances, might well be deceptive or misleading to the public, or even false."

And as for the kind of services that may be advertised, Justice Blackmun said that only the routine ones—"the uncontested divorce, the simple adoption, the uncontested personal bankruptcy, the change of name, and the like"—lend themselves to advertising.

Justice Blackmun also said that advertising could help to expand legal services available to the public simply by performing advertising's marketplace function of supplying information regarding suppliers to potential purchasers. And, although the effect of advertising on the price of services has not yet been demonstrated, he said, "retail prices often are dramatically lower than they would be without advertising."

The basis of the opinion is in the court's decision last year overturning a Virginia state law banning advertising by pharmacists (BROADCASTING, May 31, 1976). The ban had been defended on the ground that it was needed to assure high professional standards. But the high court had noted that the state's protectiveness of its citizens rested "in large part on the advan-

tages of their being kept in ignorance." and a "potent alternative," the court had added, was to assume that the information being advertised was not harmful in itself and that "people will perceive their own best interests if only they are well enough informed."

Like the Virginia statute overturned last year, Justice Blackmun wrote, "the [Arizona] disciplinary rule serves to inhibit the free flow of commercial information and to keep the public in ignorance."

For all of those arguments, however, Justice Blackmun made it clear that the opinion is not all embracing. "As with other varieties of speech," he said, "it follows . . . that there may be reasonable restrictions on the time, place and manner of advertising." The "special problems of advertising on the electronic broadcast media will warrant special consideration." He did not elaborate.

Joining Justice Blackmun in his opinion were Justices William J. Brennan Jr., Byron R. White, Thurgood Marshall and John Paul Stevens. Chief Justice Warren E. Burger and Justices Lewis F. Powell Jr., Potter Stewart and William H. Rehnquist dissented.

Advertising briefs

Smitten. Relief from rising TV prices won't come from advertisers' switching from one form of television to another but only from switching some of their TV money to other media, "particularly magazines," Alvin A. Achenbaum of Canter, Achenbaum & Hekin, marketing consulting firm, told meeting of magazine executives. And that kind of switching won't happen, he said, until advertisers and agencies "overcome their emotional bias toward TV," eliminate "double standard attitude" toward media research and analysis and develop research evidence "that such a switch makes economic sense." None of this will be easy to do, Mr. Achenbaum suggested, but he urged all hands to try.

Squared away. Thirteen challenges to national advertising, including six on television, were resolved during May by National Advertising Division of Council of Better Business Bureaus. General Mills agreed to modify TV commercial for Trix breakfast cereal. Commercials reviewed and found acceptable were those from American Home Products Corp. (Old English Lemon furniture polish), Calgon Consumer Products Co. (Hold cough medicine for children), General Mills Fun Group Inc. (toys), Star Brite Distributing Inc. (car polish) and Wm. Wrigley Jr. (Freedent gum).

Togetherness in pretesting. Advertisers and agencies have been urged by Dr. Ruth Ziff, senior vice president and director of marketing services, Doyle Dane Bernbach, New York, to share evidence on systems that pretest advertising effectiveness. She told session of the American Marketing Association's 60th interna-

tional conference in Cleveland that research community should "cease acting as though there was one, and only one, holy grail—only one system that will work." She said researchers should stop tearing down other systems and try to learn more through cooperative efforts.

Saccharin ad ban still in bill as it moves up to full committee

Kennedy legislation would lift FDA ban on sweetener, but impose restriction on broadcast spots

Senator Edward Kennedy's (D-Mass.) Subcommittee on Health and Scientific Research has approved a proposed bill that would, in effect, ban saccharin advertising from radio and television (BROADCASTING, June 20, 27). The bill now moves to the full Human Resources Committee for consideration, probably this week or next.

The bill (S. 1750) would suspend for 18 months the Food and Drug Administration's proposed ban on the artificial sweetener. Its sections on advertising would prohibit radio and TV commercials that are not devoted entirely to a health-hazard warning prepared by the Department of Health, Education and Welfare.

Print ads, on the other hand, could promote saccharin as long as the ad contained this disclaimer: "Warning: This product contains saccharin which causes cancer in animals. Use of this product may increase your risk of developing cancer."

In the House, Representative Paul Rogers's (D-Fla.) Health Subcommittee last week held hearings on his bill to suspend the saccharin ban for 18 months, but little was said about advertising. That bill should be marked up some time this month.

A member of that subcommittee, Richard Ottinger (D-N.Y.), however, has introduced a bill that would require all advertising—print as well as broadcast—to carry a health warning about saccharin while the product is phased out over a two-year period.

Retailers detail media use

A survey conducted by the National Retail Merchants Association among its 200 member stores shows that 98% use newspaper advertising, 70% use television and more than 50% use radio. Cooperative advertising in newspapers was placed by 67% of the NRMA membership. Co-op for television was 49% and for radio, 40%. Agencies were used by 72% of the respondents in stores with volumes of over \$5 million and by 41% in the under-\$5 million range. The employment of agencies, NRMA said, could be attributed primarily to a wider use of the broadcast media.

Surprising second. Arbitron Radio has reported that, not unexpectedly, Monday through Friday, 6-10 a.m., was radio's most-listened-to daypart. Possibly less expected was the second-ranked daypart: Saturday, 10 a.m.-3 p.m. Following were weekdays, then Sundays, 10 a.m.-3 p.m. These findings were based on a sample of listening levels from a combination of the April-May 1976 Arbitron "Nationwide Network Report" and 10 markets from the October-November 1976 survey. The table ranks listening levels indexed against the full week (100, the equivalent of average listening, Monday-Friday, 6 a.m.-midnight) by total persons 12 and over. Rankings for men and women 18 and over were similar to the over-all standings. Ranking fourth for men, however, was weekday evening drive; that daypart ranked sixth for women.

1. Monday-Friday 6-10 a.m.	145
2. Saturday 10 a.m.-3 p.m.	139
3. Monday-Friday 10 a.m.-3 p.m.	114
4. Sunday 10 a.m.-3 p.m.	108
5. Monday-Friday 3-7 p.m.	106
6. Saturday 6-10 a.m.	104
7. Saturday 3-7 p.m.	96
8. Sunday 3-7 p.m.	80
9. Sunday 6-10 a.m.	71
10. Monday-Friday 7 p.m.-mid.	57
11. Saturday 7 p.m.-mid.	53
12. Sunday 7 p.m.-mid.	44

No advertiser too big for television—Wussler

CBS-TV president tells tales of Xerox and IBM and what TV can do for any large corporation

Television has much to offer the industrial advertiser, Robert Wussler, CBS-TV president, told some of the country's leading industrial advertisers.

Mr. Wussler, addressing the international convention of the Business and Professional Advertising Association at Rochester, N.Y., cited the TV advertising of Xerox and IBM.

"Both corporations," he said, "sell ex-

pensive products to a relatively small number of prospects. Yet, as the marketing management of both companies have said in speeches and public statements, they are committed to network television as part of their advertising mix.

"Not only can they show their products in action to prime business prospects—reaching these decision-makers when they are in a receptive and relaxed environment in their own homes; at the same time, through network television they can reach out to sustain morale, loyalty and pride among employees. In addition, network television can generate confidence among shareholders. And finally, television can provide them with a means of creating good will among the general public."

Beyond that, Mr. Wussler said, the

growing number of specials and miniseries means that an advertiser "can take his choice of many, many more program possibilities than ever before," and the industrial advertiser with a special marketing problem will have a better chance of finding what he needs.

At the suggestion of the BPAA convention planners, Mr. Wussler also showed a film of the presentation on TV violence that Van Gordon Sauter, CBS-TV vice president in charge of program practices, made at the CBS-TV affiliates convention (BROADCASTING, May 30).

The presentation was filmed, Mr. Wussler said, so that affiliates could arrange screenings for appropriate local groups. He also offered to make prints available to BPAA members.

May sweeps revisited. NBC-TV affiliates ranked first in prime time in 53 of the top-100 markets in Arbitron Television's May 1977 sweep. CBS-TV affiliates were first in 33 and ABC-TV affiliates first in 21, according to tabulations by NBC researchers. These figures, which include ties, represent a gain of one first place for ABC and a loss of one for CBS as compared with the summary total reported in BROADCASTING's June 27 issue. Owing to a number of errors in the market-by-market rankings that were part of the June 27 report, the entire market-by-market table, as corrected, is reproduced here.

The May 1977 sweep performance represented a gain of 22 first-place markets for NBC affiliates as compared with May 1976, a gain of five for CBS affiliates and a loss of 24 for ABC affiliates—which had been riding high in the prime-time ratings for more than a year. NBC affiliates placed second in 29 markets and third in 18; CBS affiliates were second in 40 and third in 26; ABC affiliates were second in 29 and third in 48 (figures include ties).

NBC's calculations showed that NBC affiliates in the top-100 markets reached 10,440,000 households per average prime-time minute while ABC affiliates reached 9,970,000 and CBS affiliates 9,730,000. These totals represented a gain of 2% for NBC affiliates and declines of 9% for ABC affiliates and 3% for CBS affiliates as compared with the May 1976 sweep.

The accompanying table shows Arbitron's network-affiliate rankings for the top-100 ADI's (areas of dominant influence) as tabulated by NBC. Hours covered are 8-11 p.m. NYT, Monday through Sunday. The numbers represent prime-time averages in thousands of households (add 000) and include audiences for local programs that pre-empted network programs as well as audiences for network programs. Plus or minus percentages represent changes since the May 1976 sweep. Boldface numbers denote the top-rated affiliate in each market.

	ABC		CBS		NBC	
	Hh	% Change	Hh	% Change	Hh	% Change
1. New York	1178	+ 0.9	852	-14.6	1031	+ 9.0
2. Los Angeles	679	+ 4.0	475	- 2.3	674	+20.6
3. Chicago	438	-19.2	359	-47.6	372	-10.4
4. Philadelphia	453	- 0.2	342	+ 3.0	316	+ 4.6
5. San Francisco	255	+ 4.5	233	+ 7.4	259	+12.6
6. Boston	290	- 9.7	239	- 4.0	251	+ 2.9
7. Detroit	295	- 8.4	249	- 3.5	295	+ 5.0
8. Washington	191	-17.3	189	+ 1.6	188	+11.9
9. Cleveland	235	-24.9	200	- 5.2	240	+ 5.3
10. Dallas-Fort Worth	183	-14.5	171	+ 5.6	173	+ 4.2
11. Pittsburgh	202	-25.2	237	+ 4.4	146	- 2.7
12. Houston	157	- 7.1	165	+26.0	174	+ 6.7
13. Minneapolis-St Paul	124	-15.1	125	-16.1	142	+ 4.4
14. Miami	149	-10.2	171	+ 8.2	154	+20.3
15. St. Louis	131	-15.5	143	-18.3	155	- 6.1
16. Atlanta	126	-10.6	138	- 0.7	158	+ 1.9
17. Tampa-St. Petersburg, Fla.	88	+ 7.3	164	- 1.8	171	+25.7
18. Seattle-Tacoma	129	-21.3	97	+11.5	152	+18.8
19. Indianapolis	117	- 7.1	109	- 6.9	126	-13.1

	ABC		CBS		NBC	
	Hh	% Change	Hh	% Change	Hh	% Change
20. Baltimore	130	+75.7	137	+71.3	143	+11.7
21. Milwaukee	96	-28.9	98	- 3.9	104	- 8.8
22. Hartford-New Haven, Conn.	63	-55.9	86	-45.9	29	-54.0
23. Denver	91	-22.9	96	+ 9.1	106	+ 9.3
24. Sacramento-Stockton, Calif.	113	+ 3.7	97	+ 3.2	113	- 5.0
25. Portland, Ore.	89	-13.6	118	+25.5	89	- 5.3
26. Kansas City, Mo.	104	-14.0	109	- 2.7	95	-11.2
27. Cincinnati	100	-17.4	108	- 5.3	105	- 6.2
28. Buffalo, N.Y.	92	-24.6	97	-11.0	93	- 2.1
29. San Diego	66	- 4.3	86	+24.6	92	+ 8.2
30. Providence, R.I.	79	- 3.7	84	-13.4	114	+ 4.6
31. Nashville	73	-18.0	107	- 5.3	100	-10.7
32. Phoenix	85	+14.9	91	+19.7	77	+13.2
33. Charlotte, N.C.	48	-	102	- 5.6	88	+15.8
34. Columbus, Ohio	97	-11.0	99	-10.8	92	-
35. Memphis	80	-10.1	99	- 1.0	84	- 3.4
36. Greenville-Spartanburg, S.C.-Asheville, N.C.	78	- 8.2	84	+ 7.7	97	- 6.7
37. Oklahoma City	72	-15.3	77	+13.2	98	+ 2.1
38. New Orleans	87	- 9.4	111	- 4.3	92	- 6.1
39. Louisville, Ky.	58	-12.1	74	- 3.9	77	-22.2
40. Orlando-Daytona Beach, Fla.	85	- 4.5	75	+10.3	102	+24.4
41. Grand Rapids-Kalamazoo, Mich.	49	-22.3	72	-	77	- 7.2
42. Albany-Schenectady-Troy, N.Y.	68	-17.1	78	- 4.9	87	- 8.4
43. San Antonio, Tex.	73	-15.1	87	+31.8	81	+ 3.8
44. Charleston-Huntington, W. Va.	67	+ 1.5	67	- 6.9	108	-10.0
45. Harrisburg-York-Lancaster-Lebanon, Pa.	56	+ 1.8	58	-14.5	84	+ 1.2
46. Dayton, Ohio	53	-11.7	86	- 4.4	73	-12.0
47. Raleigh-Durham, N.C.	75	-10.7	76	-	15	+25.0
48. Norfolk-Newport News-Portsmouth-Hampton Roads, Va.	76	- 9.5	79	+ 3.9	70	+20.7
49. Wilkes Barre-Scranton, Pa.	77	-16.3	55	-11.3	79	- 3.7
50. Birmingham, Ala.	114	- 5.8	32	+ 6.6	74	-14.0
51. Syracuse, N.Y.	58	-10.8	65	- 5.8	89	+ 3.5
52. Flint-Saginaw-Bay City, Mich.	78	-13.3	34	+13.3	80	- 1.2
53. Salt Lake City	76	-10.6	80	+25.0	67	-
54. Greensboro-Winston Salem-High Point, N.C.	82	- 2.4	71	- 4.1	65	+10.2
55. Wichita-Hutchinson, Kan.	50	-23.1	63	- 7.4	59	- 9.2
56. Tulsa, Okla.	68	-12.8	60	- 1.6	48	-11.2
57. Toledo, Ohio	54	-19.4	75	- 8.5	79	- 1.2
58. Shreveport, La.-Texarkana, Tex.	66	-13.2	75	+ 7.1	56	- 3

General Foods is target of consumer suit

Massive counteradvertising is among aims of litigation

A class action suit for nearly \$1 billion has been filed in Los Angeles Superior Court against General Foods Corp. and Benton & Bowles on behalf of a coalition of consumers, minority groups and health professionals.

The complaint, brought last week by San Francisco-based Public Advocates Inc., charged the food manufacturer and

its advertising agency with disseminating misleading ads for breakfast cereals. Named in the suit was B&B's Hollywood branch.

Included in the relief sought is a five-year "Protect Young Children Fund" to be paid for by the defendants and supervised by the court. Estimated at \$30 million per year, the fund would involve counteradvertising (worth 20% of GF's advertising budget, said this year to be about \$26 million); free dental care for "young victims"; and research. Other relief provisions call for appointment of two public board members to each company, and consumer refunds. All told, Public Advocates estimated a full court victory would cost the firms close to \$1 billion.

In the suit, the cereals in question are

referred to as "candy breakfasts." The complaint alleged that the manufacturer hides the fact that its products contain 40% or more sugar, alleged to be 10 times the amount in most soda pop. It claimed that the advertisements teach children false nutritional lessons that could last a lifetime.

Among the specific cereals cited are Post-brand Fruity Pebbles and Cocoa Pebbles. According to the suit, the former—charged as the worst offender—contains 47% sugar while a Hershey chocolate bar contains 35%.

Among the plaintiffs in the class action suit are the Committee for Children's Television, the California Society of Dentistry for Children and the League of United Latin American Citizens.

ABC			CBS			NBC			ABC			CBS			NBC		
Hh %			Hh %			Hh %			Hh %			Hh %			Hh %		
Change			Change			Change			Change			Change			Change		
59.	Little Rock, Ark.	66 - 9.6	52 -	66 - 18.5	80.	Portland-Poland	43 - 14.0	37 + 12.1	48 -								
60.	Richmond, Va.	48 - 9.4	67 - 4.3	57 + 29.5	81.	Springfield, Mo.	18 - 5.3	41 -	59 + 3.5								
61.	Knoxville, Tenn.	24 + 4.3	64 - 3.0	74 - 8.6	82.	Lincoln-Hastings-											
62.	Des Moines, Iowa	48 - 17.2	49 - 16.9	48 - 14.3		Kearney, Neb.	26 - 10.3	46 - 11.5	13 - 18.7								
63.	Mobile, Ala.-				83.	Jackson, Miss.	25 - 7.4	43 + 26.5	51 - 16.4								
	Pensacola, Fla.	56 - 8.2	62 - 1.6	62 + 19.2	84.	Youngstown, Ohio	45 - 6.2	48 + 6.7	48 + 14.3								
64.	Omaha	65 - 17.7	60 + 9.0	62 - 1.6													
65.	Jacksonville, Fla.	39 -	76 + 10.1	57 - 3.4													
66.	Rochester, N.Y.	58 - 6.5	55 - 5.2	52 - 3.7	85.	Bristol-Kingsport-											
67.	Green Bay, Wis.	48 - 18.6	51 - 20.3	58 - 14.7		Johnson City,											
68.	Roanoke-Lynchburg,					Tenn./Va.	24 -	41 -	47 - 7.8								
	Va.	35 - 2.8	60 - 4.8	52 - 2.0	86.	Salinas-Monterey,											
69.	Fresno, Calif.	39 - 2.5	43 - 2.3	51 + 6.3		Calif.	40 - 13.0	17 - 5.6	42 - 2.3								
70.	Springfield-Decatur, Ill.	40 - 18.4	45 - 19.6	51 - 8.9	87.	Springfield, Mass.	46 - 27.0	-	53 - 8.6								
71.	Davenport, Iowa-				88.	Fort Wayne, Ind.	36 - 18.2	34 - 5.6	31 - 22.5								
	Rock Island-Moline,				89.	Evansville, Ind.	44 - 21.4	31 - 3.1	26 - 16.1								
	Ill.	44 - 18.5	46 - 4.2	57 + 5.6	90.	Lexington, Ky.	31 - 3.1	35 - 5.4	38 - 7.3								
72.	Cedar Rapids, Iowa	42 - 27.6	41 - 21.2	42 - 19.2	91.	Peoria, Ill.	31 - 26.2	30 - 9.1	30 - 18.9								
73.	Paducah, Ky.-Cape				92.	Tucson, Ariz.	32 - 11.1	30 + 15.4	37 + 8.8								
	Girardeau, Mo.-				93.	Fargo, N.D.	18 - 18.2	29 - 9.4	32 - 8.6								
	Harrisburg, Ill.	28 - 15.2	56 - 11.1	52 - 20.0	94.	Sioux Falls-											
74.	South Bend-Elkhart,					Mitchell, S.D.	12 + 140.0	45 - 23.7	32 - 8.6								
	Ind.	43 - 12.2	42 - 14.3	43 - 4.4	95.	Waco-Temple, Tex.	-	25 - 40.5	20 - 41.2								
75.	Chattanooga	44 - 10.2	40 - 7.0	50 - 3.8	96.	Lansing, Mich.	-	44 - 22.8	30 - 14.3								
76.	Johnstown-Altoona,				97.	Greenville-New Bern-											
	Pa.	9 + 28.6	53 - 10.2	79 - 7.1		Washington, N.C.	22 - 4.3	39 - 9.3	53 + 15.2								
77.	Albuquerque, N.M.	54 + 1.9	37 + 8.8	44 - 2.2	98.	Columbia, S.C.	22 -	19 - 5.0	58 + 5.5								
78.	Spokane, Wash.	45 + 21.6	45 - 2.2	53 + 15.2	99.	Burlington, Vt.-	13 + 8.3	39 - 9.3	25 -								
79.	West Palm Beach, Fla.	36 + 5.9	5 - 16.7	46 + 2.2		Plattsburg, N.Y.	29 - 9.4	39 + 14.7	23 + 4.5								

Grains of salt. The Advertising Research Foundation's so-called "anti-hyping report" for the May local TV sweep measurements was released last week. ARF didn't say so, but this sweep period (April 27 through May 25) may have set a record for number of pre-emptions of regularly scheduled programming. ARF did say that only three of the 44 half-hours covered in the report had no program changes, and the table shows that no regularly scheduled programming was presented by NBC in 10 half-hours and by CBS in four half-hours. The index shows the extent to which network shares during the sweep period differed from those immediately before and after the sweep period. On Monday at 8-8:30, for example, it shows that ABC's share of audience during the sweep was 94% as high as (or 6% lower than) its share in that time period during the surrounding nonsweep periods, while CBS's was 73% as high as (or

27% lower than) in the surrounding period and NBC's exactly matched its before and after shares. In issuing these sweep share indexes, ARF suggests that "when the index is significantly above or below 100 for a network time period, the buyer should investigate the programming in the local market" and decide for himself or herself whether the May sweep measurement "is representative of network performance." ARF does not define "significantly," however. It does use the index to emphasize that "this kind of disorder [extensive program changes] in regularly scheduled programming underscores the inadequacy of a four-week measurement for either buying or post-evaluation." The index, fourth of its kind from ARF, was developed by A.C. Nielsen Co. to ARF specifications. It is being distributed by the American Association of Advertising Agencies to its members and by Nielsen to Nielsen Station Index subscribers.

	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
7:00 p.m.																			97	96	98
7:30 p.m.																			98	91	109
8:00 p.m.	94*	73	100*	88	95*	**	90*	94	109	91	89	137*	91*	96	103	91*	94	128*	120*	80	99*
8:30 p.m.	82*	65	97*	91	116*	**	90*	98*	105	95	83	143*	89*	104	102*	90*	101	126*	114*	85	95*
9:00 p.m.	89*	54	109*	76*	114	**	101*	85	108*	84	79	**	87	102*	100	83	92	123	118*	**	88*
9:30 p.m.	73*	66*	112*	78*	108*	**	105*	85	111*	70*	83	**	93	102*	104*	85	90*	132	119*	**	78*
10:00 p.m.	68*	83*	114*	93*	94	101	94	80	**	83*	73	**	90	139*	96*	76*	92	125	120	**	73*
10:30 p.m.	64*	82*	113*	93*	86	105	95	79	**	92*	71	**	94	149*	106*	74*	93	122	121	**	69*

* Includes more than one regularly scheduled program

** No regularly scheduled programs telecast during sweep period.

NOW THE PEABODY



Many times in the past WLBT has been honored for its News and Public Affairs presentations. Now the George Foster Peabody Committee has bestowed on us its coveted National Award.

"Power Politics In Mississippi," produced by our prize-winning Probe team, was the program that won the Peabody. We are proud and grateful, but not complacent or secure. We think of this recognition as further encouragement for what has long been our commitment—to serve our area and our people with quality News and Public Affairs programs, which, in the end, help them understand their city, state, and hopefully themselves, better.

We shall always endeavor to be worthy of the honors we receive. More importantly, we shall continue to strive for excellence with every resource at our command. That is our pledge.

3 WLBT-TV

Affiliated with NBC

Represented by H-R

Awards: a boost to the confidence, a reassuring vote from the world

Why they're sought, who wins: a year's collection of honors

Despite all the criticism they get, television and radio attract awards in seemingly increasing numbers. Thousands of honors are handed out each year, and although some are patently self-serving, the great majority attempt to salute some particular accomplishment.

What is the reward in winning awards? What does a winner get out of it besides a trophy, medal or certificate?

Networks have departments that concentrate on seeking program and other awards, working up elaborate presentations to support their entries. Stations assign people to spend long hours in the same pursuit, and countless lobby walls loaded with countless plaques testify to their success.

But there's more to it than something to hang on a wall, according to those engaged in seeking for their programs and people the recognition that awards confer. Ken Taishoff of WTMJ-TV Milwaukee, president-elect of the Broadcasters Promotion Association—an organization whose members by definition are diligent awards-seekers—cites for example the "intangible benefits" of winning.

In entering a program in an awards competition "you know you're competing against the best," he said, and that gives the winner an extra lift.

There are, of course, the obvious benefits: the favorable publicity, the luster that an award gives to the image of the station or network, the extra punch that "award winner" may add to a sales presentation, the boost it gives to station morale.

BPA President Roger Ottenbach of WEEK-TV Peoria, Ill., cited another use. Being an award-winning station, he said, is not only helpful in selling advertising time but also makes good advertising for the station.

Gene Matalene, director of awards for ABC, summarized his department's purpose—and that of any awards department—as "to see that our good programming and production get as much recognition as our bad. Television does provide many hours of excellent broadcasts, and just the way Ford wants you to remember the Model T and forget the Edsel, we want the public to forgive us our bad shows and keep in mind our better work."

James Shumaker, director of advertising operations, CBS/Broadcast Group, sees awards as providing publicity for both the giver and the receiver, and winning them as a means of showing the public that television is better than it sometimes gets



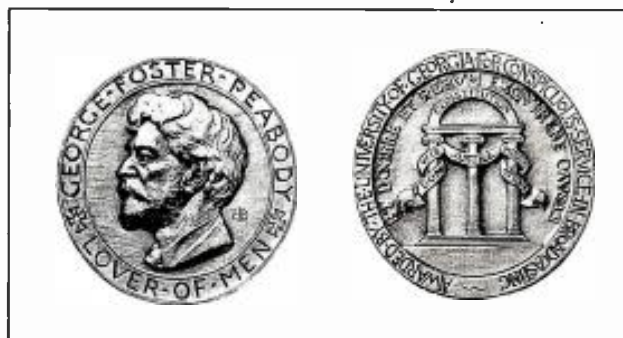
The Sarnoff



The Emmy



The Abe Lincoln



The Peabody



The du Pont-Columbia

credit for—"that it's doing some good things."

NBC has a two-member staff, Barry Solomon and Joan Ward, working fulltime on awards. "There are so many awards and so many require films and tapes and scripts and take so much time to prepare that it's a full-time job," an NBC executive explained. Even so, he added, there are so many awards that the network and its awards department have to pick and choose about which competitions to enter. As for why, he said that "we're in the most visible of businesses, many of these [awards givers] are important organizations and it's valuable in many ways to be recognized by them."

ABC's Mr. Matalene has written an article on the process of entering broadcast awards competitions and it will appear in a book, "The Television Book," to be published this fall by Workman Publishing, New York. He concludes that it's hard to tell whether awards increase tune-in enough to raise ratings, but adds: "What they don't bring in increased viewership, they more than make up for in the pride and rivalry they encourage. Which, after all, is what makes people strive for excellence in the first place—and that is really what awards are all about."

But the awards continue to proliferate. Witness the following listings of national

awards conferred from June 1976 through May 1977. The lists include the broadcast and broadcast-related winners but exclude nonbroadcast awards by the same donors. Asterisks denote noncommercial stations.

American Cancer Society Media Awards

Presented by the American Cancer Society for "excellence in communications about cancer."

