

Cable TV in 1978:
Ringing up the first billion

Broadcasting May 1

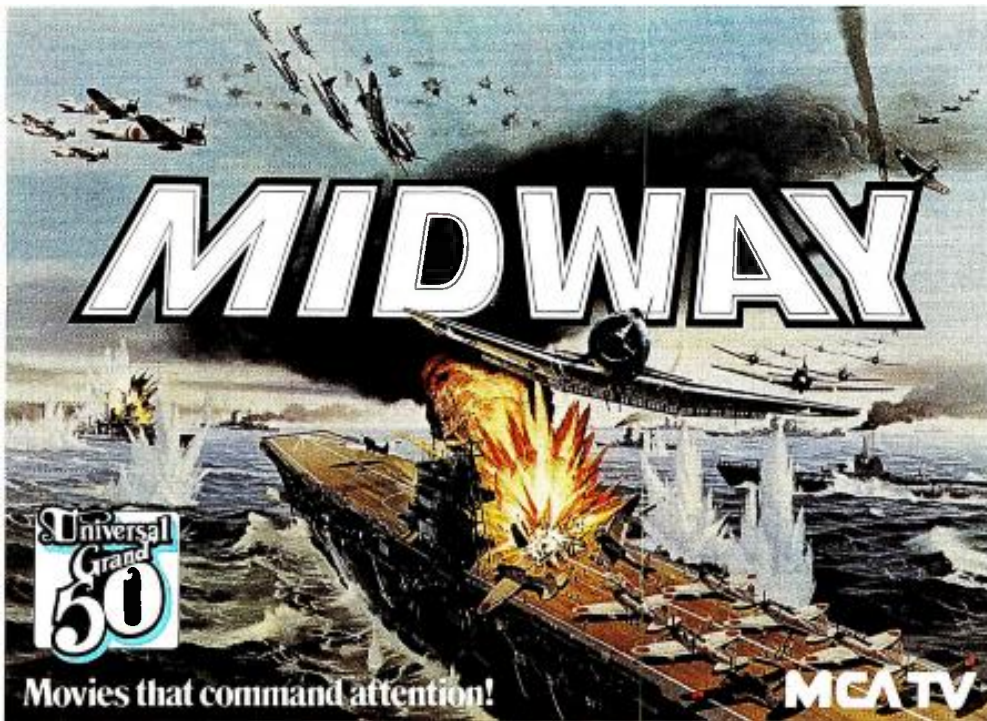
The newsworthy of broadcasting and allied arts

Our 47th Year 1978

MAY 2 1978

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NEWSPAPER



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In the San Francisco Bay Area, Six Languages Speak as One on KTVU

Every month of the year, the Community Affairs Department of KTVU produces programs in Spanish, Korean, Tagalog (Philippine), Japanese, Chinese, and, of course, English. Many of the programs are bilingual to help inform people for whom English is a second language. Whether the subject is as sober as the Korean CIA or as joyous as a Mexican Posada, the goal of KTVU, in any language, is to enlighten the family of all peoples throughout Northern California.

There's only one



COX
Broadcasting

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Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

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Already sold to:

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WTTG	WASHINGTON
KRIV-TV	HOUSTON
WTCN-TV	MINNEAPOLIS-ST. PAUL
KIRO-TV	SEATTLE-TACOMA
KBTU	DENVER
KMBC-TV	KANSAS CITY
WXIX-TV	CINCINNATI
KTHV	LITTLE ROCK
KVOA-TV	TUCSON
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KSHO-TV	LAS VEGAS

- 30 one-hour color specials
- Available fall of 1978

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new attraction for young adult viewers.

From Bob Stewart Productions, with host Bill Cullen.

For the fun of it, call Viacom today.



The Week in Brief

FAT CITY □ NCTA heads for its New Orleans convention riding high on a year's worth of regulatory good news and continued industry growth. In advance of that gathering, BROADCASTING's David Crook and Randy Moskop (seated



on sofa) sat down with NCTA's Jack Schmidt (l) and Tom Wheeler to reflect on the medium's recent successes and speculate on its future. **PAGE 25.** On the eve of the convention, the FCC gives the cable industry something to talk about. **PAGE 30.**

PERFECTLY CLEAR □ At an appropriations hearing, FCC Chairman Ferris comes out more strongly than he did in Las Vegas for some sort of spectrum-use fee. He also indicates that the commission will be dropping most of its cable-certification requirements. **PAGE 27.**

TONGUE-LASHING □ Senator Weicker, in strong terms, and Senator Hollings, in his quiet way, let FTC Chairman Pertschuk know how little they think of that agency's proposals for children's advertising. **PAGE 27.**

BETWEEN THE LINES □ A Supreme Court decision striking down a Massachusetts law prohibiting corporations from spending their own money to influence public referendums has special significance for the media: It reinforces the free speech rights of advertisers and, in Chief Justice Burger's opinion, gives "media conglomerates" same First Amendment protection against restrictions. **PAGE 30.**

FALL LINE-UPS □ The TV networks get ready to unveil their prime-time schedules for next season, an annual spring display maneuver that no one really believes will be intact in September. **PAGE 34.**

A SEASON'S WORTH □ ABC-TV ranks the 104 shows that made it on the three networks' schedules since September. The list runs from the high flying *Laverne and*

Shirley to a *Mulligan Stew* that went down the disposer. **PAGE 36.**

ABC WRIST SLAPPED □ That network takes its turn being admonished by the FCC for "negligent" handling of a boxing tournament in 1977. **PAGE 36.**

'BORN INNOCENT' □ The Supreme Court won't step in for a review, so the way is cleared for a trial in California as to whether or not a TV drama with a rape scene contributed to later real-life crime. **PAGE 37.**

SEVEN-DAY RUN IN CANNES □ A record number of



participants streamed through these portals to do a record amount of programming business at MIP-TV '78. Here's an on-scene report of the April 21-27 bazaar in which it is estimated that at least \$20 million in sales took place. **PAGE 42.**

MAGID VS. KSD-TV □ They're trading law suits over fulfillment of terms for a survey, payment involved and a subsequent "false and defamatory" statement. **PAGE 58.**

TALK IT OUT □ The National News Council urges dialogue between the American Bar Association and the press on the latter's proposed trial coverage guidelines. **PAGE 62.**

NCTA'S DAN AARON □ It's been a vintage year for cable, and the National Cable Television Association's outgoing chairman is pleased with the progress. But the Comcast executive is quick to point out that there is still plenty to do. **PAGE 69.**

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Tuning in together.



One in a series of paintings by Joseph Costantini depicting Taft Broadcasting Activities.

Grandfather's memories live with the old set, but today, radio's vitality is a part of everyone's daily life.

Radio is an important part of our life at Taft Broadcasting Company. Our radio stations continue to contribute both profit growth and important service to each of their communities.

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note on your letterhead to — Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

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Closed Circuit[®]

Insider report: behind the scene, before the fact

Liability

Supreme Court's refusal to hear *Born Innocent* case (story page 37) seems sure to revive affiliate agitation for better systems of previewing network programs. Donald H. McGannon, president and chairman of Westinghouse Broadcasting, has been a leading agitator in past and is expected to renew his efforts for still better preview/preclear procedures. Though it depends on how *Born Innocent* lawsuit turns out and what if anything Supreme Court does then, on worst-case basis Mr. McGannon sees potential for suits against broadcasters comparable to malpractice suits against doctors, with tremendous costs involved. "It could be horrendous," he said last week.

Hollywood humming

West Coast production community is happier than usual in current development season. Substantial replacement needs of NBC-TV and CBS-TV, plus efforts of ABC-TV to keep pipeline full, have kept producers busy, and networks have reportedly been willing to pay well for what they buy. Contributing to good feelings, one source said, is belief that ABC should be easier to deal with now that Fred Silverman is gone, while NBC should be easier to deal with once he gets there. (Producers have long complained about bureaucratic approval process at NBC, and theory is that Mr. Silverman will change that.)

Test of how long relationship stays rosy may be how many series on networks' new fall schedules get full 13-episode orders. Networks are pushing for commitments of only six episodes for some new shows, so they can quickly cancel losers cheaply. One head of major studio said he'd refuse short orders; independents may not be so firm.

Quandary

FCC decision on what to do about CBS and its problems with "winner-take-all" tennis matches seems to be on hold. Some commissioners say tempers have cooled since majority month ago was in mood for action and Chairman Charles D. Ferris talked of short-term renewal for one or more CBS-owned stations ("Closed Circuit," March 6). One commissioner said he was "impressed" by mea culpa broadcast of Gene J. Jankowski, president of CBS/Broadcast Group (BROADCASTING, April 10).

Ferris at NCTA

There was tight security last week on speech FCC Chairman Charles D. Ferris will deliver this week at National Cable Television Association convention. It's

expected, however, that speech will be philosophical and deal with cable's role in technological evolution he's been talking about to others.

Rematch finds home

ABC Sports is expected to announce acquisition of TV rights to Muhammad Ali-Leon Spinks heavyweight championship fight on Sept. 15. CBS Sports's option for bout—which, if it had been picked up, would have cost network some \$7 million—lapsed last Thursday (April 27), and CBS then entered bidding on equal footing with ABC and NBC. ABC's price was pegged by sports executive outside that network at "in excess" of \$5 million. That's at least million more than CBS paid for first Ali-Spinks match, on which network lost money.

Billion-dollar baby

Funding for public broadcasting proposed in pending legislation may not bear slightest resemblance to long-range proposals to emerge from Carnegie Commission II, select unit headed by William J. McGill, president of Columbia University. Report, to update 1967 study that led to creation of Corporation for Public Broadcasting, is to go to White House next January.

Administration-endorsed legislation proposes federal appropriation of \$180 million for first of next five years and \$200 million each in next four. Carnegie II may envisage federal funding in billion-dollar range and de-emphasis of corporate underwriting and on-air auctions. In addition to spectrum-franchise tax that others are proposing, there's talk of excise taxes on advertising revenues, receiver and transmitter sales. This would take into consideration revenues and profits of commercial broadcasting (\$7.2 billion and \$1.4 billion, respectively, for radio and TV in 1976, latest year FCC has reported).

Tuning in the future

While planned system for broadcasting House chamber proceedings remains on shelf, awaiting Speaker Thomas P. (Tip) O'Neill's (D-Mass.) bidding, work is more than half finished on cable system for Capitol and House office buildings. Primary intention is to make closed-circuit connection between members and House floor. But system has 39-channel capacity and antenna already functioning atop Senate office building to pick up outside world.

Right now antenna is being used to pull down local TV signals and cable them to House members' sets. But potential is

there for communications uses being talked about at many commercial cable systems, including two-way communications and computer data transfers with other government agencies and departments. System also has capacity to pick up floor proceedings for telecast to other cable systems, but like proposed broadcast feed, that awaits decision of Speaker. Expense so far has been about \$150,000 for laying of cable.

Early starter

First suggestion heard inside National Association of Broadcasters for successor to Charles Jones as radio vice president (see "In Brief") is Wayne Cornils, currently NAB vice president for membership. Mr. Cornils is radio man, having left position as president-general manager of KFXD-AM-FM Nampa, Idaho, in 1976 to join NAB staff. Other names will doubtless surface after search formally begins this week. Salary is reportedly in \$43,000 range.

In and out

NBC-TV is expected to announce this week that it's signed Ted Turner's independent channel 36 WRET-TV Charlotte, N.C., as its affiliate to replace Cox Broadcasting's channel 9 WSOC-TV, which is moving to ABC-TV (BROADCASTING, Aug. 1, 1977). Change is effective July 1. Bahakel group's channel 18 WCCB(TV), which has been ABC outlet there, turns independent.

Border tension

San Diego broadcasters are getting ready for another Mexican invasion of their market. XETRA-FM Tijuana is said to be setting up sales and programming office in San Diego and preparing to boost its power from 1 kw to 100 kw at 2,000 feet, which would enable it to compete on better than even terms with San Diego stations in their own backyard. If fears are realized, San Diegans will ask FCC to apply Section 325(b) of Communications Act, which prohibits delivery of programming to foreign country for broadcast to U.S. unless FCC approval is obtained.

San Diego AM, FM and TV broadcasters, operating as Committee for Equality of Radio Frequencies, urged FCC to enforce that provision several years ago, when Paul Schafer's Time Sales operation was delivering cassettes of U.S.-style programming across border to two Tijuana FM's. Provision is generally regarded as applying to electronic transmission, rather than physical delivery, of programming. In any case, Time Sales went into bankruptcy before commission could conclude case.

Business Briefly

Radio only

H.P. Hood □ Food products company introduces new line of low-fat, high-protein products called Nuform with 12-week radio push starting this week. Hill, Holiday, Connors, Cosmopolos, Boston, will place spots in seven Eastern markets. Target: women, 18 and over.

Friendly □ Ice cream parlor chain kicks off eight-week radio flight beginning in mid-May. Quinn & Johnson, Boston, will place spots in seven markets including Cincinnati and Cleveland. Target: adults, 18-49.

Bongrain-Gerard □ Cheese importer starts five-week radio campaign beginning late this month. McCaffrey & McCall, New York, will seek spots in 11 markets including Baltimore, Dallas and Washington. Target: adults, 25-54.

Pro Hardware □ Franchise chain will

Rep appointments

- KENS-TV San Antonio, Tex.: Katz American Television, New York.
- WECQ(FM) Geneva, N.Y.: Regional Reps, Cincinnati.

launch radio campaign on June 4 in markets across country featuring Bud Wilkinson, St. Louis Cardinals football coach, as spokesman. Four-week radio push will be used, keyed to peak hardware selling seasons. Agency is Ross Roy NY/Compton, New York. Target: men over 21.

National Pork Producers □ Council slates four-week radio buy beginning late this month. Lord, Sullivan & Yoder, Des Moines, Iowa, will handle spots in 15 markets including Los Angeles, San Diego and Seattle. Target: women, 25-49.

Larry's Foods □ Frozen food products group places two-week radio flight starting late this month. S.M. Newmark & Associates, Los Angeles, will handle spots in 12 markets including Atlanta, New Orleans and San Francisco. Target: women, 25-49.

Mrs. Smith Pies □ Pie company starts two-week radio drive in mid-June. J.M. Korn & Son, Philadelphia, will schedule spots in 40 markets including Boston, Houston, Los Angeles and Miami. Target: women, 25-54.

Firestone □ Tire and rubber manufacturer begins two-week radio promotion this month. Sweeney & James, Cleveland, will arrange spots in approximately 25 markets including Atlanta, Detroit, New York and San Francisco. Target: men, 25-54.

TV only

Sunmark □ Operating unit of Sun Co. launches six-month TV promotion for its gasoline. Wells, Rich, Greene, New York, will select spots in 24 markets during fringe and prime time. Target: men, 25-54.

Red Lobster Inns □ Division of General Mills begins four-month TV buy in June. D'Arcy-MacManus & Masius, St. Louis, will select spots in 100 markets during fringe and prime time. Target: women and men, 25-54.

Johnson & Johnson □ Spot TV effort has been launched for O.B. tampons to run in flights throughout 1978. Campaign, which covers almost 70% of U.S., was created by Cadwell Davis Savage Advertising, New York. Target: women, 18 to 45.

Ashland Oil □ Oil company starts three-month TV promotion for its Valvoline motor oil beginning in early June. Fahlgren & Ferriss, Cincinnati, will buy spots in 47 markets during fringe and prime time. Target: total men.

Jack Eckerd Drug Co. □ Drug store chain launches three-month TV campaign beginning in June. Mike Sloan, Miami, will handle spots in 35-40 markets during day, prime, early fringe and prime access time. Target: adults, 18-49.

United California Bank □ Banking institution plans 10-week TV promotion beginning this week. Foote, Cone &

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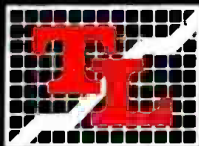
TOP-RATED COUNTRY "AM" AND BEAUTIFUL MUSIC "FM-96"

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DOMINANT CONTEMPORARY M-O-R, NEWS AND SPORTS "AM" AND
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New York Chicago Detroit Atlanta Memphis Dallas
Denver Los Angeles San Francisco Portland Seattle

Belding/Honig, Los Angeles, will buy spots in 13 markets during day, fringe and prime time. Target: men and women, 25-54.

Olympic Stain □ Division of Comerco features its Olympic stain protector in 10-week TV buy beginning in mid-May. Kraft Smith, Seattle, will buy spots in 22 markets during fringe and prime time. Target: men, 18 and over.

Pfizer Corp. □ Visine eye drops get two-month TV push beginning this week. Hall & Levine, Los Angeles, will schedule spots in five markets during fringe time. Target: women and men, 18-49.

Dad's Root Beer □ Soft drink company launches eight-week TV push in early June. Stern Walters/Earle Ludgin, Chicago, will schedule spots in about 10 markets during all day parts. Target: total adults.

Beverage Management Inc. □ Lemon Valley lemonade gets two four-week TV flights beginning this week and mid-June. Trends & Associates, Columbus, Ohio, will handle spots in 11 markets during fringe, day and prime time. Target: women and men, 18-49.

Wm. Underwood □ Accent flavor enhancer receives eight-week TV campaign starting late this month. Kenyon & Eckhardt, Boston, will place spots in 26 markets during daytime. Target: women, 18-49.

Carling National □ Brewery features its Colt 45 malt liquor and Heidelberg beer in four-to-eight-week TV pushes starting this week. W. B. Doner, Baltimore, will schedule spots in three to six markets during prime, news and sports time. Target: men, 18-49.

Trojan □ Distributor features its Ice House wine cocktail in six-week TV campaign starting in early June. David W. Evans, Los Angeles, will select spots in 60 markets during fringe time. Target: adults, 18-34.

H.J. Heinz □ Food products group features its Heinz 57 sauce in six-week TV

BAR reports television-network sales as of April 9

ABC \$379,367,800 (36.3%) □ CBS \$351,008,600 (33.6%) □ NBC \$315,262,100 (30.1%)

Day parts	Total minutes week ended April 9	Total dollars week ended April 9	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	147	\$ 1,178,700	2,046	\$ 13,900,200	\$ 12,277,900	+13.2
Monday-Friday 10 a.m.-6 p.m.	1,020	16,679,400	14,119	228,954,800	208,668,000	+9.7
Saturday-Sunday Sign-on-6 p.m.	315	8,045,400	4,674	127,110,100	123,423,400	+3.0
Monday-Saturday 6 p.m.-7:30 p.m.	107	4,587,600	1,422	60,166,600	54,888,800	+9.6
Sunday 6 p.m.-7:30 p.m.	19	1,086,400	311	19,964,900	17,408,100	+14.7
Monday-Sunday 7:30 p.m.-11 p.m.	405	42,165,300	5,804	534,979,500	494,852,300	+8.1
Monday-Sunday 11 p.m.-Sign-off	215	7,084,600	2,974	60,562,400	60,845,300	*.5
Total	2,228	\$80,827,400	31,350	\$1,045,638,500	\$972,363,800	+7.5

Source: Broadcast Advertisers Reports

campaign beginning this week. Ketchum, MacLeod & Grove, Pittsburgh, will handle spots in 56 markets during early fringe time. Target: women, 18-49.

Polaroid □ One-Step camera gets six-week TV drive starting in early May. Doyle Dane Bernbach, New York, will place spots in 61 markets during fringe time. Target: adults, 18 and over.

Wine Imports Of America □ Giacobazzi wine gets six-week TV promotion beginning in early July. Keller Haver, New York, will select spots in 32 markets during fringe, news and prime access time. Target: adults, 18-49.

Nabisco □ Company schedules four-week TV push for its spoon-size cereal beginning late this month. Ted Bates, New York, will handle spots in 17 markets during fringe time. Target: men and women, 18-49.

American Egg Board □ Egg board begins four-week TV campaign beginning in mid-June. Campbell-Mithun, Chicago,

will select spots in 20 markets during day and prime time. Target: total, women.

Speidel □ Division of Textron features its identification bracelets in four-week TV drive beginning this week. Creamer Lois/FSR, New York, will seek spots in 77 markets during early fringe time. Target: teen-agers.

Dutch Boy □ Exterior house paint is subject of four-week TV campaign beginning in early May. Marvin Advertising, Chicago, will arrange spots in 52 markets during day, fringe and late news time. Target: women and men, 18-49.

Sun Pool Chemicals □ Division of Sun Cleanser Co. plans two-to-five-week TV buy beginning this week. Desmond & Associates, Oak Park, Mich., will arrange spots in four markets during day, fringe and prime time. Target: men, 25-49.

Earl Scheib □ Auto painting group plans three-week TV push beginning this month. Don Lewis Advertising, Los Angeles, will seek spots in 18 markets during day and fringe time. Target: total men.

Tasty Baking Co. □ Ole South Tasty Cakes get three-week TV push starting in mid-June. Harris & Drutt, Philadelphia, will buy spots in 26 markets during day and fringe time. Target: women, 25-54.

Gillette □ Soft and Dry deodorant gets three-week TV drive starting in early June. Grey-North, Chicago, will seek spots in about 75 markets during daytime. Target: women, 18-49.

A.J. Funk □ Sparkle glass cleaner slates one-week TV flight starting this week. N.W. Ayer, Chicago, will place spots in Columbus, Kansas City, Mo., and St. Louis during day and fringe time. Target: women, 18-49.

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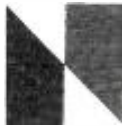
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(Canadian and other international subscriptions add \$8 per year.)
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- to the creative people who were responsible for the television drama "Holocaust";
- to the religious, educational and civic leaders who endorsed the program;
- to the advertisers who supported it; and most important
- to the 120,000,000 viewers who confirmed our belief that programs such as "Holocaust" can fulfill the promise of television.



■ indicates new or revised listing

This week

April 28-May 2—*Pennsylvania Association of Broadcasters* annual convention. St. Croix, Virgin Islands.

April 29-May 2—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

April 30-May 2—*Action for Children's Television* seventh annual symposium on children's TV. Kennedy Center and Marvin Center (George Washington University), Washington.

April 30-May 2—Annual meeting of *The Copyright Society of the U.S.A.* examining problems already encountered under the 1976 Copyright Act. Buck Hill Inn, Pa.

April 30-May 3—Annual convention of the *National Cable Television Association*. Rivergate Convention Center. New Orleans.

May 1—Meeting of *Society of Cable Television Engineers* board. Rivergate Convention Center. New Orleans.

May 1-3—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

May 1-5—Eighteenth annual *National Press Photographers Association-University of Oklahoma* TV Newsfilm workshop. Norman, Okla.

May 2—*Television Bureau of Advertising* retail workshop. Waldorf-Astoria, New York.

■ **May 2**—New deadline for comments on proposed memorandum of understanding between FCC and *Equal Employment Opportunity Commission* to increase cooperation between agencies in handling employment discrimination complaints and sharing of information. FCC, Washington.

■ **May 3**—Luncheon by *Broadcast Pioneers* to present medallions and certificates to winners of George Foster Peabody awards of Henry W. Grady School of Journalism, University of Georgia. Hotel Pierre, New York.

May 3-4—*Senate Communications Subcommittee* hearing on public broadcasting legislation. Room 1224 Dirksen Senate Office Building, Washington.

May 4-5—Spring meeting of *Minnesota Broadcasters Association*. Learnington hotel, Minneapolis.

May 4-5—Annual meeting of *Public Broadcasters Organization of Michigan*. Beyne Highlands, Mich.

May 4-6—Human resources workshop of *Broadcast Financial Management Association*. Waldorf-Astoria, New York.

May 5—Second media law seminar, co-sponsored by *National Association of Broadcasters*, *Radio Television News Directors/Association*, *Reporters Committee* and *Society of Professional Journalists*, *Sigma Delta Chi*. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

■ **May 5**—Third annual advertising seminar of *KPTV(TV) Portland, Ore.* Al Masini, president of Telerep and spearhead of Operation Prime Time, will be among the featured speakers. Hilton hotel, Portland.

■ **May 5**—*Oregon Association of Broadcasters* sales training course. Valley River Inn, Eugene, Ore.

May 5-6—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

May 5-7—Spring convention, *Illinois News Broadcasters Association*. Sheraton Motor Inn, Rock Island.

May 7-10—Workshop on reporting of government and economy, jointly sponsored by *National Associ-*

ation of Broadcasters, *American Newspaper Publishers Association*, *National Newspaper Association* and *National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

Also in May

May 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 10—FCC's new date for reply comments in its "saturated" cable systems inquiry (Docket 21472). FCC, Washington.