Broadcast winners

- CBS Reports** □ *The American Way of Cancer.*
- Children's Television Workshop** □ *Feeling Good.*
- KDFW-TV Dallas** □ *Breast Cancer: An Ounce of Prevention.*
- WBBM-TV Chicago and Nell Derrrough** □ *Channel Two's Cancer Awareness Campaign.*
- WCBS-AM-FM New York and Art Athens** □ *WCBS Radio Stop Smoking Clinic.*
- Why Me** □ Produced by Joe Saltzman (PBS).
- WJMA-AM-FM Orange, Va. and Ross Hunter** □ For a series of 30-second Anti-Smoking Week announcements.
- *WNET(TV) New York and MacNeil-Lehrer Report** □ *Cancer Progress and Mammography.*
- WSB-AM-FM Atlanta** □ For its programs informing the public about cancer.
- WSFA-TV Montgomery, Ala., and Loretta Bacon** □ *Colostomy—A Necessary Nuisance.*

Distinguished Health Journalism Awards

Sponsored by the American Chiropractic Association to "recognize journalists whose constructive thoughts suggest solutions to

NATIONAL AWARDS

George Foster Peabody Award

WBBM-TV and artist Franklin McMahon for "Primary Colors—An Artist on the Campaign Trail"

Roy W. Howard Public Service Award/Scripps-Howard Foundation

KMOX-TV for "An Uncommon Gift"

Ohio State Award

WBBM-TV for "Let's Hear It for the Patients"

Ohio State Award

WCBS-TV for "Channel 2 Eye On: Industrial Cancer: Warning! This Job May Be Fatal to Your Health"

Sigma Delta Chi Award

KNXT for "Los Angeles County: Your Money and Your Life" (Television Public Service)

National Press Photographers Association/Television News Photography

WCAU-TV's Mykola Kulish for "Eye On... A Slice of Night" (First Place, Documentaries)

National Headliners Award

WCAU-TV for "Eye On... Ukrainians in America: A Struggle for Identity" (Outstanding Documentary by a television station)

American Women in Radio and Television

KMOX-TV for a segment of "St. Louis Illustrated" (First Place, Excellence in Nutrition Communication)

National Clarion Contest of Women in Communications

WCAU-TV for "Eye On... Ukrainians in America: A Struggle for Identity" (First Place, Television Documentaries)

Broadcast Media Award/San Francisco State University

WBBM-TV for "Let's Hear It for the Patients" (Public Affairs)

Broadcast Media Award/San Francisco State University

KNXT for "Los Angeles County: Your Money and Your Life" and "The Bionic Body" segment of MEDIX (Information and Documentary). Also, "Stanley Spider Special" (Entertainment)

REGIONAL AWARDS

Deadline Club, New York Chapter, Sigma Delta Chi

WCBS-TV Consumer Editor John Stossel for "Car Repair Rip-Offs" (Special Achievement, Television Public Service)

The Headline Club, Chicago Chapter, Sigma Delta Chi/ Peter Lisagor Awards for Exemplary Journalism.

WBBM-TV's Donna LaPietra, Bill Kurtis, Tom Kuelbs and Johnathan Rodgers for their report on the death of Mayor Daley (Best Television Reporting), Editorial Director Gary Cummings for his editorial about abuses within the Illinois unemployment system (Best Television Editorial)

Sigma Delta Chi, Greater Philadelphia Chapter

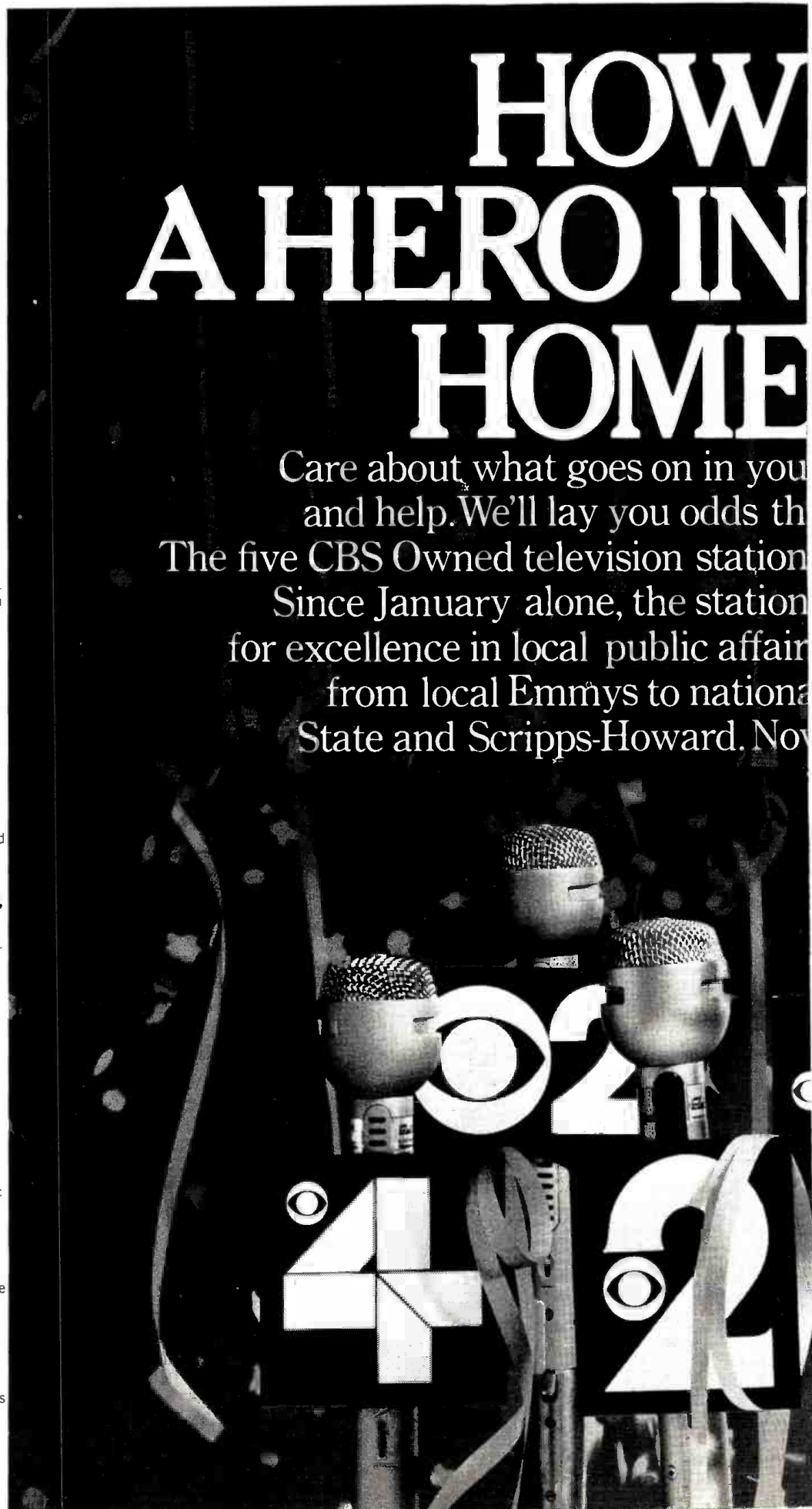
WCAU-TV for "Bicen 10 Welcomes Her Majesty the Queen" (Best Television Public Service)

National Academy of Television Arts and Sciences, New York Chapter

WCBS-TV for "The Six O'Clock Report" (Outstanding News Show), "Channel 2 Eye On" (Outstanding Documentary Series), "Dave Marsh's Mideast Journal" (Outstanding Feature News Reporting), "Pat Collins Show" (Outstanding Informational Series), "Growing Up With Deafness" segment of "The Pat Collins Show" (Outstanding Informational Program), "Toys on the Town" (Outstanding Children's Program), Consumer Editor John Stossel (Consistently Outstanding Reporting), Health and Science Editor Charles Crawford (Citation of Merit).

HOW A HERO IN HOME

Care about what goes on in your community and help. We'll lay your odds. The five CBS Owned television stations. Since January alone, the stations for excellence in local public affairs from local Emmys to national State and Scripps-Howard. Now



TO BE YOUR OWN TOWN.

community. Care enough to pitch in
community will care back. A lot.
are. And we've got the awards that prove it!
have won over 60 individual awards
and news programming. Everything
recognition from Peabody, Ohio
that's what we call a hero's welcome.

National Academy of Television Arts and Sciences, Chicago Chapter

WBBM-TV for "Once A Priest"
(Outstanding Documentary of Current
Significance), "Colors of Gray"
(Outstanding Documentary of Cultural
Significance), Anchorman Walter Jacobson
(Outstanding Editorial and Commentary
Achievement), Reporter Susan Anderson
(Best Investigative Reporting), Reporter
Bob Faw (Best News Series), "Common
Ground" (Best Conversation Program
Series), "Channel 2: The People" (Best
Informational Programming in a Public
Affairs Series), "The Blue Beast" (Best
Single Children's Program), "Jack Pardee
Show" (Best Sports Series), Lee Phillip
(Special Governor's Award), Writer Scott
Gurvey and film editor Brita Paretzkin
(Individual Excellence Awards)

Greater Los Angeles Press Club Journalism Awards

KNXT (Best Television Newscast), Connie
Chung for her coverage of the
Tunney/Hayakawa Senate race (Best
Television Reporting), Ted Dawson (Best
Sportscast)

Illinois UPI Broadcast Journalism Awards

WBBM-TV Reporter Bob Faw for his series
on poisonous chemicals accidentally fed to
cattle (Best Television Investigative
Reporting), "Let's Hear It for the Patients"
(Best Television Documentary), "Jack
Pardee Show" (Best Television Sports),
Editorial Director Gary Cummings for his
editorials on the inefficiency of Chicago's
Board of Elections (Best Television Editorial)

California Associated Press Television and Radio Association

KNXT for "Los Angeles County: Your
Money and Your Life" (Best Community
Affairs Broadcast)

Illinois Associated Press Broadcast Awards

WBBM-TV for "Let's Hear It for the
Patients" (Best Television Documentary),
Jeannie Morris for "The Forgotten
Olympians" (Best Sports Reporting),
Channel 2 Focus Unit for its series of arson
reports (Best Enterprise), cameraman
Steve Lasker for five filmed profiles (Best
Television Feature Photography), "Ten
O'Clock News" (Best Regularly Scheduled
News)

Pennsylvania Associated Press Broadcasters Association

WCAU-TV for "Car Capers" (First Place,
Enterprise Reporting), Channel 10 News'
14 live Bicentennial specials (Second
Place, Public Affairs)

Radio and Television News Directors Association

WCAU-TV for "Car Capers" (Best
Investigative Reporting—Television Stations
in the Northeast)

Edward R. Murrow Award/Radio and Television News Directors Association

WBBM-TV for "Let's Hear It for the
Patients" (Midwest Regional Winner)

Edward R. Murrow Award/Radio and Television News Directors Association

KNXT for "Los Angeles County: Your
Money and Your Life" (Western Regional
Winner)

American Women in Radio and Television, Philadelphia Chapter

WCAU-TV's Dennis Cunningham
(Personality of the Year), Robert Hosking
(Broadcaster of the Year), "Eye On...
Ukrainians in America: A Struggle for
Identity" (Best Public Affairs Special), "Car
Capers" (Best Public Affairs Series),
Channel 10 News' coverage of election
night (Best News Coverage)

New York City Transit Patrolmen's Benevolent Association

WCBS-TV Correspondent Chris Borgen
(Annual News Media Award)

2 LA

THE FIVE CBS STATIONS

WCBS-TV New York
KNXT Los Angeles
WBBM-TV Chicago
WCAU-TV Philadelphia
KMOX-TV St. Louis

basic health problems, motivate consumers to take care of their health and contribute to fair and responsible reporting.

Broadcast winners

KMOX-AM-FM St. Louis □ *Your Health*.
WINK-TV Fort Myers, Fla. □ *Project 11—Open Heart Surgery*.
WRFM(FM) New York □ *From One Generation to Another*.

American Heart Association Howard W. Blakeslee Award

Presented by the American Heart Association in memory of the science editor of the Associated Press for "outstanding reporting on heart and blood vessel diseases."

Broadcast winners (\$500)

Art Athens WCBS(AM) New York □ *The WCBS Stop Smoking Clinic*.
WEEI(AM) Boston □ *The Candidate*.
Tandem Productions, Los Angeles □ for an episode of *All in the Family* titled "Archie's Weighty Problem."

American Legion Fourth Estate Awards

58th annual. Presented by the American Legion for "distinguished public service in the field of communications" for "an activity or accomplishment which is national in scope or in its impact."

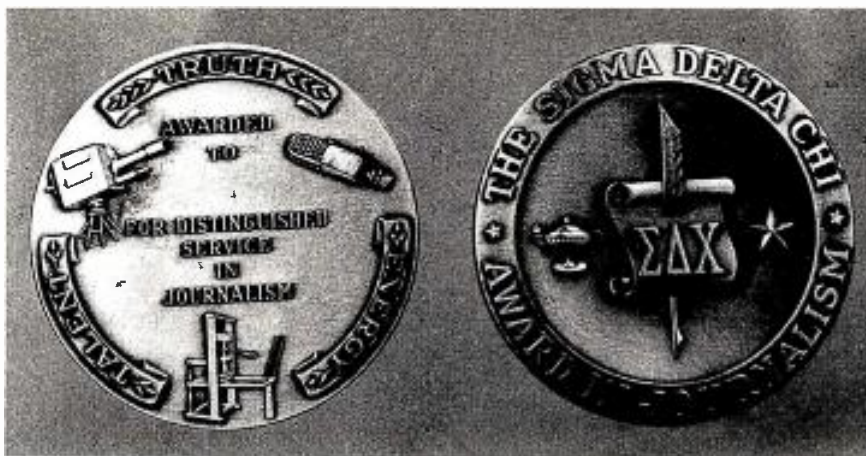
Thomas Chisman, president, Bicentennial Radio Network Ltd.

Arthritis Foundation Russell L. Cecil Awards

20th annual. Presented by the Arthritis Foundation, Atlanta, for outstanding writing about arthritis in television, radio, newspapers and magazines.



The Iris



The SDX

Television winner (\$1,000)

Sandra Bruck □ *Lupus: Wolf in Disguise*, half-hour nationally syndicated program that first appeared on KNXT(TV) Los Angeles.

Christmas Toys (community service).

Broadcast Industry Conference Awards

27th annual. Presented by San Francisco State University "to individuals who have made outstanding contributions to the industry" and "to radio, television and cable stations for excellence in local programming."

Broadcast Preceptor winners

Advertising in the Broadcast Media □ Book written by Elizabeth J. Heighon and Don R. Cunningham.
William Blinn □ For developing and adapting *Roots* for television (ABC).
Broadcast Management □ Book written by Ward L. Quaal and James A. Brown.
Pauline Frederick □ For her performance as NBC News United Nations correspondent.
Sir Hugh Greene □ For founding the British Broadcasting Corporation.
Alex Haley □ For writing *Roots* (ABC).
Stan Margulis □ For producing *Roots* (ABC).
Barbara Schultz □ For artistic direction and production of *Visions* (PBS).
Robert K. Tiemens □ For academic leadership.
Women in Television News □ Book written by Judith S. Gelfman.

Broadcast Media winners

Bi-Cities Cable CTV5, Yuba City, Calif. □ *The Day of the Bus Crash*.
KABC-TV Los Angeles □ *Rape: The Hidden Crime*.
***KBYU-FM** Provo, Utah □ *The Illustrated Man: The Fox in the Forest and Kaleidoscope*.
KCBS-FM San Francisco □ *In Depth: The Victims*.
***KCET-TV** Los Angeles □ *Number Our Days*.
KDKA(AM) Pittsburgh □ *Teenage Drinking*.
KGO-TV San Francisco □ *PSA: La Casa De Las Madres*.
KMOX(AM) St. Louis □ *Juvenile Crime: An American Tragedy*.
KNBC(TV) Los Angeles □ *The Greatest Story Never Told*.
KNX(AM) Los Angeles □ *The Good People Documentary*.
KNXT(TV) Los Angeles □ *Medix: The Bionic Body, Los Angeles County: Your Money and Your Life and Stanley Spider Special*.
KOMO-TV Seattle □ *North Bonneville—An Update*.
KPIX(TV) San Francisco □ *Sara Jane Moore Interview and The Battered Wife*.
KPVI(TV) Pocatello, Idaho □ *The Teton Dam Disaster*.
***KQED(TV)** San Francisco □ *Womantime & Co.: Sign on the Dotted Line*.
KRON(TV) San Francisco □ *Battleground: Breast Cancer*.
***KSJN(FM)** St. Paul, Minn. □ *Ashes to Ashes and Dust to Dust*.

American Women in Radio and Television Silver Satellite Award

10th annual. Presented by American Women in Radio and Television Inc. for "outstanding contribution to the field of broadcast communications (artistic, scientific, sociological, cultural or humanitarian)."

Marlene Sanders □ For her "deep involvement in social, cultural and humanitarian reporting."

Armstrong Awards

13th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards recognize "excellence and originality in FM broadcasting."

First place

***WBAI(FM)** New York □ *Breaking the Blacklist: Strategies for Survival 1947-1976* (news documentary).
WBEN-FM Buffalo, N.Y. □ *From Father to Son: A True Story* (education).
WFMT(FM) Chicago □ *Bram Stoker's Dracula* (creative use of the medium).
WGMS-FM Washington □ *Salzburg—Genesis of a Festival* (music).
WRFM(FM) New York □ *A Touch of Madness: Mental Illness* (community service).
WXRT(FM) Chicago □ For general news coverage (news).

Runners up

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

KSL-TV Salt Lake City □ *Cliff Dwellers*.
KTEH(TV) San Jose, Calif. □ *Oral Language Development: Views of Five Teachers*.
***KUON-TV** Lincoln, Neb. □ *The Lakota: One Nation on the Plains*.
KYW-TV Philadelphia □ *Lady Law*.
Maryland State Department of Education, Owings Mills, Md. □ *Book, Look, and Listen No. 16, Do Not Feed the Animals*.
National Black Network, New York □ *Black Issues and the Black Press*.
University of Utah Instructional Television, Salt Lake City □ *Fusion, Joel Alvin Tertocha*.
WBBM-TV Chicago □ *Let's Hear It For the Patients and Minicam Christmas Promo*.
WCBS(AM) New York □ *The Criminal Justice System. A WCBS Newsradio Status Report*.
WCKT(TV) Miami □ *What Was That I Ate?*
***WETV(TV)** Atlanta □ *City Kid*.
***WHWC-TV** Menomonee, Wis. □ *A Piece of the Puzzle*.
WMC-TV Memphis □ *Travelin' Televan*.
WNBC-TV New York □ *New York Illustrated: Requiem for Tina Sanchez*.
WNDU-TV South Bend, Ind. □ *Beyond Our Control*.
***WNET(TV)** New York □ *Sweet Equity: 51st State*.
WTOP-TV Washington □ *Genesis, Juba and Other Jewels*.
WTTG(TV) Washington □ *Roach*.

Broadcasters Promotion Association/Michigan State University Awards

Presented by the Broadcasters Promotion Association and Michigan State University "to recognize outstanding broadcast promotion achievements in three main categories—au-

dience promotion, sales promotion and community involvement.

CFCF-TV Montreal □ Sales promotion, large market TV.
CFRA(AM) Ottawa □ Small market radio, special event.
CHCH-TV Hamilton, Ont. □ Large market TV promoted on radio.
CJAD(AM) Montreal □ Large market radio, special event.
Gene Davis, WTOP-TV Washington □ Community involvement, TV.
KDKA-TV Pittsburgh □ Sales promotion, large market TV.
KGTV(TV) San Diego and **KGW-TV** Portland, Ore. □ Small market TV, on-air announcements.
KNBC(TV) Los Angeles □ Large market TV promoted by a non-broadcast medium.
KNX-AM-FM Los Angeles □ Large market radio promoted on radio.
KOMO-TV Seattle □ Large market TV, on-air announcements.
KUTV(TV) Salt Lake City □ Sales promotion, small market TV.
KYW(AM) Philadelphia □ Total advertising campaign, large market radio.
WBAL-TV Baltimore □ Total advertising campaign, large market TV.
WBBM-TV Chicago □ Large market TV, on-air announcements.
WBZ-AM-FM Boston □ Large market radio promoted on TV.
WFSB-TV Hartford, Conn. □ Small market TV, special event.
WGEM-AM-FM Quincy, Ill. □ Small market radio promoted by a non-broadcast medium.
WGN-TV Chicago □ Large market TV, special event.
WGST(AM) Atlanta □ Large market radio promoted by a non-broadcast medium.
WISN-TV Milwaukee □ Small market TV promoted by a non-broadcast medium.



The Freedoms Foundation

WITI-TV Milwaukee □ Small market TV promoted on radio and total advertising campaign, small market TV.
WSOC-AM-FM Charlotte, N.C. □ Community involvement, radio and total advertising campaign, small market radio.

Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Television winners

Anti Defamation League □ *Faces* (Grey), *The Prejudice Test* (Grey).
Band Aids □ *Stuck On Me* (Young & Rubicam).
Barney's □ *English Room* (Scali, McCabe, Sloves).
B.F. Goodrich tires □ *Joan Rivers* (Grey).

CY N. BAHAKEL STATIONS

SERVING MILLIONS THROUGH THE MIRACLE OF BROADCASTING

RADIO STATIONS

WWOD - AM - 5,000 Watts
WWOD - FM - 3,000 Watts
 Lynchburg, Va.
WDOD - AM - 5,000 Watts
WDOD - FM - 100,000 Watts
 Chattanooga, Tenn.
WKIN - AM - 5,000 Watts
 Kingsport Tenn.
KXEL - AM - 50,000 Watts
KXEL - FM - 100,000 Watts
 Waterloo, Iowa
WLBj - AM - 5,000 Watts
WLBj - FM - 3,000 Watts
 Bowling Green, Ky.
WABG - AM - 1,000 Watts
 Greenwood, Miss.

For A Quarter Century



FLAGSHIP STATION AND CHARLOTTE HEADQUARTERS

TELEVISION STATIONS

WABG-TV □
 Greenwood
 Greenville, Miss.
 Maximum Power
CHANNEL 6
WKAB-TV □
 Montgomery, Ala.
 1 Million Watts
CHANNEL 32
WCCB-TV □
 Charlotte, N.C.
 5 Million Watts
CHANNEL 18
WOLO-TV □
 Columbia, S.C.
 1.2 Million Watts
CHANNEL 28
WBBj-TV □
 Jackson Tenn.
 Maximum Power
CHANNEL 7
WBAK-TV □
 Terre Haute, Ind.
 2.3 Million Watts
CHANNEL 32

SALUTING OUR FELLOW CAREER BROADCASTERS WORKING TO BUILD A BETTER AMERICA



THE STATIONS THAT SERVICE BUILT



LET THEM SERVE YOU

British Airways □ *Horseman* (Tinker, Dodge, Delano).
Celotex residential roofing □ *I'm a Roof* (Mike Sloan).
Chevrolet □ *Baseball, Hotdogs '76* (Campbell-Ewald).
Colgate dental cream □ *Braces* (Ted Bales).
Dannon yogurt □ *Commuter* (Marsteller).
Diet Rite □ *Hava* (Leo Burnett).
East Los Angeles Health Task Force □ *Drunk Driving* (Blue Sky).
El Producto □ *Winston* (Compton).
Elmer's Glue-All □ *Bulldozer* (Conahay & Lyon).
Exxon □ *Mark Twain, Dizzy Dean, Anne Sullivan* for best over-all campaign, corporate and cinematography (McCann-Erickson).
Faberge □ *Lola Falana* (Nadler & Larimer).
Lola Falana □ *Faberge* for best female performance (Nadler & Larimer).
Kalso Earth Shoes □ *Invention* (Martin Landey).
Kodak □ *Scrooge* for best costuming and set design. *In Session* (J. Walter Thompson).
Will Lee □ *Xerox, Saver* for best male performance (Needham, Harper & Steers).
Levi Strauss □ *Threads* (Honig-Cooper & Harrington).
Meow Mix □ *All Over the World* (Della Femina, Travisano & Partners).
MONEY □ *Sisters* (Marschalk).
Nair □ *Short Shorts* (Avrett, Free & Fischer).
National Geographic Society □ *Incredible Machine* (Ketchum, MacLeod & Grove).
Northwestern Bell Telephone □ *Talking Plants* (BBDO).
Old Home bread □ *Bread Bash* (Bozell & Jacobs).
Pampers □ *It's a Girl* (Benton & Bowles).
Pepsi Cola □ *Samantha* (BBDO).
Peugeot □ *Test Track* (Van Leeuwen).
Salada Tea □ *Salesman* (Humphrey, Browning, MacDougall).
Schmidt's beer □ *You Can Always Tell A Coors* (Rosenfeld, Sirowitz & Lawson).
Seven Up □ *Uncola* for best film effects and graphics (J. Walter Thompson).
Sony cassette recorder □ *Restaurant* (Rosenfeld, Sirowitz & Lawson).
Straw Hat pizza □ *Time Lapse* (Hoefler, Dieterich & Brown).
Texaco □ *Tortoise & Hare VI* (Benton & Bowles).
Tic Tac mints □ *Ballerina Bang* (Chalek Dreyer).
Tonka Trucks □ *Factory* (Carl Ally).
Trac II razor □ *Perfect Face* (Benton & Bowles).
U.S. Life Savings & Loan □ *I'm an Actor* (Chia/Day).
Water Pik Shower Massage □ *Del Coronado* (J. Walter Thompson).
WSBK-TV Boston/Boston Red Sox □ *Keep Your Sox On* (Hill, Holliday, Connors, Cosmopolis).
Xerox □ *Monks* (Needham, Harper, Steers).
Yamaha motorcycles □ *Hermit* (Botsford Ketchum).

Radio winners

Aero Peru □ *Mysterious Journey* (Phillip J. Taylor).
Allerest □ *Apology* (Carl Ally).
Blue Nun wine □ *Polynesian Restaurant* (Della Femina, Travisano & Partners).
Chevrolet □ *Baseball, Hotdogs '76* (Campbell-Ewald).
Connie shoes □ *Lady Long Legs* (production: No Soap Radio).
Cribari wine □ *Rainbow, First Commercial, Jug Band* (Dailey & Associates).
Eau Claire Cycle shop □ *The Bus Ride* (production: Kreative Kat).
51 Newsmagazine □ *Pith and Fluff* (WPLJ-FM New York).
Gilbert & Mott Chevrolet □ *Vaudeville* (WHWH[AM] Princeton, N.J.).
Great Adventure □ *The Greatest Day in Your Life* (Ogilvy & Mather).
Justice Motor Co. □ *They'll Be There* (production: WCHL[AM] Chapel Hill, N.C.).
Kinney shoes □ *Great American Shoe Store* (Sawdon & Bess).
Kodak □ *Paul Anka* (J. Walter Thompson).
Lafayette Radio Electronics □ *Average Calculator* (production: Lafayette).



The Clio

Sara Lee cakes □ *Who Ate the Sara Lee?* (Benton & Bowles).
Marathon Oil □ *Meals on Wheels, Your Neighbor* (production: Labunski).
New England Touch-Tone Telephones □ *Punch A Friend* (Cabot).
Ohio National Bank □ *Police Dispatcher* (Byer & Bowman).
Peter Paul Mounds/Almond Joy □ *Sometimes You Feel Like a Nut* (Dancer Fitzgerald Sample).
Pizza Ring restaurants □ *American Family* (Paddock, Smith & Aydlotte).
Rancho Supply □ *Padded Toilet Seats* (production: KLIX[AM] Twin Falls, Idaho).
Shawnee Mission Plumbing Heating Cooling □ *General Plumbing/Heating* (Tom Korchak).
Louis Sherry ice cream □ *Astors & Whitneys* (Marsteller).
Sugar Free Dr. Pepper □ *Penthouse* (Young & Rubicam).
United Way of Metro Atlanta □ *Give A Hand* (Burke Dowling Adams).
Water Pik shower massage □ *In the Beginning* for best appliances, use of sound: *Sexy Morning* (J. Walter Thompson).
Yamaha □ *Quicksand* (Botsford Ketchum).

Daytime Emmy Awards

Presented by the National Academy of Television Arts & Sciences recognizing outstanding achievements in all phases of television.

ABC Afternoon Specials □ "My Mom's Having a Baby"
The American Woman: Portraits of Courage (ABC).
Big Henry and the Polka Dot Kid □ NBC Special treat.
Bert Convy □ *Tattletales* (CBS).
Phil Donahue □ *Donahue* (syndicated).
Val Dufour □ *Search for Tomorrow* (CBS).
The Electric Company (PBS).
Family Feud (ABC).
Helen Gallagher □ *Ryan's Hope* (ABC).
Mike Gargiulo □ *The \$20,000 Pyramid* (ABC).
Merv Griffin Show (syndicated).
Donald R. King □ *The Mike Douglas Show* (syndicated).
Claire Labine, Paul Avila Mayer and Mary Munisteri □ *Ryan's Hope* (ABC).
Gaby Monet and Anne Grant □ *The American Woman: Portraits of Courage*.

Louis Nettleton □ *The American Woman: Portraits of Courage*.
Ryan's Hope (ABC).
Sesame Street (PBS).
Lela Swift □ *Ryan's Hope* (ABC).
Zoom (PBS).

Christophers

Presented by The Christophers, ecumenical mass media organization, to producers, directors and writers for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Television winners

ABC News Closeup on Gun Control: Pro and Con □ Richard Gerdau, James Benjamin, Debra Kram.
Beauty and the Beast □ Thomas M.C. Johnston, Hank Moonjean, Fielder Cook, Sherman Yallen (NBC-TV).
Belle of Amherst □ Mike Merrick, Don Gregory, Charles S. Dubin, William Luce (*KCET/PBS).
Big Henry and the Polka Dot Kid □ George Heinemann, Linda Gottlieb, Richard Marquand, W. W. Lewis (NBC).
Blind Sunday □ Daniel Wilson, Larry Elikann, Arthur Barron, Fred Pressburger (ABC).
Children of Divorce □ Mike Gavin (NBC).
Chinatown □ David Loxton, Jon Alpert, Keiko Tsuno, Yoko Maruyama (*WNET/PBS).
Christmas Around the World □ Lee Mendelson, Karen Crommie (NBC).
Come Into My Parlor □ Abrey Buxton, John Cooke, John Paling, Peter Parks, Sean Morris, Gerald Thompson, Colin Willock, James T. de Kay (NBC).
Doug Henning's World of Magic □ Jerry Goldstein, Walter C. Miller, Buzz Kohan (NBC).
Dying □ Michael Ambrosino, Michael Roemer (WGBH/PBS).
Farewell to Manzanar □ George J. Santoro, John Korty, Jeanne Wakatsuki Houston, James D. Houston (NBC).
Gypsy in My Soul □ William O. Harbach, Cy Coleman, Fred Ebb, Tony Charmoli (CBS).
How Green Was My Valley □ Martin Lisemore, Ronald Wilson, Elaine Morgan (PBS, *WGBH, BBC).
Judge Horton and the Scottsboro Boys □ Thomas W. Moore, Paul Leaf, Fielder Cook, John McGreevey (NBC).
Just An Old Sweet Song □ Philip Barry, Robert Ellis Miller, Melvin Van Peebles (CBS).
Liza's Pioneer Diary □ Barbara Schultz, Nell Cox (*KCET/PBS).
Orangutans: Orphans of the Wild □ Aubrey Buxton, Dieter Plage, Colin Willock (CBS).
Perry Como's Christmas in Austria □ Bob Banner, Stephen Pouliot (NBC).
The Puzzle Children □ Stephen Dick, Bill Davis (*WQED/PBC).
Sills and Burnett at the Met □ Joe Hamilton, Dave Powers, Ken Welch, Mitzie Welch, Kenny Solms, Gail Parent (CBS).
With All Deliberate Speed □ Joel Heller, Joel Markowitz, Bill Badalato, Jan Hartman (CBS).
CBS-TV □ *Bicentennial Minutes* (special award).

Corporation for Public Broadcasting Awards

Presented by CPB to noncommercial TV and radio stations for outstanding local programs.

Television winners

***KCET(TV)** Los Angeles □ *Number Our Days* (best over-all) and *Inner Visions with Charles Bevel* (target audience: blacks).
Kentucky Educational Television, Lexington, Ky. □ *Victoria* (children's programming).
***WGBH-TV** Boston □ *A Woman's Special: Rape* (target audience: women).
***WNJT(TV)** Trenton □ *Equality in the 200th Year* (news and public affairs documentary) and *El Passadio* (target audience: latinos).

Radio winners

Burton D. Harrison, *KWSU(AM) Pullman, Wash. □ Edward R. Murrow award for his 28 years as "teacher, broadcaster and national leader."
***KBIA(FM)** Columbia, Mo. □ *Berlioz and Shakespeare*.
***KBYU-FM** Provo, Utah □ *The Illustrated Man: Kaleidoscope*.
***KUOM(AM)** Minneapolis □ *Incest*.
***WAMU-FM** Washington □ *Sound Portrait of Porgy and Bess*.
***WDET-FM** Detroit □ *The Milage Lost ... Again*.
***WIAA(FM)** Interlochen, Mich. □ *Radio Chronicle*.
***WLTR(FM)** Columbia, S.C. □ *The American Popular Song*.
***WMOT(FM)** Mufreesboro, Tenn. □ *Murder at Louisa School*.
***WUNC(FM)** Chapel Hill, N.C. □ *The Queen Who Couldn't Bake Gingerbread*.
***WXXI-FM** Rochester, N.Y. □ *The Second Inter-galactic Poetry Energy Circus*.

Directors Guild of America Awards

29th annual. Presented by the Directors Guild of America to honor the "most outstanding directorial achievements" in television and motion pictures.

Television winners

Alan Alda □ *M*A*S*H* (comedy series).
Arthur Bloom □ CBS News *Democratic and Republican National Conventions* (documentary/news specials).
Tony Charmoli □ *Shirley Maclaine—Gypsy in My Soul* (musical/variety).
Glenn Jordan □ *Family* (dramatic series).
Daniel Petrie □ *Eleanor and Franklin* (specials).

duPont-Columbia Awards

Presented by Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

Warren Doremus and **WHEC-TV** Rochester, N.Y. □ *The Riots Plus Ten Years*.
Don Harris and **KNBC(TV)** Los Angeles □ *Prison Gang*.
Clarence Jones and **WPLG(TV)** Miami □ For crime reporting.
David Moore and **WCCO-TV** Minneapolis □ *Moore on Sunday*.
National Public Radio □ *All Things Considered*.
Tom Pettit and **NBC Nightly News** □ For a series of reports on feeding the poor.
Brian Ross and **WKYC-TV** Cleveland □ *Teamster Power*.
WBT(TV) Charlotte, N.C. □ For news and documentary programming.
WCCO-AM-FM Minneapolis □ For news and documentary reporting.
***WGBH-TV** Boston □ *Arabs and Israelis*.

Freedoms Foundation Awards

28th annual. Presented by the Freedoms Foundation, Valley Forge, Pa., to persons and institutions for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

Radio winners

Family Stations Inc., Oakland, Calif. □ *The Most Important American. The Rock on Which We Stand*.

Georgia Association of Broadcasters □ *Return of Button Guinness*.

KBOI-AM-FM Boise, Idaho □ *A Look at America's 200 Years*.
KFWB(AM) Los Angeles □ *The Right To Die*.
KING-AM-FM Seattle □ *A New Birth of Freedom*.
KMBZ(AM)-KMBR(FM) Kansas City, Mo. □ *Second Century*.
KYW(AM) Philadelphia □ *Salute to the Flag*.
NBC □ *NIS Bicentennial coverage*.
Southern Baptist Radio-TV Commission, Fort Worth □ *Master Control*.
WBBM-AM-FM Chicago □ *Sign Here—Reform on the Ballot*.
WBRG(AM) Lynchburg, Va. □ *Police Beat*.
WCAU-FM Philadelphia □ *Past Prolog*.
WJR(AM) Detroit □ *Goods Destined for Service. The American Popular Song*.
WJW(AM) Cleveland □ *They Paid a Price for Their Patriotism*.
WMAL-AM-FM Washington □ *Presidential Perspective*.
WOR(AM) New York □ *Operation Sail 1976*.
WSRS(FM) Worcester, Mass. □ *A Salute to America's Music*.

Television winners

ABC News □ *The Years After. Suddenly An Eagle*.
KABC-TV Los Angeles □ *The Unfinished Business*.
KING-TV Seattle □ *A New Birth of Freedom*.
KIRO-TV Seattle □ *Bi-Centennial Quiz*.
NBC □ *Valley Forge. The Best of the Fourth, The Last Days, New World. Hard Choices—American Policy 1976. Jubilee*.
New Jersey Public Broadcasting Authority □ *Crossroads to Victory*.
WBBM-TV Chicago □ *Colors of Gray*.
WBT(TV) Charlotte, N.C. □ *It Happened in the Carolinas*.
WCJB(TV) Gainesville, Fla. □ *Latchua Country—Courage, Dignity and Grace*.

WCKT(TV) Miami □ *Sunday News Update '76*.
WGHP-TV High Point, N.C. □ *North Carolina Heritage Series*.
WKYC-TV Cleveland □ *Dr. Maddox: Country Doctor*.
WMAL-TV Washington □ *Let My People Go*.
***WMUS(TV)-*WMUT(TV)** both Milwaukee □ *June 14th—A Day to Remember*.
WNBC-TV New York □ *The First Estate: Religion In Review*.
WRBL-TV Columbus, Ga. □ *Faith of Our Fathers*.
WSB-TV Atlanta □ *Common Faith—Common Law*.
WTPA(TV) Harrisburg, Pa. □ *Perpetuating Our American Heritage*.

American Patriots Medal

Gene Autry, Golden West Broadcasting, Los Angeles □ For "his lifetime of service and dedication to his fellow man."

Gabriel Awards

11th annual. Presented by UNDA-USA, the professional and autonomous Catholic association for broadcasters and allied communicators for excellence in broadcasting.

American Lutheran Church, United Methodist Church □ *Scan* (youth oriented, national radio).
Bonneville Productions for the Church of the Latter-Day Saints □ *Homefront IV* (PSA, national TV).
CKWX(AM) Vancouver, **United Church Broadcasting** □ *Dateline* (entertainment, local radio).
Franciscan Communications Center, Los Angeles □ *With Just a Little Trust* (religious, national TV).
KGW(AM) Portland, **Ecumenical Ministries of Oregon** □ *Clowns* (youth oriented, local radio).
KNBR(AM) San Francisco, **Archdiocesan Communications Center** □ *Bloom* (religious, local radio).
KOOL-TV Phoenix □ *Carol of the Desert* (educational, markets 26-208).

Winner 1977 Abe Lincoln Award For Television

Bob White
Vice-Pres., Station Mgr.
KIII-TV



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KIII-TV



KIII-TV Corpus Christi, Texas
 KBMT-TV Beaumont, Texas
 KSON AM San Diego, California
 KSON FM San Diego, California



The Scripps-Howard

KSFO(AM) San Francisco, **Archdiocese Communications Center** □ *To Whom It May Concern* (PSA, Local radio).
NBC-TV □ *Farewell to Manzanar* (entertainment, national), *Papa and Me* (Youth oriented, national).
Radio-TV Commission, Southern Baptist Convention □ *Master Control* (educational, national radio).
United States Catholic Conference □ *Campaign for Human Development* (PSA, national TV).
WBBM-TV Chicago □ *Oscar Brown's Back in Town* (entertainment, top-25 markets).
WCVB-TV Boston □ *There's Something We've Been Meaning to Tell You* (youth oriented, top-25 market).
***WGBH-TV** Boston, **Public Broadcasting Service** □ *Dying* (educational, national).
WKBN-TV Youngstown, Ohio, **Diocese of Youngstown** □ *Movin' Out* (youth oriented, markets 26-208).
WMAQ(AM)-WNIS(FM) Chicago □ *All the Broken Children* (educational, local radio).
WOWT(TV) Omaha, **Archdiocese of Omaha, Great Plains Media Ministry** □ *Gallery* (religious, markets 26-208).
WTMJ-TV Milwaukee, **Archdiocese of Milwaukee and Wisconsin-Milwaukee Religious Broadcasting Ministry** □ *The Seven Last Words* (PSA, top-25 markets).
WTTG(TV) Washington □ *Roach* (educational, top-25 markets).
WUTV(TV) Buffalo, **Diocese of Buffalo** □ *A Midnight Clear* (entertainment, markets 26-208).
WWL-TV New Orleans □ *Reach Out* (PSA, markets 26-208).

Station awards

WCVB-TV Boston
WRFM(FM) New York

Personal achievement awards

Scott Craig, executive producer, WBBM-FM Chicago.

Gavel Awards

19th annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

CBS News □ *The American Parade*.
Alan Landsburg Productions □ *Fear on Trial* (CBS-TV).
National Public Affairs Center for Television, ***WETA-TV** Washington □ *Levi and the Law: A Colloquy With the Attorney General*.
WCCO-TV Minneapolis □ *Home Sweet Prison*.
WCVB-TV Boston □ *Crime: The War We're Losing*.
***WGBH-TV** Boston □ *Edelin Conviction*.
WMAQ-TV Chicago □ *When is Justice Coming?*, Code 39.

Golden Globe Awards

34th annual. Presented by the Hollywood Foreign Press Association to performers and shows of outstanding quality.

Edward Asner □ *Rich Man, Poor Man* (best supporting actor in a series).
Josette Banzet □ *Rich Man, Poor Man* (best supporting actress in a series).
Barney Miller □ (best series—musical/comedy).
Susan Blakely □ *Rich Man, Poor Man* (best actress—drama).
Carol Burnett □ *The Carol Burnett Show* (best actress—musical/comedy).
Eleanor and Franklin □ (best motion picture made for television).
Richard Jordan □ *Captains and the Kings* (best actor—drama).
Rich Man, Poor Man □ (best series—drama).
Henry Winkler □ *Happy Days* (best actor—musical/comedy).

Headliners Awards

43d annual. Presented by the National Headliners Club "to those who have shown outstanding achievement in journalism."

Radio winners

KDKB(AM) Mesa, Ariz. □ Documentary.
KMOX(AM) St. Louis □ Public service.
KSFO(AM) San Francisco □ Reporting.
Minnesota Public Radio □ Network documentary.
Westinghouse Broadcasting Co. □ Network public service.

Television winners

ABC-TV □ Network public service.
KSL-TV Salt Lake City □ Reporting.
NBC-TV □ Network reporting.
WCAU-TV Philadelphia □ Documentary.
WNAC-TV Boston □ Public service.
WTAE-TV Pittsburgh □ Reporting.
Westinghouse Broadcasting Co. □ Network documentary.

Sidney Hillman Foundation Awards

27th annual. Presented by the Amalgamated Clothing and Textile Workers union for outstanding achievements in mass communications.

Broadcast winner (\$750)

Paul Leaf □ producer, *Judge Horton and the Scottsboro Boys* (NBC-TV).

Runner up (\$1,000)

WRFM(FM) New York □ "Total station effort in public service."

Citations

***KNOM(AM)** Nome, Alaska
KYW-TV Philadelphia
WABC-TV New York
WNAC-TV, WRKO(AM) both Boston
WTRI(AM) Brunswick, Md.



The BPA-Michigan State

Hugo Awards

12th annual. Presented by the Chicago International Film Festival for the best documentaries, television film documentaries, commercials and entertainment programming. Gives gold and silver statues and plaques.

Television productions

ABC-TV □ *Eleanor and Franklin* (gold plaque).
Capital Cities TV Productions, Philadelphia □ *Buffy Sainte-Marie: Native N. American Child* (silver Hugo).
CTV Television Network, Toronto □ *Window on the World: Time of the Jackal*.
Hollywood Television Theatre, Los Angeles *The Last of Mrs. Lincoln*. (silver plaque).
***KAET(TV)** Phoenix □ *American Indian Artists: Fritz Scholder* (gold plaque).
***KERA-TV** Dallas □ *A Thirst in the Garden* (Silver Plaque).
KPIX(TV) San Francisco □ *The Last Days of the Dolphins* (silver plaque).
Mary J. Lyseng, Professional Centre, Edmonton, Alberta □ *Sex 'n Stuff* (gold plaque).
Multimedia, Cincinnati □ *The Sellin' of Jamie Thomas* (gold plaque).
NBC-TV □ *Farewell to Manzanar* (gold Hugo), *Papa and Me* (silver Hugo), *Search for the Shinohara* (silver plaque).
Robert Thurber, Miami □ *A Day Without Sunshine* (bronze Hugo).
WBBM-TV Chicago □ *Lets Hear it for the Patients* (silver plaque), *Colors of Gray* (gold plaque).
WKRC-TV Cincinnati □ *Max B. Nimble* (silver plaque).
WKYC-TV Cleveland □ *Epitaph: The Lingering Heart* (gold plaque).
WLS-TV Chicago □ *A.M. Chicago* (gold plaque).
WNBC-TV New York □ *Salsa: Our Music* (silver plaque).
WNDU-TV South Bend, Ind. □ *Beyond Our Control* (gold Hugo).

Television commercials

Robert Abel, Los Angeles □ *7-UP Uncola* (gold plaque).
Bonneville Productions, Salt Lake City □ *Home* (gold plaque).
Steven Chorney, Hollywood □ *Sniper* (gold plaque for animation).
Cooper Dennis & Hirsch Inc., New York □ *Sisters* (silver plaque).
Fontana Films Pty. Ltd., Turrella, Australia □ *Jailhouse Blues* (silver Hugo and gold plaque), *Johnny Comes Marching Home* (silver plaque).
Gardner Advertising Co., St. Louis □ *African Queen-Morocco* (gold plaque), *Stanley & Livingston* (gold plaques), *Cowboy* (gold and silver plaques).
Grey Advertising Inc., Los Angeles □ *Preacher* (silver plaque).
John J. Hennessy Motion Pictures, South Pasadena, Calif. □ *Olympic TV spots*.

Image Advertising Inc., Roanoke, Va. □ *Little Girl* (gold plaque).

Meldrum and Fewsmith Inc., Cleveland □ TRW series (gold plaque).

Mobile Oil Corp., New York □ *Naturalization* (silver plaque).

Morrison Productions Inc., New Orleans □ *BNO Emergency*.

Marketing Communications Inc., Seattle □ *Rainer is Beerish on America* (silver plaque).

PDR Productions Inc., New York □ *Fibre Optics* (silver plaque).

Studio Seven Inc., Chicago □ *Where I Started* (gold plaque).

Swanson/Ballin Productions, Studio City, Calif. □ *So Beautiful Baby* (gold Hugo).

Tatham, Laird & Kudner, Chicago □ *Nobody Listens* (silver plaque). *Tommy's Fruit Cocktail* (gold plaque).

J. Walter Thompson, New York □ *Drive In. Ticket Caper, Parking Lot.* (gold plaque).

Topel & Associates Ltd., Chicago □ *Blue Danube* (silver plaque).

Multi-media

Contempo Communications Inc., New York □ Special silver Hugo for "consistent high quality productions."

Laurence Deutsch Design, Los Angeles □ *Movin' With Mattel* (silver Hugo).

1976 Chicago award

WBBM-TV Chicago □ *Colors of Gray*.

Broadcaster of the Year Award

Presented by the International Radio and Television Society to a person judged to have made "an outstanding contribution to, or

achievement in" radio or television.

David Brinkley, NBC News.

Janus Awards

7th annual. Presented by the Mortgage Bankers Association of America "to recognize broadcasting stations and networks whose financial news programs have made a significant contribution to community and understanding of commerce and finance."

ABC News and Dan Cordtz □ For financial news and series on public service jobs (network TV and radio).

***KCET(TV)** Los Angeles □ For documentary on abusive housing speculation (local TV).

WJR(AM) Detroit □ *Business Barometer* (local radio).

Robert F. Kennedy Journalism Awards

9th annual. Presented by the Robert F. Kennedy Journalism Awards committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

Broadcast winner

Evan White, KGO-TV San Francisco □ For 30-part documentary on plight of elderly resident of the city's "Tenderloin" district.

Abe Lincoln Awards

8th annual. Presented by the Radio and Televi-

sion Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America, and for helping the broadcast industry enrich its service to the public."

Distinguished communications medal
Mrs. Lyndon B. Johnson

Railsplitter award

A.J. Fletcher, chief executive officer, chairman of the board, Capitol Broadcasting Co., Raleigh, N.C.

Vincent T. Wasilewski award

Grover C. Cobb (posthumously), National Association of Broadcasters.

Abe Lincoln awards

Cy N. Bahakel, Bahakel Broadcasting, Charlotte, N.C.

Eugene B. Dodson, WTVT(TV) Tampa, Fla.

Elmo I. Eille, WSB-AM-FM Atlanta

Irvine B. Hill, WCMS-AM-FM Norfolk, Va.

Daniel W. Kops, WAVZ(AM)-WKCI(FM) New Haven, Conn.

Michael Hall McDougald, WAAX(AM) Gadsden, Ala.

Andrew M. Ockershausen, Washington Star Station Group, Washington.

Ralph Renick, WTVJ(TV) Miami.

Jerri Spoehe, KCSN(FM) Northridge, Calif.

Marcia A. West, KOA-AM-FM-TV Denver, Colo.

Bob White, KIII(TV) Corpus Christi, Tex.

Mike Award

Presented by the Broadcast Pioneers to a pioneer station for "distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and



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NORTHERN CALIFORNIA EMMY AWARD 1977
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CAPTRA AWARD 1976
for investigative reporting

RTNDA SPOT NEWS AWARD 1976
regional—Lynette Fromme assassination attempt

THIRD ANNUAL NATIONAL PRESS CLUB AWARD 1976
for Excellence in Consumer Reporting

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Lynette Fromme assassination attempt

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responsibility in programing and management."

WNBC(AM) New York.

Missouri Honor Awards

48th annual. Presented by the University of Missouri School of Journalism for distinguished service in journalism.

Broadcast winners

ABC Sports □ For its "imaginative use of developing broadcast technology, the basic humanism with which it recorded the achievements of its athlete subjects and its exemplary reporting during crises, as witnessed at the 1972 Olympics in Munich."

Jerrell Shepherd, president/owner, KWIX(AM)-KRES(FM) Moberly, Mo. □ For his "30 years' service to the broadcasting industry [and] his outstanding news and programing operations ..."

Oscar Stauffer, chairman of Stauffer Publications Inc. □ For "his career in journalism for 70 years: the excellent quality of his newspapers and broadcast stations resulting from his own high standards ... and for those personal attributes that distinguish him as a gentleman of whom the craft is proud."

Advertising winner

Walter Armbruster, corporate director of creative planning/executive vice president, D'Arcy-MacManus & Masius □ For "his persistence in upholding consumers' interests through a sound philosophy of copy concept and development [and] his creative influence and implementation of successful advertising in this country and abroad."

National Association of Television Program Executives Iris Awards

Presented by NATPE for outstanding television

programing.

Top-25 markets

KNBC-TV Los Angeles □ *Mama*.

KPIX(TV) San Francisco □ *Evening: The MTWTF Show*.

KYW-TV Philadelphia □ *Impact: Racism*.

WABC-TV New York □ *Life and Times of Frederick Douglass*.

WLS-TV Chicago □ *B.J. Gigglesnort Hotel*.

WPLG(TV) Miami □ *Why Johnny Don't Know*.

Other markets

KGTV(TV) San Diego □ *Harold Express and Words-a-poppin'*.

KMGH-TV Denver □ *The Leisure Illusion*.

WAVE-TV Louisville, Ky. □ *Battle at Perryville*.

WCPO-TV Cincinnati □ *Music for the Season*.

WOWT(TV) Omaha □ *Gallery*.

WSOC-TV Charlotte, N.C. □ *The Battle of King's Mountain*.

National Association of Broadcasters Awards

Distinguished Service Award: presented to any broadcaster ... who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented ... for engineering contributions "which measurably advance the technical state of the broadcasting art."

Harold Kreistein, Plough Broadcasting, Memphis □ Distinguished service.

Dan Smith, Capital Cities Communications (retired), New York □ Engineering achievement.

National Conference of Christians and Jews Mass Media Awards

Presented by the National Conference of Christians and Jews to individuals or organizations in the media for "making a positive contribution to the cause of brotherhood through using communication to help eradicate prejudice; creativity in promoting better human relations, and exemplary efforts in the area of public service."

Gold Medallions

MTM Enterprises □ *Just An Old Sweet Song*.

WTMJ-TV Milwaukee □ *Human Relations Test*.

Ohio State Awards

40th annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

ABC News □ *Suddenly an Eagle*.

ABC-TV □ *It Must Be Love, 'Cause I Feel So Dumb*.

Alberta School Broadcast □ *Wings of Time*.

Borrowed Time Productions, Bethesda, Md. □ *The Dreamer*.

CBC and Nova Scotia Department of Education □ *The Artist as Historian*.

CBC and Saskatchewan Department of Education □ *Whatcha Gonna Do? Whatcha Gonna Be? What About What I Want?*.

CBS News □ *The Primal Flame, Campaign '76, The*



The Circle

Assassins. A Matter of Ethics.

CBS Radio □ *This I Believe*.

CBS-TV □ *The Original Rompin' Stompin', Hot and Heavy, Cool and Groovy All Star Jazz Show, Song of Myself, Orangutans: Orphans of the Wild*.

The Network for Continuing Medical Education, New York □ *When and How to Do a Tracheotomy*.

Earplay, St. Paul □ *Edward Albee's 'Listening'*.

Kentucky Educational Television, Lexington, Ky. □ *Universe and I, The Interior Motive*.

KING-AM-FM Seattle □ *PS: We Love You—The Invisible Americans. PS: We Love You—Drinking Again*.

***KLRN(TV)** San Antonio □ *Carrascolendas*.

KMOX(AM) St. Louis □ *Your Health, Questions of Conscience*.

KTEH(TV) San Jose, Calif. □ *Oral Language Development: Views of Five Teachers*.

Maryland State Department of Education, Owings Mills, Md. □ *Book, Look and Listen: Lesson 7*.

Mississippi Educational Television, Jackson, Miss. □ *Land Beneath the Sea*.

National Public Radio, Washington □ *Uppity Arts. The Selling Game*.

NBC-TV □ *Truman at Potsdam*.

New York State Education Department and Appalachian BOCES Consortium, Albany, N.Y. □ *Towards Visual Learning, Vegetable Soup: No. 16*.

Ontario Educational Communications Authority, Toronto □ *The Camera and the Song: Mindscape with Dory Previn, Explorations in the Novel: James Joyce. Give Me Your Hand: Being Different*.

Paulist Productions, Pacific Palisades, Calif. □ *All Out*.

Physicians Radio Network New York □ *Physicians Radio Network*.

Playback Associates, New York □ *American Enterprise Series: People*.

Provincial Educational Media Centre Burnaby, British Columbia □ *Kids' Radio British Columbia*.

Rutgers University Office of Educational Radio/Television □ *Helping Parents and Families*.

Survival Anglia Ltd. □ *Come Into My Parlor*.

University Films of Canada. □ *Parts of the Sun*.

WABC(AM) New York □ *Words*.

WASH(FM) Washington □ *Give Me a Reason to Stop*.

WBBM-TV Chicago □ *Let's Hear It For the Patients*.

WCBS(AM) New York □ *The Criminal Justice System*.

WCBS-TV New York □ *Industrial Cancer: Warning!*

WCCO(AM) Minneapolis □ *Northwest Chronicles*.

WCVB-TV Boston □ *There's Something We've Been Meaning to Tell You*.

WFMT-AM-FM Chicago □ *Chicago Radio Theatre*.

WFSB-TV Hartford, Conn. □ *The Chair*.

***WHA(AM)** Madison, Wis. □ *The Early Duke Ellington—Examples*.

Daniel Wilson Productions, New York □ *Life and Death of a Western Gladiator*.

Wisconsin Educational Communications Board, Madison, Wis. □ *Our Changing Land*.

WMAQ(AM)-WNIS(FM) Chicago □ *All the Broken Children*.

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***WPBT(TV)** Miami □ *That Weird Classical Stuff: A Day Without Sunshine*.
WRFM(FM) New York □ *C-A-N-C-E-R*.
***WTVI(TV)** Charlotte, N.C. □ *Fantasies of a Not-So-Young-Anymore School Teacher*.
***WUSF-TV** Tampa □ *If You Don't Come In Sunday ... Don't Come In Monday*.
WVIZ-TV Cleveland □ *Tyger, Tyger Burning Bright: The Three R's*.

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

Broadcast winners

John Chancellor and Daniel O'Connor, NBC-TV □ *New World-Hard Choices* (TV interpretation of foreign news).
Charles Collingwood, CBS Radio □ *The World Looks At America* (radio interpretation of foreign news).
Jerry King, John Cooley, Bill Blakemore and Charles Glass, ABC Radio □ For coverage of Lebanon civil war (radio spot reporting).
Mike Lee, CBS-TV □ For coverage of Lebanon civil war (television spot news).
Doug Tennell and Mike Lee, CBS Radio □ For coverage of Lebanon civil war (radio spot reporting).

George Foster Peabody Awards

37th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

ABC-TV □ *Animals Animals Animals, Eleanor and Franklin, Suddenly an Eagle*.
ABC Sports □ *1976 Summer and Winter Olympic Games*.
AP Radio □ *The Garden Plot: Food as a Weapon*.
Charles Barthold, WHO-TV Des Moines, Iowa □ Film of tornado that demolished Iowa town.
CBS News □ *In Celebration of US, In the News, and 60 Minutes*.
Perry Como □ *Perry Como's Christmas in Austria* (NBC-TV).
Jim Karayn and the League of Women Voters □ *'76 Presidential Debates*.
***KCET(TV)** Los Angeles □ *Visions*.
***KERA-TV** Dallas □ *A Thirst in the Garden*.
Franklin McMahon, WBBM-TV Chicago □ *Primary Colors. An Artist on the Campaign Trail*.
Hughes Rudd and Bruce Morton, CBS Morning News, New York □ writing and reporting.
Sy Pearlman, NBC-TV, New York □ *Weekend's "Sawyer Brothers"* segment.
South Carolina Educational Radio Network, Columbia □ *American Popular Song with Alec Wilder and Friends*.
Tomorrow Entertainment, New York □ *Judge Horton and the Scottsboro Boys* (NBC-TV).
***WETA-TV** Washington and ***WNBT(TV)** New York □ *A Conversation with Jimmy Carter*.
WGIR-AM-FM Manchester, N.H. □ *Flashback 1976*.
WLBT-TV Jackson, Miss. □ *Power Politics in Mississippi*.
***WNBT(TV)** New York □ *The Adams Chronicles*.