May 11—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.

■ **May 11-12**—Media law conference on such subjects as the Federal Trade Commission's proposed rules on children's television advertising, media anti-trust actions and domestic satellites. Communications Media Center, New York Law School, New York.

May 11-14—*Western States Advertising Agencies Association* Western advertising conference. Canyon hotel, Palm Springs, Calif.

May 12—FCC's new date for comments in its proceeding examining certain changes to the Cable Television Relay Service (Docket 21505). Replies are now due June 12. FCC, Washington.

May 12-13—*UPI Ohio Broadcasters Association* annual convention. Marriott hotel, Columbus, Ohio.

May 15—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hyatt on Union Square, San Francisco.

May 15—Deadline for applications for H.V. Kaltenborn scholarship in radio-television at the *University of Wisconsin* 1978-79. Seniors and graduate students may apply. Applications and information: Assistant Professor Carol Brown Eilber, communications program, University of Wisconsin, Madison, Wis. 53706.

May 15—New deadline for comments in FCC inquiry into commission policy in enforcing Section 312 (a) (7) ("reasonable access" for candidates for federal office) of Communications Act. Old deadline was May 1. New deadline for reply comments is May 30. FCC, Washington.

■ **May 15-18**—Conference on "The Media and the Public," sponsored by *The Washington Journalism Center*. Among speakers will be Frank Mankiewicz, National Public Radio president, and A. H. Raskin, associate director of the National News Council. 2401 Virginia Avenue, N.W., Washington.

May 16—*NBC Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

May 16—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.

May 16—*New Hampshire Association of Broadcasters* sales seminar. New England Center, Durham, N.H.

May 17—*NBC Radio Network* regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

May 17—*National Radio Broadcasters Association* "radio sales day." Airport Sheraton hotel, Philadelphia.

May 17—World Telecommunications Day of *International Telecommunications Union* of the United Nations, Geneva.

May 17-18—*Ohio Association of Broadcasters* spring convention. Program will include FCC Commissioner Margita White; Jack Perkins, NBC News, and Tony Orlando, New Marriott East, Beachwood-Shaker Heights (Cleveland).

May 18—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Marriott at Kansas City Airport, Kansas City, Mo.

May 18-19—*Arizona Broadcasters Association* spring convention. Little America, Flagstaff, Ariz.

May 18-20—Third annual *Upper Midwest Communications Conclave* for record people and broad-

Major meetings

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

May 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 22-24—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

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

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

June 13-17—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 17-20—*American Advertising Federation* convention. St. Francis hotel, San Francisco.

June 18-20—Annual meeting of *NBC-TV affiliates*. St. New York Hilton, New York.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel

and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Oct. 28-Nov. 2—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists*, *Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

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

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



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*Estimated by NBC.

casters. Radisson Inn Plymouth, Minneapolis. Information: Box 6303, Minneapolis 55406.

May 18-20—Human resources workshop of *Broadcast Financial Management Association*. Marriott, New Orleans.

May 19—*Missouri Public Radio Association* spring meeting. Hilton Plaza Inn, Kansas City, Mo.

■ **May 19**—*Pacific Pioneer Broadcasters* luncheon salute to *Lassie* series and to Bonita Granville Wraether, June Lockhart, Jan Clayton and others connected with the long-running radio and TV series. Sportsman Lodge, Studio City, Calif.

May 19-20—*Public Radio in Mid America* spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

May 19-20—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

May 21-23—*Washington State Association of Broadcasters* spring meeting. Sheraton Spokane hotel, Spokane, Wash.

May 21-24—Tenth annual *Southern Educational Communications Association* conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

May 22-23—*Virginia Cable Television Association* spring meeting. Technical sessions will be set up with cooperation of *Society of Cable Television Engineers*. Holiday Inn, Roanoke, Va.

May 22-24—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 23—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

May 23—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Red Coach Convention Center, Portland, Me.

May 23-25—Electro/78 international electronics show and convention, sponsored by *New England and New York chapters of Institute for Electrical and Electronic Engineers and Electronic Representatives Association*. Hynes auditorium and Sheraton-Boston hotel, Boston.

May 26-27—Annual convention of *UPI Broadcasters Association of Texas*. Hilton Inn, Amarillo, Tex.

May 26-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union and UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

May 29-June 1—*Canadian Cable Television Association* 21st annual convention. Queen Elizabeth hotel, Montreal.

June

June 1-3—*Associated Press Broadcasters* annual meeting. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes. Stouffer's Twin Towers, Cincinnati.

June 1-3—*International Idea Bank* convention. Winston-Salem Hyatt House, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, P.O. Box 2808, High Point, N.C. 27261.

June 1-3—*Iowa Broadcasters Association* meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.

June 1-3—Human resources workshop of *Broadcast Financial Management Association*. Sir Francis Drake, San Francisco.

■ **June 3**—*Georgia UPI Broadcasters Association* meeting. Dunley's Royal Coach, Atlanta.

June 4-6—*National Association of Broadcasters* third children's TV programming conference. Hyatt-Regency hotel, Washington.

June 4-7—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturers' Foundation for Economic Freedom*. NAB headquarters, Washington.

June 6—*NBC Radio Network* regional affiliate meeting. Logan Airport Hilton hotel, Boston.

June 6-9—Third Asian-Pacific television conference, sponsored by *The Cultural and Social Centre for the Asian and Pacific Region*, Seoul, Korea, with *San Francisco State University* as co-host. Satellite communications will be the theme. San Francisco State University, San Francisco.

June 7—*NBC Radio Network* regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

June 7—*Advertising Research Foundation* midyear conference. Hyatt Regency O'Hare, Chicago.

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul.

June 8-10—*Alabama Broadcasters Association* spring convention. Gulf Park Resort, Gulf Shores, Ala.

June 8-10—*Florida Cable Television Association* annual convention. Dutch Inn at Lake Buena Vista, near Orlando, Fla.

■ **June 8-10**—*Hawaiian Association of Broadcasters* convention. Kauai Surf hotel, Kauai, Hawaii.

June 8-11—*Mississippi Broadcasters Association* annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

June 8-11—Combined meeting of *Missouri Broadcasters Association and Kansas Association of Broadcasters*. Marriott, Kansas City International Airport.

June 11-13—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

June 11-13—*New Jersey Broadcasters Association* annual convention. Resorts International hotel, Atlantic City.

June 11-14—*Electronic Industries Association/Consumer Electronics Group* 1978 International Summer Consumer Electronics Show. Chicago.

June 12-13—Fourth annual New York cable television technical seminar, presented by *New York State Commission on Cable Television and State University of New York at Albany* in cooperation with *New York State Cable Television Association and Upstate New York chapter of Society of Cable Television Engineers*. Empire State Plaza Convention Center, Albany, N.Y.

June 12-14—*National Association of Broadcasters* meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

June 13—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

June 13-17—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 14—*Virginia Association of Broadcasters* meeting. Mariner Resort Inn, Virginia Beach, Va.

June 15-16—*Oregon Association of Broadcasters* spring conference. Sallishan Lodge, Gleneden Beach, Ore.

June 15-17—*South Dakota Broadcasters Association* meeting. Holiday Inn, Mitchell, S.D.

June 16-17—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 16-18—Annual convention and awards banquet of *Chesapeake AP Broadcasters Association*. Hunt Valley Inn, Cockeysville, Md.

June 17-20—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

■ **June 18-19**—*Oregon Cable Television Association* annual meeting. Kahneeta Resort, Warm Springs, Ore.

June 18-20—Annual meeting of *NBC-TV affiliates*. New York Hilton, New York.

June 19-23—Workshop on community broadcasting and public access, sponsored by *Department of Communication Media, Bemidji State University*. Bemidji, Minn.

June 21-23—*Maryland-District of Columbia-Delaware Broadcasters Association* meeting. Sheraton Fountainsbleau Inn and Spa, Ocean City, Md.

June 20-22—*Armed Forces Communications and Electronics Association* 32d annual convention. Senator Harrison H. Schmidt (R-N.M.), member of Senate Communications Subcommittee, will deliver keynote luncheon speech. Sheraton Park hotel, Washington.

June 21-23—*National Broadcast Editorial Association*, eighth annual convention. Mayflower hotel, Washington.

June 21-24—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 22-24—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Cody, Wyo.

June 23-24—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, VOCM St. Johns, Newfoundland A1B 3P5.

June 24-28—*Georgia Association of Broadcasters* convention. Speakers will include Dick Salant, president, CBS News; Win Elliot, CBS Sports, and Lillian Carter. Callaway Gardens, Ga.

■ **June 25-26**—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

June 25-28—*Public Broadcasting Service's* annual membership meeting. Fairmont hotel, Dallas.

June 25-30—*National Association of Broadcasters* joint board meeting, together with board of *Canadian Association of Broadcasters*. Hotel Toronto, Toronto.

July

■ **July 5**—FCC's new date for comments in its inquiry into the fairness doctrine and the public interest standards of the Communications Act. Old date was May 3. Replies are due Aug. 4 (BC Docket 78-60). FCC, Washington.

July 6-9—National Federation of Local Cable Programmers convention, jointly sponsored by *The University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

July 9-12—*New England Cable Television Association* convention. Wentworth by the Sea, Portsmouth, N.H.

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

July 15-18—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-18—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

July 16-19—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

July 16-19—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

July 18-28—Eleventh management development seminar sponsored by *National Association of Broadcasters*, Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

August

Aug. 10-11—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 20-23—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 25—*Tennessee Association of Broadcasters*

Announcing the newest in video freedom: all you want in a 1" VTR backed by total support from RCA.

Now you can have complete freedom from worry about helical-scan VTR support. That's because your investment in the new RCA TH-100 1" VTR is protected by RCA. That protection means 24-hour parts replacement. Emergency service. TechAlert, for help as close as your phone at any time—day or night. Training support. Service manuals. You can be sure that RCA support is there, wherever your RCA equipment operates.

Quality to start with.

The new TH-100 is yours in the new SMPTE Type C non-segmented helical format. It's available in three studio configurations—rack, console or T-cart. A small, light-weight, rugged portable—the TH-50—is available for field production. All models deliver the picture and audio quality you need for professional results.

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channel; automatic color framing; five servos for optimum tape handling; two flexible tape timers; plus much, much more.

The TH-100 offers economical first cost, economical head cost, and tape economy, too.

Simplified edit control.

One bi-directional search knob gives you forward and reverse editing control, with selectable shuttle speeds up to 60 times normal. You get a color picture to 7 times normal, a recognizable picture at full speed when used with the TBC-100 time base corrector. For more video freedom, you can manually jog frame-by-frame—again, with a color picture.

Video freedom is everything you need for quality television.

RCA offers a brilliant array of VTRs, cameras, mobile units, antennas and transmitters. For more facts about any RCA equipment, including the TH-100, just contact your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

September

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 12-14—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

Sept. 15-16—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

Sept. 17-19—*Nebraska Broadcasters Association* annual convention. Kearney, Neb.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 25-27—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications.

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Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utilities advertising regulation in states' hands. But natural gas utilities issue is tied up with larger controversy over regulation of natural gas prices, which threatens to block legislation altogether. Broadcasters have opposed advertising provision for fear it would discourage utilities from advertising on radio and TV. Senator James Abourezk's (D-S.D.) Subcommittee on Administrative Practice and Procedure has subpoenaed documents from major oil companies and their ad agencies as part of investigation into federal regulation of corporate image advertising (BROADCASTING, April 27).

All-channel radio. Representative John Breckinridge's (D-Ky.) House Small Business subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Sept. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Stymied by inability to get auto makers to testify about their pricing practices, Breckinridge subcommittee plans no more hearings, will instead draft report of its findings and probably let it go at that, subcommittee workers say. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said he will pick up ball, however, treating issue in his subcommittee's rewrite of Communications Act. There is currently bill pending in House by Joseph Adabbo (D-N.Y.) to require all radio sets to be

equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." NAMSRC—made up of representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9). At NAB convention workshop, industry people were predicting FCC decision on AM stereo system by beginning of next year (BROADCASTING, April 17).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning next Oct. 16 (BROADCASTING, Nov. 28, 1977). CBS and ABC have asked court to dismiss suits (BROADCASTING, April 3).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could prescribe rates.

FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued only last month, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10).

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects to permit ATS at AM directional and TV stations by spring.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, is currently being considered in context of House Communications Subcommittee's rewrite of Communications Act. Association of Independent Television Stations and National Cable Television Association have opposed it (BROADCASTING, April 18, 1977), arguing it would bestow unconscionable monopoly on telephone companies, could drive specialized common carriers they now use out of business. On related subject, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has suggested FCC cable/common carrier crossownership rules barring telephone companies from providing broadband video services should be eliminated for rural areas, if not altogether (BROADCASTING, Feb. 20).

Broadcasting in Congress. Following House vote last year to open chamber to live daily broadcast coverage, House Rules Committee has recommended that rather than allow pool of commercial and public broadcasting networks to run system, House should set it up and work broadcast controls itself. Recommendation accords with wishes of Speaker Thomas P. O'Neill Jr. (D-Mass.), who has final authority in matter, but he says he will put it to vote of full House at some point. Under Rules Committee recommendation, broadcast feed of proceedings would be available to all TV and radio stations after experimental period, length of which is unspecified. Speaker O'Neill says it won't be

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Columbia Pictures Television

before end of this year. In Senate, meantime, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step of letting radio in to cover its debate on Panama Canal treaties. National Public Radio has carried large portions of that event live (BROADCASTING, Feb. 13 et seq).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20). On Capitol Hill, meanwhile, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced his panel will begin work this year "on major legislation designed to give cable legislative mandate"; National Cable Television Association and ABC have offered possible versions (BROADCASTING, March 6).

CBS/tennis matches. Network, under FCC threat of short-term license renewals for one or more of its O&O's because of wrongly promoted "winner-take-all" *Heavyweight Championship of Tennis* matches, has apologized to public in televised statement by CBS President Gene Jankowski (BROADCASTING, April 10). Network has also filed statement with commission contending it has made up for transgressions and that errors must be placed in context of CBS's long-time broadcasting service (BROADCASTING, April 24). Commission now must act on that issue and related one concerning improper sponsorship identification.

Carter use of broadcasting. President has held 30 televised press conferences since assuming office, close to promise he made to hold them twice monthly. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks.

Children's advertising. Federal Trade Commission staff has proposed that commission ban advertising on television to children under age 8, prohibit ads for highly sugared products and require counteradvertising for sugared product spots that are permitted. Commission then voted to institute rulemaking inquiry on those proposals, and reaction from industry was immediate (BROADCASTING, March 13). Proposed rule was published in *Federal Register* April 27; comments, therefore, will be due 135 days later—Sept. 9).

Action for Children's Television, which got whole ball rolling with petition to FTC, has also gone to FCC with petition urging end of TV ads for children (BROADCASTING, Feb. 27).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as

obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Commercial practices at noncommercial stations. FCC has started inquiry that will examine whether public stations are stepping too far into realm of commerce. Last round of comments in this proceeding was filed last summer (BROADCASTING, July 25, 1977).

Communications Act rewrite. House Communications Subcommittee staff is currently working on draft of rewrite of Communications Act of 1934, to be introduced on or before June 1 by subcommittee Chairman Lionel Van Deerlin (D-Calif.), ranking Republican Lou Frey (R-Fla.) and possibly other subcommittee members. Meetings have been held to get subcommittee members' suggestions for legislation (BROADCASTING, March 13) and at least one more, on broadcasting and cable issues, is expected to be called. After bill is introduced, there will be more hearings. Broadcasters, represented by National Association of Broadcasters and subcommittee's hand-picked rewrite advisory committee, have maintained steadfast opposition to project, but have agreed to lower their guns until after they see first draft. How long it will take to get bill through subcommittee, full Commerce Committee and House—if it can be moved at all—is anybody's guess. So is what it will say. Chairman Van Deerlin knows what he wants to accomplish, however (BROADCASTING, Dec. 5, 1977): (1) to promote more diversity of broadcast service; (2) to provide incentives for more efficient use of spectrum, including, possibly, fee for spectrum use; (3) to remove barriers to news communications technologies, and (4) to assure access of diverse viewpoints to media.

Crossownership (newspaper-broadcast). Supreme Court heard oral arguments Jan. 16 on question of whether FCC should permit common ownership of broadcast stations and newspapers in same market (BROADCASTING, Jan. 23). It is possible, however, that crossownership case will finally be resolved not by Supreme Court but by Congress. Legislation (H.R. 5577) has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media. And, to some extent, events are overtaking courts and Congress. Actions threatening existence of crossowned media have been followed by quickening trend to dissolve crossowned media holdings. Last year, eight transfers or assignments of licenses involving crossowned stations were announced (BROADCASTING, Dec. 12, 1977); two, however—swap of Multimedia's WFBC-TV Greenville, S.C., for McClatchy Newspapers' KOVR-TV Stockton, Calif., and of WJLA-TV Washington for KOCO-TV Oklahoma City plus preferred stock—have been called off (BROADCASTING, March 20, 27).

Crossownership (television broadcast-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule

should be broader. Two system owners involved are appealing on appropriate grounds (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, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. One rulemaking proposal left over from administration of former FCC Chairman Richard E. Wiley which commission under Charles D. Ferris will resolve involves equal employment opportunity rules for cable television systems. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appeared to cast doubt on FCC authority to impose EEO rules on cable systems. Or so FCC general counsel's office under Chairman Wiley had felt. Whether new general counsel will feel the same, after reviewing comments that have been filed in proceeding, remains to be seen. In broadcast EEO area, comments were filed last week on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (see story, page 48). As for FCC's internal EEO: it's poor, according to report by Citizens Communications Center, which contended that top jobs are held by white males (BROADCASTING, April 3).

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) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of \$163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Under plan presented to commission by staff (BROADCASTING, Jan. 16), agency would begin making refunds in July. Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadraphonic. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977).

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 was contrary to several previous 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. Supreme Court has agreed to review appeals court decision that overturned FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, Jan. 16). Broadcast establishment is supporting nonconformist station in briefs filed (BROADCASTING, April 3) and in oral arguments at high court (BROADCASTING, April 24).

At same time, commission, which brought appeal in WBAI case, has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25, 1977). Court has complied, but status of rule is uncertain since U.S. Court of Appeals, in case involving cable access rules, has held commission lacks authority to adopt obscenity rules for cable (BROADCASTING, March 6).

License renewal legislation. Bills to lengthen broadcast license terms and make licensees more secure against challenges have been relegated to back burner in Congress, which came close to passing measure in 1974. Senate Communications Subcommittee continues to exhibit little interest in subject. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed lengthening radio licenses to as much as 10 years in his subcommittee's rewrite of Communications Act (BROADCASTING, Oct. 17, 1977). But House subcommittee will not take time away from rewrite to give separate consideration to bills such as that of subcommittee ranking Republican Lou Frey (Fla.), which would lengthen radio and TV license terms to five years, exempt radio licensees from community ascertainment requirements, and cut down on license renewal-related paperwork (BROADCASTING, Feb. 28, 1977). Among renewal bills pending in Senate is measure by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen license term to five years and require FCC to renew license if station's programming is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies."

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in broadcast and cable ownership (BROADCASTING, Feb. 6). Comments have been filed with FCC (BROADCASTING, April 24). FCC already has begun inquiry into possibility of rule that would require 45 days' advance public notification of planned station sale. Proposal is held out as means of fostering increased minority participation in broadcast ownership. Comments in that proceeding were filed in fall (BROADCASTING, Nov. 7, 1977). National Association of Broadcasters, meanwhile, advanced its own proposal by filing petition with commission for declaratory ruling that would provide for tax certificates to licensees that sell stations to minorities or minority controlled enterprises. (BROADCASTING, Sept. 5, 1977). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable

systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area, NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. NAB task force has met and formed two subcommittees, one for support services, one for funding (BROADCASTING, April 3).

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, March 21, 1977). Appeals had 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 adoption of copyright law including limited cable liability (BROADCASTING, Nov. 8, 1976).

Network inquiry. FCC's network inquiry is back on track after being derailed last summer when Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee and of appropriations subcommittee, blocked transfer of FCC funds necessary to finance project. He wanted inquiry to be conducted by new Democratic chairman of commission. That chairman, Charles Ferris, has selected co-directors of staff for inquiry (BROADCASTING, Feb. 20), and they will sign on full time in June. Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime time ratings averages, Sept. 5, 1977-April 23, 1978: ABC 20.5. CBS 18.6. NBC 18.0.

NTIA. Executive order creating new National Telecommunications and Information Administration has been signed by President Carter (BROADCASTING, April 3). Positioned in Department of Commerce, it will be headed by assistant secretary; Henry Geller, one-time general counsel of FCC and noted for progressive-liberal approach to communications regulation, has been nominated to post. Hearings on nomination, before Senate Commerce Committee, have been held (BROADCASTING, April 17). New agency is taking over functions and responsibilities of White House's Office of Telecommunications Policy and Department of Commerce's Office of Telecommunications; it's expected to employ 300 persons, have annual budget of \$12 million.

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are two over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., and WASC-TV Corona, Calif.

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has held hearing in Los Angeles on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3). Another is expected to be scheduled later to receive testimony of Register of Copyrights Barbara Ringer, who recommended that Congress pass Representative Danielson's bill (BROADCASTING, March 26).

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no perceptible movement in Congress on issue of televised violence. But controversy, which seems to be shifting from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming offensive to children and has announced a new program to create a school curriculum for teaching young people how to watch television critically. Association has received \$30,000 contribution for project from CBS and has recruited Gene Jankowski, president of CBS/Broadcast Group, to help raise more. Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining amounts of hard-action programming (BROADCASTING, April 3).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, March 14, 1977). Task force has reported to commission that land-mobile pressure for UHF spectrum space can be eased technologically (BROADCASTING, Feb. 6). National UHF Broadcasters Association has held first membership meeting (BROADCASTING,

March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20). Commission will hold panel discussions May 10 to discuss potential for lowering UHF noise level (BROADCASTING, April 10).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977).

WARC. U.S. and 152 other member nations of International Telecommunication Union are in

what technicians and officials involved regard as homestretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson (BROADCASTING, Jan. 23).

OpenMike®

Just a test

EDITOR: "Closed Circuit" in your April 17 issue reported a problem in San Diego, stemming from station announcements urging listeners to fill in Arbitron radio diaries. Reference was made to suggestions by Broadcast Rating Council officials that "it might be interesting to see what would happen if all stations in a market broadcast such a message an equal number of times."

This report, undoubtedly, referred to discussions several years ago relative to how station announcements could be used to encourage a higher response rate without simultaneously producing a potential for biasing any one station's ratings. My tentative proposal then was to test a plan whereby in a local radio market:

1. A series of commonly worded announcements were made by all stations in the market.
2. The announcements would be broadcast by each station at precisely the same time on every station during the diary period.
3. The number of announcements and the time schedule would be worked out by the stations in the market with the cooperation of the rating service.

The suggestion was to test the procedure in a single market—one so located geographically that outside stations have an insignificant audience share. Interest in the test was not forthcoming at the time and the idea only resurfaced when the recent San Diego situation arose.

I would not want the impression created that such a plan has BRC endorsement for it does not. It was suggested for test purposes only to see if controlled announcements would have a measurable effect on diary cooperation without biasing any individual station's ratings.—*Hugh M. Beville Jr., executive director, Broadcast Rating Council, New York.*

Where to look

EDITOR: I sat in on a radio EEO session at

the recent National Association of Broadcasters convention and heard several broadcasters bemoan the lack of potential minority employees in or near their communities.

I teach at a predominantly black institution. Among my duties is searching out internships for our journalism students.

Consider this—students have hometowns. You may well have a resident of your community attending a distant university. This student is probably looking for a summer internship or a summer job. You can trace potential applicants through the counselors at your local high schools and community colleges. You can also contact institutions, such as ours, to see if they have someone who would fit your needs.

Look into internships—they allow you and the minority student to get acquainted—with minimal obligation to either party.—*Phillip O. Keirstead, associate professor, broadcast journalism, Florida A&M University, Tallahassee.*

Stop the music?

EDITOR: I've read with interest the continuing arguments for and against the proposed performer royalty bill. It seems to me that there is a simple way to demonstrate the industry's position to the proponents of this bill, without alienating audiences in the process. If radio stations across the country, for a period of one month, refused to add any new recordings to their playlists, but simply relied on music released prior to that month, it would bring the popular music industry to a standstill. Such action initiated by a handful of major-market top-40 stations might encourage the rest of the broadcast industry to follow suit. Perhaps that would impress upon the music industry the effect such a permanent embargo might have upon them if the bill were to become a reality.—*John F. Schneider, district sales manager, McMartin Industries, Kirkland, Wash.*

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with Larry Butler

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Larry Butler

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Monday Memo®

A broadcast advertising commentary from William Mackall, vice president/marketing, Straw Hat Restaurant Corp., Dublin, Calif.

Trying with TV to stand out in a crowd

The Straw Hat Restaurant Corp. could become a maverick in the fast-food industry. The Dublin, Calif., restaurant chain is bucking the trend toward look-alike television advertising and taking off at a gallop with a concept and coordinated campaign that are like no other.

When Straw Hat gave its advertising agency, San Francisco-based Hoefer Dieterich + Brown, the assignment to abandon the conventional fast-food type of advertising and give it an entirely fresh approach, there were several immediate problems.

Obviously fast-food advertising is in a rut. In most cases a competitor's name could be substituted in any fast-food commercial with no one the wiser. Straw Hat is also in the midst of a major remodeling project, with some restaurants converted, some not, thus compounding the identity problem. Finally, there was a challenge to create a concept that would implant the Straw Hat name and quality theme in the minds of viewers.

A research segmentation study told us that most consumers saw all pizza advertising as relatively alike, all following a similar format—people eating in a restaurant with a light, snappy jingle playing in the background. By creating a completely different advertising and marketing concept, we felt we would be giving Straw Hat new meaning, projecting it as a place you would think of as a fun place for lunch or dinner.

We gave the agency the assignment to develop a campaign that would give people a reason to want to go to Straw Hat restaurants and set our advertising apart from the industry with top-of-mind awareness that we are unique.

Television was chosen as the primary medium for several reasons. One, the competition is there. Two, television is especially suited to reach the target young-family audience Straw Hat is after. Three, the story Straw Hat has to tell is colorful and energetic—ideal for a visual medium.

The winning campaign was based on a make-believe Italian legend Hoefer Dieterich + Brown developed, which reinforced the type and nature of the product we serve. It is also indisputably tied to the Straw Hat name.

According to the "legend," there is a mythical village in southern Italy called Pizza which during the Middle Ages established a reputation for a distinctive culinary creation that featured a special blend of cheeses transported in nets of straw. One day in 1936 the king of Italy, Ferdinand I, asked to sample the special



William Mackall, vice president/marketing, Straw Hat Restaurant Corp. for the past 18 months, has more than 20 years experience in executive marketing and advertising posts with franchising companies and large restaurant chains. He has worked for Gino's Inc. and Schick Service Inc., where he was national sales manager, and earlier he was a brand manager for Procter & Gamble.

product of Pizza.

The master baker of the small town traveled to the capital and baked his special pizza for the king, who was delighted beyond words. To show his appreciation, the king presented the baker with a wealth of treasures in a straw hat, which led to the creation of a secret "Society of the Straw Hat" (Societa del Capella di Paglia) and an annual parade and festival to celebrate the event, which legend has it still takes place in Pizza and culminates each year in the awarding of the straw hat to the best pizza baker in the village.

Such is the basis for the 60-second and 30-second TV spots that are the core of Straw Hat's exceptional new advertising effort. The campaign fits snugly into the national scope of the restaurant's aggressive marketing strategy for "New Generation," a concept currently being initiated that essentially revamps the restaurant chain's entire operation in line with a concentrated marketing study conducted over a two-year period.

Production of the new campaign proved to be a complicated and time-consuming procedure requiring the coordination of crews from Straw Hat, Hoefer Dieterich + Brown and the production company, Bill Alton Films, New York, for a two-week

shoot in Italy aimed at recreating the pomp and ceremony inherent in the Straw Hat legend.

The majority of the footage was shot in the tiny southern Italian villages of Ravello, Amalfi, Minori and Cetara, which served as the mythical village of Pizza. The legendary parade and awarding of the straw hat were staged with entire villages enthusiastically joining in the spirit of the festivities. The results were genuine, exciting, and thrilling beyond our expectations.

One of the three principal spots, titled "The Society," features a solemn meeting of the secret society and focuses on the Hot Hat sandwich, an exclusive Straw Hat offering. Voice-over narrates: "Once a year in Pizza, Italy, they meet to dine on a special sandwich: the legendary Hot Hat. They swear never to reveal the recipe for this scrumptious roll of pizza dough baked around delicious fillings. For the Hot Hat sandwich is one of the society's most closely guarded secrets. And a true Hot Hat lunch can only be made by that secret group of master pizza bakers who wear the Straw Hat."

Another spot highlights the parade that greets "the opening of the pizza season" in Pizza. As the parade sweeps by, voice-over explains that every year the town has a festival and a contest to choose the best pizza baker in the village, who is then awarded the coveted straw hat. As the winner wearing his Straw Hat passes by lifted high above the crowd, voice-over closes "So if there's a pizza maker in your town wearing this Straw Hat... well, you get the point."

The campaign rolled out in three flights that began on Feb. 20. The first phase continued to break in 10 markets during February and March with heavy fringe and prime-time spot TV exposure.

The California markets that were blitzed included Sacramento, San Diego, Chico/Redding, Los Angeles, San Francisco, Fresno and Monterey/Salinas. Also included were Tucson, Ariz., and Reno and Las Vegas.

The second flight occurred last month and included fringe and prime-time TV at sustaining levels. It was extensively promoted with an Italian festival and sweepstakes tie-in. The final flight of the campaign will occur in late spring. Some radio, newspaper and direct mail is being used to back the TV campaign.

Straw Hat expects to see a 10% increase in sales within eight months as a result of its landmark Italian campaign. The concept and creative efforts were developed on a national level so that the campaign can be easily rolled out as Straw Hat expands nationally.





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Broadcasting May 1

Vol. 94 No. 18

Top of the Week

Cable in 1978: about to break \$1-billion barrier

Industry heads for New Orleans riding a crest of regulatory good news and continued growth; Schmidt reflects on past victories, looks to battles of the future

The fortunes of cable television, whose past course has more closely resembled a rollercoaster's than a rocket's, are on the upswing again. Looking ahead—as BROADCASTING did last week, on the eve of this year's 30th annual convention of the National Cable Television Association—one can see the prospect of cable's first billion-dollar year.*

No wonder then, that Robert Schmidt is going to New Orleans so optimistic about the future: The recent past has been so good to him and to NCTA.

In the government arena, cable's progress has been swift. The legislative and court victories have come as steadily as the steps in a fast march, beginning in 1976 when the FCC rescinded its cable "leapfrogging" restrictions. That was followed by an appeals court decision early last year overturning the FCC's restrictions on pay cable carriage of sports and movies. This year Congress passed a law establishing the FCC's and the states' authorities to oversee the reasonableness of rates charged to cable operators for pole attachments. And in another appeals court decision, the FCC's rules governing cable's access channels have been challenged.

There was another significant occurrence that on its face would not seem to be in cable's favor—the passage in 1976 of a copyright law that made cable liable for the first time for the unauthorized use of copyrighted TV and radio programs. The programming that once came free now has to be paid for, although broadcasters would argue that cable operators were given significant discounts when Congress provided compulsory licenses for them.

The importance of the passage of

copyright, Mr. Schmidt says, was that it gave recognition to cable for the first time as a member of the communications fraternity. The pole attachment bill, in turn, gave the industry some stability, he said. "No longer are we going to have to operate with hat in hand at the telephone and power companies."

At the same time the industry was collecting those medals to pin to its vest, it was putting money in its pocket. In two years, industry revenues grew by about \$100 million, the number of systems grew by about 500 and the number of subscribers increased by about three million. Pay cable grew from about 600,000 subscribers to about 1.6 million (\$144 million revenues).

Interests with money to lend to cable have multiplied in the last two years and activities such as Time Inc.'s purchase of American Television & Communications Corp. (see story, page 63) indicate to Mr. Schmidt that companies in related industries are accepting cable.

On the eve of NCTA's annual conven-

tion in New Orleans this week (which is far outstripping other conventions of the recent past for prepaid registrations and exhibits sold, Mr. Schmidt is saying that if people thought all that was good wait until they see this coming year. "It's going to be a major year for this industry," he says.

Association presidents are given to such phrases on the eve of major conventions, but again Mr. Schmidt has his reasons for being optimistic.

They are rooted in his assessment of key personalities at the FCC and on Capitol Hill. At the FCC there is, of course, Chairman Charles Ferris, who told the National Association of Broad-

casters in his first major address earlier this month that the government's policy should be to "encourage new technology and services, rather than helping any vested interest to hold them back." Mr. Schmidt, who says he was just as anxious as anyone else about what the new chairman might loose on the regulated industries, was delighted. "The only thing he [Mr. Ferris] left out was our name



Schmidt

Building boom. NCTA figures indicate that the rate of construction in the cable industry has increased more than 70% in the past two years. It projects that 21,600 miles of new cable will be laid this year, compared to 12,500 in 1976.

David O. Wicks, with the New York investment banking firm of Warburg Paribas Becker Inc., sees several factors contributing to that spurt, the primary one being that there is more money, especially for the major firms, which as a result have undertaken construction of systems that were on the shelves for years. One of the reasons money began to loosen up after the mid-1970's "credit crunch," Mr. Wicks says, is that the industry as a whole improved its planning and management techniques and brought in high-caliber recruits. Basically, it gradually developed more confidence in itself, and this spread to the investment community, he says.

Another major factor was the acceptance of pay cable, both within the industry and among the lenders. It's a market-tested product now, Mr. Wicks says, and systems are finding pay cable a useful selling tool to shoehorn cable into markets where there is a plethora of over-the-air television signals. Finding the key to those markets has in fact provided the greatest impetus for growth. The suburbs are where the action is in cable these days; that's where the big companies are building. "We're not just talking about million-dollar systems. We're talking about \$10-, \$15- and \$20-million projects now," Mr. Wicks says.

There is another factor that may affect the growth curve, but no one knows for sure how. That is new services, exemplified by Warner Cable's Qube system in Columbus, Ohio. It is too early to tell how well that system's two-way capacity will hold up with subscribers, Mr. Wicks says. "The glamour of something new hasn't worn off." But he says he isn't as pessimistic about the experiment as some observers. If not a complete success, at least it will lead to the development of a Qube hybrid, he feels, which will be salable.

How long and how fast cable's growth will continue depends partly on who is doing the building. If the major companies, with lots of money to spend, are active, then it will probably continue at a rapid rate, Mr. Wicks says. But regardless, it is his feeling that building won't stop for five years, at least.

*NCTA estimates that total cable industry revenues were \$895 million in 1977. Conservative estimates anticipate the industry will grow another 10% to 12% this year (cable's annual growth has averaged over 14% since 1971), putting it comfortably over the \$1-billion mark. Additional growth in the pay cable area—which contributed \$144 million to last year's fortunes—may put the 1978 total even higher.

cable78

Where to be if you don't have to be somewhere else. How to choose among the myriad workshops and speeches is a not-so-small task facing delegates attending the National Cable Television Association's annual gathering in New Orleans this week. With an agenda spanning four days and a cast of hundreds there will be constant competition for his and her time. The sessions fall under the general headings of management, engineering, financial and government relations, allowing the convention-goer to stick with one speciality or spread himself around. As an aid in making up minds, the editors offer this list of sessions that appear suited to just about everyone.

Sunday 1 p.m. Opening session with keynote address by House speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.), followed by comments from FCC Cable Bureau Chief Philip Verveer.

Sunday 5-6 p.m. Exhibitors reception.

Monday 8:15-9:45 a.m. Workshop on "tailoring your approach to financing."

Monday 10:15-11:45 a.m. Workshop called "the future is today" with Representative Henry Waxman (D-Calif.) and former FCC Chairman Richard Wiley, among others.

Monday noon. Luncheon with Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) speaking.

Monday 2:30 p.m. Annual membership meeting. Outgoing NCTA Chairman Daniel Aaron presiding.

Tuesday 8:15 a.m. Workshop on "franchise renewals and new approaches."

Tuesday 8:15 a.m. Workshop called "Washington Wire" with House Communications Subcommittee members John Murphy (D-N.Y.) and Charles Carney (D-Ohio), FCC Commissioner James Quello and Paul I. Bortz of the National Telecommunications and Information Agency.

Tuesday 8:15 a.m. Workshop on "making pay cable pay."

Tuesday 10:15 a.m. Workshop called "fiber optics: we're all waiting."

Tuesday 10:15 a.m. Workshop on "financing for the future."

Tuesday noon. Luncheon with FCC Chairman Charles Ferris speaking.

Tuesday 2:30 p.m. Workshop on the "the future of television" with television producers David Susskind and Norman Lear, among others.

Tuesday 6:30 p.m. NCTA chairman's reception with the by-then-new chairman, Robert Hughes.

Tuesday 7:30 p.m. NCTA anniversary banquet with Frank Gorshin entertaining.

Wednesday 8:15 a.m. Workshop on "other (competitive or compatible) pay services."

Wednesday 10:15 a.m. Workshop. "get ready for advertising."

Wednesday noon. Luncheon with House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) speaking.

under the category of general technologies in the marketplace," he said. Cable will take Mr. Ferris at his word about encouraging alternatives in the marketplace, he said. "We're ready. We want in the arena."

On the Hill, two key personalities are Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) in the House and his opposite number in the Senate, Ernest Hollings (D-S.C.). Both have indicated sensitivity in general terms to cable's fight against FCC regulation. Both are in positions to act on cable's requests and, in fact, both have projects in the works that may do just that. Mr. Van Deerlin is masterminding his subcommittee's rewrite of the Communications Act, the purpose of which, he says, is to clear obstacles from the path of new technologies and promote diversity in com-

munications. Mr. Hollings's staff is working on a new cable bill, introduction of which is expected soon.

NCTA hopes that the two projects will grant the association two of its legislative priorities: (1) a statement that cable is no longer ancillary to broadcasting and (2) a degree of homogeneity in the regulation of cable at all levels of government—federal, state and local.

All the foregoing is to state the positive side of Mr. Schmidt's view of cable. There are some additional realities that can temper that picture somewhat.

One is the power of broadcasting, which continues to hold a hard line against almost anything that might encourage cable. Mr. Schmidt continues to feel that there is no reason broadcast stations and cable should be adversaries. He is confi-

dent that the FCC's ongoing economic inquiry into the cable-broadcast relationship will demonstrate that although there may be evidence of some harm from cable to broadcasting in isolated markets, not enough will be demonstrated to justify general restrictions on cable across the board.

The adversary relationship between broadcast stations and cable will not continue for long, Mr. Schmidt predicts—"not when you have the presence of so many broadcasters in our business." But relations between cable and the networks is something else again. There Mr. Schmidt expects continued friction, focusing on pay cable, which the networks have long argued has the potential for outbidding them for what is now over-the-air entertainment programming.

Although it is feeling stronger all the time, cable cannot compete with broadcasting for sheer clout in Washington, Mr. Schmidt says. In response to broadcasters' fight, cable can respond just one way: "We can't go in and play a heavy game," he says. "We've got to sell [our position] on the merits."

That sets the scene for cable's fight, for instance, against FCC restrictions on distant-signal importation, which some operators feel are standing in the way of cable's development in urban markets. Those rules were designed, of course, to protect broadcast programming.

Although cable might be expected to be worried about competition from other developing technologies, Mr. Schmidt tosses that suggestion off with a shrug. When talking about fiber optics, video disks or satellites, one is talking about different ways of delivering video product, he says. Cable, in his opinion, will find ways to adapt. He thinks, for instance, that if satellite distribution is adapted for home use, the signal will still have to travel at least part of its route through cable. "I don't think you will see the complete removal of a hard-wire system," he says.

From Mr. Schmidt's vantage point, cable's fight shouldn't be with broadcasting and isn't with other potential competitors. But it is with someone else—the telephone system. With wires already strung to virtually every home in the country, the telephone system seems to some suited to become a carrier for a variety of audio and video services, including those already carried by cable. Representative Van Deerlin raised a few hairs when he suggested in a speech last February that Congress and the FCC should re-examine restrictions on telephone-cable crossownerships, not just in rural areas, but "across the board."

NCTA members, in their convention in New Orleans this week, will be hearing from Mr. Van Deerlin as well as Mr. Hollings and Mr. Ferris. In sessions in between those appearances, they will doubtless be delighted with stories about the industry's present momentum. Perhaps from these men, they'll also get a glimpse of how far that momentum can carry cable.



Ferris on Hill: Once more, with feeling, on a fee

FCC chairman, in appropriations testimony, says more concretely what he hinted at in Las Vegas—that spectrum users should be paying for their space; he also reveals that refund plan will be ready this summer and that cable certification likely will be dropped

FCC Chairman Charles D. Ferris last week made it even more explicit than he did three weeks ago in his speech to the National Association of Broadcasters convention (BROADCASTING, April 17): He "strongly" favors some "mechanism" to obtain from those who use the spectrum a "public dividend"—some form of fee.

He has no firm view on the form of the dividend—"a fee" or "percentage lease" or some other. He would leave that judgment to Congress. But he indicated he supported the idea of using the money raised to help support public broadcasting.

The matter came up during a Senate Appropriations Subcommittee hearing on the administration's request of \$67,035,000 for the commission in fiscal 1979. Senator Ernest F. Hollings (D-S.C.), who is chairman of the Appropriations Subcommittee as well as of the Communications Subcommittee, which has oversight responsibility for the commission, asked how the chairman felt about a spectrum-use fee. "I'm trying to find money for public broadcasting," Mr. Hollings said.

The idea for raising public broadcasting money from users of the spectrum originated with Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, in connection with that subcommittee's rewrite of the Communications Act. And he took Chairman Ferris's remarks in his Las Vegas speech about a mechanism to "yield a public dividend" from spectrum users as an endorsement of the idea.

Chairman Ferris last week indicated he is concerned with more than simply raising money. He discussed the spectrum-use fee in terms of "spectrum economics." "We waste spectrum," he said. And,

as have others, he suggested that a spectrum fee would encourage the development of spectrum-saving technology.

The chairman made a couple of other noteworthy remarks in the hearing. He said the commission is proceeding "full speed" toward developing plans for refunding fees illegally collected between 1970 and 1977 from those the commission regulates. And he disclosed that the commission is moving toward the abolition of the present process of certifying cable television systems.

Chairman Ferris said the commission expects by August to have developed plans for refunding fees of more than \$20, and to begin making refunds by the fall. The development of a computer program for refunding the far more numerous fees of less than \$20, however, is probably a year away. Along with the refund machinery, the commission is developing a fee schedule—to replace the second of two the courts have declared invalid—to determine how much of the fees collected must be returned, and what the fees will be in the future.

The disclosure about the likely end of the cable certification process came early in the hearing, when Senator Hollings asked if it were necessary to have 22 Cable Television Bureau personnel assigned to the task of certification.

"We may have proposals before the commission in a couple of months to consider doing away with this," Chairman Ferris said.

The remark came as a surprise. But Chairman Ferris—and former Chairman Richard E. Wiley before him—have said that, if the agency were authorized to fine cable systems for violating commission rules, it would not need the control over systems the certification process provides. And Congress in the current session has provided the commission with that authority. (Cable Television Bureau Chief Philip Ververe suggested later that the staff may recommend relying on complaints by those adversely affected to police rule violations. But he also said the commission probably would continue to impose "informational and procedural requirements.")

But Chairman Ferris indicated the commission is not ready to give up the 22 positions involved. Implementation of the forfeiture law "might require eight or 10 people," he said. However, he had no immediate comment as to where the remaining 12 or 14 might be reassigned.

In other matters, Chairman Ferris restated the views he had expressed a week earlier in his appearance on the *Today* program regarding the potential that technology holds for the development of four more television networks and his commitment to help develop policies consistent with the realization of that potential. But he also said the potential would be a long time in being realized: "We won't have the results in my tenure as chairman." His term expires in 1984.

Chairman Ferris discussed the diversity

of service he thinks technology can make possible when Senator Lowell Weicker (R-Conn.) asked if there wasn't something that could be done to improve the technical service of UHF, now the home of most public broadcasting stations. As network representatives in the hearing room listened, the senator made no bones about his feelings regarding commercial television. He equated it with "excrement, human or animal."

"When I think what it is our children are losing" as a result of the inability of UHF to compete, technically, with the VHF stations or commercial stations, he said—"the theater, music...I'm not for telling the networks what to do. But let public broadcasting"—which, he said, frequently offers "something of value"—"compete."



Pertschuk gets heat, if not comeuppance, on children's advertising ban

Senator Weicker, backed to degree by Senator Hollings, expresses grave reservations about proposals to limit expenditures in 'sugar and snack' area; broadcast and advertising interests are encouraged

Some of the heat being generated by the Federal Trade Commission proceeding aimed at the possible banning of a large amount of advertising from children's television programming was applied directly to FTC Chairman Michael Pertschuk last week, in a Senate Appropriations Subcommittee hearing on the administration's request for the agency's funding for 1979. Two senators, apparently primed for the occasion, laced into the proceeding as wasteful and foolish. There was even the threat that the power of the purse might be used to persuade the FTC to drop the matter, or to punish it if it didn't.

Through it all, Mr. Pertschuk presented a determined front. No specific rule has been proposed and many difficult questions must be answered before a decision

is reached, he said. But, he added, "This is a serious problem . . . and there is enough evidence for us to proceed." Indeed, he said that, although the commission chose not to do so, he favored proposing a specific rule for comment.

Senator Lowell Weicker (R-Conn.) initiated the discussion with a reference to the "national nanny" characterization the *Washington Post* applied to the FTC after the proceeding was initiated. Nor was he mollified after hearing Mr. Pertschuk's explanation and defense. "This is absurd, preposterous," he said.

Senator Ernest F. Hollings (D-S.C.), chairman of the subcommittee, was, as is his custom, more low key. He raised questions about the legality of banning advertising—"difficult," Mr. Pertschuk conceded—but Senator Hollings also questioned the proceeding's value. He viewed it as "chasing rainbows." The FTC, he said, "has much good work to do."

The rulemaking, which the FTC approved on Feb. 28 and which was announced in the *Federal Register* on Thursday, seeks comment on several staff proposals, as well as some suggested by the commission. They deal with two questions whether young children should be subjected to advertising, and whether and to what degree children should be made aware that some advertised products may be harmful.

The staff offered three recommendations—that the FTC ban as deceptive or

unfair all television advertising aimed at children "too young to understand its purpose," as well as the television advertising of sugared products most likely to cause tooth decay when aimed at children under 12 years of age, and require sponsors of other sugared product to pay for the airing of nutritional and health messages. (BROADCASTING, March 6).

The alternative remedial approaches offered for comment by the FTC call for disclosure of health or nutritional information either in the body of advertisements for highly sugared products advertised to children or in separate messages (and paid for by advertisers of sugared products), or for various limitations on advertising aimed at very young children or advertising of highly sugared products aimed at all children.

The FTC, which has also invited interested parties to submit proposals of their own, has scheduled a legislative hearing to begin Nov. 6, in San Francisco and to continue in Washington Nov. 20.

The proceeding has aroused representatives of the broadcasting and advertising industries as have few others initiated by either the FCC or the FTC. They have formed a joint committee to combat the proposals (BROADCASTING, March 13). And broadcast industry representatives called on members of the Hollings subcommittee prior to the FTC hearing to express industry concerns.

To Senator Weicker, the FTC's interest

in the matter smacked of the kind of government activity he feels is growing distasteful to the public. "People are getting tired of the regulation of all aspects of their lives," he said.

Mr. Pertschuk noted that with \$600 million spent on children's advertising annually, a lot is at stake. But, he said, treating preschool children as consumers "should not be a subject of ridicule." And, he said, while the commission is "under a lot of heat," it has also "received a great deal of support, from parents."

Senator Weicker, referring to the subcommittee's responsibility for assessing requests for appropriations, said, "We have to decide what is a priority. You're telling me a priority is to take over a large duty of the parents."

That was not the senator's first linkage of appropriations and the children's advertising proceeding. At one point he warned Mr. Pertschuk that if his "verbal" explanation of the proceeding was not satisfactory, "there will be no money for your agency." The explanation didn't satisfy the senator.

Later, he scaled the warning down. The agency, which is seeking \$64,485,000,—some \$4 million more than it received this year—hopes to add 66 positions. And it now has some eight staffers working on the controversial proceeding. "Can you fill some of the positions with the people working on this?" Senator Weicker asked.

"You'll have to take 'em away," Mr.