George Polk Memorial Awards

27th annual. Presented by the Journalism Department of Long Island University's Brooklyn Center for journalistic achievements using "discernment, courage and resourcefulness in gathering material, and perceptive-

ness, along with creative insight, in transmitting information and ideas."

Television documentary winner

NBC News □ *And Who Shall Feed This World?*

Radio Television News Directors Assn. Awards

International Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

KGO(AM) San Francisco □ For series of editorials that helped created a human rights commission in California.
KING-TV Seattle □ Edward R. Murrow award for outstanding reporting on corruption in the state legislature.
KMOX(AM) St. Louis □ Edward R. Murrow award for documentary series on crime in St. Louis.
KTRK-TV Houston □ For spot news on plane crash.
WCCO-TV Minneapolis □ For investigative reporting of mental health laws.
WCVB-TV Boston □ For editorials on crime.
WRVA(AM) Richmond, Va. □ For investigative reporting on Kepone.
WSB(AM) Atlanta □ For spot news of tornado.

Paul White award

Theodore F. Koop, former CBS News Washington Bureau chief and RTNDA past president □ For his outstanding contributions to broadcasting.

David Sarnoff Gold Medal Award

Presented by the Society of Motion Picture and Television Engineers for "outstanding contributions in the development of new techniques or equipment..."

Adrian B. Ettlinger □ For contributions to the application of computers to on air switching control; conceiving the application of video disk stop-action systems to sports broadcasts, and contributions to computer control of studio lighting and tape editing systems.

Sigma Delta Chi Distinguished Service Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Mike Lee and Doug Tennell, CBS Radio News □ For reporting.
WCAU(AM) Philadelphia □ For public service.
Ed Hinshaw, WTMJ(AM) Milwaukee □ For editorializing.
KMJ-TV Fresno, Calif. □ For reporting.
KNXT(TV) Los Angeles □ For public service.
WCVB-TV Boston □ For editorializing.

Television Critics Circle Awards

Based on a polling of television critics across the country, the awards honor "outstanding achievement in television."

Program of the Year

Roots □ (ABC).

Other Awards

ABC Afternoon Specials □ (ABC).
Alan Alda □ *M*A*S*H* (CBS).
Jane Alexander □ *Eleanor and Franklin: The*

CONGRATULATIONS IRV — ON WINNING AN ABE LINCOLN AWARD THIS YEAR!



George A. Crump
Chairman of the Board

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 FOR INVOLVEMENT IN
 COMMUNITY AFFAIRS —
 SOMETHING THE WHOLE
 WCMS STAFF DOES
 SO WELL!**



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President and Gen. Manager

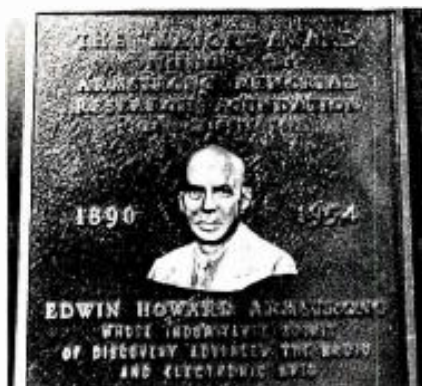
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- INVOLVEMENT
- PROGRAMMING
- SERVICE
- PEOPLE...

**MAKE US
 TOPS IN TIDEWATER**



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The Armstrong

White House Years (ABC).
Steve Allen □ *Meeting of the Minds* (PBS).
Edward Asner □ *The Mary Tyler Moore Show* (CBS) and *Roots* (ABC).
Angela Baddeley □ *Upstairs, Downstairs* (PBS).
Carol Burnett □ *The Carol Burnett Show* (CBS).
James Costigan □ *Eleanor and Franklin: The White House Years* (ABC).
Eleanor and Franklin: The White House Years □ (ABC).
Evel Knievel's Death Defiers □ For non-achievement □ (CBS).
Great Performances □ (PBS).
Edward Herrmann □ *Eleanor and Franklin: The White House Years* (ABC).
M*A*S*H □ (CBS).
Burgess Meredith □ *Tail Gunner Joe* (NBC).
Mary Tyler Moore □ *The Mary Tyler Moore Show* (CBS).
Mary Tyler Moore Show □ (CBS).
National Geographic Specials □ (PBS).
Daniel Petrie □ *Eleanor and Franklin: The White House Years* (ABC).
Roots □ (ABC).
Ted Ross □ *Minstrel Man* (CBS).
60 Minutes □ (CBS).
Summer Olympic Games □ (ABC).
Leslie Uggams □ *Roots* (ABC).
Upstairs, Downstairs □ (PBS).
Ben Vereen □ *Roots* (ABC).

Television News Photography Competition

Presented by the National Press Photographers Association, Eastman Kodak Co. and the Department of Mass Communications, Arizona State University.

Sam Allen, KBTW(TV) Denver □ *Aging* (1st place, minidocumentary).
Darrell Barton, KTVY(TV) Oklahoma City □ *Port Sill Bootcamp* (3d place tie, features).
Scott Berner, NBC-TV News □ *Texas Cyclone* (1st place tie, general news).
Locky Bryan, KTRK-TV Houston □ *Ammonia Accident* (3d. spot news).
John T. Elder, WKRC-TV Cincinnati □ *A Miracle for Kevin* (1st place tie, spot news).
Mike Elwell, KGW-TV Portland, Ore. □ *Grass Skiing* (2d place, sports); *Olympics* (3d place, sports).
Paul R. Fine, WMAL-TV Washington □ *Celebrate America* (1st place, features); *Cattle Auction* (1st place tie, general news); *Last Day of Oyster Season* (3d place, general news).
Peter Hakel, WMAL-TV Washington □ *They Walk Alone* (3d place tie, features); *This is Making It* (1st place, sports).
Mykola Kulish, WCAU-TV Philadelphia □ *Eye-On... A Slice of Night* (1st place tie, documentary).
Josep Lee, ABC-TV News □ *Thai Coup* (1st place tie, spot news).
Ross Lowell, ABC-TV News □ *Suddenly An Eagle*



The Janus

(special commendation for excellence in documentary production).

Jan Morgan, CBS-TV News □ *The Second Battle of Britain* (1st place tie, documentaries).

John Murphy, NBC-TV News □ *Carolina Beach* (2d place, minidocumentary).

Steve Sanford, ABC-TV News □ *Mexican Drugs: Heroin* (3d place, minidocumentaries).

Roger Thompson, KOIN-TV Portland, Ore. □ *Wagon Train* (2d place, features).

Station of the year

KBTW(TV) Denver

Photographer of the Year

Sam Allen, KBTW(TV) Denver

Television Bureau of Advertising Awards

Presented to broadcasting and advertising industry leaders in recognition of their "outstanding performance in the art of total communica-

Another major one. Awards totaling \$105,000 will be given for "the advancement of economic understanding" through television, radio and the print media under a new program to be administered by the Amos Tuck School of Business Administration of Dartmouth College, Hanover, N.H. The program is being sponsored by the Champion International Corp., Stamford, Conn. Awards will be made in 14 media categories, with four in TV and three in radio. In TV, the classifications will be television network and nationally distributed programs; television in the top-25 markets; markets ranked 26 to 100, and all other markets. In radio, categories will be top-25 markets; markets ranked 26 to 100, and all other markets. In each category there will be a first prize of \$5,000 and a second prize of \$2,500. Official entry forms will be distributed to the media and entries will be for calendar year 1977.



The IRTS

tion to promote an industry through advertising."

Belk Stores Services, Charlotte, N.C. □ Special award.

Walter Cronkite and CBS News.

Foley's, Division of Federated Stores, Houston.

NBC News.

JC Penney Co., New York.

Harry Reasoner and ABC News.

Western Airlines, Los Angeles □ Special Advertiser of the Year award.

K-Mart Stores □ TVB/National Retail Merchants Association commercial competition winner.

Sales Advisory Committee local commercial competition winners

KIRO-TV Seattle

KSL-TV Salt Lake City

WDBJ-TV Roanoke, Va.

WRTV(TV) Indianapolis

WSBT-TV South Bend, Ind.

United Negro College Fund Media Appreciation Awards

Presented by the UNCF to news media outlets "making outstanding contributions to black higher education and the United Negro College Fund."

NBC-TV □ *Today* (for coverage of black higher education over the past two years).

Women in Communication's Clarion Awards

Presented by Women in Communications for "excellence in newspaper and magazine articles, television and radio presentations, and public relations and advertising campaigns."

First place broadcast/advertising winners

Barbara Esenstein, KFWB(AM) Los Angeles □ *Growing Old* (human rights division).

Patricia Lynch, WNBC-TV New York □ *New York Illustrated: Requiem for Tina Sanchez* (human rights division).

Robert A. Mullen, Mullen Advertising, Phoenix □ *History by the Side of the Road* (community we serve division).

Beverly Poppell, WRFM(FM) New York □ *The Weekend Report: "The Glass Door Peephole"* (community we serve division).

WCAU-TV Philadelphia □ *Eye on... Ukrainians in America: A Struggle for Identity* (community we serve division).

The Broadcasting Playlist™ Jul 4

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
2 1	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
3 2	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
5 3	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
1 4	<i>Lonely Boy</i> □ Andrew Gold	Asylum
6 5	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
8 6	<i>I'm In You</i> □ Peter Frampton	A&M
4 7	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
7 8	<i>Got To Give It Up</i> □ Marvin Gaye	Tamla/Motown
11 9	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
10 10	<i>Angel In Your Arms</i> □ Hot	Big Tree/Atlantic
13 11	<i>Feels Like The First Time</i> □ Foreigner	Atlantic
9 12	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
16 13	<i>Margaritaville</i> □ Jimmy Buffett	ABC
18 14	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
21 15	<i>I Just Wanna Be You Everything</i> □ Andy Gibb	RSO/Polydor
23 16	<i>My Heart Belongs To Me</i> □ Barbra Streisand	Columbia
15 17	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
19 18	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
12 19	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
22 20	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l.
20 21	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
14 22	<i>Life in the Fast Lane</i> □ Eagles	Asylum
25 23	<i>Higher and Higher</i> □ Rita Coolidge	A&M
24 24	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
27 25	<i>Easy</i> □ Commodores	Motown
35 26	<i>You and Me</i> □ Alice Cooper	Warner Bros.
29 27	<i>Peace of Mind</i> □ Boston	Epic
34 28	<i>Barracuda</i> □ Heart	Portrait/CBS
31 29	<i>High School Dance</i> □ Sylvers	Capitol
28 30	<i>Couldn't Get It Right</i> □ Climax Blues Band	ABC
32 31	<i>Sad To Belong</i> □ E. Dan & J. Coley	Big Tree/Atlantic
36 32	<i>Best of My Love</i> □ Emotions	Columbia
37 33	<i>Killing of Georgie</i> □ Rod Stewart	Warner Bros.
17 34	<i>Lucille</i> □ Kenny Rogers	United Artists
41 35	<i>Telephone Man</i> □ Meri Wilson	GRT
39 36	<i>Lido Shuffle</i> □ Boz Scagg	Columbia
— 37	<i>Christine Sixteen</i> □ Kiss	Casablanca
30 38	<i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic
42 39	<i>Handyman</i> □ James Taylor	Columbia
43 40	<i>You're My World</i> □ Helen Reddy	Capitol
50 41	<i>Love's Grown Deep</i> □ Kenny Nolan	20th Century
47 42	<i>Black Betty</i> □ Ram Jam	Epic
38 43	<i>Southern Nights</i> □ Glen Campbell	Capitol
45 44	<i>Ariel</i> □ Dean Friedman	Lifesong
— 45	<i>Give a Little Bit</i> □ Supertramp	A&M
— 46	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
40 47	<i>Hotel California</i> □ Eagles	Asylum
— 48	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
33 49	<i>Heard It in a Love Song</i> □ Marshall Tucker Band	Capricorn
48 50	<i>Slow Dancin'</i> □ Addisil Bros.	Buddah/RCA

Playback

Kiss on. *Christine Sixteen* by Kiss will be released this week as a single on Casablanca Records but it's already gained enough top-40 airplay as an album cut to bolt on to "Playlist" at 37. Bobby Rich of KFMB-FM San Diego added it although he named *Then She Kissed Me* as his favorite cut from the album, *Love Gun*, which was released two weeks ago. "It's really a very good album. *Christine Sixteen* is fairly up so I added it to balance the mellow attack we're in right now." **Super surprise.** Progressive rock makes a rare appearance on "Playlist" this week, as *Give a Little Bit* (A&M) by Supertramp bolts to 45. The group has produced four albums in their six-year history and have developed a cult following that is fast expanding. Two of their albums, *Crime of the Century* and *Even in the Quietest Moments* (their latest), became gold records this month. *Give a Little Bit*, from *Even in the Quietest Moments*, is their biggest top-40 success so far. And this came as a surprise to some music directors. Bobby Rich "really believed in the record but I was worried about it. Not many stations were adding it ... but now they're very big out here." Michael Kjar of KKLS(AM) Rapid City, S.D. added Supertramp this week to: "It didn't look like it was going to do anything at first but now it has potential." It's also on at KHJ(AM) Los Angeles, KCBO(AM) San Diego, CKLW(AM) Windsor, Ont., and WCOL(AM) Columbus, Ohio. **Electrified hit.** Electric Light Orchestra's *Telephone Line* (United Artists) is a record relating to a telephone conversation about love. From the LP *A New World's Record*, this single "took an almost incredible jump at KKLS. It's typical ELO in that they always release something different," reports Mr. Kjar.

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
2 1	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
3 2	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
1 3	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
6 4	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
8 5	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia
10 6	<i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
4 7	<i>Head to Toe</i> □ Bill Anderson	MCA
21 8	<i>Cheap Perfume</i> □ Bobby Borchers	Playboy
9 9	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
18 10	<i>I Was There</i> □ Statler Bros.	Mercury
7 11	<i>Born Believer</i> □ Jim Ed Brown & Helen Cornelius	RCA
12 12	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
5 13	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
14 14	<i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
11 15	<i>If You Want Me</i> □ Billie Jo Spears	United Artists
13 16	<i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
23 17	<i>Ten Years of This</i> □ Gary Stewart	RCA
19 18	<i>It's Nothing to Me</i> □ Jim Reeves	RCA
20 19	<i>Burning Memories</i> □ Mel Tillis	MCA
17 20	<i>Fool</i> □ John Wesley Ryles	ABC/Dot
22 21	<i>It's a Cowboy Lovin' Night</i> □ Tanya Tucker	MCA
— 22	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
— 23	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
15 24	<i>I Can't Help Myself</i> □ Eddie Rabbitt	Elektra
24 25	<i>I'm a Memory</i> □ Willie Nelson	RCA

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

John D. Chapman, marketing VP, Taft Broadcasting Co., Cincinnati, named VP, marketing and corporate development, with new duties including investigation of new venture opportunities, coordinating research efforts and assisting in long-range planning.

Jack O. Koonce, owner, KXEM(AM) McFarland and KWIP(AM) Merced, both California, elected president, North American Media Co., San Juan Bautista, Calif. NAM has purchased KXEM, KWIP, KXES(AM) Salinas, Calif., and KOBV(AM) Reno, Nev., subject to FCC approval (BROADCASTING, April 11). Mr. Koonce will operate stations and has no ownership interest.



Koonce

Paro

Tom E. Paro, NBC vice president and former general manager of NBC-owned WRC-TV Washington, will join Association of Maximum Service Broadcasters, Washington, on Sept. 6. His election to post of executive vice president will be proposed to AMST board by executive committee. He is expected to succeed Lester Lindow as president upon latter's retirement next year ("Closed Circuit," June 27).

Jerry Lyman, senior VP/general manager, WGMS-AM-FM Washington, assumes additional responsibility as administrative head for FM division of parent, RKO Radio.

Howard R. Trickey, general sales manager, WYUR(TV) Huntsville, Ala., named general manager, WKAB-TV Montgomery, Ala.

Martha L. Foulkes, wife of late George Foulkes (BROADCASTING, May 30), president, WAAC(AM) Terre Haute, Ind., elected president/general manager of station.

William E. Miller, general manager, WWEZ(FM) Cincinnati, named to same position, WZIP(AM) there.

Bobby Nichols, national/regional sales manager, Arkansas Radio Network, Little Rock, joins KWEN(FM) Tulsa, Okla., as general manager.

Richard L. Chalmers, VP/general manager, WKOX(AM)-WVBF(FM) Framingham, Mass., named general manager, WNTN(AM) Newton, Mass.

Morris Harth, research, corporate information manager, CBS Inc., New York, named associate director, corporate information.

William J. Covington and **Jeffrey S. Rosen**, attorneys with NBC, New York, promoted to senior attorneys.

Alan Baker, public relations consultant in New

York and former director of program publicity, NBC, rejoins NBC as director of Olympics information.

John Franks, WHIM-AM-FM Providence, R.I., elected chairman of ABC American Entertainment Radio Network affiliates advisory board, and six new board members have been named to represent six geographical regions under new board structure. New members: **Howard Green**, WOND(AM) Pleasantville, N.J.; **Donald W. Boyles**, WSUN(AM) St. Petersburg, Fla., who also was elected treasurer; **Carl Wagner**, Taft Broadcasting, Cincinnati, who also was named vice chairman; **Joseph Costantino**, WRTH(AM) Wood River, Ill.; **James Optitnik**, KWWJ(AM) Portland, Ore., and **James Wesley Jr.**, KFI(AM) Los Angeles. In addition, **Paul Gilmore**, WHBC-AM-FM Canton, Ohio, was elected secretary.

Angela N. Solomon, director of public information, noncommercial WNET(TV) Newark, N.J. (New York), named VP.

Newly elected officers, Maryland/District of Columbia/Delaware Broadcasters Association: **Thomas J. Dougherty**, Metromedia, Washington, president; **Sally V. Hawkins**, WILM(AM) Wilmington, Del., VP; **Dale Wright**, WMAR-TV Baltimore, secretary; **Thomas B. Cookerly**, WJLA-TV Washington, treasurer.

Re-elected officers, Washington Area Broadcasters Association: **Thomas B. Cookerly**, WJLA-TV, chairman; **Ted Dorf**, WGAY-AM-FM, vice chairman, and **James Kelsey**, WOL(AM), secretary-treasurer.

Broadcast Advertising



Jordan

James J. Jordan Jr., president of BBDO, New York domestic operating company of BBDO International, named chief executive officer, assuming title previously held by Tom Dillon, who continues as chairman of both companies (BROADCASTING, June 27).

Edward A. Cannata, VP and assistant treasurer, Ted Bates & Co., New York, named senior VP. **Joseph Gulstino**, assistant treasurer, appointed VP. **Robert Yasser**, assistant controller, named VP. **Robert Washburn**, assistant controller, named

assistant controller, international.

Named senior VP's at Ogilvy & Mather, New York: **Clifford Angers**, VP/management supervisor; **Joseph Camplon**, VP/director, local broadcast management group; **Charles Decker**, VP/management supervisor; **Stephen Humphrey**, VP/management supervisor; **Robert Jenkins**, VP/creative director; and **Brendan Kelley**, VP/copy supervisor.

John M. Boyd, VP/management supervisor, Benton & Bowles, New York, elected senior VP.

Joseph Dell'Aquila, advertising manager, Polaroid Corp., named VP/account supervisor, N W Ayer ABH International, New York. **Stephen Bretschneider** and **William Marx**, Ayer account supervisors, and **Conrad Vogel**, art supervisor, elected VP's.

Jean Craig, associate creative director, Foote Cone & Belding/Honig, Los Angeles, becomes partner in Cunningham, Root & Craig Advertising, Pasadena, Calif. Mrs. Craig who was creative director on Sunkist account at FCB/H, joins Don Cunningham and Richard Root, former associates at Foote, Cone & Belding, Los Angeles, who opened their own agency two years ago.

C. Raymond Werner, VP/creative group head, Ketchum, MacLeod & Grove, Pittsburgh, promoted to creative director.

Vincent Young, Eastern sales manager, Adam Young, New York, appointed VP there.

Henry J. O'Neill, general sales manager, WFSB-TV Hartford, Conn., joins Top Market Television, New York, as VP and Eastern sales manager.

Donald E. Norris, promotion and public service manager, WTEV(TV) New Bedford, Mass., appointed manager of affiliate station advertising, ABC-TV.

Ralf D'Amlco, general sales manager, WCAU(AM) Philadelphia, named sales manager, CBS Radio Spot Sales there.

Wes Parma, manager of Schlitz malt liquor advertising, Jos. Schlitz Brewing Co., Milwaukee, named manager of Old Milwaukee and Schlitz Light beer advertising. **Jack Cobb**, manager of media and corporate advertising for Schlitz malt liquor, succeeds Mr. Parma.

Bruce Nathanson, media planner, Benton & Bowles, New York, named senior media planner, Air Time Inc. there. **Kathy Kelleher**, media group supervisor, named VP/client services.

JWT management changes. **L. John Sharman**, executive VP of J. Walter Thompson Co., New York, responsible for Latin America, Asia/Pacific and Canada, named to new post of chief operating officer of agency, reporting to Don Johnston, president and chief executive officer. **Burt Manning**, executive VP and executive creative director of New York advertising, and **Glenn W. Fortinberry**, executive VP/director of U.S. Eastern division, named vice chairmen of board of directors. **Wayne J. Fickinger**, executive VP, U.S. Western division, Chicago, will move from that post to work with Mr. Sharman on U.S. client and other operational matters. **Ronald K. Sherman**, executive VP and general manager, New York advertising, will continue in that post and has been appointed president of U.S. Eastern division; **William E. Ross**, executive VP and general manager of Chicago office, will remain in that post and has been appointed president of U.S. Western division; **Greg Bathon**, president of JWT Brazil and senior VP of parent company, replaces Mr. Sharman as executive VP for Latin America, Far East and Canada.

Bill Hooe, account supervisor, Leo Burnett, Chicago, joins J. Walter Thompson there in same capacity. **Ralph Davis**, account executive, Leo Burnett, Chicago, named account representative, JWT there.

Renee Salvi, broadcast manager, D'Arcy-MacManus & Masius, Minneapolis, joins Grey Advertising there as broadcast traffic coordinator.

Peter M. Rosella, general sales manager, KWGN-TV Denver, named VP of licensee, WGN of Colorado.



Servodidio

Pat A. Servodidio, New York sales manager, WOR-TV New York, promoted to VP and local sales manager, new post, and **Patrick J. Pennucci**, account executive, named to serve with him as local sales manager.

Thomas K. Byrnes, account executive, Blair Television, New York, joins WPVI-TV Philadelphia as director of sales.

Jeanne Rose, associate community affairs director, KGMB-TV Honolulu, named advertising/promotion director.

Marc Edwards, local/regional sales manager, WKBW-TV Buffalo, N.Y., named general sales manager, WTNH-TV New Haven, Conn. Both are Capital Cities Communications stations.

Vincent P.A. Benedict, sales manager, Philadelphia office of CBS Radio Spot Sales, named general sales manager, CBS's WCAU(AM) there.

Edith N. Hilliard, account executive, KJR(AM) Seattle, named sales manager.

Ron Voss, station manager, KYYS(FM) Kansas City, Mo., named sales manager, KCKN-AM-FM Kansas City, Kan.

Phil W. Bell, account executive, WRCB-TV Chattanooga, named general sales manager, co-owned WSOL(AM) Tampa, Fla.

David Hagen, account executive, KAUS-AM-FM Austin, Minn., named sales manager.

Phil Stewart, technical director, KHOU-TV Houston, named account executive, KLEF(FM) there.

Ken Beedle, account executive, KAAL(TV) Austin, Minn., named to same position, KSTP-TV Minneapolis.

Marguerite Eskridge, account executive, Selcom Inc., New York, named to same position, WYNY(FM) there.

John Ramsey Williams, news director, KTSF-TV San Francisco, and former general manager, KZAP(FM) Sacramento, Calif., joins KMEL(FM) San Francisco (scheduled to go on air last Friday, July 1) as account executive.

Programing

Randi LeWinter, assistant to director, program development, NBC-TV, New York, joins ABC Entertainment as manager, daytime programs, East Coast.

Harry Watkins, creative director, Skoglund Advertising, Seattle, joins WNA Audio-Video,

audio recording, video tape duplicating and post-production facility there, as director of marketing and sales.

Jim Simon, music director, KSRF(FM) Santa Monica, Calif., joins Radio Arts Inc., Burbank, Calif., as assistant music director.

James Kraus, associate director of admissions, Hobart College, Geneva, N.Y., joins MGM Television, New York, as contracts administrator and assistant to executive VP Edward Montanus.

Joe London, program director, WMOH(AM)-WYCH(FM) Hamilton, Ohio, named programing VP.

T. Morgan, program director, WMMR(FM) Philadelphia, named to same position, WWSW(AM) Pittsburgh.

Scott Slocum, program director, KCLD(AM) St. Cloud, Minn., joins KOLE(AM) Port Arthur, Tex., in same capacity.

Michael J. Murray, producer/director, WBKB-TV Alpena, Mich., named operations manager, WECA-TV Tallahassee, Fla. **Robert L. Lee**, WECA-TV producer/director, named production manager and **Michael Stahr**, audio technician, promoted to producer/director.

Larry Clark, program director, WEEP-AM-FM Pittsburgh, named to same position, WPOC(FM) Baltimore.

Bill DeFoi, public affairs director, KDAR(FM) Oxnard, Calif., appointed program director.

Marvin Henry, announcer, WQIC(AM) Meridian, Miss., named program director.

Barry Skidelsky (Vaughn), formerly with WMMR(FM) Philadelphia, named production director/air personality, WRVR(FM) New York.

Ken Beaver, producer/director, WBTV(TV) Charlotte, N.C., named to same post, WDSU-TV New Orleans.

Andrea Smith, reporter/researcher, NBC, New York, joins WOR(AM) there as producer, *The Patricia McCann Program*.

David Vickers, graduate, Iowa State University, Ames, joins KAUS-AM-FM Austin, Minn., as associate farm director.

Broadcast Journalism

Thomas Wolzien, network field producer, NBC-TV News, Washington, named director, news broadcast services, NBC News, New York. **Robert Jimenez**, reporter/anchor, KRON(TV) San Francisco, named correspondent, NBC News, Atlanta.

Reeve L. Hennion, San Francisco bureau manager/California state editor, UPI, named general news editor, Western U.S., succeeding **Joe W. Morgan**, retiring.

Ed Godfrey, news director, KGW-TV Portland, Ore., named to same position, WSB-TV Atlanta.

David A. Overton, interim news director, KGUN-TV Tucson, Ariz., named news director.

Henry Holmes, news director, WBBQ(AM) Augusta, Ga., named to same post, KOLE(AM) Port Arthur, Tex.

Troy Kimmel, with KCONY(AM) San Marcos, Tex., joins WKCU(AM) Corinth, Miss., as news director.



New promoters. Officers elected at the Broadcasters Promotion Association annual meeting (BROADCASTING, June 20) were (l to r): Terry Simpson WTTV(TV) Bloomington (Indianapolis), Ind., vice president; Tom Dawson, CBS Radio, treasurer; Ken Taishoff, WTMJ-TV Milwaukee, president-elect; Roger C. Ottenbach, WEEK-TV Peoria, Ill., president, and Al Gordon, WIC-TV Pittsburgh, secretary.

Spencer Levine, reporter, KIML(AM) Gillette, Wyo., appointed news director. **Art Blazer**, freelancer, joins station as reporter.

Fay Gillis Wells, White House correspondent for Storer Broadcasting since 1964, retires.

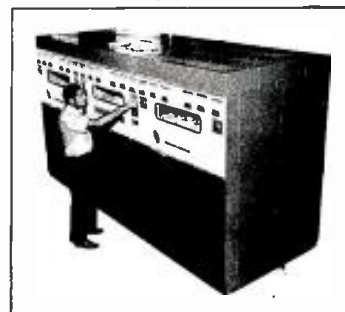
Marc Howard, anchorman, WFSB-TV Hartford, Conn., joins WPVI-TV Philadelphia in same position.

Jerry Tate, reporter/weekend sportscaster, WREG-TV Memphis, named nightly news anchor replacing **John Powell**, who relinquishes anchor post to devote more time to his news director duties.

McClain Ramsey, anchor, WKBW-TV Buffalo, N.Y., joins WTTG(TV) Washington as reporter.

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Ed Pollock, news photographer, KIRO-TV Seattle, and **Mike Lundstrom**, news photographer, KBCI-TV Boise, Idaho, join KOMO-TV Seattle in same capacity.

Rick Thompson, graduate, Oklahoma State University, and **Chris Lee**, from KOMU-TV Columbia, Mo., and University of Missouri there, join KOCO-TV Oklahoma City as news photographers.