In Brief

Austin, Tex.-based **Communications Properties Inc.**, which operates 50 cable systems (300,000 subscribers), will be purchased by Los Angeles's **Times Mirror Co.** for **\$85 million cash**—beginning with purchase of 53% of CPI's stock, now held by CPI Chairman Jack Crosby and director Fred Lieberman. Once that is completed and approved Times Mirror is to make tender for remaining 47% of CPI stock at same per-share price (\$17). Deal is expected to take four to six months to conclude. CPI spokesmen said last week that **management team will remain intact, with Robert Hughes**, president and chief executive officer, remaining as chairman and chief operating officer of cable subsidiary Times Mirror is to establish. Times Mirror now owns 15 cable systems and two TV stations: KTRC-TV Austin and KDFW-TV Dallas.

The Pulse Inc., New York, which began in 1941 as radio measurement service using personal interview technique, **ceased operations** as of last Thursday (April 27). Richard Roslow, president, said firm's demise resulted from growing lack of support from radio stations in past five years. Staff numbered about 35 at closing.

Chairman **Charles D. Ferris** says that if FCC's **top 50 policy** makes sense, commission should transform it into rule; otherwise, it should either adopt more rational rule or eliminate "**this unenforced policy.**" Statement was one of three accompanying text of notice of inquiry and proposed rulemaking regarding policy requiring broadcasters seeking fourth television station—or third VHF—in top 50 markets to support application with showing of compelling public interest (BROADCASTING, March 20). Thirteen-year-old policy **has not once been barrier** to station acquisition. Commissioner **Joseph Fogarty** said commission needs to know more about "perceived public interest 'benefits' of multiple ownership," as well as "problems of ownership concentration." And Commissioner **Tyrone Brown** expressed hope commission will either

"loosen the hold which multiple owners have on television stations" in largest markets or offer "convincing reason why strict application" of multiple-ownership rule in those markets would not be in public interest.

House Communications Subcommittee has scheduled **mark-up of public broadcasting legislation**—White House's five-year authorization bill and Hollings-Van Deerlin three-year authorization bill (BROADCASTING, April 24)—tomorrow (May 2).

Hubbard Broadcasting Inc. hasn't given up yet. In what may be unprecedented move, it has applied for IA status for KOB(AM) Albuquerque, N.M., on **clear channel 770 khz**, on which ABC's WABC(AM) New York is now dominant station. Hubbard filed application on Friday in conflict with ABC's license renewal bid; it had lost 36-year fight with ABC over respective nighttime operating rights on 770 khz two weeks before when Supreme Court rejected petition for review of FCC order directing KOB, to operate as IIA and protect WABC at night (BROADCASTING, April 24). KOB has been operating as IB, required to directionalize at night only if WABC did (it never has). Hubbard, which claims commission order would cost KOB 100,000 listeners, says IA status will enable station to increase its nighttime service area substantially—it would provide first primary service to 118,000 people and second primary service to another 22,000, while its skywave service would reach 7,211,800 more people.

FCC Commissioner **Margita White** has called for **elimination of comparative hearing** in non-license-renewal proceedings and for retaining it in cases involving incumbents only when renewal applicant cannot demonstrate compliance with commission rules, standards and policies. Commissioner White's proposals, similar to those advanced by former Chairman Richard E. Wiley two years ago (BROADCASTING, March 29, 1976), are based on her view that present hearing process is "**expensive, endless, unnecessary, and unimpressive and, increasingly,**" potentially "**unfair.**" Commissioner White, in speech to Southern California Broadcasters Association in Pasadena Thursday, said **lottery**

Pertschuk replied, by way of making a point, "by breaking my arm."

It was far from clear that Congress would use the power it has over FTC funds to block the proceeding. Nevertheless, the representatives of the networks and the National Association of Broadcasters who were in the audience seemed pleased with what they had witnessed.

"I'd be less than candid if I said I was unhappy," said one. Said another, with an exuberance that was probably more typical of that felt by industry representatives: "Pertschuk had his head handed to him."

New militancy emerging in 4A's relations with Washington

In annual meeting in Arizona, group outlines new program of volunteer work with government, plans to improve member communications and enlarges office in capital

The American Association of Advertising Agencies geared itself last week for more aggressive action in its relations with government regulators.

David Mahoney of Norton Simon Inc., a one-time agency man himself, seemed to reflect the new attitude when he told the AAAA's annual meeting in a speech:

At the top for the 4A's. John S. Pingel, president of Ross Roy Inc., Detroit, was elected chairman of the American Association of Advertising Agencies last week at its 60th annual meeting, held Wednesday through Saturday at Camelback Inn, Scottsdale, Ariz.

Stuart B. Upson, chairman and chief executive of Dancer-Fitzgerald-Sample, New York, was elected vice chairman. H. Smoot Fahlgren, president of Fahlgren & Ferriss, Parkersburg, W.Va., was named secretary-treasurer.

As chairman Mr. Pingel succeeds Edward N. Ney, chairman and chief executive of Young & Rubicam, New York, who becomes chairman of the AAAA advisory council. William R. Hesse continues as interim president pending selection of a successor to President John Crichton, who died last December.

The operations committee, which meets monthly when the board is not in session, will consist of the officers plus three directors-at-large: Eugene H. Kummel of McCann-Erickson Worldwide; David B. McCall of McCaffrey & McCall, and John P. Warwick of Warwick, Welsh & Miller.

Three directors-at-large were elected to three-year terms on the AAAA board last week: Charles F. Adams of D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.; John O'Toole of Foote, Cone & Belding, New York, and Bradley H. Roberts of Needham, Harper & Steers, Los Angeles.

The following regional directors were elected for one-year terms:

Eastern region—Harold C. Donofrio of Richardson, Myers & Donofrio, Baltimore; Louis T. Hagopian, N. W. Ayer ABH International, New York, and Thomas E. Lawson, Rosenfeld, Sirowitz & Lawson, New York.

Central region—William C. Aiston, Clinton E. Frank Inc., Chicago; David Gillespie, Kenyon & Eckhardt Advertising, Dearborn, Mich., and David L. Stashower, Lang, Fisher & Stashower, Cleveland.

Western region—Paul F. Key, Beverly Hills, Calif.



Pingel

"Don't go to Washington as supplicants. Go as militants—equals demanding equal rights in the free-enterprise system."

Mr. Mahoney spoke Thursday, the second day of the annual meeting at Camelback Inn, Scottsdale, Ariz. The day

before, in a closed session, AAAA leaders outlined details of "a broad new communications program to meet the challenge of escalating government involvement in business."

One phase of the plan provides that top

could be used to pick winner in nonrenewal proceeding once competing applicants are found to be qualified. Where incumbents are involved, she said, renewal process would better serve public interest if renewal applicants "first are evaluated on their past broadcast record."

□

Year-long study by Carter administration of **federal audio-visual programs** has turned up numerous cases of **waste and inefficiency** in expenditure of at least \$500 million annually, and has led to development of directive to tighten up procedures. One example cited in report: agency spent \$125,000 on motion picture, but has lost track of film.

□

House Appropriations Subcommittee on State, Justice, Commerce and the Judiciary last week **voted to give FCC \$1.5 million more than it asked for** in fiscal 1979 to create 11 new positions for network inquiry and 36 new positions in Common Carrier Bureau. **Total budget now comes to \$68,535,000.** It goes before full House Appropriations Committee May 23.

□

John A. Schneider, senior VP of CBS Inc., who for 13 years was dominant force in CBS broadcast operations, **resigned last week** to open broadcasting consultancy, with CBS one of his clients. Move was not



Schneider



Cookerly



Jones

unexpected, as he had been replaced as president of CBS/Broadcast Group last fall after eight years in post (BROADCASTING, Oct. 24, 1977). He had also headed CBS-TV network and been CBS Inc. executive VP during 28-year CBS career. Mr. Schneider, 51, will maintain office at CBS's Holt, Rinehart and Winston headquarters, 383 Madison Avenue, New York 10017.

□

Thomas B. Cookerly, executive vice president and general manager of WJLA-TV Washington, named president of broadcast division of newly established **Allbritton Communications Co.**, licensee of WJLA-TV and co-owned WCIV-TV Charleston, S.C., and WSET-TV Lynchburg, Va. He will continue to run Washington station. Joe L. Allbritton, publisher of *Washington Star*, is chairman and sole owner of new company.

□

Charles T. Jones Jr., vice president for radio affairs of National Association of Broadcasters, is resigning to become president of **O'Connor Creative Services**, Universal City, Calif. Member of NAB since 1972, when he was named director of Radio Information Office (he was promoted to vice president in 1974), he will leave in June.

□

Richard P. Verne, vice president-administration, NBC Radio Division, named VP-general manager of radio network, succeeding **Marion Stephenson**, who becomes VP-radio and industry relations of radio division. **Robert Mounty**, VP for sales and marketing of radio division, named VP in charge of stations groups.

□

David J. Saylor, 32, former Hogan & Hartson lawyer now with Federal Trade Commission, will be named **FCC deputy general counsel**. He's to join commission in mid-June, filling vacancy open since October.

■ Commission has approved reorganization of general counsel's office—subject to oversight committees of Congress—which consolidates five divisions into two: **litigation**, to be headed by **Daniel M. Armstrong**, who now heads smaller division dealing with litigation, and **administrative law and legislation**, expected to be headed by **Louise Florencourt**, now on staff of Opinions and Review.

agency volunteers—perhaps two next fall and two more next spring—would work for a year or more with legislative or regulatory agencies while remaining on their company payrolls, with the AAAA picking up the tab for their travel and living costs.

Other features of the new program are designed to improve public understanding of advertising, improve member information service and improve member communications.

As part of its new militancy in regulatory affairs the AAAA plans to enlarge its Washington staff and office space.

William R. Hesse, a former president of Benton & Bowles, heads the Washington staff and is also serving as interim president of the AAAA pending selection of a successor to John Crichton, who died last December.

The search for a new president is being conducted by a committee led by Richard C. Christian, chairman of Marsteller Inc., Chicago. The committee was reported at Scottsdale last week to have set a new target date—the end of the year—for having a candidate selected, elected and in place. This was also an earlier target date but at one subsequent point there were reports that progress seemed to be moving faster than expected.

High court adds more protection to advertising

Decision in Massachusetts case cites First Amendment application; Burger opinion goes further, says 'media conglomerates' are no less covered by rights of free speech

The U.S. Supreme Court last week struck down a Massachusetts law that prohibited corporations from spending their funds to influence the outcome of public referendums. The court, by a 5-to-4 margin, said such laws violate the First Amendment guarantee of freedom of speech.

And Chief Justice Warren E. Burger, in a concurring opinion, suggested the court's decision has special significance for "media conglomerates": It serves as a bulwark against the imposition of restraints on those conglomerates which have "vastly greater influence."

At issue in the case was a Massachusetts law that limited corporations and banks to the financing of campaigns for or against ballot propositions that "materially affect" their business interests. And it was aimed specifically at prohibiting the corporations and banks from opposing a legislative proposal to enact a graduated income tax.

The court majority, in an opinion written by Justice Lewis Powell, rejected the argument that the First Amendment loses its power to protect speech when the source of the speech is a corporation that cannot demonstrate, to the satisfaction of

a court, "a material effect on its business or property." The "materially affecting" requirement, the court said, "amounts to an impermissible legislative prohibition of speech."

The majority also added more gloss to the developing court view that commercial speech comes within the protection of the First Amendment. A commercial advertisement is constitutionally protected, "not so much because it pertains to the seller's business as because it furthers the societal interest in the free flow of commercial information," Justice Powell wrote.

Chief Justice Burger, who said in his opinion he was writing separately to raise questions "likely to arise in this area in the future," said a disturbing aspect of Massachusetts's position "is that it may carry the risk of impinging on the First Amendment rights" of corporations in the business of mass communications—media conglomerates.

He noted that a corporation may own the dominant newspaper in one or more communities, along with radio and television stations in the same areas and elsewhere, a newspaper chain, news magazines with national circulation, news wire services and interests in book publishing and distribution enterprises. Indeed, he said, the corporate ownership could extend to organizations that manufacture and transport newsprint.

Such media conglomerates, Chief Justice Burger wrote, could be said "to pose a much more realistic threat to valid interests" than do the banks and corporations that opposed the Massachusetts law. (And Justice Byron R. White, in a dissenting opinion in which Justices William Brennan and Thurgood Marshall joined, warned about the "unfair advantage" in the political process and the "corporate dominations of the electoral process" that could result if corporations were not regulated.)

The chief justice also said—while acknowledging the lack of constitutional relevance—that managers and directors of media conglomerates are not more "virtuous, wise or restrained" in the exercise of power than are corporate officers generally and added:

"Thus, no factual distinction has been identified as yet that would justify government restraints on the right of appellants to express their views without, at the same time, opening the door to similar restraints on media conglomerates with their vastly greater influence."

However, while expressing concern about the possibly adverse consequences that upholding the Massachusetts law would have for media corporations, the chief justice also indicated he did not believe those corporations have any special First Amendment privilege not available to others. "The First Amendment does not belong to any definable category of persons or entities," the chief justice said. "It belongs to all who exercise its freedoms."

FCC gives 'em something to talk about in New Orleans

Commission redefines cable systems, turns down MPAA bid to limit satellite distribution and proposes rules to handle pole attachment complaints

With the nation's cable operators getting ready to travel to New Orleans for the National Cable Television Association convention, the FCC last week put together a package of items for NCTA members to discuss this week. Generally, their reaction should be favorable.

The commission redefined a cable system to exempt from most commission regulations systems with fewer than 1,000 subscribers. Previously, the cut-off was 500. And it denied the Motion Picture Association of America's petition to limit the distribution of television programs to cable systems by satellite.

The commission also issued a notice of proposed rulemaking looking to the adoption of regulations for dealing with complaints concerning cable television pole attachments. The rulemaking is designed to implement legislation passed by the current session of Congress.

One FCC action of greater joy to the telephone industry than to cable operators was the instruction given the staff to draft two notices of proposed rulemaking aimed at rolling back the current ban on telephone companies' ownership of cable systems in areas they serve.

The commission's redefinition of a cable system means that systems with up to 1,000 subscribers are free of such rules as those limiting the number of distant signals they can import and requiring that they blackout local sports events provided by a distant station if the events are not available to local television stations.

The action also exempts the systems from much of the paperwork now required. They will no longer be obliged to obtain a certificate of compliance from local authorities before beginning operations and they will be asked to notify the commission only of the owner's name, the system's location and the signals to be carried. Technical performance tests will no longer be required either.

The commission acted on the basis of studies and comments indicating that the relaxation of rules would have virtually no adverse effect on television stations in affected markets. Although 42% of the nation's cable systems would benefit, they have only 6% of the nation's cable subscribers.

Furthermore, the commission believes that fewer than 50% of the systems would add signals. Half of the systems are outside all television markets and, therefore, already exempt from the limitations or had

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Company that provides all its represented stations with the best people and support services in the industry.

WPLJ and Blair Radio. Together, they're even better.



Blair Radio

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Reliable people, reliable data

*Audience estimates based upon Jan/Feb Arbitron total persons 12+ cume, 6 AM-12 Midnight, Mon-Sun.

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neither the incentive or channel capacity to increase the number of distant signals.

The Broadcast Bureau offered no objection to the commission's action.

But there were indications that the commission may not stop at the 1,000-subscriber level in exempting cable systems from regulations. Philip Verveer, the FCC's Cable Television Bureau chief, called the action taken last week "reregulation," in that it was designed to ease burdens not only on the small cable system operators but on the commission staff as well and is likely to have only minimal impact on broadcasting. But he also said it may be time to move on to "deregulation"—to consider whether the commission should "alter or eliminate signal carriage rules" as they apply to major-market systems. And Commissioner Joseph Fogarty, for one, said he felt the record justified relaxing the rules for systems with up to 3,500 subscribers. However, no one else seemed ready to move that fast.

The MPAA, which fears that widespread exposure of member companies' films will adversely affect their value in markets where they have not yet been sold, urged its petition on the commission on the ground that satellite distribution runs counter to the commission policy of "localism." MPAA said the station whose signals are being carried would tend to neglect local interests, while the stations whose markets are being invaded by the distant signals would lose audience and, consequently, revenue.

MPAA cited the example of WTCG(TV) Atlanta, whose programs are being delivered by satellite to 672 cable systems with a total of 1.2 million subscribers. But the commission was not impressed.

It said MPAA had provided no evidence that satellite use endangered local stations. And it said it was difficult to accept the argument that technological development should be stopped because the service it provides might be too good. The commission said it was persuaded the technology would improve programing generally and not threaten service to the public.

Furthermore, the commission noted that when it authorized Southern Satellite Systems Inc., on Dec. 15, 1976, to distribute WTCG's signal, it determined that such service was in the public interest—that it would permit a more efficient use of satellite facilities and increase diversity of cable programing—but that it would reevaluate satellite distribution of television after five years. Accordingly, the commission said, MPAA's request for evaluation at this time is premature.

The proposed rules dealing with pole attachment agreements are designed to keep commission involvement in the issue to a minimum. The rules would limit FCC activity to matters over which state and local authorities are not exercising jurisdiction and only to those matters brought to its attention. The commission expressed the hope the parties would resolve conflicts among themselves.

Under the proposal, the cable system

complainant would be required to make a prime facie case that the terms being insisted upon by the telephone or power company are unreasonable, but the ultimate burden of justifying the rates would be on the utility involved.

The proposal would authorize the commission to suspend a rate it found to be unreasonable, and to substitute a "just and reasonable" one for it. It could also estimate costs without requiring full hearings or special studies. However, in view of its inexperience in the field, the commission asked for comments on developing guidelines to determine whether the rates, terms and conditions for cable television pole attachments "are just and reasonable in any particular case."

The new responsibility given the commission will be heavy, and expensive, since only four states now exercise authority over pole attachment agreements. The Common Carrier Bureau, which will do the staff work, says it will need another 13 positions, which will cost an additional \$138,000 for the fourth quarter of fiscal year 1978 and \$527,000 more in fiscal year 1979.

The telephone company-cable system crossownership matter began as a staff pro-

posal simply to ease the present ban as a means of providing cable service in rural areas where it would not otherwise be available. It would have provided for waivers permitting such crossownership in areas where there are 25 or fewer potential subscribers per route mile.

However, FCC Chairman Charles D. Ferris suggested that the commission deal with the matter by rulemaking. And, when the staff pointed out the proposal was aimed at providing relief promptly, suggested two rulemakings—one dealing with rural areas and one with the question generally.

The commission had adopted the ban on telephone company-cable system crossownership in 1970 because of concern over the possibility of anticompetitive practices on the part of telephone companies that both owned systems and offered channel service to nonaffiliated companies.

However, over the years, the commission has been generous in granting waivers to telephone companies seeking ownership of cable systems in rural areas. Thirty-four requests for waivers have been made and granted over the years, six in the last two.

A short course in cable, 1978

There are close to 4,000 operating cable systems in the United States, serving over 9,000 communities. They reach roughly 13 million subscribers—perhaps 40 million people—and generate annual gross revenues expected to top \$1 billion this year. Cable's penetration of total U.S. television households: 18%. Pennsylvania has the most systems (328) and California the most subscribers (1.7 million). Teleprompter is the largest multiple system operator (MSO), nearing 1.1 million subscribers on 110 systems. The largest single cable system, Cox's Mission Cable in San Diego, has about 130,000 subscribers; some small systems have fewer than 50 subscribers. Most cable systems offer 12 channels; those constructed after March 1972 must have at least 20 channels.* Monthly fees in typical larger market systems range from \$8 to \$11 for conventional cable service; pay cable adds another \$8 to the monthly bill. An average installation fee is \$15. Costs of laying cable range from \$6,000 per mile in rural areas to \$10,000 in urban areas, and up to \$100,000 where underground cable is required. Almost 2,600 cable systems originate some of their own programing. Past estimates suggest many or all of those accept advertising on local origination channels, with rates from \$5 to \$300 a minute. Pay cable is on approximately 600 systems and reaches 1.6 million subscribers in 46 states, producing revenues of approximately \$144 million last year. Most pay cable operators report 25% penetrations of their subscriber counts. About 30% of all cable systems have ties with broadcast interests, almost 20% with program producers and distributors and approximately 12% with newspapers.

*This requirement was thrown into question by the Midwest Video Corp. decision of the U.S. Court of Appeals for the Eighth Circuit (St. Louis), which earlier this year overturned the commission's rules on public access channels (BROADCASTING, March 6). The FCC is appealing that decision.

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The first drafts: Networks get set for fall schedules

No one really believes they'll stay that way, but habit decrees they have to start someplace; think of the buyer's dilemma

Former CBS-TV programmer Mike Dann calls it a "ritual dance" that may be seeing its final performance. NBC-TV's chief programmer Paul Klein calls it "passe." Advertisers don't trust it any more.

Nonetheless, executives at the three commercial television networks have been locked away in their screening rooms for the past several weeks, preparing once again for the annual unveilings of the fall prime-time program schedules. Two of those schedules are to be announced this week—ABC's on Monday and CBS's on Wednesday—while NBC is waiting until May 12 or 15.

The question is: How much resemblance will the line-ups presented now bear to what actually goes on the air next fall? Last year, the schedules announced in the spring lasted through the summer virtually intact. Program juggling then started almost immediately—another reason this year's fall schedule ritual is being viewed with some wariness. But another difference today is that few members of the industry seem at all convinced that this spring's program blueprints will survive until premiere week—whenever premiere week turns out to be.

The main reason for that attitude is Fred Silverman's scheduled arrival at NBC in June. Although it's considered unlikely that he will be able to get any new shows of his own ready by fall, it's taken for granted that he'll tinker with the product he has. CBS and perhaps even ABC will be ready to counterprogram those moves, in the opinion of many advertisers, and thus may be less than fully committed to their first line-ups even as they're announced.

Not everyone is so sure of Mr. Silver-

man's predictability. Michael Eisner, a former ABC program executive who worked with Mr. Silverman before becoming president of Paramount, believes the schedules will remain basically intact. He sees it as more in keeping with Mr. Silverman's style to get behind the schedule he inherits at NBC because he wouldn't want to "insult" the program executives who put it together. However, more representative of the general view was the comment of one agency executive, who said, "Silverman's nature doesn't allow him to do nothing."

Another factor seen by many as contributing to the likelihood of a fluid scheduling process is the sheer volume of potential programs on hand. The networks have for the most part finished the short-run testing of contenders that have riddled prime time for the past two months or so, but many believe the ongoing analyses of those performances, the performance of pilots and other new shows still to be aired and the changing competitive situation in general will increase the temptation to go on juggling as the summer wears on.

That scenario concerns the advertising agencies, both because it presents problems with their immediate buys and because it could represent only a prelude to another year of constant program maneuvers. "Historically, 60%-70% of the advertising expenditures for the fourth quarter were made within days after the schedules were announced," says Mr. Dann. "There is no possibility that will happen now. The rhythm of the business has changed, and the agencies have to accept the revolution that has happened."

Not every agency executive accepts it, and some of them believe the networks don't either. Steve Leff, director of television programming for McCann-Erickson, is one of several who say they have received repeated assurances believe it's going to happen right away, and that leaves some disagreement about how to proceed in the interim.

The consensus is that the sure shots, say a *Laverne and Shirley*, will sell quickly in any event. Beyond that, however, many observers tend to agree with Mr. Dann that advertisers will hang back until they feel more certain about what they are buying into. "It will be a lot more drawn out

and negotiable than in the past," says William Suter, broadcast analyst for Merrill Lynch, Pierce, Fenner & Smith. Ellen Berland Sachar, analyst for Mitchell Hutchins Inc., adds that uncertainty about the economy and irritation with the networks' prices may contribute to the cautious approach.

Some agency executives seem less willing to bank on that. They remembered that late buyers last year in some cases found themselves buying less desirable shows for more money simply because availabilities were scarce. They agree, however, that pricing will be an important factor in their decisions—probably more important than the certainty of scheduling. As Eugene Accas, network director for Leo Burnett, put it, since advertisers never know whether the show they're buying will run or what its competition will be, they might as well buy anyway if prices are reasonable.

Mr. Leff hinted that he shares the Accas view, although he won't reveal his specific strategy. "There are two schools of thought," he says. "You can go up front or hold back. Somewhere between the two is probably the best course of action. But I always felt that betting on the come has proved to have significant advantages."