Hugh Rushing, operations manager, WNPT(AM) Tuscaloosa, Ala., elected president, Alabama Associated Press Broadcasters. **Jerry Levin**, news director, WBRC-TV Birmingham, elected VP. **Mark Roy**, news director, WILI(AM) Willimantic, Conn., elected president, Connecticut Associated Press Broadcasters. **Terry Branham**, news director, WPLR(FM) New Haven, elected VP. **Steve Hawkins**, with KCEN-TV Temple Tex., elected president, Texas AP Broadcasters Association.

Equipment & Engineering

William H. Butler, president, Commercial Electronics Inc., Mountain View, Calif., resigns to take new position outside broadcast industry. **William R. Reister**, finance VP, and **Alan K. Jensen**, engineering director, succeed Mr. Butler as executive VP's.

Harold R. Johnson, retired Air Force brigadier general, formerly marketing, service development VP, Western Union, named VP, marketing, American Satellite Corp., Germantown, Md.

Bruce M. Allan, district sales manager for RCA in southern U.S., named manager, product planning for Selectavision videocassette recorder products, Indianapolis. **William T. Gillis**, manager, marketing development, Chicago, appointed merchandising manager for Selectavision products.

Atam P. Lalchandani, director of industrial services, Control Analysis Corp., Palo Alto, Calif., joins National Semiconductor, Santa Clara, Calif., as director of strategic and operations analysis.

Kenneth V. Jaeggi, director, manufacturing/material financial control, Zenith Radio, Chicago, promoted to assistant controller. **Seymour Lipton**, director of product financial



Susan Connor, co-owner of WWTR-FM Bethany Beach, Del., is newly elected president of the Chesapeake AP Broadcast Association, which represents stations in Maryland, Delaware and District of Columbia. With her is (l) **Bob Shilling**, news director of WCBM(AM) Baltimore, outgoing president of association, and **Ed Tobias**, news directors, WASH(FM) Washington, VP and president-elect of association.

analysis, named director of profit planning and audit.

Keith Y. Reynolds, in product management and training post with International Video Corp., Sunnyvale, Calif., joins Unimedia Corp., Auburn, Calif., as marketing manager.

John Odgers, film-television production supervisor, Tektronix, Beaverton, Ore., named manager of new branch office, Broadcast Communications Devices at 7100 S.W. Hampton Street, Tigard, Ore. **Buck Evans**, engineering director, Donrey Broadcasting, Las Vegas, named BCD Southwest regional manager, Anaheim, Calif.

Neville H. (Doc) Bennett, director of program management, Telemation Inc., Salt Lake City, named acting engineering administrator.

Arnold Taylor, senior product manager, Ampex Corp., Redwood City, Calif., named national sales manager.

Charles A. Anderson, national accounts executive, Jerrold Electronics, named mid-Atlantic regional sales manager, Magnavox CATV Systems, Manlius, N.Y.

Jack M. Ducart, formerly with Mosely Associates, Goleta, Calif., joins Ramke Research, Rancho Cordova, Calif., maker of audio equip-

ment for broadcast, as general sales and marketing manager.

Charles G. (Buck) Perry III, with Jerrold Electronics Corp., Philadelphia, named director of engineering, WRDU-TV Durham, N.C.

Allied Fields

Newly elected officers, Federal Communications Bar Association: **Edgar W. Holtz**, Hogan & Hartson, president; **Russell Egan**, Kirkland Ellis & Rowe, VP; **Suzanne Meyer**, Dow, Lohnes & Albertson, secretary; **Robert L. James**, Cole, Zylstra & Raywid, assistant secretary; **Edward W. Hummers Jr.**, Fletcher, Heald, Rowell, Kenahan & Hildreth, treasurer, and **Linda A. Cincotta**, Arent, Fox, Kintner, Plotkin & Kahn, delegate to American Bar Association. Elected to three-year terms on executive committee: **Joseph DeFranco**, CBS; **Edward S. O'Neill**, Wilner & Scheiner, and **Grover C. Cooper**, Fisher, Wayland, Southmayd & Cooper.

Nancy Carey, in general counsel's office, FCC, Washington, appointed legal assistant to FCC Commissioner Abbott Washburn, succeeding **Thomas McKnight**, who resigns July 8. His future plans are unannounced.

ABC News correspondent **Barbara Walters** named to receive International Platform Association's Lowell Thomas Award as "outstanding electronic journalist of the year" at IPA's annual convention Aug. 4 in Washington.

David Renya, formerly with U.S. Equal Employment Opportunity Commission, Washington, joins FCC as Spanish-speaking coordinator in internal EEO unit.

Deaths

Ronald Wagoner, 77, retired UPI news executive, died of heart attack June 21 at San Francisco Press Club. He joined UPI in Los Angeles in 1927 and retired as director of client relations in 1964.

Geraldine Brooks, 52, television, motion picture and screen actress, died on June 19 of cancer at Central Suffolk hospital in Riverhead, N.Y. She is survived by her husband, writer Budd Schulberg; her mother and sister.

For the Record®

As compiled by BROADCASTING for the period June 20 through June 24 and based on filings, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter.

TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV applications

■ Denver—Trinity Broadcasting of Denver seeks ch. 31 (572-578 mhz); ERP 2703 kw vis., 270 kw aur., HAAT 975 ft.; ant. height above ground 448.5 ft. P.O. address: c/o Paul F. Crouch, 2442 Michelle Dr., Tustin, Calif. 92680. Estimated construction cost \$656,632; first-year operating cost \$200,000; revenue \$1,024,-

259.56. Legal counsel James A. Gammon, Washington; consulting engineering Carl S. McMillan Jr. Applicant is nonprofit corporation. Trinity owns KLLA-TV Fontana, Calif., has applied for new TV's at Seattle and Oklahoma City and has bought, subject to FCC approval KPAZ(TV) Phoenix. Ann. June 22.

■ Tampa, Fla.—Christian Television Corp. seeks ch. 28 (554-560 mhz); ERP 745 kw vis., 74.5 kw aur., HAAT 1429 ft. P.O. address: 8100 Ulmerton Rd., Largo, Fla. 33541. Estimated construction cost \$511,500; first-year operating cost \$283,140; revenue \$850,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergen. Applicant is nonprofit corporation. Robert R. D'Andrea, president. Ann. June 22.

TV actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: *KMTF Fresno, Calif. (BMPET-893), Dec. 17; KLOC-TV Modesto, Calif. (BMPCT-7685), Dec. 17; *WHMM Washington (BMPET-892), Dec. 17.

AM licenses

■ Broadcast Bureau granted following licenses covering new stations: WANM Tallahassee, Fla. (BL-13,772); KRVB Medford, Ore. (BL-14,270).

FM applications

■ Lihue, Hawaii—KUAL Inc. seeks 92.7 mhz, 100 w, HAAT 1,223 ft. P.O. address: Box 720, Elele, Hawaii 96705. Estimated construction cost \$20,636; first-year operating cost \$7,800; revenue \$18,000. Format: variety. Principals: John S. Short, William G. Dahle (37.5% each), Stephen K. Bramham (15%) and David P. Haberman (10%). They also own KUAL(AM) Elele. Ann. June 22.

■ Mitchell, S.D.—KORN Palace Broadcasting Inc. seeks 107.3 mhz, 100 kw, HAAT 450.5 ft. P.O. address: 319 N. Main St., Mitchell 57301. Estimated construction cost \$145,490; first-year operating cost \$12,300; revenue \$102,000. Format: beautiful music. Principals: Dean L. DeSchepper, Arthur C. Rew, Marlyn Christensen, Robert Anton and Michael Opiola (20% each). They also own KORN(AM) Mitchell. Ann. June 22.

FM actions

■ *Minneapolis, Fresh Air Inc.—Commission granted 90.3 mhz, 10 w, HAAT 50 ft. P.O. address: Box 7174, Minneapolis 55407. Estimated construction cost \$3,228; first-year operating cost \$1,800; revenue none. Principals: Randy L. McLaughlin, president of Fresh Air (nonprofit corp.), et al. Action June 23.

■ Columbus, Miss.—James W. Eatherton—Broadcast Bureau granted 103.9 mhz, 3 kw, HAAT 204 ft. P.O. address: 400 Main St., Columbus, Miss. 39701. Estimated construction cost \$19,600; first-year operating cost \$8,000; revenue \$30,000. Format: Top 40, soul. Principal: James W. Eatherton (100%) owns WACR(AM) Columbus (BPH-9440). Action June 16.

Ownership changes

Applications

■ KRML(AM) Carmel, Calif. (1410 khz, 500 w-D)—Seeks assignment of license from KRML Inc. to Edwards Broadcasting Co. for \$164,700. Seller is owned by Sam Salerno, who has no other broadcast interests. Buyer is principally owned by Mr. and Mrs. William Maher and Mr. and Mrs. Harry Horowitz. Mr. Maher has various petroleum interests in Michigan. Mr. Horowitz is president of Tulsa, Okla., oil equipment firm. Ann. June 20.

■ KBSA(TV) Guasti, Calif. (ch 46)—Seeks assignment of license from Broadcast Service of America to Metropolitan Broadcasting Co. for \$1,550,000. Seller is owned by Berean Bible Ministries (nonprofit, nonstock), religious organization. W.K. Connelly is president. Buyer is owned by Dental Finance Co., Irvine, Calif. (80%), and three individuals (none with more than 8%). DFC is, in turn, owned principally by Robert F. Beauchamp, his brother, James B., and Robert C. Ganiere. Robert Beauchamp is Irvine dentist with various other financial and real estate interests. James Beauchamp has various commercial and insurance interests in California. Mr. Ganiere owns construction firm there. Ann. June 23.

■ WOCA-TV Ocala, Fla. (ch 51)—Seeks assignment of CP from Marion Communications Corp. to Gator Broadcasting Corp. for \$33,500. Seller is owned by Thomas P. Hicks, who has no other broadcast interests. Buyer is owned by Douglas Bishop, Emil R. Schiavone, Charles R. Perry (25% each), George F. Antoniaki and James D. Ivey (12.5% each). Mr. Bishop is Gainesville, Fla., building contractor and real estate developer. Mr. Schiavone owns liquor distributorship there. Mr. Perry is also contractor there. Mr. Antoniaki is owner of Bridgeport, Conn., printing firm, and Mr. Ivey owns J.D. Ivey Corp., Orlando, Fla., video tape producer. Ann. June 24.

■ WGON(AM)-WQXO(FM) Munising, Mich. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 1.8 kw)—Seeks assignment of license from Ollie's Idea Inc. to Laidlaw & Associates Inc. for \$180,000. Seller is

George A. Freeman, owner of KGRI-AM-FM Henderson, Tex. Buyer is owned equally by Thomas L. Laidlaw, Bert Johnson, his brother, Lyle Johnson, and William Heigaard, all of Langdon, N.D. Mr. Laidlaw and Johnsons own KNDK(AM) there, and Mr. Heigaard is attorney. Ann. June 20.

■ WBBX(AM) Portsmouth, N.H. (1380 khz, 1 kw-U)—Seeks assignment of license from Curt Gowdy Broadcasting Corp. to Kressman Broadcasting Co. for \$590,000. Seller is owned by Curt Gowdy and his wife, Gertrude, who also own WCCM(AM)-WCGY(FM) Lawrence, Mass., WEAT-AM-FM West Palm Beach, Fla., and KOWB(AM) Laramie, Wyo. Buyer is owned by J. Harrison Holman, employee of Everett, Mass., commercial cooking equipment manufacturer. Ann. June 20.

■ KJEM(AM) Wagoner, Okla. (1530 khz, 250 w-D)—Seeks assignment of license from NEO Broadcasting Co. to Sherman Enterprises Inc. for \$60,000. Sellers are Charles R. Ingram and Robert R. Toon, who have no other broadcast interests. Buyer is owned by Philip G. Sherman (75%), Marie E. Jett Trust and Bill J. Allred (12.5% each). Mr. Sherman is salesman with KAKC-AM-FM Tulsa, Okla. Miss Jett is partner in Tulsa lighting supply firm. Mr. Allred is former executive vice president of Mark/Way Inc., licensee of KAKC-AM-FM, WAKC(AM) Normal, Ill., and KFUN-AM-FM Las Vegas. Ann. June 20.

■ WJOI(FM) Pittsburgh (93.7 mhz, 41 kw)—Seeks assignment of license from WJOI Inc. to E Z Communications for \$1 million. Seller is Union National Bank of Clarksburg (W.Va.), executor of estate of Agnes J. Reeves Greer, which is also principal of WJAR-AM-FM Morgantown, W.Va. Buyer is group owner of WEZR(FM) Manassas, Va.; WEZC(FM) Charlotte, N.C.; WEZB(FM) New Orleans, and WEZS(FM) Richmond, Va. EZC is principally owned by Arthur Keller. Ann. June 20.

■ WNOK-AM-FM-TV Columbia, S.C. (TV: ch 19; AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.7 mhz, 100 kw)—Seeks assignment of license from Palmetto Radio Corp. to Capital Communications Inc. for \$3,987,500 plus \$112,500 covenant not to compete. Seller is owned by Irwin Kahn (32.1%), J.W. Lindan III (10.3%), H.M. McElveen (7.9%) and others. They have no other broadcast interests. Buyer is wholly owned by Lewis Broadcasting Corp., which is owned by J.C. Lewis (100%). Mr. Lewis also owns WJCL-FM-TV and *Journal-Record* (weekly newspaper), all Savannah, Ga. Ann. June 20.

■ KELP(AM) El Paso (920 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from KELP Inc. to Clear Channel Communications Inc. for \$500,000 plus \$150,000 covenant not to compete. Seller is principally owned by John B. Walton Jr., who also owns KFDX(AM) Long Beach, Calif., KIXX(AM) Tucson, Ariz.; KIDD(AM) Monterey, Calif., and KDJW(AM)-KBUY(FM) Amarillo, Tex. Buyer is owned by L.L. Mays, B.J. McCombs, John M. Schaefer (31.67% each) and John Barger (5%). They also own WOAI-AM-FM San Antonio, Tex., and KXXO(AM)-KMOD(FM) Tulsa, Okla. Ann. June 20.

■ WKTY(AM)-WSPL(FM) La Crosse, Wis. (AM: 580 khz, 5 kw-D, 1 kw-N; FM: 95.9 mhz, 235 w)—Seeks transfer of control of Lee and Associates Inc. from Herbert H. Lee (64.57% before; none after) to Herbert H. Lee, voting trustee (none before, 64.57% after). Consideration: none. Transfer is result of estab-

lishing trust fund for Mr. Lee's children. Ann. June 20.

Actions

■ KIVI(TV) Nampa, KPVI(TV) Pocatello, both Idaho (chs. 6)—Broadcast Bureau granted assignment of license from Idaho Television Corp. and Eastern Idaho Television Corp., respectively, to Futura Titanium Corp. for \$655,850. Sellers: M. Walker Wallace (37.7%) and four others, none of who has other broadcast interests. Buyer is owned by Robert V. Hansberger, who presently owns 20.5% of stations. Mr. Hansberger also has various other manufacturing and commercial interests (BALCT-640-1). Action June 20.

■ WADR(AM) Remsen, N.Y. (1480 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from P.H. Inc. to Renman Broadcasting Inc. for \$200,000. Sellers: Joseph P. Uzdavinis, A. Richard Cohen (48% each) and Richard Henry. They have no other broadcast interests. Buyer is owned by Lawrence E. Manuel (80%) and Eugene A. Wahl (20%). Mr. Manuel is former vice president of Arbitron, media research firm. Mr. Wahl is Alexandria, Va., maintenance engineer and retired Air Force colonel (BAL-8987). Action June 20.

■ WHDM(AM) McKenzie, Tenn. (1440 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Northwest Tennessee Broadcasting Co. to B&P Properties Inc. for \$283,250. Sellers are Ben M. Gaines and Edgar R. Perkins. Mr. Perkins also owns WALR(FM) Union City, Tenn. Mr. Gaines has no other broadcast interests. Buyer is owned by William L. Pope and Dr. Harold D. Butler, who also own WBHT(AM)-WTBG(FM) Brownsville, Tenn. (BAL-8951, BALRE-3190). Action June 17.

Facilities changes

TV actions

■ WMBD-TV Peoria, Ill.—Broadcast Bureau granted request for authority to change studio location to 3131 North University Street, Peoria, and operate trans. by remote control from studio location (BRCTV-360). Action June 21.

■ WPHL-TV Philadelphia—Broadcast Bureau granted CP to change ERP to 1290 kw; max. ERP 2340 kw; ant. height 1050 ft. (BPCT-5023). Action June 20.

■ WCPT-TV Crossville, Tenn.—Broadcast Bureau granted request for authority to change studio location to 313 South Main Street, Crossville, Tenn., and operate trans. by remote control from studio location (BRCTV-351). Action June 21.

■ *KPEC-TV Lakewood Center, Wash.—Broadcast Bureau canceled license for operation of noncommercial educational TV station KPEC-TV, deleted call letters and closed all commission records. Action June 20.

AM actions

■ WFYC Alma, Mich.—Broadcast Bureau granted request to identify as Alma-St. Louis, Mich. Action June 16.

■ WNOQ Chattanooga—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type

Summary of broadcasting

FCC tabulations as of May 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,471	6	23	4,500	43	4,543
Commercial FM	2,853	1	70	2,924	151	3,075
Educational FM	872	0	26	898	78	976
Total Radio	8,196	7	119	8,322	272	8,594
Commercial TV	722	1	3	726	44	770
VHF	514	1	0	515	8	523
UHF	208	0	3	211	36	247
Educational TV	243	3	13	259	6	265
VHF	93	1	7	101	2	103
UHF	150	2	6	158	4	162
Total TV	965	4	16	985	50	1,035

*Special temporary authorization

**Includes off-air licenses

Addenda to the 1977 'Yearbook'

Following are additions and corrections to the BROADCASTING YEARBOOK 1977. They appear by page number in the same order as in the YEARBOOK.

Pages A-8 and A-9. Under Federal Communications Commission executives & staff personnel insert David Tau as acting chief of the **License Division**, FCC Broadcast Bureau.

Page B-28. Under the Grand Rapids-Kalamazoo-Battle Creek market one additional station should be listed: **WUHQ-TV** Battle Creek, Mich., ch 41, ABC.

Page B-49. Name of the **Nashville** market should be changed to the **Nashville (Bowling Green, Ky.)** market. Bowling Green, Ky. is no longer a supplementary market.

Page B-97. Under ***WETA-TV** Washington change phone number to (703) 998-2600 and change personnel as follows: Ward Chamberlin, pres; Gerald Slater, exec VP; Wayne Coy, VP of legal affairs; Wallace Westfeldt, dir of news & pub affrs; Sally Wells, VP of dev; Helen Dudman, VP of public info; Fred Flaxman, prog mgr; Gene Swanzy, VP ops & engrg.

Page B-102. Under **WBBM-TV** Chicago change phone number to (312) 944-6000.

Page B-104. Under Evansville, Ind. change **WTVU** to **WTVW**.

Page B-105. Under Fort Dodge, Iowa change **KFVD-TV** to **KVFD-TV**.

Page B-125. Under **KOTV** Tulsa, Okla., change personnel as follows: Philip J. Lombardo, pres; Duane R. Harm, VP & gen mgr; Jon Nottingham, gen sis mgr; John Irvin, ops, prog dir & film buyer; Bill Southard Jr., prod mgr; Doug Dodd, news dir; Jerry Muratore, prog mgr; E.C. Allen, chief engr.

Page B-129. Under Rapid City, S.D. change **KEVW-TV** to **KEVN-TV**.

Page C-11. Under **KVSL(AM)** Show Low, Ariz., change to read as follows: **KVSL(AM)**—July 6, 1968: 1450 khz; 1 kw-D, 250 w-N. Box 940 (85901). (602)

537-2921. KBW Associates Inc. (acq 9-1-74). Rep: Savalli/Gates. Format: Top 40/C&W/Oldies. Spec progs: Apache 1 hr. talk 4 hrs wky. ■ Hugh Williams, pres, gen mgr & chief engr; Dick Raymond, VP, stn mgr & prog mgr; Chip Stanley, news & mus dir; Jay Tippets, coml coord; Bruce Bradley, pub ser dir.

Page C-38. Under ***WETA-FM** Washington change phone number to (703) 998-2790 and change personnel as follows: Ward Chamberlin, pres; Charles Hobson, dir of radio; Rachel Cockrell, ops mgr; Gene Swanzy, VP ops & engrg.

Page C-39. Under Washington add two cross references: **WSMD(AM)**—See La Plata, Md. **WXTR-FM**—See La Plata, Md.

Page C-42. Under Jacksonville, Fla. change **WCRG(AM)** to **WCRJ(AM)**.

Page C-49. Under Athens, Ga. change **WAGO(FM)** to **WAGO(FM)**.

Page C-64. Under Illinois Radio add the heading "Kankakee" and the following three stations licensed to Kankakee, Ill.

WBYG(FM)—Jan 5, 1962: 99.9 mhz; 6.6 kw. Ant 210 ft. Stereo. Box 183 (60901). (815) 939-4541. WKAK Inc. (acq 1-31-75). Net: ABC/FM. Format: MOR. Spec progs: Farm 2 hrs wky. ■ Harry Fitzgerald, pres; Howard S. Dybedock, gen mgr & news dir; Sandra Mackey, coml mgr; Frank Absher, prog dir; William Taylor, mus dir; Gregory Shelby, prom mgr; Benedict Cerven, chief engr. ■ Rates: \$15; 15; 15; 15.

WKAN(AM)—June 1, 1947: 1320 khz; 1 kw-D, 500 w-N, DA-N. 6 Dearborn Sq. (60901). (815) 933-6633. Mid-America Audio-Video Inc. Group owner: Mid America Media. Audio news; UPI. Format: MOR. ■ Burrell L. Small, pres; Leslie H. Small, VP; Donald R. Hoover, VP & stn mgr; Robert J. Hawkins, sec & exec asst to pres; Larry Anderson, prog dir; Edgar Munday, news dir; Joseph Cunat, chief engr. ■ Rates: \$15.75; 12.30; 15.75; 12.30

***WKOC(FM)**—1966: 88.3 mhz; 10 w. Ant 90 ft. Olivet Nazarene College (60901). (815) 939-5330. Olivet Nazarene College. Format: Educ/btl mustrelg. ■ Leslie Parrott, pres; Ray H. Moore, gen mgr

Page C-96. Under **WSMD(AM)** La Plata, Md. change format to Modern Country and rates as follows: Rates:

\$14; 12; 14; 8.

Page C-105. Under **WCUZ(AM)** Grand Rapids, Mich. change phone number to (616) 451-2551.

Page C-129. Under Omaha the entry for **New FM** should be deleted. No application for a new FM had been granted.

Page C-152. Under **WHNC(AM)** and **WXNC(FM)** Henderson, N.C. change listing as follows: **WHNC(AM)**—1945: 890 khz; 1 kw-D. Box 1240 (27536). (919) 438-7136. Henderson Broadcasting Co. (acq 11-71). Group owner: Beasley (50%). Net: ABC/E. Format: Contemp. ■ James M. Simpson, gen mgr.

WXNC(FM)—Co-owned with WHNC(AM). 1948: 92.5 mhz; 15.5 kw. Ant 260 ft. Net: ABC/E, Southern Farm Network. Format: Modern Country

Page C-170. Under **KOCV(AM)** Oklahoma City change listing as follows: **KOCV(AM)**—1948: 800 khz; 250 w-D. 1919 N. Broadway (73103). (405) 521-1412. Bott Broadcasting Co. (acq 1-76). Format: Religious. ■ Richard P. Bott, pres; Carl Singer, gen mgr.

Page C-190. Under **WTYC(AM)** Rock Hill, S.C. change format to C&W.

Page C-192. Under **KCHF(AM)** Sioux Falls, S.D. change address to 224 S. Main Ave. (57102). Change personnel as follows: E.C. Stangland, pres; Harlan (Pete) Peterson, gen mgr; Max Staley, tech dir.

Page C-217. Change **WRFB(FM)** Stowe, Vt. listing as follows:

WRFB(FM)—Feb 28, 1976: 101.7 mhz; 45 w. Ant 2,280 ft. Box 26 (05672). (802) 253-4877. RFB Inc. ■ Brian Harwood, gen mgr.

Page C-217. Under ***WUVT-FM** Blacksburg, Va. change format to Educ, pub affrs.

Page C-221. Under ***WTGM(FM)** Norfolk, Va. change address to 5200 Hampton Blvd. (23508).

Page C-224. Under Bellingham-Ferndale, Wash. change **KBFO(AM)** to **KBFW(AM)**.

Page D-11. Under Representatives add: **HR Television**, Broadcast Data Base Inc. 750 Third Ave., New York 10017. (212) 922-2900. TWX 710-581-3801. 2. Corporate officers (BDB Inc.): Edgar E. White Jr., pres, gen mgr; Leon D. West, VP.

trans. (BP-20,155). Action June 16.

FMI actions

■ **KIOQ-FM** Bishop, Calif.—Broadcast Bureau granted CP to change trans. location to Silver Peak, 12 miles east of Bishop; type trans.: ERP 1 kw (H&V); ant. height 2960 ft. (H&V); remote control permitted (BPH-10,265). Action June 21.

■ **KTAV** Knoxville, Iowa—Broadcast Bureau granted mod. of license covering change in studio location to .75 miles north on all weather Road, east of intersection of Roads 571 and T15, Knoxville (main trans. location); delete remote control (BMLH-577). Action June 17.

■ **WFYC-FM** Alma, Mich.—Broadcast Bureau granted request to identify as Alma-St. Louis, Mich. Action June 21.

■ **KROB-FM** Robstown, Tex.—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system (increase height); ERP 100 kw (H), 88 kw (V); ant. height 270 ft. (H&V) (BPH-10,088). Action June 21.

In contest

Designated for hearing

■ **Hermiston, Ore., FM proceeding:** Hermiston Broadcasting Co. and Interfaith Christian Center competing for 99.3 mhz (Docs. 21,212-3)—Chief, Broadcast Bureau, designated for hearing to determine efforts made by both parties to ascertain needs and problems of proposed service area, whether Interfaith is financially qualified and which of proposals would better serve public interest. Action June 7.

Case assignment

■ **Fresno, Calif., TV proceeding:** McClatchy Newspapers Inc. (KMJ-TV) and San Joaquin Communications Corp., competing for ch. 24 (Docs. 21,274-6)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick to serve as presiding judge and scheduled hearing for Sept. 20. Action June 21.

■ **Cicero, Ill., AM proceeding:** Radio Cicero Inc., Migala Enterprises Inc., Cicero Radio Corp., University of Ill., Metropolitan Broadcasting Co., Nationwide Broadcasting Co. and Midway Broadcasting Corp., competing for 1450 khz (Docs. 21,247-53)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Daniel M. Head to serve as presiding judge and scheduled hearing for Sept. 15. Action June 21.

■ **WDRK(FM)** Greenville, Ohio, **renewal proceeding:** Lewel Broadcasting Inc. (Doc. 21,267)—Acting Chief ALJ David I. Kraushaar designated ALJ John H. Conlin to serve as presiding judge and scheduled hearing for Sept. 20 in Greenville. Action June 16.

■ **Cheraw, S.C. FM proceeding:** Town and Country Radio Inc. and Cheraw Broadcasting Co., competing for 103.1 mhz (Docs. 21,258-9)—Acting Chief ALJ David I. Kraushaar designated ALJ Daniel M. Head to serve as presiding judge and scheduled hearing for Sept. 19. Action June 20.

■ **Rhineland, Wis., renewal proceeding:** WAEO-TV (Doc. 21,266)—Acting Chief ALJ David I. Kraushaar designated ALJ John H. Conlin to serve as presiding judge and scheduled hearing for Sept. 26 in Rhineland. Action June 16.

Procedural ruling

■ **Parker, Ariz., FM proceeding:** Gilbert Leivas

(BINA Broadcasting Co.) and OM Broadcasting Inc., competing for 99.3 mhz (Docs. 21,227-8)—ALJ Reuben Lozner canceled Aug. 2 hearing subject to be rescheduled. Action June 16.

■ **Pottsville, Pa., cable TV proceeding:** Wire Tele View Corp. (Doc. 21,209)—ALJ David I. Kraushaar notified commission of his withdrawal from this proceeding. Action June 21.

Fines

■ ***WNET(TV)** Newark, N.J.—Commission ordered licensee to forfeit \$1000 for violation of personal attack rule. Action June 22.

■ **KNEI(AM)** Waukon, Okla.—Broadcast Bureau denied application of mitigation of forfeiture of \$2,000 for operating with full daytime power between Jan. 2-26, 1976, during hours of 6:30 a.m. (presunrise authority sign on time) to 7:30 a.m. (daytime sign on time). Action June 17.