'Holocaust' gives week to NBC-TV

Three episodes plus 'Little House' take top four ratings slots; ABC-TV reruns and tryouts earn it third place for week of April 17-23; 'Hulk' reinforcing its bid for placement in the fall

NBC-TV's *Holocaust* carried the network to its first weekly ratings win since "The Godfather" aired in November, while ABC-TV, relying almost entirely on reruns and new series tryouts, came in third for the first time this season.

Averages for April 17-23 were 21.2 for NBC, 16.7 for CBS-TV and 16.1 for ABC. *Holocaust* swept the top three positions on the most-watched programs list (its initial episode was included in the previous week's scoring), followed by *Little House on the Prairie*. CBS-TV had three of the remaining top 10 shows—*Alice*, *All in the Family* and *60 Minutes*—and ABC also had three, *Happy Days*, *Laverne and Shirley* and *Three's Company*.

With the fall schedules at the drafting stage, time is running out for many of the new entries that have been auditioning for the past several weeks. CBS-TV's *The Incredible Hulk* remains the strongest contender, with a 35 share performance on April 21. *Spiderman*, a more recent CBS fantasy entry, had scored 37 shares in its first two weeks on the air, but on Wednesday, April 19 (8-9 p.m. NYT), it slipped to a 29—possibly because its latter half hour faced *Holocaust*'s final episode.

Of the new shows that didn't face

Sweeps away. Another ritual of network television programming that has been viewed with increasing suspicion by advertisers—the Nielsen and Arbitron sweeps—also kicks off this week. Nielsen starts counting on May 4 and continues until May 31; Arbitron starts and ends a day earlier (both have avoided the April 30 switch to daylight savings time). Viewers are likely to notice that something's up, as the program line-ups for the three commercial networks will suddenly be bursting with new or expanded episodes of regular series, big-name theatrical and made-for-TV movies, variety and comedy specials and pilots.

ABC is banking primarily on original episodes of its strong regular series, saved by going into reruns early, and the network said it plans to run more than 90% original material during the sweep. NBC-TV and CBS-TV both have what they hope will be blockbuster mini-series coming in—the 10-hour *Wheels* for NBC and the six-hour *Dain Curse* for CBS. Among the theatrical movies to be unleashed by those two networks are "Alice Doesn't Live Here Anymore," "The Lincoln Conspiracy" and "Rooster Cogburn" (all NBC); "It's a Mad, Mad, Mad, Mad World," "Breakheart Pass," and "The Alamo" (CBS). Specials to be aired will feature such talents as Bob Hope, Barbara Walters, David Frost, Alan King and Dean Martin, and there will be several theme specials including ABC's *The Stars Salute Israel at 30* and NBC's *Country Night of the Stars*.

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Holocaust, performances were less encouraging. CBS's *Husbands, Wives and Lovers*, despite *Hulk*'s hefty lead-in continued to languish with a 24 share, and its prospects for survival were viewed as nil by members of the advertising community. On Saturday night, CBS's *Ted Knight Show* and *Another Day* turned in what have been their typical performances—25 and 20 shares, respectively. *Another Day* showed no improvement despite receiving some publicity over the subject matter of its episode—that week, teen-age sex (BROADCASTING, April 24). Also for CBS, *Sam* (Tuesday, 8-8:30 p.m.) continued to inch upward against *Happy Days* reruns, scoring a 27 share on April 18.

ABC's *A.E.S. Hudson Street* on Thursday, which has been fluttering just above or below the 30 share mark, came in with a 27, while the premiere of the country and western variety show, *Mel and Susan Together*, pulled a 28 on Saturday (8-8:30 p.m.).

NBC's newest entry, the *Hanna Barbera Happy Hour* (Thursday, 8-9 p.m.) appears to be the weakest show of the lot, finishing its second week with a 20 share, five points down from its premiere. NBC has come up with one substantial hit in its second-season crop, however—*Project*

UFO (Sunday, 8-9 p.m.). The show has been maintaining steady 30-plus shares for several weeks after what had looked to be a shaky start in February, coming in with a 34 share on April 23.

FCC cites ABC as 'negligent' in handling of boxing tournament

Network executives should have acted sooner than they did when irregularities in production of the matches became apparent, says commission, which lets matter go with letter of admonishment

Last week, it was ABC's turn to take criticism from the FCC as a result of sports telecasts. But where CBS faces the possibility of short-term license renewal for one or more of its stations as a result of its *Heavyweight Championship of Tennis* matches (BROADCASTING, March 20), ABC was "strongly admonished" by the commission for its conduct in connection

with coverage of the U.S. Boxing Championships tournament broadcast in 1977.

The FCC, in a letter to ABC, said the commission's investigation did not disclose any conscious wrongdoing on the part of ABC Sports personnel. But it said ABC was "negligent in not having acted sooner [than it did] to investigate fully" the rumors and allegations of tournament improprieties that had come to the attention of ABC executives.

Those rumors and allegations involved the integrity of *Ring* magazine rankings that were used as a basis for determining the fighters who would participate and concerned the involvement of personnel of Don King Productions, the promoter, in kickbacks or booking fees.

ABC Sports made some efforts to maintain the integrity of the tournament, the commission noted. But the affidavits ABC Sports obtained from the promoter, *Ring* and others, and the warnings to the promoter to obtain quality fighters, among other actions, the commission said, "do not negate ABC Sports' failure to investigate thoroughly" when information regarding irregularities was turned up by its own staff and outside sources.

The commission directed ABC to respond within 30 days as to steps taken—or to be taken—to prevent recurrence of the

A season's worth of program standings

ABC ranks the 104 shows that made it onto the TV networks since September; not surprisingly, it scores heavily with top series

Only on television could two bottle capers in a Milwaukee brewery be the superstars of the year. ABC-TV has compiled rankings of all the shows that made it to the prime-time schedules of the three commercial networks between Sept. 12, 1977, and April 9, the 30 weeks ABC defines as the 1977-78 season. As expected, *Laverne and Shirley* topped them all, as did the network that broadcasts it, ABC-TV.

The network had five of the top-10 programs to CBS-TV's four and NBC-TV's one. But the depth of ABC's dominance is more evident in the top-20 rankings where it had 12 programs to CBS's six and NBC's two. ABC's lowest-ranked show of the year, 89th out of 104, was *San Pedro Beach Bums*, one of only two shows canceled by the network (*The Redd Foxx Show* was the other.). CBS and NBC lost 10 each.

1.	ABC	<i>Laverne and Shirley</i>	32.0
2.	ABC	<i>Happy Days</i>	31.7
3.	ABC	<i>Three's Company</i>	28.4
4.	ABC	<i>Charlie's Angels</i>	25.3
5.	CBS	<i>All in the Family</i>	24.7
6.	CBS	<i>60 Minutes</i>	24.4
7.	NBC	<i>Little House on the Prairie</i>	24.0
8.	CBS	<i>Alice</i>	23.5
9.	ABC	<i>How the West Was Won*</i>	23.2
10.	CBS	<i>M*A*S*H</i>	23.1
11.	CBS	<i>One Day at a Time</i>	23.0
12.	CBS	<i>Amazing Spider-Man*</i>	22.8

13.	ABC	<i>Eight is Enough</i>	22.6
14.	ABC	<i>Harvey Korman Show*</i>	22.5
15.	ABC	<i>Soap</i>	22.2
16.	ABC	<i>Love Boat</i>	21.9
17.	ABC	<i>Barney Miller</i>	21.6
18.	ABC	<i>NFL Monday Night Football</i>	21.5
19.	ABC	<i>Fantasy Island*</i>	21.4
20.	NBC	<i>NBC Monday Night Movie</i>	21.3
21.	NBC	<i>Project U.F.O.*</i>	21.2
22.	ABC	<i>ABC Sunday Night Movie</i>	21.1
23.	CBS	<i>The Waltons</i>	20.9
24.	CBS	<i>Barnaby Jones</i>	20.8
25.	CBS	<i>Rhoda</i>	20.5
26.	CBS	<i>Hawaii Five-O</i>	20.4
	CBS	<i>Incredible Hulk*</i>	20.4
28.	ABC	<i>Welcome Back, Kotter</i>	20.3
	ABC	<i>ABC Monday Night Movie*</i>	20.3
30.	CBS	<i>On Our Own</i>	19.9
31.	ABC	<i>Family</i>	19.8
32.	ABC	<i>Carter Country</i>	19.6
33.	ABC	<i>Starsky and Hutch</i>	19.4
34.	NBC	<i>Quincy, M.D.</i>	19.3
	ABC	<i>Donny and Marie</i>	19.3
36.	NBC	<i>Big Event</i>	19.2
	ABC	<i>Lucan</i>	19.2
38.	ABC	<i>Having Babies/Julie Farr, M.D.*</i>	19.0
39.	ABC	<i>ABC Friday Night Movie</i>	18.8
	ABC	<i>Six Million Dollar Man</i>	18.8
41.	CBS	<i>Lou Grant</i>	18.7
42.	CBS	<i>CBS Tuesday Night Movie*</i>	18.6
43.	NBC	<i>Rockford Files</i>	18.5
44.	CBS	<i>Baby, I'm Back*</i>	18.4
	CBS	<i>Dallas*</i>	18.4
46.	ABC	<i>What's Happening</i>	18.2
47.	NBC	<i>Grizzly Adams</i>	18.1
48.	CBS	<i>CBS Wednesday Night Movie</i>	18.0
49.	CBS	<i>Betty White Show †</i>	17.9
	NBC	<i>Big Event—Tuesday</i>	17.9
51.	ABC	<i>Fish</i>	17.6
52.	CBS	<i>The Jeffersons</i>	17.6
	NBC	<i>Black Sheep Squadron*</i>	17.6
	ABC	<i>A.E.S. Hudson Street*</i>	17.6
55.	CBS	<i>Good Times</i>	17.4
56.	NBC	<i>Wonderful World of Disney</i>	17.3
57.	NBC	<i>Class of '65 †</i>	17.2
	NBC	<i>Richie Brockelman, Private Eye*</i>	17.2

59.	CBS	<i>CBS Friday Night Movie</i>	17.0
60.	NBC	<i>Big Event II*</i>	16.9
61.	NBC	<i>Bionic Woman</i>	16.8
	ABC	<i>Baretta</i>	16.8
63.	NBC	<i>CHiPs</i>	16.7
	NBC	<i>NBC Saturday Night Movie</i>	16.7
65.	ABC	<i>Young Pioneers*</i>	16.5
66.	CBS	<i>Carol Burnett Show</i>	16.4
67.	CBS	<i>Bob Newhart Show</i>	16.3
68.	ABC	<i>Operation Petticoat</i>	16.2
69.	ABC	<i>Hardy Boys/Nancy Drew</i>	15.8
	CBS	<i>Sam*</i>	15.8
71.	CBS	<i>Wonder Woman</i>	15.6
72.	CBS	<i>Tony Randall Show</i>	15.4
	NBC	<i>C.P.O. Sharkey*</i>	15.4
74.	NBC	<i>Police Woman</i>	15.3
75.	CBS	<i>Maude</i>	15.2
	ABC	<i>Redd Foxx Show †</i>	15.2
77.	CBS	<i>Rafferty †</i>	15.1
78.	NBC	<i>Quark*</i>	15.0
79.	CBS	<i>Return of Captain Nemo*</i>	14.9
	CBS	<i>Husbands, Wives and Lovers*</i>	14.9
81.	ABC	<i>Tbitha</i>	14.8
82.	CBS	<i>Logan's Run †</i>	14.6
	NBC	<i>Oregon Trail †</i>	14.6
	CBS	<i>Busting Loose †</i>	14.6
85.	CBS	<i>Young Dan'l Boone †</i>	14.5
86.	NBC	<i>Richard Pryor †</i>	14.5
87.	CBS	<i>Kojak</i>	14.3
88.	NBC	<i>Chico and the Man †</i>	14.2
89.	ABC	<i>San Pedro Beach Bums †</i>	14.0
	CBS	<i>Switch †</i>	14.0
91.	NBC	<i>Man from Atlantis †</i>	13.8
	CBS	<i>We've Got Each Other †</i>	13.8
93.	NBC	<i>James at 15 †</i>	13.7
94.	NBC	<i>Rosetti and Ryan †</i>	13.2
95.	CBS	<i>Seyzenyk †</i>	13.1
96.	NBC	<i>Sanford Arms †</i>	13.0
97.	CBS	<i>Ted Knight Show*</i>	12.9
98.	CBS	<i>Another Day*</i>	12.6
99.	NBC	<i>Big Hawaii †</i>	12.2
100.	NBC	<i>Chuck Barris Rah Rah Show*</i>	12.0
101.	CBS	<i>Shields and Yarnell*</i>	11.8
102.	CBS	<i>Celebrity Challenge of the Sexes</i>	11.6
103.	CBS	<i>The Fitzpatricks †</i>	11.3
104.	NBC	<i>Mulligan's Stew †</i>	10.5

* Second or third season entry.

† Canceled.

procedural failures that came to light in connection with the boxing tournament.

The tournament grew out of a contract signed in July 1976, under which ABC Sports was to pay Don King Productions \$2,035,000 for the exclusive broadcast rights to the boxing championships—a series of elimination fights aimed at producing U.S. champions in eight weight divisions.

But after six broadcasts, ABC Sports announced on April 16, 1977, that the tournament had been suspended because of irregularities, including inaccurate *Ring* records of numerous fighters.

ABC commissioned two investigations—one by Michael F. Armstrong, former chief counsel of the Knapp Commission (which investigated corruption in the New York City Police department) and the other by Philip R. Forlenza, of Hawkins, Delafield & Wood, outside counsel to ABC. And their findings were later corroborated by the commission's own investigation, according to the commission's letter. (However, the Armstrong report offered no judgment on whether ABC might have acted sooner; in the absence of a finding of gross negligence, that was said to be outside the scope of the report. And the Forlenza report said the question of whether ABC Sports could have reacted differently to the rumors cannot be answered without the wisdom of hindsight.)

The commission quotes ABC Sports President Roone Arledge as stating that, although he took what he thought at the time were "extraordinary actions" to guard against irregularities—requiring affidavits, for instance—they proved insufficient.

Mr. Arledge also sought to present some of the difficulties ABC Sports faced in guarding against irregularities. According to the commission, he said ABC Sports was not expert in boxing when the tournament began, and did not see its role as becoming intimately involved in the mechanics of the tournament. He cited past criticisms of networks for being directly involved in the scheduling or conduct of sports events.

To this, the commission said it appreciates ABC Sports' concern for divorcing itself from involvement in the sports events it covers. But, the commission added, "we do not believe that minimizing such involvement in any way relieves the network from fully investigating irregularities that come to its attention."

Beyond the question of whether ABC Sports was as alert as it should have been to the rumors and reports that were circulating, the commission expressed concern about "apparent carelessness regarding representations to the public."

These included descriptions of the tournament as open to qualified fighters who wanted to participate with entry based solely on *Ring* rankings. However, a clause in Don King Productions contracts offered the fighters—patterned after one in ABC Sports' contract with the promoter—gave Don King first negotiation/first refusal

rights to the fighters' future bouts. And some fighters refused to participate because of that clause.

The commission said ABC Sports was "careless" in not anticipating that its agreement with Don King would result in the promoter's use of the same first negotiation/first refusal clause. Thus, "the public," the commission said, "was somewhat misled" as to what entry into the tournament involved.

Furthermore, the commission said, despite the title of the tournament, the last three broadcasts contained no mention of the fact that some ranked fighters—Muhammad Ali and Ken Norton, among them—were not participating. And Mr. Arledge is quoted as acknowledging to commission investigators that ABC Sports should have informed the public on each broadcast.

The commission also noted that Don King, in an interview with Howard Cosell after the second broadcast, and Mr. Arledge, in an interview with the *New York Post* on Feb. 14, 1977, said that the tournament was still open to qualified fighters—that those who had not yet done so could still enter before the semifinals. However, on Feb. 24, the chairman of the tournament's rules committee held that permitting late entrants would breach contracts with fighters already in the tournament and, therefore, could not be permitted. The ruling, accepted by Mr. Arledge, was apparently not communicated to the public, according to the commission.

The commission vote was unanimous, but Commissioner Tyrone Brown concurred in the result and issued a separate statement expressing concern about those portions of the commission letter that "could be viewed as casting aspersions on the principals of Don King Productions Inc. or *Ring* magazine." He noted that the commission had based its comments in that regard on ABC-commissioned reports and had not given the individuals involved an opportunity to respond to the allegations.

PBS program co-op spends \$2.3 million more for next season

Added are two new series, including one with Julia Child and special on Speaker O'Neill for total of 25

Twenty-five programs, including two new series and one new special, are being financed for \$19.3 million by the fifth Station Program Cooperative for showing over Public Broadcasting Service stations next season.

The new series are *Sneak Previews*, 18 half hours of movie critiques by top critics produced by WTTW(TV) Chicago, and *Julia Child and Company*, 13 half hours featuring the cooking expert and produced by WGBH-TV Boston. The new special is the one-hour *Mr. Speaker: A Portrait of Tip*

O'Neill, also a WGBH-TV production.

PBS said the \$19.3 million committed by stations this year exceeds the 1977 total by \$2.3 million. Stations will have an opportunity to purchase additional programs this June and October.

PBS said a total of 22 current series financed by the stations will return to the schedule. These include *Sesame Street*, *The MacNeill-Lehrer Report*, *Great Performances*, *Nova*, *Firing Line* and *Evening at the Symphony*.

In addition to the programming (new and old) financed by the public TV stations, the fall schedule also will present programming underwritten by special grants from corporations or foundations. Included among these are a BBC series on Marie Curie; a resumption of Bill D. Moyer's documentaries; a series of feature films, and *Masterpiece Theater*.

Back to court for 'Born Innocent'

Since Supreme Court decided not to review, case will now go to trial in California

The frequently debated question over the responsibility broadcasters bear as a result of the programs they present will be examined in a California court—at least in connection with one program.

At issue is *Born Innocent*, the made-for-television movie about an adolescent girl in a reformatory who is raped by older girls wielding a broomstick. Olivia Niemi, who was 9 at the time the program was aired, on Sept. 10, 1974, (beginning at 8 p.m.) and was assaulted a few days later by older girls in an attack patterned after the one in the movie, is suing NBC and its San Francisco affiliate, KRON-TV, for \$11 million in damages.

And the Supreme Court last week cleared the way for the trial of the suit, rejecting broadcasters' pleas that it review the decision of the state court ordering the trial. Only Justice William Brennan voted to hear the case.

NBC and KRON-TV, as well as CBS and the National Association of Broadcasters in friend-of-the-court briefs, had argued that trial of the suit would violate the First Amendment and inhibit broadcasters from presenting news and dramatic programs that reflect harshness of life.

The plaintiff's theory that "the tort [wrong] of 'imitation' is consistent with First Amendment principles is insidious," NBC and KRON-TV said in their petition for review. If the theory was accepted, they said, those who create and exhibit artistic works would be liable for injury caused by imitation of any aspect of the work, "no matter how depraved the actor who actually causes the injury" (BROADCASTING, March 27.)

That, essentially, was the position of the trial judge in the case. Superior Court Judge John Ertola said the First Amendment protected broadcasters and

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publishers against anyone seeking damages as a result of an action committed in imitation of what the broadcaster or publisher had brought to the public's attention (BROADCASTING, Sept. 20, 1976).

Judge Ertola screened the film and concluded it did not advocate violent or depraved acts. Accordingly, he ruled in favor of the broadcasters without calling a jury.

The California Court of Appeal, however, overruled Judge Ertola. It directed him to hold a jury trial on questions of fact that had been raised (BROADCASTING, Nov. 14, 1977). "Despite First Amendment protections," it said, the plaintiff is entitled to show that the broadcast of the movie "resulted in actionable injuries."

That opinion was supported in a friend of the court brief filed by the California Medical Association. It urged the Supreme Court to reject the petition for review, contending that the "profound social implications" of violence on television cannot be ignored.

The Supreme Court's refusal to review the case does not foreclose broadcasters' use of the First Amendment against such suits. The California appellate court said that the First Amendment argument could be considered following the trial.

Program Briefs

Paternity suit. Dennis Maitland, Carle Place, N.Y., alleges he went to ABC in November 1974 with idea for show called *The Ultimate Trip*, which he says was almost identical in concept to *Fantasy Island*. ABC was interested, according to Mr. Maitland, and he proceeded to script-writing stage, only to be told some months later that network had changed its mind. Spelling-Goldberg Productions subsequently came up with *Fantasy Island*—now hit show on ABC—and Mr. Maitland is suing network and producers for \$30 million.

FM drive changing? FM stations will be scheduling less music and more news and service features in drive time, according to Allen B. Shaw, Jr., president of ABC Owned FM Radio Stations. In talk at University of North Carolina in Chapel Hill, Mr. Shaw said ABC-owned FM outlets already are stressing news, traffic and weather reports and time checks in morning. He said preliminary research indicated that listeners wanted this type of coverage in morning drive.

Oie. NBC Sports has acquired TV rights to 1978 Fiesta Bowl, Christmas Day college football game from Tempe, Arizona, formerly broadcast by CBS-TV.

Liz to NBC. Elizabeth Taylor has been signed to appear in *Hallmark Hall of Fame* production of play, "Return Engagement," to be aired on NBC-TV during 1978-79 season. Her co-star is to be Joseph Bottoms, who played Rudi Weiss in network's *Holocaust*.

Crash course. NBC-TV is developing four-hour miniseries about 1929 stock

market crash, to be called *The Day America Died*. The Production Company and 20th Century-Fox are producing show, and Doubleday & Co. plans book version.

The switcheroo in Washington

Eaton, about to lose AM outlet and black format, changed calls and programming over to FM, whose Spanish format moved over to other side of band—and went off the air; local Hispanics get the attention of the FCC

By order of the FCC, Richard Eaton's WFAN(AM) Washington went off the air at midnight Saturday, April 22. And although nobody outside the Spanish-speaking community it served was expected to notice the station's passing, the stranded audience is making the kind of noise that attracts attention in high places. The attention is focusing on Mr. Eaton's surviving station in Washington, black-oriented WOOK-FM, and the history of the switch in call letters and formats of the two outlets.

Telephone calls to the FCC by representatives of the Hispanic community, and letters from members of Congress aroused by the community, have caused FCC Chairman Charles D. Ferris's staff to convene meetings to consider the Spanish-speaking community's problem.

What is involved is not only the demise of the city's only Spanish-language station, which lost its license in a comparative hearing in which WOOK—as it was known at the time—was accused, among other things, of permitting persons to operate a numbers game through religious programs.

What is involved also is a swap of formats and call letters that took place about a year ago. The swap took the AM's black format and WOOK call letters to the FM side, where WFAN-FM became WOOK-FM. The Spanish programming of WFAN-FM was switched to the AM, which then became WFAN. Now the AM—and its Spanish format—are off the air. It is to be replaced by a new station, owned by the successful challenger of Mr. Eaton, Washington Community Broadcasting, to go on the air with a black format in August.

Commission officials last week said there was nothing the commission could do about the Spanish-speaking community's concern, at least for the immediate present. The commission does not review format changes during a license period. But one staffer noted that WFAN-FM's license renewal application is due June 1. Among the questions to be considered, one staffer said, "is whether the format change served the public interest."

Furthermore, members of the Spanish-speaking community were organizing an effort against Mr. Eaton. Silverio Coy, of a group called Washington Metropolitana Coalition Pro-Radio Latina, said they "were trying to put together a case against

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Mr. Eaton of "misrepresentation for denying the Spanish-speaking community the services he was supposed to deliver."

Commission officials were hoping that the market would solve the problem—that one or another of the stations in Washington would seek to serve the Spanish-language community, which is said to number 150,000. WEAM(AM), licensed to nearby Arlington, Va., has begun Spanish-language programming at night, from 11 p.m. to 6 a.m. But Mr. Coy said that was inadequate. "Nobody listens" at that time, he said.

There was a possibility that Georgetown University, which has given up on its WGTB-FM Washington—its programming has involved the university in controversy—would transfer the station to the Catholic Archdiocese of Washington for use as a Spanish-language outlet. However, Georgetown late last week was awaiting the response to an offer it had already made to the University of the District of Columbia.

Senate bill would allow FCC to protect sports from siphoning

Ford measure is designed to overcome constitutional challenge; need would have to be proved

A bill to reassert the FCC's authority to restrict "siphoning" of over-the-air sports programming by pay cable television has been introduced in the Senate by Wendell Ford (D-Ky.), a member of the Communications Subcommittee.