Allocation

Action

■ **St. Ignace, Mich.**—Broadcast Bureau proposed assignment of FM ch. 275 and deleted unoccupied ch. 272A. Action was response to petition by Mighty-Mac Broadcasting Co., licensee of WIDG(AM) St. Ignace. Comments are due Aug. 12; replies Aug. 22. Action June 16.

treas: Maryjo Rozell, VP sec. HR Television officers & executives: Harry H. Wise Jr., pres. gen mgr; Philip L. Corper, exec VP gen sls mgr; Alfred P. Ritter, VP broadcast svcs; Eugene F. Mitchell, VP dir of mktg; Kenneth S. Kagen, rsch dir; John McFarland, systems mgr; Television One: W.B. Taylor Eldon, VP nall sls mgr; Joan Fitzpatrick, New York sls mgr; Warren Ford, asst rsch dir; Television Two: Robert G. Spielmann, VP nall sls mgr; James Lannin, New York sls mgr; C. William Coldwell, VP New York sls mgr; Regina Gallagher, asst rsch dir.

Allanta 30309: 1819 Peachtree Road N.E. (404) 355-7701. TWX: 810-751-3103. William F. Reilmann, mgr.

Boston 02116: 1400 Statler Office Bldg. (617) 542-0478. Santo Crupi, mgr.

Charlotte, N.C. 28209: 5821 Park Road, Suite 116. (704) 554-7124. TWX: 810-621-7832. Samuel K. Fuller, mgr.

Chicago 60601: 233 N. Michigan Ave. (312) 861-1454. TWX: 910-221-0241. 2. J. Barry Weed, VP, Midwest mgr; William Fallon, mgr, TV One; Charles W. Ferguson, mgr, TV Two.

Dallas 75219: 3511 N. Hall St., Suite 302. (214) 522-5910. TWX: 910-861-4210. James Kumpf, mgr. Des Moines, Iowa 50309: 327 Insurance Exchange Bldg. (515) 282-0201. TWX: 910-520-2555. Keith Boswell, mgr.

Detroit: 999 West Big Beaver Road, Suite 805, Troy, Mich. 48084. (313) 362-4030. Robert D. Silva, mgr. Los Angeles 90036: 5670 Wilshire Blvd., Suite 2100. (213) 930-2450. TWX: 910-321-4124-29. Roy S. Edwards Jr., senior VP, Western mgr; Roland T. Kay, mgr; Donald Caparis, sls mgr.

Minneapolis 55402: 722 Midwest Plaza. (612) 338-7017. TWX: 910-576-3419. Robert E. Bowden, mgr.

Philadelphia 19102: 225 S. 15th St., Room 1718. (215) 732-0175. TWX: 710-670-0455. Thomas Wood, mgr.

Portland, Ore. 97205: 1130 S.W. Morrison. (503) 226-2911. TWX: 910-464-1568. Richard Gohlman, mgr.

St. Louis 63102: Pierce Bldg., Room 1328. (314) 241-4193. TWX: 910-761-0400. Robert M. Hetherington, mgr.

San Francisco 94104: 155 Montgomery St., Suite 207. (415) 982-5837. TWX: 910-372-7361. George Hemmerle, VP, mgr.

Seattle 98101: 1411 Fourth Ave. Bldg. (206) 624-4191. TWX: 910-444-1692. M. Tacher, mgr.

Page D-12. Change Metro Radio Sales listing as follows:

Metro Radio Sales (a Metromedia company). 485 Lexington Ave., New York 10017. (212) 682-9100. Richard J. Kelliher, pres; Frank Leoce, exec VP & dir of sls.

Allanta 30309: 1365 Peachtree St. N.E. (404) 892-2611. Audrey Beebe, sls mgr.

Chicago 60611: 410 N. Michigan Ave. (312) 467-5200. Rich Ziltz, VP & sls mgr.

Detroit 48220: 2201 Woodward Heights. (313) 543-3166. Sugar Lynker, sls mgr.

Los Angeles 90028: 5746 Sunset Blvd. (213) 464-9266. Lynn Anderson, sls mgr.

San Francisco 94111: One Embarcadero Center. (415) 362-1945. Michael Day, sls mgr.

Page D-51. Under Producers, Distributors and Production Services insert: **Tom J. Corradine & Associates**. 3518 Cahuenga Blvd. West, Hollywood 90068. (213) 851-5811. Tom J. Corradine, pres; Kyle C. Thomas, VP; Jay Lawrence, prod mgr. Service code keys A B C.

Page E-10. Change address and phone number of **Dolby Laboratories Inc.** to 731 Sansome St., San Francisco 94111. (415) 392-0300.

Page E-13. Under **Hamilton Erection Inc.** add: (803) 684-9966. Melvin L. Roberts, pres & mgr. Delete same information and third line of **Harris Corp.-Broadcast Products Division** listing.

Page E-24. Under **Q-TV Telesync** delete Bob Swanson, gen sls mgr.

Page E-32. Under Equipment Makers, Distributors add: **Tele-Tech Electronics Ltd.** 15 McCulloch Ave. Rexdale, Ont. M9W 4M5. (416) 248-5646. John (Jack) Kirkpatrick, pres; John Forrest Jr., mgr, broadcast division.

Page E-36. Under Equipment Makers, Distributors add: **Wilkinson Electronics Canada Ltd.** 15 McCulloch Ave., Rexdale, Ont. M9W 4M5. (416) 247-9741. William Black, pres; Guffy P. Wilkinson, VP; John (Jack) Kirkpatrick, sec-treas; John Forrest Jr., mgr.

Page E-38. Under Consulting Engineers add the

following cross reference: **Glenn B. Callison**. See William B. Carr & Associates Inc.

Page E-38. Under Consulting Engineers change listing of **William B. Carr & Associates Inc.** as follows: **William B. Carr & Associates Inc.** Route 4, Box 119A, Burleson, Tex. 76028. (817) 461-4626. William B. Carr, pres, dir; Glenn B. Callison, assoc.

Page F-1. Under **Doubleday Media** eliminate branch offices in Phoenix and San Antonio, Tex.

Page F-3. Under Station and CATV Brokers add: **John Mitchell and Associates**. Box 1065, Shreveport, La. 71162. (318) 865-8668 or 221-5464.

Page F-4. Under **Western Business Brokers** change phone number to (805) 541-1900.

F.8. Under Research Services add: **Professional Research Services Inc.** 6806 South Terrace Road, Tempe, Ariz. 85283. (602) 839-4003. Dale Bennett, pres; Donna Nelson, exec VP.

Nationwide radio audience surveys; ascertainment surveys for license renewal, change of ownership, subscription television applications.

Page F-9. Under Research Services insert: **S-A-M-S** (Surveys and Market Studies). Box 2585, Augusta, Ga. 30903. (404) 733-0642. Dick Warner, pres.

Page F-11. Under Law Firms Active in Communications Law add: **Jorgensen, Norman E.** 1926 Eye St. N.W., Washington 20006. (202) 331-9313.

F-16. Under Attorneys Active in Communications Law add: **Johnson, John G.** 1926 Eye St. N.W., Washington 20006. (202) 331-9313.

F-18. Under Attorneys Active in Communications Law add: **Northrop, Carl W.** 1926 Eye St. N.W., Washington 20006. (202) 331-9313.

Page F-30. Under Radio-Television Galleries of Congress change **RKO General Broadcasting** phone number to 223-8500 and address to 1750 Pennsylvania Ave. N.W.

Page F-35. Under National Associations insert: **Daytime Broadcasters Association**. Box 322, Mattoon, Ill. 61938. (217) 234-6464. Ray Livesay, WLBH-AM-FM Mattoon, Ill., chmn & pres; George Foulkes, WAAC(AM) Terre Haute, Ind., sec-treas.

Translators

Actions

■ K04IZ Wawona, Calif.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KVIE Sacramento, Calif. (BPTTV-5780). Action June 13.

■ K04JA Del Norte, Colo.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KNME Albuquerque, N.M. (BPTTV-5777). Action June 9.

■ K64AR Steamboat Springs, Colo.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KWGN-TV Denver (BPTT-3031A). Action June 1.

■ K09NS Crawford area, Lazear and Clearfork, all Colorado—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KOAA Pueblo, Colo. (BPTTV-5748). Action June 9.

■ K08IY Victoria mines, Nev.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KUTV Salt Lake City (BPTTV-5760). Action June 3.

■ K10KL Victoria mines, Nev.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KCPX-TV Salt Lake City (BPTTV-5761). Action June 3.

■ K64AS Capitan and Ruidoso, N.M.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KOB-TV Albuquerque, N.M. (BPTT-3106). Action June 1.

■ K67BD South Fork and Cedar Canyon communities, N.M.—Broadcast Bureau granted CP for new

UHF translator station to rebroadcast programs of KOB-TV Albuquerque, N.M. (BPTT-3107). Action June 1.

■ K69AO Millersburg, Ohio—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of *WOUC-TV Cambridge, Ohio (BPTT-3021). Action June 16.

■ K07OV Green River, Utah—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KUED Salt Lake City (BPTTV-5711). Action June 1.

■ K05GH Hydro Jet Services Inc. mining site, Utah—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KSL-TV Salt Lake City (BPTTV-5754). Action June 13.

■ K07OU Federal mining camp, Wyo.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KOA-TV Denver (BPTTV-5755). Action June 3.

Cable

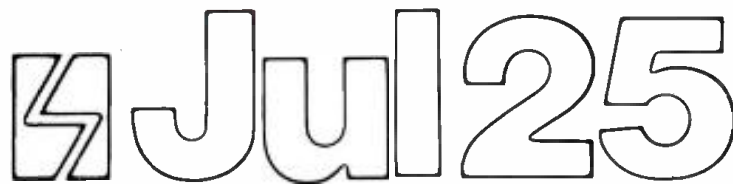
Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Storer Cable TV of Florida Inc., for Sarasota, Fla. (CAC-07359); Kentucky Cable TV Inc., for Hodgenville, Ky. (CAC-07937); Tucker County Cable Co., for Parsons, Hendricks, Hambleton, Davis, Thomas, all West Virginia (CAC-07988-92); Atoka Cablevision Co., for Coalgate, Okla. (CAC-08152); Caribbean Communications Corp., for Charlotte Amalie, V.I. (CAC-08206); Great Plains Communications Systems Inc., for Smith Center, Kan. (CAC-08247); Teleprompter of Reno, for

Washoe, Nev. (CAC-08379); Grayling Cable Services, for Grayling, Mich. (CAC-08400); Gulf Coast Television, for Naples, Fla. (CAC-08441); Gulf Coast Television, for Marco Island, Fla. (CAC-08442); Greenville Cable TV Inc., for Greenville, N.C. (CAC-07838); TV Selection System Inc., for Meridian, Miss. (CAC-07855); Theta Cable of California Inc., for West Hollywood, Calif. (CAC-07976); The Ohio Valley Cable Corp., for Crooksville, Roseville, both Ohio (CAC-07995-6); Cable Associates Inc., for East Petersburg, Pa. (CAC-08055); Spencer Community Antenna System Inc., for Spencer, Iowa (CAC-08095); Community Antennas Co., for Independence, Batesville, both Arkansas (CAC-08124-5); Teleservice Co. of Wyoming, for Wright, Fairview, both Pennsylvania (CAC-08147-8); Lincoln Television System Inc., for Lincoln City, Ore. (CAC-08156); Bannock TV Co., for Pocatello, Bannock, Inkom, Chubbuck, all Idaho (CAC-08186-9); Sammons Communications Inc., for Clinton, Okla. (CAC-08238); Cowley Cablevision Inc., for Winfield, Kan. (CAC-08261); Knob Noster Cable TV Inc., for Knob Noster, Mo. (CAC-08264); Vuecom Inc., for Grand Forks AFB, N.D. (CAC-08287); Vuecom Inc., for Emerald, N.D. (CAC-08288); Belle Plaine TV Inc., for Belle Plaine, Kan. (CAC-08309); Delhi Video, for Delhi, N.Y. (CAC-08377); Ohio River Cable TV Inc., for Perry Ohio (CAC-08410); Ohio River Cable TV Inc., for South Point, Rome, Proctorville, Union, all Ohio (CAC-08411-4); Ohio River Cable TV Inc., for Fayette, Chesapeake, both Ohio (CAC-08415-6); Coldwater Cablevision Inc., for Coldwater, Quincy, both Michigan (CAC-08444-6); Clinton TV Cable Co., for Clinton, Iowa (CAC-08447); Hawkeye Cablevision Inc., for Des Moines, Urbandale, Windsor Heights, Clive, West Des Moines, Ankeny, all Iowa (CAC-08470-7); Valley TV Cable Co. of New York Inc., for Barton, N.Y. (CAC-08353).

There's some about July

*Broadcasting's special reports on

 Jul 25

Half the fun of writing about broadcasting is writing about radio. Which is what we'll be doing an awful lot of between now and July 25.

That's the date for this year's edition of "The Many Worlds of Radio," BROADCASTING's annual rediscovery of a medium that, no matter how often examined, always discloses something new. We're taking it from the top again, with long hard looks at:

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- ☐ The latest shape of formats, from MOR to mellow rock.
- ☐ Tomorrow's radio. Specifically: the prospects for AM stereo and for FM quad. Generally: what's around the bend in programing and equipment.
- ☐ And more.

All adding up to a cram course on that side of the medium where it all began, and where innovation's still at home.

You belong in Broadcasting  Jul 25

thing special*

and August

(1) radio and (2) local TV journalism

Aug22

Local television in the United States does many things well. But it does nothing better than its local TV journalism. Professionally, it's both a pinnacle and a pride and joy.

That's what we will chronicle in our August 22 special, another annual visit to familiar yet ever-changing terrain. As have its predecessors, this year's survey will examine.

- Outstanding local news performance. Documentaries. Investigative reporting. Exclusives. Live, filmed and taped coverage of breaking news. Editorial campaigns. Interviews.

- And competition. Where the news leaders are. What the new formats look like. Who's setting the pace in news innovation.

- Along with the technology that makes it work. The latest developments in hardware—ENG-wise and otherwise—and the latest techniques in using it.

All in all, the medium's most comprehensive assessment of what TV's journalists have been up to in the past 12 months, and where they're headed next.

Our end of the line. For advertising placements from the North and East, call Win Levi, Dave Berlyn or Ruth Lindstrom at (212) 757-3260; from the South, call Peter O'Reilly at (202) 638-1022; from the West, call Bill Merritt at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Would you like to be a station manager in wonderful West Virginia? Here's an AM-FM fulltime combination in a somewhat under-populated market. Send a complete resume and track record to prove you're our man in confidence to Box H-4.

Experienced General Manager for growing Northern Illinois AM/FM. Need pro to continue growth in new studios. Resume to President Grundy Communications Box 373 Northfield, IL 60093.

General Manager for successful AM-FM in small Eastern market where coal is king and life can be good. Sales background, program savvy and way with people essential. Compensation and benefits above average. Excellent future for ambitious, dedicated individual. Send letter and work history to Box H-95.

Sales Oriented Manager for medium market station in Southwest. Part of 4 station chain. Opportunity to advance to larger market also to earn equity position. Send resume Box H-80.

Planning To Move present manager up. Need energetic sales oriented station manager for number one Contemporary in highly competitive Southwest city of 100,000. Livable base salary plus % of cash flow. Stock in company available to right party. No has-beens or drifters, please. Prefer fresh blood. Send resume to Box H-76.

HELP WANTED SALES

Local sales manager in top 15 market. Three years experience. Fast promotion with young aggressive organization. Send resume to KDAN, Box 159, Newport, MN 55055.

Wanted: Successful small market young salesperson who can do it all. Permanent position leading to management. Beautiful mountain resort community. WBHN, Bryson City, NC.

South Texas Station needs salesperson for Country and Western AM and Top 40 FM. 2 people. Down where the sunshine spends the winter. Reply Box H-29.

Sales Manager. Tired of City living? Here's a chance to become Sales Manager of WJMS and WIMI-FM located in the beautiful snow country of Northern Michigan. Interested? Call Bob Knutson, Ironwood, MI 906-932-2411.

Announcer-Sales person for medium market. Opportunity to advance in sales. Good position with group operation. Send resume to Box H-79.

Creative Radio Salesperson for growing Northern Illinois AM/FM. Take over existing account list with good billings. E.O.E. Resume to Tom Kopin, WCSJ, Box 270, Morris, IL 60450.

Immediate opening. Fine opportunity for aggressive, experienced pro at No. 1 station in good NJ market. EOE. Send full details to Box H-84.

Promotion Oriented NC medium market contemporary station seeks strong SM with immediate future for GM. \$18,000 + compensation. Cliff Bond. 919-869-6420.

Now! Looking for opportunity in broadcast sales and like a university town of 25,000? Resume, clean appearance and two year commitment mandatory. You will begin with a list of established Radio Advertisers. Box H-87.

Beautiful, warm, Monterey-Carmel-Pebble Beach, California. 24-hour AM contemporary with outstanding ratings has opportunity for broadcast-career salesperson with successful local sales record. First year potential \$12,000-\$15,000; thereafter \$16,000-\$20,000. Call Vince Williams 408-373-1234, or write Box KMBY, Monterey, CA 94556. EOE/MF.

Learn To Sell at a professional Midwest radio station. Box H-107.

Salesperson—Wanted—an energetic and enthusiastic self-starter to sell one of Pennsylvania's fastest growing AM stations. Established account list, salary and fringes plus a real opportunity for advancement. Equal opportunity employer M/F. Send resume, references and requirements to Box H-52.

Aggressive salesperson for dynamic AM/FM in lucrative Fairfield County, CT. Two great stations to sell. Must have proven track record. EOE. Send resume and salary requirements to Box H-54.

Sales Manager For Radio Station. We are looking for a mature experienced radio salesperson who is willing to sell as well as manage the sales department of a 100,000 watts f.m. radio station in a town of 125,000 in Texas. \$20,000 salary plus a share of profit is yours if you are the person we are looking for. Please submit references with you application. Send resume Box H-65.

Radio Salespersons, proven record ... California, county market of 150,000. Exclusive arrangement ... if you can sell, and want to be in business for yourself; contact P.O. Box 1428, Los Banos, CA 93635.

We're Expanding our local sales department and are looking for a bright aggressive person from a small to medium size market ready for a move up. Our four sales people make excellent money. Expenses paid and other company benefits. If you are interested in hard work and a great opportunity, call Bob Barnes, General Sales Manager at WSLR Radio, Akron, OH. 216-535-6165. An Affirmative Action Equal Opportunity Employer.

Wanted, Sales Manager for central New Jersey AM. We're seeking an experienced sales person who has a successful local sales record. One who will sell, train and motivate and who can create packages, promotional and merchandising programs. If you are a self-starter and have the desire for future and growth, this position offers you an excellent opportunity for success. Salary plus attractive commission and override. Contact Chuck Wilson 609-924-3842.

Sales, Harrisburg's only and one of the two great Country stations in the United States needs an Account Executive. Small market, experience preferred. Send resume to Bob Maley, General Manager, WFEC, 112 Market Street, Harrisburg, PA An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

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.

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.

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 H'wy, Anchorage, AK 99503. EOE.

Religious Format—Eastern major market, 50kw FM seeks experienced announcer. Send aircheck with resume and references. Box H-56.

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 WH7G, AM/FM, Eatontown, NJ 07724.

Strong Personality for NE Top 40/Oldie medium market AM—possible PD—must be super in production—urgent. Equal Opportunity Employer. Contact Box H-60.

Minimum two years experience in Country and Rock. Upper Midwest. Box G-39.

We want a mid-day personality who can handle our Top 40/Solid Gold format with a bright and happy approach. We don't care if you're short on experience, but you must be long on talent. Good news delivery and production ability are musts. Tape, references and resume to Barry Banker, WHJB Radio, 245 Brown Street, Greensburg, PA 15601. Equal Opportunity Employer M/F.

Need Immediately: DJ for MOR format, heavy on production. Must be experienced, excellent fringe benefits, great place to live. Send resume and tape to Arnie Strophe, WFHR, Wisconsin Rapids, WI 54494.

Wanted—A Music/Talk Show Host. Must have strong production ability and 3 yrs. professional experience. Send tape/resume: WGBB, P.O. Box 130, Merrick, NY 11566. EOE.

WXQR (AOR) and WLAS (Modern Country)—possible future openings. 2 or more years experience, 3rd endorsed, E.O.E. Women and minorities encouraged to apply. Tape, resume, 3 professional references, salary history and desired to: Bud Andrews, WXQR/WLAS, Bell Fork Road, Jacksonville, NC 28540. No phone calls.

HELP WANTED TECHNICAL

Chief Engineer wanted for fulltime AM, automated FM. Energetic with pride in station's sound. Resume to William B. Chesson, GM, WSTV/WRKY, 320 Market Street, Steubenville, OH 43952. EOE.

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 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.

Good Opportunity for a person that can do service work on equipment for 5 K W, air work occasionally and wants to work at good station. 314-586-8577 for Manager.

AM-FM Chief in Western Colorado Vacationland. Excellent equipment and upkeep. Automation experience essential. Good pay. Excellent fringe benefits. Contact KQIL, Grand Junction, CO 81501. 303-242-7800.

Engineer: Expanding high power FM Stereo station in progressive Midwestern medium market. KFMP, Box 618, Cape Girardeau, MO 63701. 314-335-0103.

Chief Engineer for 50KW AM and 30KW FM. Must be strong in Directional arrays, Stereo, Automation, and Regulations. Beautiful Western Colorado Vacationland. Contact A.L. Ladage, Dir. of Eng. XYZ Television Inc., P.O. Box 789, Grand Junction, CO 81501. 303-242-5000.

Chief Engineer. Construction and maintenance. East Mid-Atlantic AM-FM-Stereo, Automation, microwave, RPU, non-directional AM. \$10,400. EOE. Box H-78.

HELP WANTED TECHNICAL CONTINUED

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.

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 Newsmen: 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.

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.

News Editor able to gather, write, air local news. Resume, tape to KBUD, Athens, TX 75751.

Network Anchor/Reporter—for statewide radio network. Must be strong in writing and gathering with authoritative delivery. Equal opportunity employer. Send tape and resume to Texas State network, P.O. Box 1317, Fort Worth, TX 76101.

Newsperson needed for 3-member department that places heavy emphasis on local news. Position requires ability in all facets of news. Send tape and resume to Leigh Williams, WTRC, Elkhart, IN 46514. EOE.

Newman, Top, major market sound, mature (over 40? No problem if experience and sound are there.) Salary from 10g depending on qualifications. In less than two months we are creating a radio revolution. You will share in our unlimited future! WDJZ, Bridgeport, CT 203—335-2544, Mr. Kirby.

News opening at one of the countries most progressive small market AM-FM stations. Requirements: Gathering, writing, and sharp delivery of our thorough local news. Opportunity is here for person who wants to grow with us. Contact: Dave Ziebell, Operations Manager, The KAGE stations, Winona, MN 507—452-2867.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director Wanted for Midwestern Daytime Soul Disco station. Must pull air shift, know disco programming as well as handling people. Most of all must be mature and reliable. No floaters, please. Salary requirements and resume Box H-67.

Major Market station in Midwest going to modern country format, looking for experienced full-charge program director with track record. Exceptional opportunity for right person. Box H-70.

Operations Manager, Medium solid New England market looking for a pro to motivate by example. Responsibility for AM, AOR and FM Beautiful Music, including personnel development and promotion. Box H-86.

Now Taking Applications (all staff) New 5000 watt AM station, Top-40-Contemporary—24 hours. Send tape-resume to: Jim Syrdal—Box 1070, Bemidji, MN 56601. Replies strictly confidential.

Program Coordinator for Alaska Public FM station. Must have ability to work with large staff of volunteer announcers. Develop local-area public affairs programming, provide liaison with local community service organizations, maintain overall continuous program schedule. \$12,000. Resumes must be received by July 15, 1977, and must include a statement explaining your concept of community broadcasting. EOE employer. Send resume to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

Experienced News and PA Producer—for public radio station. BA degree and 3rd Class FCC License with broadcast endorsement. Send resume and audition tape to WXXI-FM, P.O. Box 21, Rochester, NY 14601.

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.

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 '8K last month in town of 13,000! Box H-37.

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.

Creative-Media Director prominent Los Angeles Advertising agency-23 years radio sales/management California's first markets. A highly productive and verifiable background. Desires location as General Manager or Sales Director with station possessing potential and needing maximum billings and strong direction. West preferred but will consider others. Present employer knows of this ad. Write Broadcasting Box H-109.

GM-Currently Midwest success. Desires move to Florida with opportunity to buy-in. Small-medium markets. Family man. Box H-102.

GM or Group V.P. Successfully experienced all formats, including Black. Superb salesman. Creative leader. Not afraid to climb mountains. Responsible. Have recruited, trained, lead dozens of productive sales teams as Broadcast Consultant. Box H-92.

Attention Southwest. Program Director with major/medium market AOR and Country experience seeking situation with present or future management opportunity. Excellent references. Mikel Hunter, 213—981-0500.

I've trained for seven years to be a GM. Now I'm ready. Experienced in every facet: sales, programming, award winning news director, personnel. If you've got a small/medium market Texas station and are ready for a change, let's get together! Don Werlinger, 512—398-5232 or 512—398-3698.

Sales Manager available now. \$30K, superb track, excellent references. All markets considered. Area Code 301—248-5767.

SITUATIONS WANTED SALES

Broadcasting, Sales, research experience. Seeking sales position at radio station. Prefer Connecticut, Southern New York state or New Jersey. Box H-81.

Twenty Years At One Station, announcer sales interested in Central or South Florida only. Small or medium market. Will work with existing sales staff, or will help formulate and lead sales force. Small family desiring good school district. Will be in area for interviews beginning July twentieth, phone 606—886-8414, leave number for answer.

SITUATIONS WANTED ANNOUNCERS

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.

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. Elstrom, 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.

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.

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 airsals 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.

College Man—3rd phone—excellent news—production—sports. Call D. Robert Hull, 312—446-5603.

Personality seeks afternoons major MOR. Excellent production. 1—308—632-7357 after 7 p.m. MDT.

3rd phone, announcer, 22, seeking first employment. Tight board, news, commercials, interviews and tape editing. Tapes and resumes available. Tom Sisti, 201—943-5816.

Third phone country or gospel jock. 48 years old, wants board shift, possible some sales. Marty 615—329-0211.

Conscientious, creative, career DJ, 3rd. PD, MD, experienced, married, 2 children. Will relocate, prefer Southwest, anywhere considered. Call Eddy 602—865-2251.

Mature, Dependable Anncr wants Rock or MOR in medium market—1st ticket, sports fanatic. Can communicate. Jeff 612—646-3633.

Personality DJ seeks advancement, currently employed, 3 years experience, relocate anywhere, 1st phone. 304—255-0822.

Looking Midwest—10,000 watt Hawaii broadcaster. AOR, MOR or Beautiful. Experienced, mature, mellow. 808—946-9968 or Box H-69.

Announcer, DJ, 3rd phone, school grad. looking for first job. Bruce Daniels, 921 Myrtle Ave., Brooklyn NY 11206.

Recent graduate with degree in broadcasting & 3rd endorsed anxious for start in radio. 2 years experience at 19.5 kw. station. Skilled in all facets, especially engineering and production. Willing to travel. Contact John Merritt, 1607 Beaumont Court, Norfolk, VA 23503.

Don't Consider This... unless you seek top-rated, mature C & W pro. Plus: interviews, news, copy-production genius. Box H-61.

Female-Blk.—Former band vocalist—Desires tightboard position. Exp. MOR, African Jazz, commercials, news—boost with community hops. Box H-108.

Looking for DJ job at a stable, well-equipped, live contemporary MOR or Rock station in small market. 1-1/2 yrs. experience. Box H-105.

Announcer Experienced in news and music seeks position in small to medium market. B.A. Degree, four years experience. Box H-93.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Contemporary Personality with 1st phone, 6 years experience and unique voice seeks small market PD/Air Shift or medium market nights. 215-789-4296 or Box H-89.

Controversial telephone-talk host. Medium or Major markets only. Will consider major weekends. Earning \$315. Box H-75.

SITUATIONS WANTED TECHNICAL

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.

Contemporary Jock with first phone seeks position as Master Control Operator. Bob Mencil—1211 Weeks Ave., Superior WI 54880.

SITUATIONS WANTED NEWS

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.

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.

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.

Experienced, Excellent Voice and style for production commercials and news for automated Beautiful Music station. Third ticket. Prefer Jersey or other East. Box H-103.

PBP Man Looking! 5-years experience. 3rd. Consider combo for right station. \$250 weekly minimum. Box H-74.

Is Your Station Ready to make a commitment to sports? 3 years experience as Sports Director, strong in PBP, and sport talk programming. Prefer NE, but right offer, and I'm yours. Respond today. Available immediately. 413-967-3094.

My voice is my talent! Coll. grad. looking for start in news, production at station or recording studio. Fast learner giving 150%. I'm serious! 502-447-2219.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

C&W pro—P.D., sales, production, copy etc. Bud Clayton 518-674-2977. Will relocate. (References.)

Undiscovered Potential Ready and waiting for any entry level position at a Contemporary Rock radio station. FCC 1st. 3 years college. Knowledgeable and experienced. Kent Verbeck Box 80373 Lincoln, NE 68508.

Looking For Start in programing. Contemporary MOR or Top 40 preferred. 6 years announcing "plus" in major market. Full of ideas but still learning. 24, single, reliable. Opportunity more important than money. Box H-82.

Major Market Programmer strong in all areas of programming management looking for better situation in major or medium market. Good people manager. Strong systems person. Good researcher. Hard worker. Experienced in a variety of formats. Detail conscious. Profit conscious. Box H-91.

Music Director/Jock now employed seeking medium market in Midwest, Missouri or Illinois preferred. Good production/excellent programmer. Adult Contemporary/Top-40/Modern country experience. Box H-94.

Experienced and very successful medium market MD with programming background and top numbers as personality seeking major market MD/Jock or medium market PD position with Top 40 operation. ARB/Pulse breakouts, references and programming objectives available. Minority applicant. Box H-101.

TELEVISION

HELP WANTED MANAGEMENT

Director of Personnel with ability to develop great working environment for all. EOE. Box H-21.

HELP WANTED SALES

Broadcast Professional with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000+ with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

Television Syndication salespeople. New York based national distributor of syndicated television properties, requires (4) experienced full time syndication salespeople or regional agents. West Coast, Central, South West, New York. Draw commission, expenses. Reply in confidence. This is a new company—must be available not later than July. Resumes only. Reply Box H-59.

Opportunity for aggressive salesperson who wants to move up after good sales performance. Single market VHF network affiliate Tennessee. Resume Box H-51.

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.

Need experienced broadcast maintenance. 1ST phone engineer. Good place to live. Good, growing company. E.O.E. Contact R. Hardie, C.E., KAMR-TV, 808-383-3321, 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.

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.

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, KOED, 500 8th Street, San Francisco, CA 94103. An Equal Opportunity Employer.

Audio Visual Engineer. Minimum 18 months experience in TV broadcast engineering. Should have both operational and maintenance experience with color videotape recorders, TV cameras, audio, video. Will assist Chief Engineer and rotate in various technical crew assignments. Excellent benefits. EOE. Salary begins 12,300 up depending on experience. Send resume to F. Cleary, American National Red Cross Personnel Service, 18th & D Sts., NW, Washington, DC 20006.

Studio Engineering Supervisor. Must be able to perform specialized technical duties necessary to the operation, installation modification, and maintenance of television studio equipment. Ability to guide, motivate and supervise people. A First Class license is a requirement. An Equal Opportunity Employer. Send resumes to: A.R. Garrett, KTUL-TV, PO Box 8, Tulsa, OK 74101.

Technical Operation Coordinator. (Production Unit). Must have a TV Broadcast engineering background with strong emphasis on Plumbicon Color TV camera operation, repair and maintenance, microwave operation, maintenance and repair. Responsibilities include supervision of Production Unit Technical staff, maintenance, repair and operation of the broadcast equipment in our MiniMote TV production unit. FCC First Class Radio Telephone Operators License required. Entry level \$4.33 per hour or higher depending on experience. Send resume to KPTS, Dept. E, PO Box 288, Wichita, KS 67201. KPTS is an Equal Opportunity and Affirmative Action Employer.

Chief Engineer, Alaska. Experienced 1st phone shirt sleeve type for MDS/Pay TV operation. Requires ability to install and maintain VTR/Audio Studio. Also management experience to supervise technician staff. Knowledge of microwave and TVRO earth stations helpful. Resumes and salary requirements to: PO Box 4-1300, Anchorage, AK 99509.

Studio Operations Maintenance Engineer needed. Must have solid technical training and willing to learn. Experience desirable. Equal Opportunity Employer. Send resume to: Lewis Brown, KTUL-TV, PO Box 8, Tulsa, OK 74101.

Southern California non-commercial KVCR-TV/FM seeks a Telecommunications Maintenance Engineer with First Phone, three years experience involving repair, maintenance, installation and design of FM and color television equipment and know FCC rules and regulations. Salary approximately 12K first year plus family medical and dental plans and employee life insurance. Send resume by July 31 to Winston Carl, Personnel Director, San Bernardino Community College District, 631 South Mount Vernon Avenue, San Bernardino, CA 92403. Equal Opportunity Employer, M/F.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. Channel 12 satellite in Sheridan, Wyoming. Construction starting in July. Require maintenance oriented person with at least 3 years transmitter experience. New Harris 35 KW transmitter to be operated remote from City of License. Resume to Director of Engineering, Duhamel Broadcasting Enterprises, PO Box 1760, Rapid City, SD 57709.

Chief engineer for AM-FM-TV operation, part of seven station group. Broad experience in studio, transmitter and microwave desirable. Potential for management position. Affirmative Action Employer. Send resume to Box H-83.

Engineering Studio Supervisor needed for TV station-Production House in Top 10 market. First phone required as well as in-depth experience in quality teleproduction engineering. Salary range 20 to 25K. EOE. Box H-64.

HELP WANTED NEWS

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.

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 crackjack 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. Minority applicants encouraged.

Experienced TV journalist street reporter capable of producing and anchoring needed by expanding medium market Midwest net affiliate with a very aggressive news team. If you like to work and learn rush resume, writing sample and VTR to: Len Prazak, WICD-TV, 17 E. University Ave., Champaign, IL 61820. An Equal Opportunity Employer.

Small Northwest market station needs TV weather person. Meteorological experience desired. Fulltime position available immediately. Please send video tape (prefer 2 inch) and resume to: Gary Leavitt, KMVT-TV, Elizabeth at Eastland Dr., Twin Falls, ID 83301. 208-733-1280. An EEO Employer.

Anchor person for a major group owned VHF station in three-station market. Must be interested in joining growing news staff. Send tape and resume to Chris Clackum, News Director, WRDW-TV Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

TV Assignment Editor. WJXT-TV is the number one news station in Jacksonville, Florida. We are looking for a professional TV journalist who knows how to develop distinctive news stories and get the most out of our staff. Must have a working knowledge of all news department functions. Assignment desk experience helpful. EOE. Contact Joe Moreland, News Director, WJXT-TV, PO Box 5270, Jacksonville, FL 32207.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Faculty position: Media specialist. Responsible for multi-media production and instructional design. Minimum qualification, Master's degree. Experience desired. Starting salary \$12,413-\$15,098 depending upon degree and experience. Write Dean F. Ritzman, Edison Community College, College Parkway, Fort Myers, FL 33901. An Equal Opportunity Employer.

Immediate opening. Director for upstate NY PTV. Does own switching. Nightly News. Promos. Specials. \$8500-\$8800. 2 years experience. Team worker. Creative. Hard work. Resume. (tape if available) to Art Dees, WSKG, Box 97, Endwell, NY 13760. EOE. Minorities and women encouraged.

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.

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.

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.

Promotion Manager creative, aggressive, ambitious. Looking for an opportunity to produce for medium market affiliate. Equal Opportunity Employer. Box G-154.

KOB TV seeking Promotion Manager. Need good idea person skilled in scripting, producing and scheduling on air promos, preparing print ads, billboards, knowledge of all media areas. Equal Employment & Affirmative Action Employer. Send resume to KOB TV, PO Box 1351, Albuquerque, NM 87103.

Program Manager—Florida PTV station seeks innovative programmer committed to quality production. Must have been interested in local program origination and be an efficient administrator. Affirmative Action Employer. Send resume to WFSU-TV, 202 Dodd Hall, Florida State University, Tallahassee, FL 32306.

Are you a go-getter looking for a move up? Public Affairs and Commercial Producer/Director needed. News experience helpful, 2 years experience required. Top 35 ABC affiliate. Equal Opportunity Employer. Send resume to Broadcasting Box H-97.

Executive Producer. Northeastern PTV needs experienced, creative, executive producer to lead local and national program activity. Must have excellent producing, directing and writing skills and ability to evaluate and guide similar work of others. EOE. Send resume to Box H-57.

Producer: Prime time weekly "news" feature magazine. Strong and creative commercial station film production and writing skills a must. Ability to effectively schedule work load for maximum productivity essential. Top ten major market; major group network affiliate. An Equal Opportunity Employer. Box H-62.

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.

Sales Pro—TV, Radio, Cable. Impressive credentials. Over 12 years experience. Aggressive competition and motivator seeking challenges and responsibilities. I will boost your profits or build from scratch. Relocation is no problem. Ken Hissong, 929 Sixth St. N.W., Canton, OH 44703. 216-456-1057.

Financial mgr. desires change, 10+ years experience in AM/FM/TV multi-station corporation with heavy acctg, EDP, Bias background. Reply Box H-66.

Business Manager—10 years experience with major Television/Radio groups. CPA looking for opportunity with growth or equity potential. Box H-110.

SITUATIONS WANTED ANNOUNCERS

Talk Show Hostess: Knowledgeable, good conversationalist, articulate and very attractive. 5 years major market experience. Salary negotiable. Box H-58.

SITUATIONS WANTED TECHNICAL

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.

Serious minded 1st phone with 8 months broadcast experience, 1 year TV repair, tech school grad with plenty of potential. Looking for engineering position in TV with the opportunity to learn and grow. Mike Roman, 212-860-5449 or Box H-55.

Seven years experience. 1st phone radar Radio-TV, broadcast maintenance-repair. Young, single, opportunity is primary, salary secondary and very negotiable. Box H-85.

First Phone, Radar Endorsement, BS Radio-Television. Desires work in technical TV, eager to learn. Will relocate. R. Killian, 1544 Florence Drive, Sycamore, IL 60178. 815-895-5345.

SITUATIONS WANTED NEWS

25 Year Old white, male producer-anchor, 3-years Small Market, 1-year Medium Market. SOF editing, shooting, interviewing, cut-picking, 2-shots, and handoffs. 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.

News photographer: Fast, aggressive 8 yrs. experience. Cassettes available, 504-425-2010 or 713-774-4955. Michael Sloss, 1701 Bobdell, Apt. 36, Baton Rouge, LA 70806.

Top rated anchorman/ND seeking Anchor/Reporter position in medium or large market. Can write, edit, produce. Experienced in film and ENG. 417-744-2048.

Sportscaster for all seasons. 7 years major market Radio-TV experience. Broadcast Journalism grad, PBP pro. Box H-38.

New photographer: Aggressive and experienced in filming, processing, editing 16mm SOF. If you want totally visual newscasts call me! 501-763-4945. Ready to go!

Woman Reporter: Brains, good looks, great on-air presence, BA in Broadcast Journalism from NYU, hard-hitting interviewer, up-beat writer. Call Jane Mitchell, 212-582-5940.

Reporter. June grad, experience newswriting, reporting, 6 mo. in med. market. Seek position w/demanding news operation, small or medium market. Sheryl, 615-693-9450.

Looking for a young (25), aggressive, innovative sportscaster, sports reporter, and/or pbp broadcaster? Call Tom Van Hoy 1-316-231-6875. 2 years Kansas Sports Network. 2 years commercial experience. Recent college grad M.S.-Communications. Strong pbp football, basketball, baseball.

Experienced News Researcher for top New York City commercial TV station seeking on-air street reporting position. Recent grad. Excellent professional references. Will relocate. Available immediately. James Forbes 212-549-1124.

Assignment Editor with seven years experience in medium market reporting seeks position as reporter and/or assignment editor. Creative, energetic, dedicated. I can give the competition ulcers. Box H-99.

Net O and O Assignment Editor, former medium market News Director wants to apply 17 years experience to news directing. Box H-96.

Highly successful News Director looking for new challenge. Took No. 3 station to dominant No. 1 position in five station market. Prefer West but willing to talk to anyone. Box H-73.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Versatile Writer-Producer. Advertising agency copywriter. Radio dramatist. Still photographer. Film: scriptwriter, director, producer, editor, cinematographer. Recording studio experience. BA (Literature); MS (TV/Radio); MFA (Cinema-Drama). Peace Corps Volunteer/film producer. Open to suggestion. 716-824-3351, Jack.

Production. Young pro. Experienced all media. Tom Miller. 2900 N. Nordica, Chicago 60634. 312-622-6952.

Children's TV-Films script writer-producer-host, experienced. Professional. Masters, relocatable. Frank 203-655-0486.

Award-winning tape/film producer, director, flatbed and on/off-line editor, cinematography background, more than 65 productions, 10 years experience. Looking for fast-paced position in documentary and public affairs programming. Reply Box H-68.

Program Director, Production Director, Operations Manager for small market West Coast affiliate with news production background looking for larger market position. Box H-72.

Director/Producer of instructional and public affairs programs for a state Department of Education looking for a Television Director position. MA, BJ, age 31. Box H-53.

CABLE

HELP WANTED MANAGEMENT

Wanted: Cable TV System Manager. Located Northeast. Established system with possible expansion and additional franchises. Must be familiar with all phases of Cable TV including local origination. MSO with promotion possibilities. Please write and give full details in first letter. Box H-100.

EMPLOYMENT OPPORTUNITIES

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5.

HELP WANTED MISCELLANEOUS

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.

Instructor or Assistant Professor of Radio/Television for a fast-growing state school located in the greater Cincinnati area. Permanent, tenure-track position involving teaching, committee service and student advising starting August 1977. Teaching responsibilities include foundations of broadcasting, radio performance and production, broadcast writing and selected areas of special interest. M.A. and five years of professional television experience are the minimum requirement; salary is commensurate with qualifications. Send resume, graduate transcripts and a list of four references, including phone numbers, to Dr. Michael L. Turney, Coordinator, Communications Department, Northern Kentucky University, Highland Heights, KY 41076 before July 8. NKU is an Affirmative Action/Equal Opportunity Employer and actively seeks the candidacy of minorities and women.

Chairman for expanding Department of Journalism, Broadcasting and Speech Communication to begin September, 1977, or January, 1978. Faculty of 11; 270 students. Must have significant print or broadcast news experience. Ph.D. preferred. Masters degree required. Rank and salary open depending on qualifications. Affirmative Action, Equal Opportunity Employer. Deadline for applications is July 22, 1977. Write: Dr. Lee Brown, Department of Journalism, Broadcasting and Speech Communication, Buffalo State College, 1300 Elmwood Ave., Buffalo, NY 14222.

WANTED TO BUY EQUIPMENT

Wanted—used or superfluous FM transmitting equipment and audio gear for use in new FM Educational Station licensed to Indiana University-Purdue University at Fort Wayne. Contact Carl Vandagriff, University Relations, 2101 Coliseum Blvd. East, Fort Wayne, IN 46805, or call area code 219-482-5723.

Paul Schafer wants to buy used 1.5, 10kw AM xmts, 1kw FM xmt, Collins 900C monitor, Schafer 800 automation system. Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. Tel 714-454-1154.

Wanted: 1470 KHZ Crystal for GR1181A Frequency Monitor. 170' Tower. Late model AM kilowatt transmitter. Box 466, Wray, CO 80758.

FOR SALE EQUIPMENT

3" Air Helix Coaxial cable new all copper, 50 ohms—4reels, 470 ft each—can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

RCA BTA-50H1S 50 Kilowatt transmitter with BTE-20A solid state exciter. Presently in use tuned to 1170 KHz. Available August, 1977. Excellent condition, used only 31,000 hours. \$45,000. KLOK. San Jose, CA 408-274-1170.

Expertly maintained production equipment including Datatron Vidicue Editor 5200, Grass Valley Group 1400-7 Production Switcher, Phillips-Norelco MD-3 Audio Console. Best Offer—202-783-2700.

5" Air Helix copper—New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312-266-2600.

Two Ampex VR-3000 Portable High Band Videotape Recorders, in carrying cases, with three video heads, battery packs and body braces. Top condition and sensibly priced. Box G-112.

Automation—full stereo IGM system with solid state memory—can handle four reels, time ann, two instacarts, net—in use thru last month. Ready for shipment. PAL—english logging—call KHIG, 501-239-8588.

RCA TS-40 Video Switching System. 18 Inputs. Pgm. Pvw. Effects and 2 Mix buses. Audio-Follow-Video. Just removed from service and in good condition. \$5,000. KPHO-TV, Phoenix, AZ 602-248-7474.

440-2 Ampex. Excellent condition. \$1800. 318-757-4200. Gene.

VHF Television transmitter. RCA TT-11-AH complete including many spares. Now on channel 8. Clean up and put on the air or life time supply of spares for the same or similar RCA transmitter. Cheap for rapid disposal. Bill Overhauser 702-831-3174.

RCA Model TK 42 Color Television Camera. Contact Carland, Inc. 816-842-6098.

Used transmitter now being used on channel 34. Visual/Aural G.E. TT-25A modified Townsend to 25KW. Reasonable offer. 213-466-8131 or KMEX-TV, 5420 Melrose Ave., L.A., CA 90038.

Houston Fearless Colormaster CM16 ME-4 (30 FPM) with pH meter, densitometer, and all accessories. Contact Marc Menasco 318-861-1621.

320 feet; 32 inch guide tower \$4,900. 200 feet, 14 inch tower, \$1,800. 150 feet self-supporting microwave \$3,800. Others available. Also new towers, painting and erection. Forty years experience—reasonable rates. Angle Tower Company, PO Box 55, Greenville, NC 27834. Ph. 919-752-7323.

Bankruptcy liquidation. 100 pair new Pioneer speakers in walnut cabinets (still in sealed cartons). 20 Watts and 25 Watts RMS. Must liquidate in 10 days. Any reasonable offer (all or part). 503-225-0509 anytime.

FM transmitters. 25 KW, 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, and 250 Watt used FM transmitters. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Foreign broadcasters note: 3 RCA CB9 Sample Loops and one Clark 10BC Phase Monitor. Best offer. 803-427-2411. Ask for CE.

New Automation, one Carousel, two reel to reels, one cart machine and network join, \$9,000. Contact Broadcast Specialties, 206-577-1681.

Schafer 800T stereo control unit, mint condition \$2500, TTD-3, TTD-4, TM-8, other accessories available. Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037. Tel 714-454-1154.

Antenna—RCA model BFA-6. Three years old, like new, tuned 95.5. Call 804-623-6262.

Harris AM Limiter, one year old, \$650. Harris Modulation Enhancer, one year old, \$275. Motorola tube type two way's. Contact Larry Beavers, WGNG, Cumberland, RI 401-725-8000.

Collins stereo 212S Console, like new, used only in production. Broadcast Specialties. 206-577-1681.

AM transmitters. 5 KW, 1 KW, and 250 Watt used AM transmitters available. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Collins 21A, 5 KW/1 KW transmitter, excellent condition, now in service, \$4,000. 206-577-1681.

Audio console, 10 channel stereo/mono autogram. New. Original carton. Price negotiable. Must sell. WYRE, Annapolis, MD 301-263-9211.

Used automation, all makes and models, low prices, call for quote. Broadcast Specialties 206-577-1681.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL. Dept. "C," Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

More for your AM/FM station. If usual sales formula not enough for your station—finance full amount and receive special dividend. Confidential. Box H-111.

Format information. Clocks-News-Promotions/July aircheck of Detroit radio/package \$25.00—air check \$8.95. 3025 Navarre, Apt. 1-B, Oregon, OH.

Sex and Broadcast Management. Writing an article on that subject. Have you been approached or know anyone who is approachable? Anyone with stories to tell, please write: Managers Box H-115.

Deejays: A collection of storeis, facts, and laughs. King's Korner: Write to The King at 1045 Park Avenue, River Forest, IL 60305 for free sample.

Attention stations: Automated ones too. Commercials recorded by professionals less than \$10.00 per spot. Also music recorded onto "A" carts. Write Soundcraft Productions, 9402 North 107th Street, Milw., WI 53224.

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

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RADIO

Help Wanted Announcers

GOOD VOICE?

I don't care where you've been. If you've got the voice and can fit our Beautiful Music Format, you may have a great opportunity and future here. Send simple tape, resume, and salary requirement to Al Fusco, WFOG, 330 West Brambleton Ave, Norfolk, VA 23510. No phone calls please.

All replies answered.

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Unique PERSONALITY needed

to entertain Buffalo and the East Coast, evenings, on WKBW. We offer a career opportunity for the right talent. Send tape and resume to: Bob Harper, Program Director, WKBW Radio, 1430 Main, Buffalo, NY 14209.

An Equal Opportunity Employer

Help Wanted Announcers Continued

TALK HOST

... with some program management capabilities. Knowledgeable, well read, glib, opinionated. Third class ticket a must; news background helpful. Resume and salary requirements to Box H-6. EOE.

Help Wanted Technical

ENGINEER AM FM TRANSMITTERS

Design and production experience required. Send resume and salary history to:

Sintron Corporation
C/O Tom Humphrey
212 Welsh Pool Rd.
Lionville, PA. 19353

Help Wanted Programing, Production, Others

KSTT NEEDS P.D.

Number One Midwest Top 40 needs a real pro to replace P.D. moving to major market. P.D. must motivate, promote, and have good follow-through. Send tape and resume to: Melvin W. LaForce, KSTT, P.O. Box 3788, Davenport, Iowa 52808. E.O.E.

Situations Wanted Management

Experienced GM

Strong, Experienced GM with outstanding track record with successful blockbuster stations in top major markets looking for position. Reply in confidence 215-449-7378.

ATTENTION: FLORIDA

NEED A G.M./STATION MANAGER?

Floridian ready to return. Current top exec with small, medium, large market experience in sales, programming, operations. Heavy management background at successful stations, great track record and new ideas for new money. Forty-three year-old family man, interested in facility with sound financial base and growth opportunity. Box H-71.

Situations Wanted Announcers

We have an announcer-sports play-by-play man who has grown out of his job. He wants to move on, & he has been so valuable to us we want to help him. He's a ten year veteran ... has been dedicated, loyal, prompt, dependable, and about all the good things we would like always to expect. His name is Steve Imming ... and you can contact him directly, at 314-364-2525, Rolla, Mo., or write to Box 727, zip 65401. Or call me Bob McKune ... we recommend Steve highly ... so much so we're paying for the ad ... he has our very best wishes.

Situations Wanted Announcers Continued

CALM, CONVERSATIONAL

yet authoritative presentation of your Classical Music. 31 years in broadcasting, last 11 years as producer-host/program-director of classics—plus—"good music" station with considerable Automation experience. Contact Box H-15 Broadcasting.

TELEVISION

Help Wanted Technical

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Alaska, TV Operator	\$12,000
Alaska, TV Maintenance	\$20,000
Arizona, Radio Chief	\$10-12,000
California, TV Maintenance	\$20,000
California, TV Assist. Chief	\$15-18,000
Connecticut, TV Camera Mfr	\$20,000
Florida, Assist. Chief TV	\$15-17,000
Georgia, Industrial TV Chief	\$15-20,000
Idaho, TV Chief Engineer	\$18,000
Kentucky, TV Maintenance	\$11-16,000
Massachusetts, Chief Prod House	\$17-19,000
Montana, TV Xmitter Supervisor	\$10,000
Montana, TV Assist Chief	\$13-14,000
Ohio, TV Operator	\$12,000
Ohio, TV Crew Supervisor	\$16-18,000
Penna, Military Antenna Design	\$15-32,000
Penna, Production House Maint	\$12-16,000
Penna, Radio Chief	\$13,000
Puerto Rico, Radio Chief	\$18,000
Rhode Island, Mfg Applications	\$20,000
Tennessee, Xmitter Supervisor	\$12-16,000
Tennessee, TV Maintenance	\$10-12,000
Texas, Radio Chief	\$12,000
Texas, TV Maintenance	\$12,000
Virginia, TV Assist Chief	\$16-18,000
Washington, TV Studio Sup	15,000
Wisconsin, TV Maintenance	\$10-14,000
Wyoming, VTR Engineer	\$13-15,000
Travel, Radio/TV Field Engineer	\$15-20,000

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Help Wanted Technical Continued

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ABC affiliate located in a scenic north-easter lake port city is seeking an experienced Chief Engineer. Individual should be knowledgeable in solid state technology and hi-powered klystron transmitters. Excellent opportunity and benefits in a well-established company.

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Help Wanted News

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Immediate opening for CBS affiliate, with new expanded facilities in Las Vegas, Nevada. 3 years experience in reporting and journalism required. Must be familiar with ENG hard news operation. Excellent benefits. \$10,000 to \$14,000 per year. Submit resume to:

T.L. Jackson
Personnel Manager
P.O. Box 14000
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(702) 733-0123, ext. 344
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NEWS REPORTER

One of the top reporters on our award-winning television and radio news team is moving to Florida with her husband. We need another outstanding journalist as a replacement. If you have a degree or broad proven experience, the ability to do meaningful interviews, and know the effective use of film and ENG tape, send a resume and videocassette to: Employment Director, WSBT, Inc., 300 W. Jefferson Blvd., South Bend, IN 46601. Equal opportunity employer. M/F.

Help Wanted News Continued

NEWS DIRECTOR

for television and radio operation in the 74th ADI market. Award-winning department using tape ENG equipment. Full-hour local news at 6 with late news seven nights a week. Solid Journalism background plus strong administrative leadership needed. Degree required. Salary open. Equal opportunity employer M/F. Reply to Employment Director, WSBT, Inc., 300 W. Jefferson Blvd., South Bend, IN 46601.

REPORTER General Assignment

Major
Group Station
in top 30 market.
Resume
to Box H-104.
EOE

Help Wanted Programing, Production, Others

PROMOTION DIRECTOR— TELEVISION

Television broadcast experience vital. Responsible for all promotional activities of the station including creation and implementation of promotional and advertising campaigns; involvement in areas of sales promotion and merchandising. Work with agency to develop campaigns. Prepare copy for print media; write and produce television commercials and promos. Creation of effective commercials and their proper placement to reach the desired audience important. An Equal Opportunity Employer. Send resume to Personnel Department, WBEN-TV, 2077 Elmwood Avenue, Buffalo, New York 14207.

Help Wanted Sales

ACCOUNT EXECUTIVE

WTVJ dominant in the Nation's No. 14 TV market & consistent share leader in the top 15 markets, seeks a local sales person to take over established account list. Send resume & at least 1 presentation to Tom Fraioli or Mal Kahn, 316 North Miami Ave., Miami, Fla. 33128.

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Are Encouraged to Apply

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Husband and wife with separate major market experience reporting, producing and anchoring seek a joint challenge. Would be interested in co-anchor positions. Box H-63.

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Reply Box E-69.

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Seeking AM, FM or AM/FM combo in small market. Any location. Will consider all up to \$250,000. Box H-88.

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Mid south—beautiful resort area with strong industrial complex and healthy economy. No competition. Ideal for owner/operator. \$89,000 with 25% down. Box H-106.

For Sale Stations Continued

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- Fulltimer in city covering metro area of about 390,000 in Southeast. Good billing. \$600,000. Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, MO. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
- Class "C" stereo in Miss. Terms.
- AM/FM within 40 miles of Dothan Alabama. \$160,000 for total. Buy 49% now with option. Terms.
- Daytimer within 50 miles of Bakersfield, California. Spanish. \$520,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

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615-894-7511 24 HOURS

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full-time AM and Class C FM. Best facilities in top 125 markets. Write Boyd Kelley, 4525 Shady Lane, Wichita Falls, Texas 76308.

Profitable group of California AM-FM radio stations for sale or merger with top rated public company. Annual volume approx. \$1,500,000, substantial potential and expansion possibilities. Box G-104.

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:
—Help Wanted 70c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

- Situations Wanted, 40c per word—5.00 weekly minimum.
- All other classifications, 80c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$30.00 per inch.
- All other \$60.00 per inch.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, C.O.D., P.D., G.M., etc. count as one word. Hyphenated words count as two words.