In submitting the measure, Mr. Ford indicated to the Senate that it is not intended to extend *carte blanche* to the FCC to reinstate its pay cable sports restrictions that were struck down in the courts last year. Under the Ford bill, the FCC would first have to make an evidentiary finding that siphoning is actually taking place—that programming is actually being withdrawn or denied, or is about to be—before it could issue any new regulations.

This requirement is necessary, Senator Ford said, to satisfy the constitutional requirement that any form of prior restraint on programming has to be based on clear need.

The burden of proof in establishing the need would rest on the party seeking the pay cable restriction—in this case presumably the broadcasters.

Senator Ford said he introduced his bill because he feels strongly that college and professional sports should be available to all television viewers without charge. And he argued that it would be in pay cable's interest to support it: "The question of potential siphoning is one that creates negative feelings toward the pay television industries," he said. "By acting on this question now instead of reacting later to a confrontation, the pay television industries will avoid being subjected to an overly negative reaction."

MIP: feeding the furnace of international TV

It's estimated that \$20 million in business was done at annual Cannes program bazaar as number of participants and programs surges

The relentlessly upward growth in buying and selling of international television programming was evident again at MIP-TV—the Marche International des Programmes de Television—which concluded a seven-day run in Cannes, France, last Thursday (April 27). The greatest growth was in participants—up 28.1%, from 1,979 at last year's 13th annual event to 2,536 at this year's 14th—but the escalations were across the board: exhibitors up 24% (from 321 to 398), programs up 18.7% (from 2,397 to 2,845), distributing and producing companies represented up 23% (from 448 to 551). Only the number of nations remained relatively stable: up only one, from 92 to 93.

U.S. representation also was on the upswing; that country placed 103 companies on the official roster this year, displacing the United Kingdom (with 99) from its traditional second place position at MIP (France, the home country, fielded 143.)

As one major American distributor put it, "We're here to feed the furnace of television." And ready to be consumed in the Palais des Festivals was everything from *Starsky and Hutch* and *Holocaust* from the United States to three-dimensional cartoons from Japan to musical productions from Sweden and Cuba to "Padre, Padrone," a feature film from Italy. By the time the week was out, MIP officials estimated the event had contributed an additional \$20 million to the international cash flow.

By the third day of MIP, claimed Klaus Lehmann, vice president for international sales for Metromedia Producers Corp., the company "hit our first million" (\$200,000 of that having been picked up during a stopover in West Germany the week before). Muir Sutherland, managing director of London-based Thames TV International Ltd., was projecting about \$750,000 in sales at MIP.

From the American vantage the worldwide financial stakes are high, whatever the direct or indirect contribution of MIP. A 1977 estimate put U.S. program sales abroad as between \$235 million and \$245 million (BROADCASTING, April 17). The bulk of that comes from seven countries: Canada, more than \$50 million; Australia, about \$35 million; Japan, \$25 million; the United Kingdom, \$24 million; Brazil, \$22 million; West Germany, \$20 million, and France, \$15 million.

With production costs rising with international inflation, another word is becoming entrenched in the MIP vocabulary: co-production. From the largest to the small-

est, producers and distributors were looking for financial partners. The MIP co-production stand—primarily a service for the smaller companies—was claiming records. As the festival neared its end 138 projects were listed on its boards, up from 80 last year, with producers looking not only to share expenses but technical know-how and territorial access. U.S. offers turned up in the listing with 14 proposals. Among the large distributors, Time-Life went to the Palais with a new co-production in hand titled *The Africans*, a joint effort with Network Nine of Australia in association with Meredith Broadcasting of the United States. With that property and other Time-Life products, Frank Miller, director of international sales, said that "I had anticipated [a certain] sales level and we tripled it." Len Mauger, executive vice president of Network Nine, said that sales on *The Africans* have been strong enough to prompt discussions about a sequel.

Viacom, said Larry Gershman, vice president for international sales, specifically went to MIP to talk co-productions and said he had "serious and meaningful conversations." Although he was not ready to detail what and with whom the projects were involved, he said they included a made-for-TV movie, a miniseries and a two-hour special. Viacom's pay cable subsidiary, Showtime, also factored into discussions on possible network-syndication-pay cable projects at various times. (A pay cable competitor, Home Box Office, also was on the MIP registration list.)

Public television also was involved. Midway through the festival came word of a co-production between Granada Television of England and WNET(TV) New York: a miniseries based on Evelyn Waugh's "Brideshead Revisited." Joint production costs for two 90-minute episodes and three hours are in the \$1.8 million range. An earlier combined effort of the two broadcast units, Charles Dickens's *Hard Times*, originally aired in 1977 and was bought by 40 countries including most major European markets.

France and the Soviet Union also had announcements, of co-productions between the Societe Francaise de Productions



Worldwide hospitality. One of the few distributors to set up a hospitality suite at MIP-TV was Viacom International. On the scene: Art Kane (l), vice president for international marketing, and Benigno Nosti, president of Viacom Latino Americana.

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Finnish first. Among early arrivals at the MCA TV booth were representatives of Finland's MTV network, talking business here with MCA's Paris agent, Roger Cordjohn (second from left). The prospects (l to r): Jaahko Tervasmaki, purchasing chief; Leo Meller, program director, and Raimo Lahti, foreign relations manager.



Two from Paramount. Ready with films and series ranging from *Lost Islands* to *Chopper Squad* (both yet to be released in the U.S.), as well as the best-selling *Happy Days*, were Malcolm Vaughan (l), European sales manager, and Bruce Gordon, senior vice president for worldwide distribution.

and Soviet television for two series, *Close-Up on the Soviet Union Republic* (fifteen 52-minute shows) and *Portrait of the U.S.S.R.* Another upcoming co-production between those countries is an expected film on the Moscow Olympics.

For a foreign producer, a co-production deal with a domestic company is one way of cracking the U.S. market; that's how EMI Films' television department is trying to make a dent. Los Angeles-based Roger Gimbel Productions was acquired last year to give EMI U.S. facilities. Among Gimbel/EMI productions already aired is *The Amazing Howard Hughes*. Another upcoming miniseries is to be based on James Michener's *The Source*, hopefully by 1979-80. All the partners for that co-production, according to EMI TV sales director William Gilbert, haven't been firmed up, but "we are talking with TV stations around the world."

The widespread popularity of ITC En-

tertainment's *The Muppets* notwithstanding—it's easier to list countries not taking it (Russia and China, conspicuously) than those that do—discovering worldwide tastes isn't that easy. The U.S. influence, however, remains dominant. In some cases, U.S. programming may determine success of certain home grown products.

Both Merv Stone, manager of program purchasing for the Canadian Broadcasting Corp., and David Plowright, program controller and joint managing director of Granada Television of the United Kingdom, indicated that hot U.S. programming often is used as a lead-in to maximize audiences.

Alain Duvochel, an administrator in the program department of France's TF 1 network, admitted that he and his associates are trying to look for foreign programming from countries other than the United States but "it is very difficult because most countries are imitating what the Americans do." Among the hot programs on the

French schedules, according to Mr. Duvochel, are *Serpico*, *Columbo*, *Kojak* and *Charlie's Angels*.

That's not to say that all U.S. programming aired abroad plays as it does at home. *Starsky and Hutch* for example, appears on German TV, but as Manfred Schutze, deputy chief of program buying for Germany's ZDF network, explains, it's a German version: only about half the episodes are accepted, and those are then cut down from 52 to 45 minutes. The dialogue often isn't just dubbed but changed.

Joseph Wallach, executive director of TV Globo in Brazil (one country, in particular, whose program capabilities are booming), claimed that about 85% of what goes on his network is produced at home while the remaining 15% is "pretty much American." As in the U.S., Mr. Wallach said, "right now we're experimenting with miniseries."

Of growing interest to foreign buyers



In Cannes, en masse. Anthony Black (l), a program buyer from Swaziland TV, checks out the Worldvision Enterprises stand manned by (standing, l to r) Gene Moss, vice president-promotion director; Michael Alexander, Western European sales manager; Brian Rhys-Jones, Australia and Far East sales director, and Philippe Cousin, agent in France.



Teamwork. Of particular interest at the Time-Life Television booth was the miniseries, *The Africans*, a co-production of T-L and Nine Network of Australia, in association with Meredith Broadcasting. L to r: Wynn Nathan, vice president for worldwide syndication for Time-Life; Len Mauger, executive vice president of Nine Network, and Frank Miller, T-L director of international sales.

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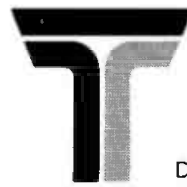
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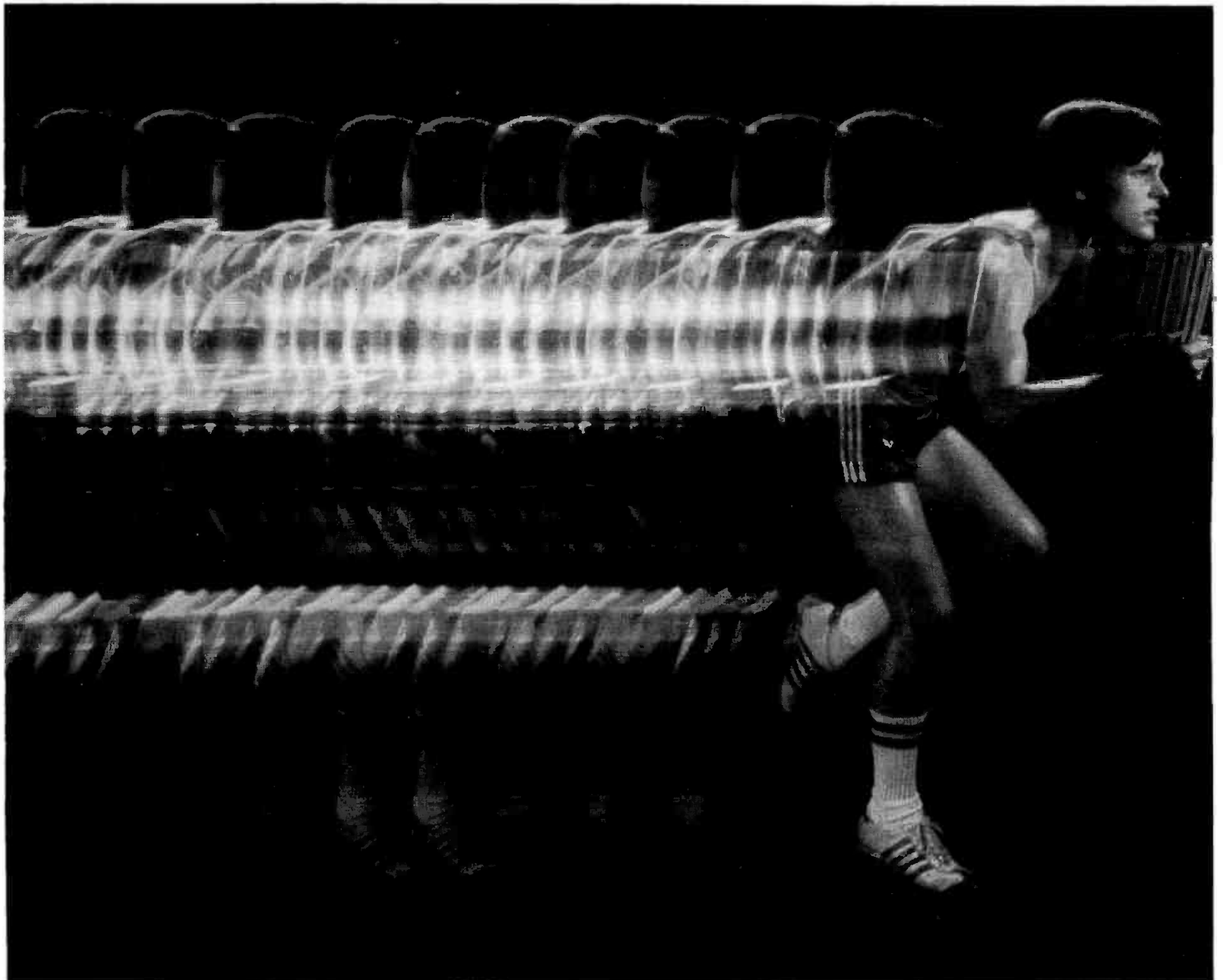
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BY THE STREET
OF
BY-AND-BY
ONE ARRIVES
AT THE HOUSE
OF
NEVER.

CERVANTES

Conitz



In Portuguese or otherwise. From *M*A*S*H* to *Peyton Place*, the 20th Century-Fox Television inventory was fronted by a sales team including Richard Harper (seated, left), vice president for international sales, and Elie Wahba, vice president of Fox Film do Brasil S.A.

were children's programs and those shows stressing pro-social and family values. Hassaan Hammad, director of the Kuwait-based Technical Cooperation Co., said he was looking for social shows along the lines of *Young Pioneers*, *Little House on the Prairie*, *The Waltons* and *Eight is Enough*. Mr. Hammad's company, which buys programming and then resells it to various countries, is but one example of the burgeoning buying going on for the Middle East market. Last year Mr. Hammad went to MIP representing eight states. This year he said he was there for the entire Mideast (with the obvious exception of Israel). He now claims to have his eye on cracking the European market.

In the words of one MIP veteran, "there is a reaction worldwide against gratuitous violence but the action [shows are] still damn appealing." The reduction in hard action in U.S. programming, according to one Venezuelan buyer, is a major reason why that country is "a much tighter market for U.S. products" now. He claimed that when the "guts" were taken out of U.S. shows Venezuelans were spurred to proceed more strongly into programming for themselves.

A successful U.S. reputation is often a major key to worldwide success, but not always. Take Paramount's *Lost Island*, for example. According to Bruce Gordon, senior vice president for worldwide distribution, it is Paramount's strongest money-making half-hour series (excluding *Happy Days*, which collected big sums in Canada). *Lost Island* garnered \$990,000 in 63 markets even before MIP began. The children's program, co-produced with Channel 10 of Australia, has yet to be released in the U.S.

From the American front at least, resulting from network schedules, there was more comedy offered than ever. But "it's still a hard sell," according to Mr. Gordon. Should Fred Silverman (who moves to the NBC presidency in June) emphasize comedy as he did as ABC programming chief, Mr. Gordon said, the U.S. will have even fewer action-adventure shows to watch. Mr. Gordon said that was among the reasons why Paramount acquired the rights to the Australian action-adventure series, *Chopper Squad*.

In American booths the business beat was up. John Spires, MGM vice president

for international sales, claimed that "renewals are following automatically" for *How the West Was Won*, for example, and that over-all sales at MIP have gone over "seven figures" (MGM is represented in the overseas TV world by CIC, based in Amsterdam). Most of his deals have been informal, Mr. Spires said, but he remarked that in the international world "in 99% of the cases our experience has been that if you have a handshake you have a deal."

Worldvision Enterprises, which planned for two screening rooms prior to MIP and rented another on the spot, went to the festival with many of the major countries locked in for its hottest property, *Holocaust*. Another deal worked out just in advance of MIP was for a regional channel to supply it to the West German ARD network. Earlier, in Australia, according to Worldvision's Colin Campbell, *Holocaust* sold for the highest price ever in that country "even before the script was available." Among the series selling in Cannes were *Little House on the Prairie* (already sold "right across the board from Japan to Kenya"). He also claimed success with *Love Boat* and *Eight is Enough*.

MCA TV's best-seller TV novels were frequently mentioned by foreign buyers, as was *Kojak*. And Ralph Franklin, vice president in charge of sales, said interest ran "the gamut" of his movies and series. The top-grossing American syndicator, MCA TV, had record foreign revenues of \$42.8 million in 1977.

Richard Harper, 20th Century-Fox's vice president for international sales, was continuing to sell *That's Hollywood* and claimed to have received a good reception for *Olympic Minutes*, a series of four-and-a-half-minute to seven-minute vignettes on past Olympic games as well as athletes expected to be contenders in Moscow.

Other U.S. fare ranged from Airtime International's single product, *The Unknown War*, to Gold Key International's *Alpha Chronicles* and outdoor adventure films.

The first MIP sale of *The Unknown War*—20 hours concerning the Russian front during World War II—was made to a distributor for Austria, Germany and Switzerland. The series is a co-production of Airtime Sovinfil (Soviet Union) distributed abroad by Bregin Film of Switzerland.



From the U.K. Among the 99 British firms represented at this year's MIP-TV was Thames TV International. Pictured here (l to r): Muir Sutherland, managing director; Joe McCann, head of European sales, and Edith Schwarz, sales assistant.

Media

Industry urges FCC to keep 395 changes down to a minimum

Broadcasters approve of new job classifications, but argue against providing additional information such as salaries, organizational charts, reasons for firing minority, women employees

Broadcaster comments filed by last week in the FCC's inquiry to revise its employment reporting form 395 took the same line as those filed earlier (BROADCASTING, April 3): The job classifications used on 395 should be changed, but citizen group proposals to require the filing of salaries and organizational charts, among other items, are not reasonable. In addition, some of these proposals, said the broadcasters, are outside the FCC's jurisdiction.

The National Association of Broadcasters, for example, said it believes "it is important for the commission throughout this proceeding to remind itself that its mission does not encompass the adjudication of employee grievances or the enforcement of the civil rights laws."

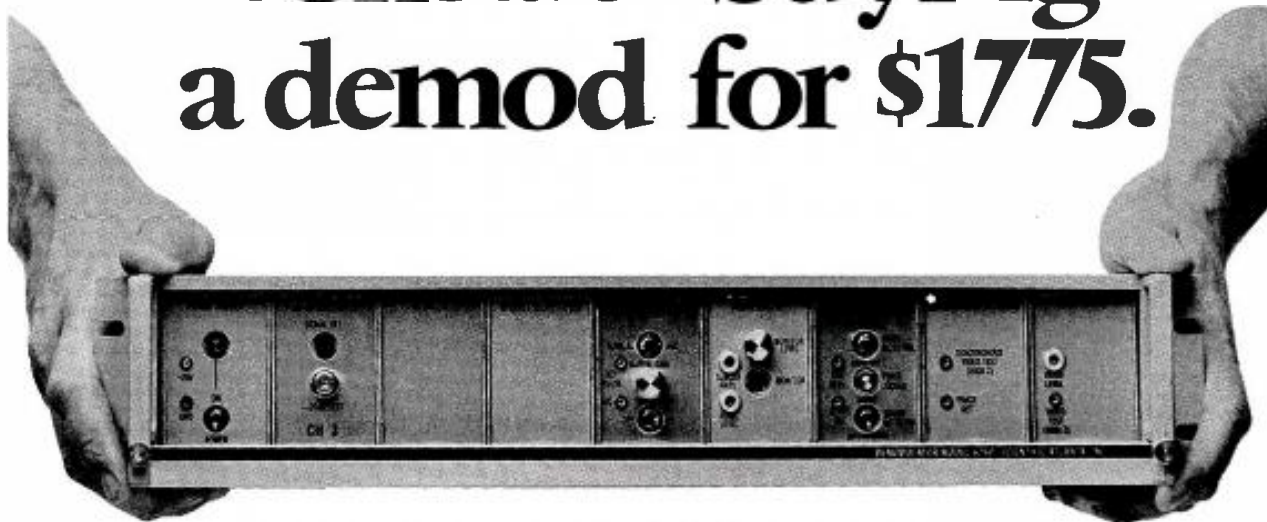
NAB, in commenting on the ideas put forth by a number of organizations, including the National Organization for Women and the U.S. Commission on Civil Rights, said "they seek to alter radically the scope and format of form 395 by requiring the annual filing of detailed information concerning employee salaries, hires, promotions, terminations, training programs and organizational charts." NAB said that "these proposals go far beyond what is necessary to merely improve the accuracy and consistency of the employment data presently received. None of this information has ever been routinely reported on an annual basis to the Equal Employment Opportunity Commission—the agency created by Congress to oversee employment practices—much less to the FCC."

Broadcasters argued that many of the proposals simply were not practical. Many stations, they argued, are too small to file an organizational chart that would be of any statistical value.

But the strongest opposition came against the proposal to adopt requirements for reporting salaries and information on the termination of each minority or female employee.

"It is simply not possible," said NAB, "to provide salary information to the public and still guarantee that each employee's right to privacy is protected." Having salaries made public, it added, "would cripple station morale, enable a station's competition to determine which employee it can afford to hire away and intrude on the privacy of station employees." And publicly reporting employment termination information, NAB said, "violates an employee's right to privacy. Not

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And we're proud to be able to offer you SMPTE-standard 1" machines that maintain all the unique advantages of the Sony Broadcast equipment already in the field.

Consider the advantages. Advantages like BIDIREX, which gives you full bi-directional search capability in both shuttle and jog modes. And that means 100% post-production creative freedom, with all the ease and flexibility of 35mm film techniques.

Advantages like the incredible economy of the 1" tape format. Far lower acquisition costs. Smaller size, so you save valuable studio space. Lower maintenance costs. Plus major savings in 1" videotape alone.

Advantages like three high fidelity audio tracks. Color framing, to maintain perfect timing continuity during editing and animation

sequences. And more.

Consider the possibilities. Think about the local programming capabilities that open up with the BVH-1000 and portable BVH-500. Capabilities quad can't match. With an economy that leaves film far behind.

Think about creating your own documentaries. Taping your own commercials. Think about taking 1" tape out into the field, then bringing it home and going directly on the air without the need for converting to another format.

Think about the kind of panoramic production once possible only on film. And think about what single-camera film editing techniques will mean to your creative effort.

Consider the source. There's one more thing you should think about as you consider the move to 1".

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And when you consider Sony Broadcast, you'll find benefits no other source can give you.

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only might disclosure cause irreparable harm to the employee, but such documentation could possibly lay open the licensee to a charge of libel . . . Simply stated, the commission is ill equipped, nor is it its mission, to adjudicate each individual's case for dismissal."

On the other side of the fence was the joint filing by the Citizens Communications Center on behalf of a number of groups who said the earlier proposals will help the commission "make what now is nearly an empty excuse in paperwork into an effective tool of disclosing compliance with the commission's equal employment opportunity rules." Such amendments to the form, it continued, "would facilitate an accurate evaluation of the EEO performance of all broadcasters by the commission and the public, while encouraging self-regulation by individual broadcasters."

It also criticized the practice of applying EEO filings to stations with more than 5 employees and proposed a change. "The failure to require all broadcasters to file employment reports neglects important policy and public interest considerations. It prevents ascertainment of true station size. It allows distortion of the industry employment picture. It overlooks the importance of the small broadcaster to its local community, as well as to the industry." Thus, Citizens said, "in order to eliminate the possibility of any small station, either intentionally or unintentionally

hiding its true size and employment policies and practices, the petitioners suggest that the commission should require all stations to submit annual employment reporting forms regardless of apparent size."

Citizens concluded that "the present form provides only incomplete and inaccurate statistical data that precludes effective interindustry comparison and it could be amended without imposing any additional burden on broadcasters."

Reply comments in the matter (Docket 21474) are due May 24.

Taft's turn to buy WDCA-TV; price this time is \$13.5 million

Chicago's Tribune Co. made pass at \$12-million level, but that deal fell through

WDCA-TV Washington, which was almost sold to Chicago's Tribune Co. for \$12 million earlier this year, was contingently sold to Taft Broadcasting Co. last week for \$13.5 million.

Taft announced it had signed a letter of intent to buy the channel 20 independent from Superior Tube Co., with the final

transaction subject to execution of a definite agreement and approval by the FCC. Taft said the \$13.5-million purchase price would be payable over four years.

Taft officials said the proposed acquisition reflected Taft's confidence in the future of independent UHF television. WDCA-TV would be the second such station for Taft, which already owns WTAF-TV Philadelphia, an independent on channel 29. WDCA-TV would also become Taft's seventh television station, the maximum allowed by FCC.

The Tribune Co., which owns the *Chicago Tribune*, *New York Daily News* and other papers and is also the parent company of WGN Continental Broadcasting and of WPIX Inc., announced in January that it was buying WDCA-TV (BROADCASTING, Jan. 16). The price was said to be \$12 million.

The deal subsequently fell through from what a Tribune spokesman called "disagreement on the financial terms," although he denied published reports that the seller had wanted to jack up the sales price after the station showed ratings gains in January and February (BROADCASTING, March 6).

Superior Tube is a Philadelphia-based manufacturer of precision tubing and specialty metals. It is principally owned by the families of Clarence A. Warden Jr. and Robert H. Gavel. Superior bought WDCA-TV in 1969 from Capitol Broadcasting Co., headed by Milton Grant, now vice president and general manager of the station, for \$4.8 million, including liabilities and an agreement not to compete. Mr. Grant will continue as general manager under the new ownership.

Taft said Ted Hepburn Co. assisted in getting the Taft and Superior Tube officials together. Taft television stations, in addition to WTAF-TV, are WKRC-TV Cincinnati; WTVN-TV Columbus, Ohio; WBRC-TV Birmingham, Ala.; WDAF-TV Kansas City, Mo., and WGR-TV Buffalo, N.Y. Taft also owns five AM and five FM stations.

Changing Hands

Announced

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

■ WDCA-TV Washington: Sold by Superior Tube Co. to Taft Broadcasting for \$13.5 million (see story above).

■ WRNB(AM)-WRBK(FM) New Bern, N.C.: Sold by First Capital Radio to Conway M. Smith for \$850,000. Seller is owned by Ted J. Gray who also owns WKDE-AM-FM Altavista and WTTX-AM-FM Appomattox, both Virginia, and WRHI(AM) Rock Hill, S.C. Mr. Smith also owns WDEC(AM)-WIPE(FM) Americus, Ga., and WTTL(AM) Madisonville, Ky. WRNB is on 1490 khz with 1 kw day and 250 w night. WRBK is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ WEPM(AM)-WESM(FM) Martinsburg, W.



West Coast
AM/FM
\$325,000

Newly programed, fully automated stereo FM station just now starting to make impact—along with successful non-directional AM daytimer. Located in growth area away from big city signal competition yet with easy access. Most every summer/winter recreation close by. Eight acres of transmitter real estate. First time offered. Mostly cash required.

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Va.: Sold by Martinsburg Broadcasting to Electra Broadcasting for \$800,000. Seller is owned by C. Leslie Golliday, who has no other broadcast interests. Buyer, owned by Charles C. Thornton Sr., is also licensee of WTRI(AM) Brunswick, Md. WPEM is on 1340 khz with 1 kw day and 250 w night. WESM is on 97.5 mhz with 9 kw and antenna 1,010 feet above average terrain.

■ KRIZ(AM) Phoenix, Ariz.: Sold by Doubleday Broadcasting Co. to Family Life Broadcasting System for \$700,000. Seller is wholly owned subsidiary of Doubleday & Co. publishers. It is licensee or parent corporation for KHOW(AM)-KXKY(FM) Denver; KITE(AM) Terrell Hills, Tex.; KITE-FM San Antonio, Tex.; KDWB(AM) St. Paul; KDWB-FM Richfield, Minn.; KWK(AM) St. Louis. Buyer is Michigan nonstock corporation for religious broadcasting. Warren J. Bolthouse is president. Family Life also owns WUNN(AM) Mason, Mich.; WUFN-FM Albion, Mich.; WUGN-FM Midland, Mich., and KFLT(AM) Tucson, Ariz. KRIZ is on 1230 khz with 1 kw day and 250 w night.

■ WAPL-AM-FM Appleton, Wis.: Sold by Badger Cities Broadcasting to the Telegraph-Herald Corp. for \$160,000. Seller is owned by Thomas P. Moore and his wife, LaVonne, and Mr. and Mrs. Orville Sather who also own WBCO-AM-FM Bucyrus, Ohio, and WWOM(FM) Albany, N.Y. Buyer is owned by Woodward family and publishes Dubuque, Iowa, *Telegraph Herald* and also owns KDTH(AM)-KFMD(FM) there, KLMS(AM) Lincoln, Neb., WHBY(AM) Appleton, Wis., (*Telegraph-Herald* plans to spin off WAPL and keep WHBY). WAPL is 1 kw daytimer on 1570 khz. WAPL-FM on 105.7 mhz with 50 kw antenna 310 feet above average and terrain.

■ WWRN(FM) West Palm Beach, Fla.: Sold by Sandpiper Broadcasting Co. to Pearl Broadcasting Inc. for \$520,000. Seller is principally owned by John Keljikan (75%), Harcourt Brace Javonovich Inc. publishers (15%), and Ralph Keesing (10%). Buyer is owned by Irving and Helen Pearl (married) who are equal partners with no other broadcast interests. WWRN on 92.1 mhz with 3 kw and antenna 280 feet above average terrain.

■ KTRT(AM) Truckee, Calif.: Sold by Trans-Sierra Broadcasters to Mira Shea for \$160,000. Seller is owned by Herbert G. Crenshaw; his mother, Talma L. Crenshaw; Howard F. Brooks, and Eugene Gini, none of whom has any other broadcast interests. Buyer is account executive at KVOR(AM) Colorado Springs and has no other broadcast interests. Sale of KTRT previously announced to Vernon L. Lundquist (*BROADCASTING*, Dec. 5, 1977) was not consummated. KTRT is on 1400 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ Other station sales announced last week are on page 74.

Approved

The following station sales were approved

last week by the FCC:

■ KPRO(AM) Riverside, Calif.: Sold by Progress Broadcasting to Inland Broadcasters for \$780,000. Seller, wholly owned subsidiary of Dick Clark Television Productions, is owned by music producer Dick Clark and has no other broadcast holdings. Buyer is principally owned by Howard N. Fisher, vice president and general manager of station who has no additional broadcast interests. KPRO is 1 kw daytimer on 1440 khz.

■ KIXY-AM-FM San Angelo, Tex.: Sold by Solar Broadcasting Co. to CDI/Abaris Communications for \$575,000 in cash and notes, \$10,000 agreement not to compete and \$80,000 consulting agreement. Seller is 100% owned by Walton A. Foster who has no other broadcast holdings. Buyer is Illinois limited partnership in which John P. Higgins, Gerald P. Mikitka and Don J. Wiskes own equal amounts of stock. Mr. Higgins also has 10% interest in First Cable Communications Inc., operator of three CATV systems. Messrs. Wiskes and Mikitka are president and senior vice president, respectively, of Capital Directions Inc., Illinois brokerage firm. KIXY is 1 kw daytimer on 1260 khz. KIXY-FM is on 94.7 mhz with 39 kw and antenna 140 feet above average terrain.

■ WMOG(AM) Brunswick, Ga.: Sold by Radio Brunswick to Burrows Broadcasting for \$500,000. Seller is owned equally by William G. Brown and Clifton G. Moor, who also own 100% of WPCF(AM).

WPFM(FM) Panama City, Fla.; 33.3% of WTIF(AM) Tifton, Ga., and 47.5% of WAYX(AM)-WLTE(FM) Waycross, Ga. Buyer is owned by Robert T. Shircliff (55%), Jacksonville, Fla., management consultant, and Robert Burrows (45%), who is owner and general manager of Eau Claire (Wis.) Pepsi-Cola Bottling Co. WMOG is on 1490 khz with 1 kw day, 250 w night.

■ Other station sales approved last week are on page 74.

Brown's two-way street between broadcasters and their communities

To FCC Commissioner Tyrone Brown, "dialogue between broadcasters and viewers is at the heart" of the television broadcasting system. He says he intends to do everything he can to keep the channels of communication open. And he indicated he could be tough about it.

The commissioner made the comment in remarks prepared for delivery at a meeting of the Boston Community Media Council Inc., whose purpose is to bring citizen groups and broadcasters together—a function the commissioner applauded.

"There is a real value in result-oriented discussion among broadcasters and their viewers and listeners," Commissioner Brown said. Both members of the public

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and broadcasters, he said, have a duty to engage in the kind of dialogue that will result in better broadcast service.

And the commission, he added, is responsible for assuring that "the channels of communication are open so that meaningful dialogue" between the two groups can occur. It is also responsible, he said, for "requiring broadcasters to be reasonably responsive to the needs and interests of their viewers, not as individuals but as the community and as significant groups within the community.

"We commissioners are in a sense guardians of both the First Amendment rights of broadcasters and of the First Amendment rights of the community in free and open debate and the presentation of varying viewpoints and lifestyles over the public airwaves," he said.

Commissioner Brown promised to support broadcasters who are engaged in a meaningful dialogue and are meeting their public interest responsibilities. But, he warned, "I also promise that when broadcast licenses come before the commission who are not taking their public interest obligations seriously, I will vote for transferring their license to someone else."

ACT gets together in Washington

Symposium marks 10th anniversary of organization, starts off with Kennedy Center bash, continues with big names in attendance

Action for Children's Television, which began 10 years ago as a group of Boston area housewives unhappy about the television programming their children were watching, is demonstrating in Washington this week the prestige and public relations sophistication it has acquired.

The occasion is a double event—ACT's seventh national symposium, which is being devoted to "TV Role Models and Young Adolescents," and the organization's 10th anniversary.

And as speakers, panelists and participants, ACT has managed to line up an array of attention-getting personalities. FCC Chairman Charles D. Ferris and author David Halberstam will be among the speakers during the symposium, which runs from April 30 to May 2.

Among the panelists are Alfred Schneider, ABC's vice president for broadcast standards; columnist Ellen Goodman; satirist Stan Freberg; former FCC Commissioner Nicholas Johnson, who now heads National Citizens Committee for Broadcasting; David Sontag, vice president of prime time television, Twentieth-Century Fox; Mike Dann, consultant to Warner Communications, IBM and Children's Television Workshop, and author Jeff Greenfield. They will be discussing such things as the ways that television producers might address issues of concern to teen-agers, advertising to

adolescents and "Soaps and Sitcoms: Is That All There Is?"

Most of the events will be held at George Washington University, but the three-day event was to be kicked off on Sunday in the Kennedy Center Concert Hall, with Marlo Thomas, Ossie Davis, Buffy Sainte-Marie and LeVar Burton presenting a multimedia program. It is designed, ACT's press release says, "to illuminate the crucial issues of children's television, including the effects of TV role models on the attitudes and behavior of young people."

ACT will establish a first this week, using the symposium as a forum for the presentation of its annual "Achievement in Children's Television" awards. These will be announced on Tuesday.

The symposium is supported in part by grants from the Mary Reynolds Babcock Foundation and Sears, Roebuck.

Media Briefs

No way to do it. FCC has dismissed petition by WIOO Inc. for reconsideration or classification of order designating application of Carlisle, Pa., case for hearing. Commission in January designated comparative hearing involving renewal application of WIOO(AM) and application for new station filed by Carlisle Broadcasting Associates. Commission said its rules did not provide for reconsideration of hearing orders, except in situations not applicable in WIOO case.

More ask stay. Spartan Radiocasting Co., licensee of WSPA-TV Spartanburg, S.C., is appealing FCC action in significant viewing case. Spartan has filed notice of appeal in U.S. Court of Appeals for Fourth Circuit, in Richmond, Va. And along with WPLG(TV) Miami and WFSB-TV Hartford, Conn., it has asked FCC to stay May 24 effective date of order exempting from network nonduplication rule signals that are significantly viewed off air in community. They are requesting stay of order until petitions for reconsideration of order are acted upon or until judicial review is completed. Motion for stay pending action on petition for reconsideration had already been filed by Amaturio Group Inc., KCST Inc., McGraw-Hill Broadcasting Co. Inc., and NEP Communications Inc. Deadline for filing comments on request for stay is today (May 1).

Correction. Media law conference dealing with such subjects as Federal Trade Commission's proposed rules on children's television advertising, media antitrust actions and domestic satellites will be held May 11-12 at the Communications Media Center, New York Law School, New York. School was erroneously identified as New York University in BROADCASTING April 17. Erwin Krasnow, general counsel, National Association of Broadcasters, and Scott Robb, Robb & Reukauf, New York, will be co-chairmen.

Broadcast Advertising*

Classical stations report big gains in ad revenues

But CMBA members are told their outlets are underused as an advertising medium

Advantages and problems of classical music radio stations were pointed up by an advertising panel at the 1978 conference of the Concert Music Broadcasters Association, held in New York April 17-20.

Ramon Gaulke, president of Marsteller Inc., New York, told a luncheon session that his agency had used classical music radio to sell products of all sizes and prices but that he had never been able to persuade a client to use it for corporate advertising. "I'll keep trying," he added.

George Norton, vice president of General Telephone & Electronics, which sponsors classical music programs nightly on five stations, said concert music "gets you an audience that is really loyal ... and responsive."

When some of the 60 classical music broadcasters at the conference protested that they often got very short shrift from agency timebuyers, Joyce Peters, media director of Media Specialists Inc., advised that they visit the timebuyers—and also send their research people to call on the agency planners. "When it's on the plan," she said, "the buyer is afraid not to buy."

Mr. Gaulke suggested that it was up to agency management people, like him, to tell agency creative and media people to use radio "whether they like it or not," whenever it's in the best interest of a client. "Where you need more than 25 words," he said, "radio has a real advantage."

In other sessions of the CMBA's ninth annual conference, Teresa Gannon of Target Group Index reported that a national survey had set the number of adults who "prefer" classical music radio programming at 9,916,000, a gain of 10% in four years.

The 23 stations represented at the conference—out of a total of 52 AM and FM outlets that devote 30% or more of their air time to classical music—reported gains in time sales averaging 30%, according to Vianne Webb of WGH-FM Newport News, Va., president of CMBA.

Chicago Symphony Orchestra broadcasts, presented by Amoco on 300 radio stations for the past two seasons, reached an unduplicated total of 24 million listeners a year, according to a study by D'Arcy-MacManus & Masius, Amoco's agency. The report was presented by Ray Nordstrand of WFMT(FM) Chicago, which syndicates the broadcasts.

President Bernard Mitchell of U.S. Pioneer Electronics reported his company's first season of sponsorship of New York City Opera Company broadcasts was

"successful." The broadcasts were syndicated in major markets by Robert E. Richer of WNCN(FM) New York.

Dr. John K. Major, research and marketing director of WFMT, reported on audience studies conducted by 20 classical music stations in recent years. He said they showed the majority of listeners to be in the 25-49 age bracket, with high income, college education and engaged in professional work.

If advertisers and agencies would take audience buying habits into account, Dr. Major said, they would find classical stations especially efficient for such products and services as airlines, wines and car rentals. They're also good for "bread and butter" items, John Hoffman of KKHI(AM) San Francisco reported, noting that his station sells more than \$1 million worth of time to food advertisers annually.

The CMBA members named a five-member executive committee and authorized it to elect officers from its membership. The committee: Fred Miller, WDCS(FM) Portland, Me.; Robert Richer, WNCN(FM) New York; Hal Rosenberg, KFSD-FM San Diego; Steve Shepard, KLEF(FM) Houston and John Wolfe, KVOD(FM) Denver.

A no-panic posture on media inflation

All things considered, price hikes aren't as bad as they might have been, says agency man

Despite all the talk, media price increases haven't been too bad, and besides, they're going to taper off, especially in television.

That message was offered to an Association of National Advertisers workshop last week by William H. Lynn, senior vice president and director of media services for Ketchum, MacLeod & Grove, New York.

Mr. Lynn, examining ways to beat rising costs, ventured that much more interest is going to center on the 10-second length for television commercials. But he cautioned that a mass move to 10's could increase clutter and reduce efficiency.

As for that "uncontrollable spiral" in media costs, he said that since 1970 broadcast costs have risen about 65%, thanks to a 91% rise in TV costs, and media prices generally have climbed about 66%. In the same period, he said, the cost of living has risen 60%, coffee prices 300%, housing over 110%, gasoline 125%, an average food basket 70%.

Against those rises, he said, "the general media price increases of 66%—and even the TV 91% increase—don't look out of line. The world is getting to be a more expensive place to live in, and media are just one element involved."

Over the next two years, Mr. Lynn predicted, "we will see media costs—particularly television—plateau. In fact, it is highly probably that the 1978-79 broadcast season will find substantial advertiser

resistance to any major marketplace cost increases, and in some instances negotiated costs might actually fall below this year's.

"And because the media market is a self-regulating entity, as far as pricing is concerned, the broadcast plateau will slow down the prices increases in other media as well."

Mr. Lynn spoke at an ANA advertising financial management workshop at Callaway Gardens, Pine Mountain, Ga.

Female life styles: will changes hurt TV?

C&W's Nichols says working women are reading more and viewing less

The changing role of women could lead to a decline in the use of television advertising and an increase in print advertising, according to Carl W. Nichols, president of Cunningham & Walsh, New York.

He developed this hypothesis during a talk to the Phoenix Advertising Club. He cited research undertaken by C&W that shows that women, more and more, are taking charge of family finances for such big-ticket items as cars, houses and vacations, as well as in supermarket shopping.

He noted that working women watch less TV and spend more time reading magazines than nonworking women. But he said nonworking women, who consider inflation their number-one problem, also are reading more "in a search for more helpful product information which most commercials simply can't provide in 30 seconds."

Mr. Nichols said he would not "go so far as to predict the decline and fall of TV." But he insisted that "there's certainly a stronger and brighter future for print media; it simply has to become more up-front in our marketing thinking and its growth undoubtedly will be at the expense of TV."

He told the meeting that many of today's copywriters have written only for television. Mr. Nichols announced during his speech that C&W is organizing a program of seminars on writing for print for its younger writers and summer interns.

Broadcasting role in coping with drug problems cited at Wolff committee hearing

"In general, public service advertising about drugs has no effect on the audience," Dr. Gerhard Hanneman of the Annenberg School of Communications, University of Southern California, has told a House Select Committee on Narcotics Abuse and Control. Among reasons for PSA ineffectiveness, according to the professor, are lack of pretesting of spots and a "laissez-faire distribution" of spots. He called the latter "a waste of taxpayer dollars."

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sociation of Broadcasters, ABC, CBS, Mutual, NBC and WCAU-TV Philadelphia also presented statements. Bill Leonard, Washington vice president of CBS Inc., said his network has "consistently attempted to contribute meaningfully to the public's awareness of the drug abuse problem."

ABC's Richard P. Gitter, vice president for broadcast standards and practices, said that while "the use of illegal drugs and the abuse of legal drugs have, from time to time, been the subject of ABC entertainment programs...we require that the presentation be accomplished unexploitatively, responsibly and in a manner that will not be instructional or invite imitation."

Committee Chairman Lester L. Wolff (D-N.Y.) said Congress was "interested in the effect of advertising, programing and PSA's" in the fight against the "insidious problem" of drug abuse.

Colorado's unusual Section 315 quandary

**FCC rules DA facing recall
must be considered a candidate
since ballot also contained
choices for his successor**

New Section 315 questions never cease. The FCC last week was called upon to decide whether the district attorney of Pueblo county, Colo., who was facing a recall election on Thursday, April 27, was to be considered a legally qualified candidate for public office.

Ordinarily, the answer would be no, since the question in recall elections is not who should hold office but whether an official should be removed from office.

But the situation in Pueblo county was different. For the voters were being asked not only whether the district attorney, Joseph E. Losavio Jr., should be recalled, but also, if he is, who of two alternative candidates—Patrick J. Maggio and Joe T. Ulbarri—should replace him.

Under those circumstances—with the two questions so interrelated—the present district attorney should be considered a candidate, the commission said. Otherwise, it added, the incumbent and the other candidates might suffer inequities.

The commission noted that if the incumbent were not a legally qualified candidate, his paid announcements would be subject to censorship while the candidates' would not. Nor would the incumbent be entitled to the lowest unit charge that would be available to the others. On the other hand, the alternative candidates would not be entitled to equal time if the incumbent appeared on a station.

The question as to Mr. Losavio's status was raised by KOAA-TV Pueblo. It wondered whether tapes Mr. Losavio wanted aired could be considered "uses" under the equal-time law and, therefore, subject to the no-censorship provision of the equal-time law. The station said the tapes

contained material that could be considered defamatory to persons supporting the recall.

The commission said that if the station had agreed to sell Mr. Losavio time, it could not withdraw the offer because of the material on the tapes. It also noted that the Supreme Court has ruled that since a station may not censor a broadcast by a legally qualified candidate, it could not be sued for anything the candidate said.

Advertising Briefs

Bread for B&B. Quality Bakers of America Cooperative Inc., New York, which has used in-house Q.B.A. Advertising Inc. since 1942 when it introduced Miss Sunbeam Bread, has named Benton & Bowles, New York, as its first outside agency. Cooperative organization of 130-member companies has budget of about \$6 million, primarily in spot TV in New England, Southeast and Southwest.

New honor. World Institute of Black Communications has been formed to present first awards to recognize excellence in print and broadcast advertising aimed exclusively at black audience. Institute, founded by National Black Network, will give CEBA (Communications Excellence to Black Audiences) Awards in 39 categories of print and broadcast advertising. Entries must be postmarked by May 19, 1978, to be eligible for this year's awards. Mail or deliver entries to CEBA Awards c/o National Black Network, 1350 Avenue of the Americas, 24th floor, New York 10019. Information on entry fees is available from NBN from Joan Logue Henry or Adrian Gaines at (212) 586-0610.

NAB to CAB. National Association of Broadcasters told Civil Aeronautics Board in comments last week that proposed rulemaking preventing airlines from passing costs of institutional advertising on to customers would affect their free speech rights, because rule would encourage CAB to review advertising content. Furthermore, rather than absorb costs of institutional ads, airlines would probably stop running them altogether, NAB predicted. Proceeding is in response to Aviation Consumer Action Project, which contends that some institutional ads, for which customers pay through their tickets, are primarily intended to lobby government on behalf of airlines.

New agency is tapped. F & M. Schaefer Brewing Co., New York, has chosen Ogilvy & Mather, New York, as its new agency, replacing Warwick, Welsh & Miller, New York, effective June 30. Account bills more than \$5 million, of which estimated \$4 million is in broadcast. Warwick officials said they were surprised by move, saying they had been assured brewery was talking to other agencies only on matters involving new products.

A message from Nursing Home Professionals.



Don L. Brewer, President



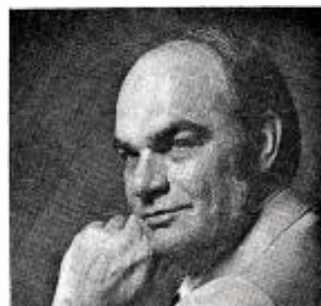
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Health care abuses. Profit abuses. Bureaucratic fumbings. These and other attacks leveled at nursing homes have always appeared as front page news.

When these stories appear, we are just as outraged at the shame and the scandal. We abhor the tales of unsafe facilities, inadequate diets, patient neglect.

Perhaps, unwittingly, we have built a serious communications gap. A gap between what most critics believe to be the facts and what actually are the facts related to the nursing homes in our nation today.

Nursing home care is a relatively recent development in this country. From the early community-sponsored shelters that served as poor houses, the nursing home was born. Usually a small family-run home that planted the seeds for today's modern facility.

But as human life spans continued to increase, so did the problems of aging and the care for the aged and the chronically ill. So that by the early 1950's, the need to improve conditions and facilities was critical. A major growth took place, not only aided by public awareness, but by the private investment of billions of dollars for land, construction and qualified personnel.

Suddenly, the number of long-term facilities tripled from 6,500 to 25,000.

Suddenly, from 172,000 available beds in 1953, the number of beds became 1.2 million by 1973.

Today, there are 20,000,000 Americans aged 65 and over. But, as many as 600,000 need nursing care and can't get it. Because for all the growth, for all the improvements, the number of Americans needing professional health care has skyrocketed.

Where can these people go? As fast as new, modern, professionally staffed facilities are built, just as quickly the waiting lists multiply. Many remain residents of boarding houses, independent homes, some inadequate, too many unsafe.

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Magid, KSD-TV trade suits over survey

He started first, asking for \$9,000; station countered with bid for \$18,000; now he is asking \$3 million more

News consultant Frank Magid and one of his oldest clients, KSD-TV St. Louis, are suing each other over a \$27,000 market survey Frank N. Magid Associates Inc. agreed to perform last year. The station wants to get back the \$18,000 it has paid, claiming Magid failed to perform in accordance with the agreement. Magid, on the other hand, is countering not only to collect the remaining \$9,000 but for another \$3 million as a result of the allegedly "false and defamatory" statement of a KSD-TV executive that was published in a St. Louis newspaper.

At issue in the suit is an "attitudinal news research study" of a kind KSD-TV officials say they have obtained from Magid a number of times dating back to 1964. However, the one delivered last August was not in accordance with an agreement reached last May, according to KSD-TV.

For one thing, the submission was late;

KSD-TV said the report was to have been delivered the week of July 25. For another, it contained no recommendations (all other reports provided by Magid had contained recommendations, according to KSD-TV officials). The suit also alleges that errors in the survey questionnaire were discovered in preliminary testing but were not corrected, that the report did not include breakouts as to age and socioeconomic patterns, and that the analysis was "superficial."