Name (Print)

Signature

Address

Phone

City

State

Zip

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. June 29	Closing Wed. June 22		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 5/8	43 1/2	+	1/8	+	.28	46 1/4	37	10	18,058	787,780
CAPITAL CITIES	CCR	N	51 1/2	49 1/2	+	2	+	4.04	57	44 3/4	11	7,484	385,426
CBS	CBS	N	58 3/4	58 5/8	+	1/8	+	.21	60 3/8	55	10	28,395	1,668,206
COX	COX	N	28 1/2	28 1/2				.00	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	LINR	O	18 3/4	18 7/8	-	1/8	-	.66	19 1/8	16 1/2	8	2,725	51,093
MOONEY	MOON	O	2 5/8	2 5/8				.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O	17 1/4	17	+	1/4	+	1.47	18 1/2	8 5/8	21	1,281	22,097
SCRIPPS-HOWARD	SCRIP	D	36 1/2	36 1/2				.00	36 1/2	31 1/2	8	2,589	94,498
STARR**	SBG	M	5 3/8	5 3/8				.00	7	3 1/2		1,418	7,621
STORER	SBK	N	23 3/4	21 3/4	+	2	+	9.19	26 7/8	21 3/8	6	4,876	115,805
TAFT	TFR	N	29 7/8	29 1/2	+	3/8	+	1.27	33 7/8	27	8	4,070	121,591
TOTAL											78,454	3,436,558	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 7/8	5 3/4	+	1/8	+	2.17	5 7/8	3 3/4	8	1,234	7,249
AVCO	AV	N	17 3/4	17 1/4	+	1/2	+	2.89	17 3/4	13 3/8	4	11,656	206,894
JOHN RLAIR	BJ	N	16 7/8	16 1/4	+	5/8	+	3.84	17 1/2	11 1/8	6	2,414	40,736
CHRIS-CRAFT	CCN	N	5 1/2	4 1/2	+	1	+	22.22	7 3/8	4 1/2	5	4,396	24,178
COMBINED COMM.	CCA	N	22 3/8	21 5/8	+	3/4	+	3.46	23	19	8	6,493	145,280
COWLES	CWL	N	15 1/4	15	+	1/4	+	1.66	15 5/8	12 1/2	18	3,969	60,527
DUN & BRADSTREET	DNB	N	30 1/8	29 1/4	+	7/8	+	2.99	30 1/2	26 1/4	16	26,447	796,715
FAIRCHILD IND.	FEN	N	14 3/8	14	+	3/8	+	2.67	14 3/8	9 1/2	12	5,708	82,052
FUQUA	FQA	N	9 7/8	9	+	7/8	+	9.72	13	9	6	8,987	88,746
GANNETT CO.	GCI	N	35 3/4	34 3/4	+	1	+	2.87	40 3/4	32 3/4	16	22,430	801,872
GENERAL TIRE	GY	N	29	29 1/4	-	1/4	-	.85	29 1/4	24 3/4	6	22,242	645,018
GLOBE BROADCASTING	GLATA	O	4	4				.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	GO	O	10 1/2	10 3/4	-	1/4	-	2.32	11	8	5	4,987	4,987
HARTE-HANKS	HHN	N	29 1/4	27	+	2 1/4	+	8.33	29 3/8	26	12	4,470	130,747
JEFFERSON-PILOT	JP	N	30 1/4	29 3/4	+	1/2	+	1.68	32 3/8	26 5/8	11	24,128	729,872
KAISER INDUSTRIES	KI	A	5 1/8	4 7/8	+	1/4	+	5.12	18 5/8	4 5/8	3	28,119	144,109
KANSAS STATE NET.	KSN	O	6 1/4	6 1/8	+	1/8	+	2.04	6 1/4	4 3/4	9	1,716	10,725
LEE ENTERPRISES	LNT	A	24 1/2	24 7/8	-	3/8	-	1.50	28 1/8	22 1/4	12	5,010	122,745
LIBERTY	LC	N	21 3/4	20 7/8	+	7/8	+	4.19	21 3/4	18	7	6,762	147,073
MCGRAW-HILL	MHP	N	18 7/8	18	+	7/8	+	4.86	18 7/8	15 5/8	11	24,655	465,363
MEDIA GENERAL	MEG	A	17	16 7/8	+	1/8	+	.74	20	16 3/8	8	7,272	123,624
MEROITH	MDP	N	20 1/8	20 5/8	-	1/2	-	2.42	20 5/8	17 3/8	5	3,067	61,723
METROMEDIA	MET	N	28 1/2	28 1/4	+	1/4	+	.88	31 1/8	25 3/4	6	6,771	192,973
MULTIMEDIA	MMED	O	24 1/2	24 1/4	+	1/4	+	1.03	25 1/2	21 1/2	10	4,391	107,579
NEW YORK TIMES CO.	NYKA	A	19 1/4	18 1/8	+	1 1/8	+	6.20	19 1/4	15 3/4	9	11,207	215,734
OUTLET CO.	OTU	N	18 3/8	20 1/8	-	1 3/4	-	8.69	24 1/4	16 5/8	8	2,140	39,322
POST CORP.	POST	O	18 1/2	17 1/2	+	1	+	5.71	19 1/4	16 1/4	7	869	16,076
REEVES TELECOM	RRT	A	2 1/2	2 1/2				.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	20 7/8	20 5/8	+	1/4	+	1.21	24 1/4	17 1/8	12	13,404	279,808
RUST CRAFT	RIIS	A	14 7/8	12 3/4	+	2 1/8	+	16.66	14 7/8	8 1/2	10	2,291	34,078
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 1/4				.00	44 3/4	32 7/8	12	54,084	1,960,545
SONDERLING	SDB	A	10	9 3/8	+	5/8	+	6.66	10 7/8	8 3/8	5	1,103	11,030
TECH OPERATIONS**	TO	A	3	2 7/8	+	1/8	+	4.34	3 3/8	2 3/8		1,344	4,032
TIMES MIRROR CO.	TMC	N	23 3/4	23 3/8	+	3/8	+	1.60	23 3/4	20 3/4	11	33,927	805,766
WASHINGTON POST CO.	WPO	A	25	25				.00	25 1/8	21 3/4	9	8,876	221,900
WOMETCO	WOM	N	11	10 7/8	+	1/8	+	1.14	12 3/4	10 7/8	7	9,437	103,807
TOTAL									379,166			8,870,030	

Cablecasting

ACTON CORP.	ATN	A	5 1/4	4 1/8	+	1 1/8	+	27.27	5 1/4	3 1/8	12	2,757	14,474
AMECO** *	ACO	O	1 1/8	1/8				.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	24 1/4	24 1/2	-	1/4	-	1.02	25 3/4	19 3/4	16	3,374	81,819
ATHENA COMM.** *	D	O	3/8	3/8				.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 1/4	3 5/8	+	5/8	+	17.24	4 1/4	3 1/8	28	8,319	35,355
CABLE INFO.*	O	O	3/4	3/4				.00	7/8	1/2	4	663	497
COMCAST	O	O	5	4 3/8	+	5/8	+	14.28	5	3 3/4	9	1,662	8,310
COMMUN. PROPERTIES	COMU	O	5 7/8	5 3/8	+	1/2	+	9.30	5 7/8	3 5/8	18	4,761	27,970
COX CABLE	CXC	A	23	23				.00	23	16 1/2	20	3,566	82,018
ENTRON*	ENT	O	7/8	7/8				.00	2	7/8	1	979	856
GENERAL INSTRUMENT	GRI	N	19 7/8	18 7/8	+	1	+	5.29	21 3/4	18 1/8	10	7,332	145,723
GENEVE CORP.	GENV	O	7 3/4	8	-	1/4	-	3.12	9 1/4	7 1/2	52	1,121	8,687
TELE-COMMUNICATION**	TCOM	O	5 1/8	5 3/8	-	1/4	-	4.65	5 3/8	2 7/8	73	5,281	27,065
TELEPROMPTER	TP	N	7 7/8	7 5/8	+	1/4	+	3.27	9 3/8	6 3/4	263	16,793	132,244
TEXSCAN	TEXS	O	1 1/2	1 1/2				.00	2	1 1/4	9	786	1,179
TIME INC.	TL	N	36 7/8	36 1/4	+	5/8	+	1.72	38 1/4	33	10	20,306	748,783
TOCOM	TOCM	O	3 1/4	3 1/4				.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O	16 1/4	15 3/4	+	1/2	+	3.17	18	15 1/2	12	1,679	27,283
UNITED CABLE TV**	UCTV	O	4 1/8	4 1/8				.00	4 5/8	3 7/8		1,879	7,750
VIACOM	VIA	N	14 3/8	14 1/2	-	1/8	-	.86	15 5/8	9 1/2	13	3,736	53,705
TOTAL									88,936			1,406,669	

	Stock symbol	Exch.	Closing Wed. June 29	Closing Wed. June 22		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	14 3/8	-	3/8	-	2.60	14 3/8	7 3/8	5	6,748	94,472
DISNEY	DIS	N	36 3/4	36 1/2	+	1/4	+	.68	47 5/8	32 1/2	16	31,908	1,172,610
FILMWAYS	FWY	A	9 1/4	9 1/8	+	1/8	+	1.36	9 7/8	6 7/8	8	2,397	22,172
FOUR STAR*			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 3/4	14 5/8	-	7/8	-	5.98	18 3/8	13 1/8	3	48,269	663,698
MCA	MCA	N	42 5/8	42 3/4	-	1/8	-	.29	42 3/4	36 3/8	8	18,024	768,273
MGM	MGM	N	22 3/4	24 1/8	-	1 3/8	-	5.69	24 1/8	16	9	13,102	298,070
TELETRONICS INTL.	O		4 1/4	4 1/2	-	1/4	-	5.55	6 1/2	4 1/4	6	1,018	4,326
TRANSAMERICA	TA	N	15 7/8	15 1/2	+	3/8	+	2.41	15 7/8	13 5/8	9	67,238	1,067,403
20TH CENTURY-FOX	TF	N	22 7/8	22 1/2	+	3/8	+	1.66	22 7/8	10	12	7,631	174,559
WARNER	WCI	N	30 3/8	30 3/8				.00	32 1/2	26 1/4	7	14,436	438,493
WRATHER	WCO	A	6 7/8	6	+	7/8	+	14.58	6 7/8	4 1/2	11	2,243	15,420
TOTAL												213,681	4,720,172

Service

88DO INC.	88DO	O	29 1/4	28 1/2	+	3/4	+	2.63	29 1/4	22 1/2	9	2,513	73,505
COMSAT	CO	N	32 5/8	34 3/8	-	1 3/4	-	5.09	36 3/4	29 3/8	9	10,000	326,250
DOYLE DANE BERNBACH	DOYL	O	21 3/4	20 3/8	+	1 3/8	+	6.74	21 3/4	16 3/4	7	1,866	40,585
FOOTE CONE & BELDING	FCR	N	17 1/2	16	+	1 1/2	+	9.37	17 1/2	14 3/4	9	2,304	40,320
GREY ADVERTISING	GREY	O	26 3/4	26	+	3/4	+	2.88	26 3/4	16 1/2	7	729	19,500
INTERPUBLIC GROUP	IPG	N	35 1/2	28 1/8	+	7 3/8	+	26.22	35 1/2	28 1/8	8	2,387	84,738
MARVIN JOSEPHSON	MRVN	O	17 1/4	15 3/4	+	1 1/2	+	9.52	17 1/4	10 1/4	8	1,896	32,706
MCI COMMUNICATIONS**	MCIC	O	7/8	1 7/8	-	1	-	53.33	2 1/2	7/8		19,985	17,486
MOVIELAB	MOV	A	1 1/2	1 1/2				.00	2	1 1/4	8	1,410	2,115
MPO VIDEOELECTRONICS	MPO	A	6 1/4	5 3/8	+	7/8	+	16.27	9	4	8	520	3,250
NEEDHAM, HARPER	NDHMA	O	13	13				.00	13	11 1/8	6	823	10,699
A. C. NIELSEN	NIELR	O	20 3/4	20 1/4	+	1/2	+	2.46	22 1/8	18 7/8	12	10,762	223,311
OGILVY & MATHER	OGIL	O	32 3/4	31 1/4	+	1 1/2	+	4.80	33 1/2	31	8	1,805	59,113
J. WALTER THOMPSON	JWT	N	17 1/8	16 1/8	+	1	+	6.20	18 1/2	15 1/8	7	2,649	45,364
TOTAL												59,649	978,942

Electronics/Manufacturing

AEL INDUSTRIES**	AELRA	O	5 1/8	5 5/8	-	1/2	-	8.88	5 5/8	2 3/8	23	1,672	8,569
AMPEX	APX	N	10 3/8	9	+	1 3/8	+	15.27	10 3/8	7 3/8	14	10,885	112,931
ARVIN INDUSTRIES	ARV	N	16 7/8	16 1/2	+	3/8	+	2.27	19 1/4	15	4	5,959	100,558
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3 1/4	3 1/4				.00	3 1/4	1 3/4	13	441	1,433
COHU, INC.	COH	A	2 5/8	2 3/4	-	1/8	-	4.54	3 1/8	2 1/8	12	1,779	4,669
CONRAC	CAX	N	23 1/2	25 1/4	-	1 3/4	-	6.93	27 1/4	23	6	1,433	33,675
EASTMAN KODAK	EASKD	N	58 1/2	59	-	1/2	-	.84	85 3/4	58	15	161,371	9,440,203
FARINON ELECTRIC	FARN	O	9	9				.00	12	8	11	4,267	38,403
GENERAL ELECTRIC	GE	N	56 3/8	55 5/8	+	3/4	+	1.34	56 5/8	49 1/4	13	184,581	10,405,753
HARRIS CORP.	HRS	N	37	37 1/2	-	1/2	-	1.33	39	28	13	12,261	453,657
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1	1/2	+	1/2	+	100.00	2 3/8	3/8		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	23 5/8	23 3/4	-	1/8	-	.52	24 1/2	20 1/4	10	1,320	31,185
3M	MMM	N	49 3/4	50	-	1/4	-	.50	57	48 3/8	16	115,265	5,734,433
MOTOROLA	MOT	N	40	41 1/8	-	1 1/8	-	2.73	56 7/8	37 3/4	12	28,544	1,141,760
N. AMERICAN PHILIPS	NPH	N	31 1/2	31 7/8	-	3/8	-	1.17	36	31 1/2	7	12,033	379,039
OAK INDUSTRIES	OAK	N	16 1/2	14 1/2	+	2	+	13.79	17 7/8	9 5/8	12	1,639	27,043
RCA	RCA	N	31 3/8	31 3/4	-	3/8	-	1.18	31 3/4	25 3/8	13	74,807	2,347,069
ROCKWELL INTL.	ROK	N	36 3/4	34 7/8	+	1 7/8	+	5.37	36 3/4	30 7/8	9	32,400	1,190,700
RSC INDUSTRIES	RSC	A	2 1/4	1 7/8	+	3/8	+	20.00	2 1/4	1 5/8	7	2,690	6,052
SCIENTIFIC-ATLANTA	SFA	A	19	19 7/8	-	7/8	-	4.40	21 1/8	16 3/4	12	1,668	31,692
SONY CORP.	SNE	N	9	8 7/8	+	1/8	+	1.40	10 3/8	8 1/8	17	172,500	1,552,500
TEKTRONIX	TEK	N	35	35 1/2	-	1/2	-	1.40	68 1/2	28 1/4	16	17,342	606,970
TELEMATION	TIMT	O	5/8	1/2	+	1/8	+	25.00	3/4	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	20 1/4	21	-	3/4	-	3.57	21	14 3/4	14	6,838	138,469
WESTINGHOUSE	WX	N	21 1/2	22	-	1/2	-	2.27	22	16 1/4	8	87,492	1,881,078
ZENITH	ZE	N	20 7/8	22 1/8	-	1 1/4	-	5.64	28	20 7/8	11	18,818	392,825
TOTAL											963,133	36,066,083	

GRAND TOTAL 1,783,019 55,478,463

Standard & Poor's Industrial Average 110.3 106.3 +4.0

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.

Personal growth and corporate growth: Ed Ney of Y&R, AAAA

Ed Ney, who runs an advertising agency that should exceed \$1 billion in billings in 1977, is a strong booster of the television medium itself, but a caustic critic of its spiraling costs.

As president and chief executive officer of Young & Rubicam Inc., New York, he oversees a 56-office complex spread throughout the world and staffed by more than 4,500 employees. But these summer days the usually cool and unflappable Mr. Ney is slightly hot under the collar.

"There are many good programs on television, but I honestly don't think it makes good business sense for the networks to charge such unconscionable rates," he says. "We're going to be doing business for a long time—in good times and bad times."

Mr. Ney sincerely believes his views are not a reflection of the traditional adversary relationship between buyers and sellers. He readily acknowledges that price hikes are in order—but not at the rates the networks are demanding.

At 52, Edward Noonan Ney is a tall, athletically built man with a friendly, relaxed manner and a deep voice. He exudes enthusiasm and respect for the advertising business, and says he considers himself "the luckiest guy in the world" to be in his position.

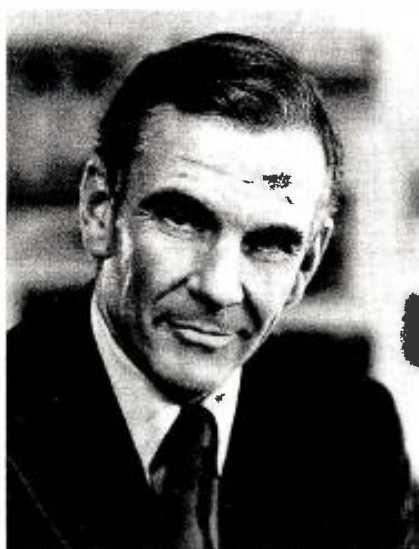
Luck apparently had little to do with his success. Mr. Ney's ability is respected not only at Y&R, which he joined in 1951, but also among his peers in the agency business. In May, they elected him chairman of the American Association of Advertising Agencies.

Mr. Ney is a native of St. Paul, but grew up mainly in St. Louis. He left the Midwest to attend Amherst College in Massachusetts on a scholarship. There, with time out for service in the Navy Air Corps during World War II, he majored in English and history and was an editor for the campus newspaper.

"I thought of becoming a writer," Mr. Ney recalls, "but frankly I didn't have enough confidence in my writing ability." He went to New York in 1947 following graduation and decided to look for a job in advertising, "mainly because I had a number of friends in the field and it sounded as if it might be interesting work."

The future head of the AAAA was turned down initially at a number of agencies. A personal appeal to Ben Duffy, then president of BBDO, however, got Mr. Ney into the agency's training program, and he was steered toward account work.

Mr. Ney began as an assistant account executive at BBDO and was an account ex-



Edward Noonan Ney—president and chief executive officer, Young & Rubicam Inc., New York; b. May 26, 1925, St. Paul; BA, history and English, Amherst College, 1947; U.S. Navy Air Corps, 1943-46; trainee assistant account executive and account executive, BBDO, New York, 1947-51; account executive, Young & Rubicam, New York, 1951-59; vice president-account supervisor, 1959-63; senior vice president in charge of domestic, Canadian and Latin American branch offices, 1963-1967; executive vice president and director of Y & R International, 1967-70; president and chief executive officer, 1970; m. Judith Lasky, 1974; children by previous marriage—Nicholas, 24; Hillary, 23; Michelle, 21.

ecutive before moving over to Y&R in 1951 in the same capacity.

Mr. Ney's stature grew steadily at Y&R. He was named vice president and account supervisor in 1959; senior vice president in charge of domestic branch offices and those in Canada and Latin America in 1963, and an executive vice president and director of Y&R International in 1967.

In 1970 he was elevated to president and chief executive officer of the agency.

Under Mr. Ney's aegis the accent at Y&R has been growth through acquisition and diversification. In 1970 the agency's worldwide billings totaled \$520 million. They hit the \$900-million mark last year and are heading for \$1 billion by the end of this year, according to Mr. Ney.

The key to Y&R's growth was its purchase of regional and specialized agencies. Mr. Ney gave a presentation about five years ago to the agency's top officers emphasizing that the full-service agency could not be full service only within the confines of consumer goods.

"We wanted to get into full service in every sense of the word," Mr. Ney says. "Direct mail, medical, public relations,

retailing, regional clients."

It's no easy matter to understand Y&R's table of organization. There is Young & Rubicam U.S.A., with offices in New York, Detroit, Los Angeles, San Diego and Phoenix. There is Young & Rubicam Affiliates, comprising nine specialized agencies and firms, including Sudler & Hennessy Inc. (health-care advertising) and Wunderman, Ricotta & Kline Inc. (direct marketing).

Young & Rubicam National is a network of 10 regional agencies with 11 offices in Kansas City, Mo.; Chicago; Cedar Rapids, Iowa; Denver; Rochester, N.Y.; Houston; Atlanta; Cincinnati; St. Petersburg, Fla.; Miami, and Rochester, N.Y. Young & Rubicam International's operations total more than \$400 million in billings in countries including the United Kingdom, France, Belgium, The Netherlands, West Germany, Austria, Switzerland, Italy, Spain, Lebanon, Sweden, Denmark, Norway, Canada, Puerto Rico, Venezuela, Dominican Republic, Mexico, Brazil, Australia, Japan and Hong Kong.

Mr. Ney advocates more growth for Y&R even though the company has expanded widely the past five or six years. He envisions additional growth for Y&R in such areas as corporate and educational communications and international advertising.

The far-flung domain of Y&R compels Mr. Ney to devote about 50% of his working hours to travel. But he says, he enjoys the pace. His schedule will be even more rigorous during the next year as he takes on additional responsibilities as chairman of the AAAA.

"I'm a firm believer in the four A's," he said. "I happen to be the fifth chairman of the association to come out of Y&R in the past 30 years. I think it is good for agencies, particularly those in the under-\$10-million class that make up the overwhelming majority of the membership. It's available to them for all kinds of advice—financial, legal and educational. The seminars provide a source of valuable information."

Together with the Association of National Advertisers and the American Advertising Federation, he continues, AAAA provides "our industry with the clout we need to deal with regulatory agencies in Washington."

One project he has in mind for the association is a program that would encourage highly qualified young people to come into the advertising field.

To escape the weight of his work, Mr. Ney, who lives in Manhattan during the week, spends weekends at his home in Pound Ridge, N.Y., playing tennis and volleyball and swimming and running. He also is an avid reader, an admirer of John Dos Passos, Oscar Wilde and F. Scott Fitzgerald.

Too much ado

It isn't entirely clear what the television directors of the National Association of Broadcasters had in mind when they adopted last week's resolution on program standards. Sex, however, seems to have occupied a prominent position in their thoughts. They are against it.

Or at least they are against portraying it on television, which has now been declared "primarily a family medium." The chorus cries for stronger language in the television code to emphasize that "material generally perceived as obscene, profane or indecent is unacceptable." The code already says: "Obscene, indecent or profane matter, as proscribed by law, is unacceptable." It can only be assumed that the incumbent television directors want the definition broadened to exclude matter proscribed not only by law but also by the private taste of whoever happens to be in charge of code judgments.

It isn't just off-color television that the board dislikes. It is also unconventional television. The board wants to "encourage programs which reflect established values and traditions" and to be leery of "programs which reflect the changing or changed attitudes of substantial segments of our society." In the latter case, the assumption must be that societal changes on a less than "substantial" scale are to be avoided entirely.

Last week's resolution implies that current television programming reeks with revolution and salaciousness. If taken literally, it can be read as a directive for the creative community to flee television for any other medium where innovation is permissible. Television deserves a kinder judgment and better fate.

Who, us?

The FCC owes broadcasters reimbursement of a significant, if still uncalculated, part of the \$47.5 million they have paid in fees that the courts have twice declared excessive. The bill remains unpaid, however, while the FCC, the General Accounting Office and the chairmen of the Senate and House Communications Subcommittees engage in a game of pass the buck that helps explain the steady decline of public confidence in the federal government.

The broadcasters have been stuck for the \$47.5 million (not a mere \$31.9 million as previously reported) although cable operators were refunded the \$4.1 million they overpaid under a fee schedule they successfully challenged in the Supreme Court in 1974. The broadcaster payments kept mounting under a scaled-down schedule that the appellate court declared in 1976 was still too high.

The FCC originally was pushed into the collection of fees by members of congressional appropriations committees. It tried to score points with those congressmen by adopting a schedule intended to recover 100% of its operating costs. It was still trying to score points in the modification it adopted after the Supreme Court threw its first schedule out and in its refusal to refund the fees paid by broadcasters. With a wink in the direction of the Hill, the FCC explained that broadcasters had not participated in the cable appeal that upset its first fee schedule and thus were entitled to recovery.

The appellate-court decision of 1976 put an end to the political pandering. With a profession of despair at devising a schedule that would meet court standards, the FCC proposed last March to refund all fees it had collected above \$5, a \$127-million refund in all. Alternatively, it suggested, Congress could write a fee schedule of its own.

It was then that Chairman Ernest Hollings (D-S.C.) of the

Senate Communications Subcommittee and his counterpart, Lionel Van Deerlin (D-Calif.) in the House, demanded that the FCC devise a schedule and assigned the General Accounting Office to help. As recounted here a week ago, the FCC has declared the GAO to be of no assistance and has once again asserted an inability to obey the chairmen's command.

In all of this, Washington has displayed an inexcusable insensitivity to the legitimate claims by broadcasters for a return of money illegally collected from them. Any broadcaster who acted with as much insensitivity toward Washington would be relieved of his license at once.

It will be interesting to see where the buck goes next.

Too good for the people?

If competition in the marketplace is the American way, last week's Supreme Court opinion legalizing advertising by lawyers must be applauded. But there can be no joy for broadcasters, who again find themselves set apart.

"And the special problems of advertising on the electronic broadcast media will warrant special consideration," said the majority opinion written by Justice Harry A. Blackmun.

What "special problems"? We would judge they constitute the penalty of success. That was the device used seven years ago by Congress in banning cigarette advertising from the air but giving it carte blanche in other media, which have enjoyed a bonanza as cigarette consumption has increased. Cigarette smoking is just as dangerous wherever it is advertised.

It is the kind of action that Senator Edward Kennedy (D-Mass.) would invoke legislatively against saccharin and products containing saccharin. Such restrictions, if implemented against broadcast advertising, would affect radio and TV in a way that would offer a harsh reminder of the \$250-million cigarette losses. Aside from the packaged pills or sweeteners, saccharin is used in many foods and drinks as well as in confections and chewing gums.

On the immediate issue of lawyers' advertising, we see no "special problems." If it can be said in print, why cannot it be said, sung or pictured on the air? Indeed the Supreme Court opinion ought to open the way for medical clinic and other professional advertising. Accountants and tax consultants now use the media with obvious success.

Since the Supreme Court has decreed in many contexts that the broadcast media are entitled to First Amendment protection, it is difficult to understand its unwillingness to equate advertising in all media on the same basis.

There's much work to be done.



Drawn for BROADCASTING by Jack Schmidt

"Is it 'red in the morning, sailor take warning' or 'red at night, sailor's delight' or ...?"

WSB-TV Is Atlanta

Atlanta, like the State of Georgia, has sent some of its outstanding citizens to Washington. One such person is Bert Lance. The day he was approved as Director of the Office of Management and Budget, Lance was interviewed on WSB-TV's 6 O'Clock newscast — live, via satellite, from Washington. Such efforts to bring the news — wherever it originates — to Atlanta have made WSB-TV Atlanta's First station for awards. The Associated Press presented Channel 2 the prestigious Pacemaker Award (as the state's outstanding news operation). United Press International agreed, naming "Action News" Georgia's best news program. WSB-TV recently received more EMMY nominations than any other station in Atlanta. And the best award came in the May, 1977 Arbitron. WSB-TV's Action News is first in Atlanta every day at noon, six and eleven.* First in Atlanta: that's WSB Television.

*May 1977 Atlanta Arbitron. Audience estimates subject to qualifications. Available upon request.

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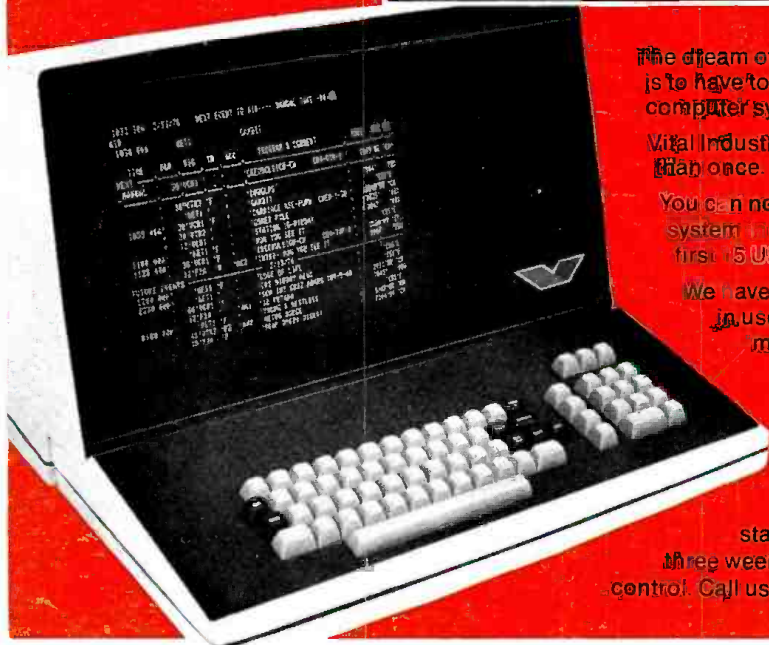
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