A key issue in the case is KSD-TV's allegation that Magid refused to allow station personnel to verify and validate the authenticity of the survey data—a process that normally involves recontacting 20% of the sample to verify they had participated and had completed the questionnaire. Magid, in its countersuit, claims it offered to allow KSD-TV personnel to monitor the validation "in a manner consistent with the ethical standards of confidentiality."

Gary Chapman, KSD-TV's marketing director, said the two parties were continuing to discuss the validation issue when, "on Christmas Eve," Magid initiated the litigation with a suit in Linn county (Iowa) court seeking the \$9,000 allegedly due. KSD-TV later asked for dismissal of that suit and filed its own in U.S. district court for the eastern district of Missouri, where the case is now being litigated.

Magid, in its countersuit, claims it performed all of its obligations. It says the study it performed "was comprehensive

and complete," containing more than 234 pages of information and analysis and that KSD-TV was provided with a computer printout used in the study that included survey data by age and socioeconomic patterns.

The suit also cites, without elaboration, one finding of the study that was negative: "Positive viewer attitude toward KSD-TV was declining in the St. Louis metropolitan market," a conclusion said to have been supported in a November 1977 study conducted by Arbitron that showed a drop of 22,000 viewer homes.

The defamation aspect of the countersuit—Magid is seeking \$1 million actual damages and \$2 million in punitive damages—results from a column in the Feb. 10, 1978, *St. Louis Globe-Democrat*, in which Mr. Chapman is quoted as saying the research performed by Magid was "defective and incomplete," and as making other statements, "the reasonable interpretation of which," the suit says, "was that Magid had refused to allow KSD-TV to validate the authenticity of the questionnaires used in research."

This referred to a history of events given to the newspaper by Mr. Chapman that he repeated last week. He said that although Mr. Magid offered to permit KSD-TV officials to monitor the validation process, plans for KSD-TV personnel to travel to Magid's headquarters in Marion, Iowa, for that purpose were twice postponed at Magid's request and that, finally, late in October, Magid was advised by counsel not to permit the monitoring until the final \$9,000 was paid.

The Magid suit said that as a result of the "false and defamatory statements, Magid has suffered in its business reputation and professional standing."

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Utica station upheld in refusal to yield off-the-record tape

WTLB Inc., licensee of WTLB-AM-FM Utica, N.Y., has won a victory for reporter's privilege in a skirmish with a local Democratic political leader. WTLB refused to turn over an audio tape of a county executive's remarks it considered privileged, and a state judge upheld the refusal.

The controversy started when word got out of a press briefing by the county executive of Oneida county, William Bryant, on April 4. The remarks, which reportedly dealt with Mr. Bryant's reasons for not attending a breakfast conference between local political leaders and Senator Daniel P. Moynihan (D-N.Y.), were off the record, and were not reported.

But the attorney for the Democratic leader, Rufus P. Elefante, filed a motion in New York Supreme Court, asking that a tape the WTLB reporter, Gary Kenner Kennect, had made be turned over to Mr. Elefante. He was said to be contemplating a slander suit against the county executive.

When WTLB's attorney opposed the motion, claiming reporter's privilege, the county executive was quoted in the press as saying he hoped the station would com-

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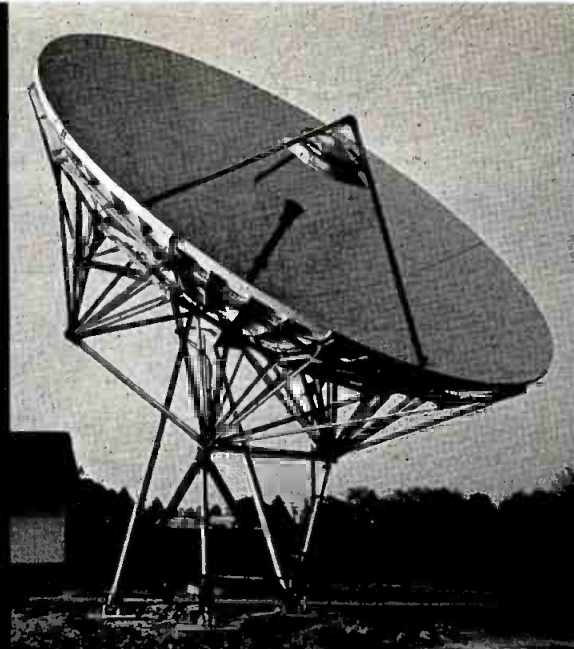
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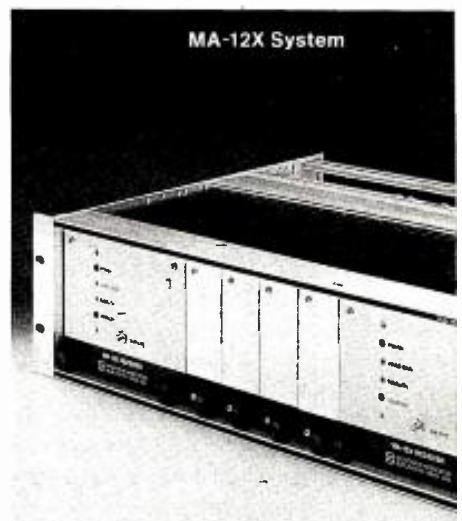
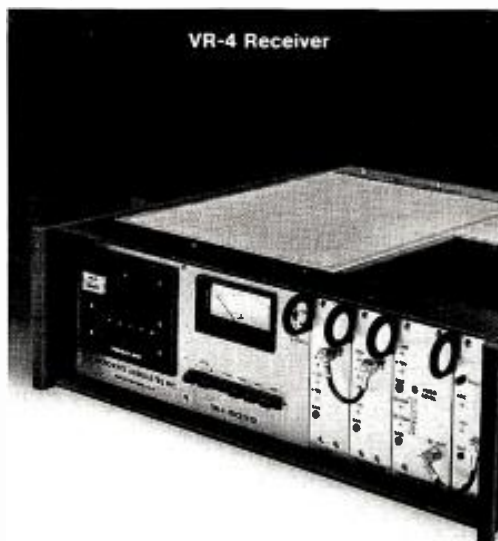
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ply with the request for the tape.

With that for ammunition, Mr. Elefante's attorney, in argument before Supreme Court Judge Parker Stone, contended that Mr. Bryant, by his remarks, had waived his right to confidentiality. But WTLB argued that the privilege involved was the reporter's, not the county executive's. Judge Stone agreed and denied the Elefante motion. Judge Stone based his ruling on the New York reporter's shield law and on the First Amendment.

News council urges dialogue between ABA and the press

**Guidelines being developed by
lawyers for coverage of trials
need input of professional
journalists, it's said**

The National News Council said last week that the new free press/fair trial guidelines being developed by the American Bar Association, promising though they seem to be, should be subjected to review by a panel of knowledgeable media and public representatives.

This review, the council said, should take place before the ABA House of Delegates votes on the guidelines at its meeting in August. "The one indisputably valuable contribution of the earlier effort by press and bar to agree [on voluntary guidelines] was the demonstration it provided that both sides could learn much through an exchange of ideas," the council said.

"The [ABA] panel's final report has not yet been made public," the council said, "but members active in its preparation have assured the National News Council that the proposed canons go well beyond the Supreme Court's decision in *Nebraska Press Association vs. Stuart* in that the proposed canons provide protection against any judicial attempt to order prior restraint on publication of information in the possession of newspapers or television and radio stations.

"Similarly, in the ABA committee's view, there is no judicial right to cite reporters or editors for contempt for anything they publish except under circumstances of prejudicial intent and execution so flagrant as to be almost inconceivable in journalistic practice.

"The paramount thrust of the recommendations is to foster open court proceedings and full disclosure. This commitment to openness is further reflected in the panel's proposal that television and radio coverage of criminal trials be standard whenever the judge finds that can be done without upsetting courtroom decorum."

The council observed, however, that "admirable as all these initiatives are, it would be foolish to suggest that they hold out promise of trouble-free future relations even if the committee report is approved without change by the ABA House

of Delegates." Hence the proposal that they be reviewed, and the council offered to help recruit a review panel to take a look "with a view to enriching the mix of thought available to the bar when it makes its decision on new standards this summer.

"The timeliness of such a fresh attempt at communication is heightened by the existence of other court-related questions on which a fusion of views would be helpful in substituting cooperation for conflict. One is the wider use of television cameras and radio in courtrooms. The qualified endorsement given to such use by the [ABA] committee ought not to become a prelude to new bickering over rules of reason acceptable to both sides."

The council, meeting last Monday and Tuesday at its headquarters in New York, also disposed of a series of complaints related primarily to reporting of abortion issues, and took stands against portions of pending legislation to revise the federal criminal code and against what it called threats to press freedom in international news reporting.

The council said that S. 1437, the criminal-code revision measure that cleared the Senate in January and is now before the House Judiciary Committee, "is vastly less dangerous in its potential impact on press freedom than its predecessor, S. 1," but that this "provides scant warrant for complacency.

"Section 1324 of the measure would, for example, make reporters, editorialists and news organizations vulnerable to possible criminal prosecution for any action that 'improperly' subjected a witness before Congress, the courts or an administrative agency to economic loss or to injury in his business or profession.

"Other provisions would expose reporters to contempt citations or punitive action for refusal to disclose confidential news sources even under court orders subsequently held unconstitutional (Section 1331) or for refusing to give notes or film outtakes to law-enforcement officials (Section 1311).

"The News Council believes that such provisions of the bill and of comparable measures pending in the House represent disquieting new steps toward secrecy and censorship in the criminal justice system. They would severely curb the press. . . ."

The council also viewed "with apprehension the suggestion by representatives of 20 nonaligned countries, meeting in Havana last week, that their governments consider the establishment of restrictions on the movement of news out of and into their nations." The council reiterated its position that the need "is not for less coverage of the developing countries," but for "a better, more thorough and more understanding job in the whole field of international reporting."

In a series of rulings based on complaints against abortion news coverage, the council found two aspects of complaints against CBS News to be warranted and 10 unwarranted. It also held unwarranted a complaint against NBC News and one against WJLA-TV Washington, also on abortion issues.

Time, ATC merger set at \$140 million

Time Inc. signed an agreement last Wednesday (April 26) to acquire the balance of American Television & Communications Corp., Denver-based cable TV systems company, in a merger transaction valued at between \$135 million and \$150 million (BROADCASTING, Jan. 2, et seq.).

Time, which already owns 26% of ATC's outstanding stock, plans to acquire the rest in an exchange-of-stock arrangement. Each outstanding share of ATC common not owned by Time will be converted into 1.55 shares of Time convertible preferred stock—which would have a cumulative annual dividend rate of \$1.575 per share and a liquidation value of \$30 per share and be convertible into 0.72 shares of Time common, redeemable five years after the merger.

The merger terms include a cash alternative that will permit ATC stockholders to receive a cash payment in lieu of shares of Time Inc. convertible preferred stock. Time will not be required to make cash payments for more than about 22% of the outstanding ATC stock. A Time spokesman said the cash price will be determined prior to mailing proxy materials with

respect to the merger, but will not be more than \$50 nor less than \$45 per share of ATC common stock.

The proposed merger, including the cash election alternative, will be subject to, among other things, approval by ATC's stockholders and the receipt of necessary regulatory agencies.

ATC operates more than 80 cable systems throughout the country.

Showtime and Columbia sign deal for pay specials

Showtime Entertainment Inc., New York, has entered into a nonexclusive agreement with Columbia Pictures Pay Television, New York, to acquire 11 original pay TV specials and to co-produce other entertainment specials with Columbia.

The 11 Columbia specials are: *In Session: Seals & Crofts*; *In Session: Sarah Vaughan and Carman McRae*; *No Cover, No Minimum*, starring blues singer Lee Horwin; *No Cover, No Minimum*, starring Peter Allen; *Orson Welles at the Magic Castle*; *The Johnny Mathis Christmas Special*; *Jamboree in the Hills*; *Scapino* with Jim Dale; Abba, featuring the European rock group, and two rock concerts taped in London.

Showtime, a subsidiary of Viacom International Inc., New York, will distribute the specials via its satellite network to affiliated cable TV systems.

Another in the sky

Fanfare Television, a new consortium, has signed an agreement with RCA American Communications for satellite distribution of sports events, major motion pictures and special events to pay cable television systems in Texas, Louisiana, Arkansas, Oklahoma and New Mexico.

It is said to be the first satellite distribution agreement for regional pay television. According to Fanfare's president, Jack Williams, its service will begin in June 1978 and will include exclusive coverage of the Southwest Athletic Conference (football, basketball and other sports), Houston Rockets basketball, Houston Astros baseball and other sports and entertainment events. Fanfare will originate a daily program during the five hours between 7:30 p.m. and 12:30 a.m., central time, from its Houston headquarters for distribution by the RCA satellite.

Fanfare is a joint venture of Hollywood Home Theater; Kenneth Schnitzer, Texas businessman and owner of the Houston Rockets and Houston Arrows hockey team; MCI Productions, Houston-based TV production firm, and Pace Management, Texas entertainment production company. Hollywood Home Theater, a joint pay TV programming venture of 20th Century-Fox and United Artists, will provide Fanfare with major motion pictures from Hollywood studios, it was said.

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Some kidding on the square from Anselmo

Spanish International president, who wants to extend network via system of TV translators, assumes fictitious identity to make his point with the FCC

"First of all, I want to tell you how distasteful it is to me to even have to write to a member of the growing bureaucracy in this country... and have no doubts about it, Mr. Ferris, you are a member of this growing menace."

Thus began a letter to FCC Chairman Charles D. Ferris from one Caruthers P. Holdfast, president of "The Broadcasters & Cablecasters Benevolent Society of America," which, according to a line at the bottom of the stationery, is "An Affiliate of the Old Boy Network."

At first, the letter—with its criticism of Chairman Ferris's encouragement, in his speech to the National Association of Broadcasters convention, of minorities to enter broadcast ownership—seems the work of an uninhibited bigot with a mad on for government. But a few sentences later it is evident that what is really driving the writer is not hate but sarcasm and irony. And it isn't long before Caruthers P. Holdfast is revealed as Rene Anselmo, president of Spanish International Network. Mr. Anselmo is the target of much of the criticism expressed in the letter, which bore the return address of 270 Park Ave., N.Y., SIN's national headquarters.

The letter was Mr. Anselmo's device to draw attention to his impatience with continuing delay in FCC consideration of his applications for four translators to extend the signals of SIN stations to distant cities. The applications were filed about a year ago, shortly after then Chairman Richard E. Wiley indicated to Mr. Anselmo that approval could be granted in about three months.

However, there were problems. The applications represented something new in translators. Normally, translators fill out blank spots in a regular station's service area; these were to provide service in new areas—Denver and Bakersfield, Calif., where the facilities would rebroadcast programming of SIN's KMEX(TV) Los Angeles; Philadelphia, where the translator would be fed off the air from SIN's WXTV(TV) Paterson, N.J., and Austin, Tex., where the translator would rebroadcast SIN's KWEX(TV) San Antonio. SIN's plans also provided another new wrinkle: The Denver translator would be fed by satellite. Mr. Anselmo is considering extending the translator plan to other areas with large Spanish-speaking populations.

But the proposals provided policy questions the FCC staff felt needed pondering before action could be taken. And those questions were compounded when the Na-

tional Cable Television Association, concerned about the competition translators could provide cable systems (a concern intensified when the commission in December authorized the use of FM microwave to transport signals to translators), complained that translators are free of the kind of restrictions familiar to cable operators. With the staff considering these matters, action on SIN's applications has been delayed.

At present, the Office of Plans and Policy and the Broadcast Bureau are attempting to draft a notice of inquiry to examine a wide range of translator-related issues. Last week, staffers could provide no indication of when a document would be ready for commission consideration. But at a minimum, it would appear that action on SIN's applications could be delayed for a year or more, particularly if the inquiry were to be followed by a notice of proposed rulemaking.

"That's why," SIN's counsel, Norman Leventhal, said, "Mr. Anselmo got fed up and wrote the letter." (Mr. Leventhal telephoned the chairman's office as soon as he was informed the letter had been sent to make sure Mr. Ferris was aware of the author's identity. The letter, Mr. Leventhal said last week, "was a joke, but with a serious purpose.")

Frequently in the letter, Mr. Anselmo, as "Caruthers P. Holdfast," uses the bigot's language to make a point: "All this talk about encouraging minorities to get into broadcasting can have a disastrous effect on people. [When former Chairman Wiley] started palavering off on this theme, right away that guy Anselmo starts to go crazy dreaming up schemes how he can put more of those Spanish-speaking stations on the air."

And often, the letter directs sarcasm at cable interests. With the author of his letter cast as a former broadcaster who has acquired "a little unregulated cable system," Mr. Anselmo manages a jibe at cable operators based on their success in persuading the commission to repeal prohibitions on cable systems' leapfrogging television signals and on cable's plea to the FCC to remove the restrictions that hinder them in competing with broadcasters: "How are you going to allow that Spanish International crowd to leapfrog their own signal?" he asks at one point. "Leapfrogging is the whole underpinning of the cable industry. That's unfair competition to let a broadcaster leapfrog. Isn't it bad enough that you're still allowing broadcasters to provide free service in markets where we are forced to charge people to bring them cable TV? Talk about unfair competition."

To what extent Mr. Holdfast-Anselmo managed to stir the commission to action on SIN's translator applications remains to be seen. The chairman's office had not yet seen the letter last week, but an aide to Chairman Ferris directed reporters looking for reaction to the chairman's comments favoring marketplace competition among technologies over regulation as a way of serving the public interest.

NBC raises objections to Mutual's filing for earth stations

Future problems with interference, effects on EBS, other networks must first be determined, FCC is told

Mutual Broadcasting System's plans to distribute its radio network programming via satellite have been questioned by NBC and opposed by the Texas State Network.

In comments on Mutual's application to construct 500 receive-only earth stations around the country (BROADCASTING, Nov. 28, 1977), NBC raised several matters it said the commission should consider before it allows construction of the 10-foot dishes. TSN asks denial of the application on a number of legal and technical grounds.

"Our basic concern," said NBC, "is whether adoption of the policies proposed here and their application to similar systems in the future, possibly representing thousands of 4 ghz ground stations, could upset the efficient management of the vital 3.7-4.2 ghz frequency band."

NBC said it as well as CBS and ABC are studying the possibilities of satellite transmission on the same frequency. NBC is concerned that Mutual's earth stations may cause interference problems later when the band is more crowded.

"The commission should also consider," NBC continued, "the restrictive implications of a dedicated nationwide system, possibly leading to many dedicated systems duplicating each other, incompatible standards among those systems, and the resulting inefficient use of the 4 ghz frequencies and satellites, not to mention the higher cost of duplicated facilities to the users, and indirectly to the public."

Another concern NBC expressed was over the possible effects of the satellite system on the Emergency Broadcast System. Currently, NBC noted, the system is constructed as a combination of landlines, microwave hops and satellites. NBC said the Mutual system as proposed provides no EBS back-up capacity.

NBC also questioned whether the stations using the earth stations would be permitted to pick up signals other than the Mutual feeds, such as other networks, wire services, syndicators and so on. It wanted to know, for example, "If other services do begin to share the system... can Mutual remove its ground station and terminate those services when its radio stations discontinue affiliation with Mutual? Would Mutual's sharing rates be subject to regulation? What are the qualifications of those entitled to share Mutual's facilities?"

NBC concluded that it "believes that the most effective, flexible and desirable use of the 4 ghz satellites for radio purposes may involve earth stations that are coordinated among several users, able to work with any satellite or satellite channel,

frequency coordinated where deemed necessary, fully compatible with the various broadcast and wire services normally used by radio stations, and possibly operated in association with a carrier who can make additional use of the ground station's capacity."

TSN targets Mutual's new parent, Amway Corp., as well as Mutual in the petition to deny. It notes that Amway has been accused in a Federal Trade Commission proceeding of unfair and deceptive practices and says that a determination that one or more of the charges has been proved could "have a bearing of Mutual's licensee qualification."

Mutual, itself, according to TSN, is engaging in "anticompetitive practices in Texas and adjacent areas" with respect to TSN. The petition says that Mutual, which has obtained broadcast rights to the games of the Dallas Cowboys and (beginning in January) those of the Southwest Athletic Conference, eight of whose nine members are in Texas, is seeking to establish a regional subnetwork in Texas and adjoining states to which it would feed the games. But, TSN says, Mutual is "tying" the broadcast rights to "a regular Mutual affiliation and the acceptance" of Mutual network news and associated commercial material. And Mutual news, TSN says, is "relatively unattractive" in Texas.

TSN also says that Mutual's application "appears to contemplate" the operation of up to six, simultaneous, national network services, "a practice long ago found to be contrary to the public interest." And, it says, a grant would require the abandonment of a number of policies—by licensing Mutual, rather than the end-user of each earth station, for instance, "the commission could lose effective regulatory authority of the system and its use," since the commission would be reluctant to move against earth stations used by hundreds or thousands of broadcasters who "had nothing to do with Mutual's misconduct."

TSN has also petitioned the commission to deny Western Union Telegraph Co.'s application to use the Westar satellite system to interconnect Mutual's affiliates.

FCC will have its pick of testimony on UHF receiver noise limits

Next week (on May 10), a panel of experts will present their views to the FCC on the proposed lowering of the UHF receiver noise figure. The figure—now 18 db maximum—is a measure of one factor affecting the visual interference (snow) in a TV picture.

The panel, representing UHF stations, citizen groups, land mobile interests and the government's Council on Wage and Price Stability, will discuss how far the noise level can be reduced without creating more UHF taboos or limiting the development of electronic tuners, the effect

on consumer prices of tuners, the number of viewers affected and whether the noise reduction can be achieved by Oct. 1, 1979, or sooner.

UHF station panelists include Harold L. Green, vice president for operations and engineering of Field Communications (representing the Council for UHF Broadcasting). Citizen groups include the Citizens Communication Center and the D.C. Media Task Force. Land mobile interests will be represented by the Utilities Telecommunications Council, Land Mobile Communications Council, The National Association of Business and Educational Radio and the Land Mobile Com-

munications section of the Electronic Industries Association. Individuals taking part will include Dr. J. Brandinger, vice president, TV engineering, Consumer Electronics Division, RCA Corp.; Douglass D. Crombie, director, Institute for Telecommunication Sciences, National Telecommunications and Information Administration; William Detweiler, president, Helper Instruments Co.; Clinton S. Hartmann, manager, Surface Wave Device Branch, Advanced Technology Laboratory, Texas Instruments Inc.; Daniel R. Wells, senior vice president for engineering and operations, Public Broadcasting Service; Walter S. Wydre, CATV

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Technical Briefs

To Russia, with VTR's. Ampex says it has been chosen as "official supplier" to Soviets of one-inch video-tape recorders for 1980 Summer Olympics in Moscow. In its Olympics coverage NBC-TV will presumably use Sony-made model sold in licensing agreement by RCA.

Moscow in May. U. S. delegation of 15 members of Institute of Electrical and Electronic Engineers is to meet with Russian counterparts in Moscow May 16-18 for annual scientific and cultural exchange. Broadcasting is to be principal topic. U.S. delegation will be headed by George Jacobs, director of engineering of Board for International Broadcasting. Others include Marvin Blumberg of A. D. Ring consulting engineering firm and John H. Gayer, Colorado broadcaster and former member of International Radio Frequency Board in Geneva.

No dumping. Justice Department has dropped year-long antitrust investigation of Japanese television exports to U.S. John H. Shenefield told Senate Judiciary Committee that preliminary investigation did "not provide any reasonable basis for a full-scale" inquiry. He said Justice had found "no evidence of ongoing concerted activity by Japanese enterprises aimed at the United States market."

Trois oiseaux. Telesat Canada has signed \$53.6-million contract with Hughes Aircraft Co., Los Angeles, to build three communications satellites for launching from U.S. space shuttle in 1981. Four Canadian firms will be major subcontractors—receiving almost \$24 million of contract. About \$20 million of that will go to Spar Aerospace Products Ltd., Toronto.

Up one. Hughes Television Network,

which last season handled away games for 22 of 26 major league baseball teams, this year has tally of 23, having added San Diego Padres. Hughes anticipates work on more than 860 games, with more than 400 transmitted by Western Union Westar satellite and others by landlines.

New for automation. Broadcast Electronics, Quincy, Ill., has introduced Control 16 microprocessor/CRT-based radio program automation system. Features include five CRT displays, 3000 event memory, self-correcting digital clock, 17 programable functions, easy change of source assignment, instant review of last 10 logging lines and monitoring of on-air programing.

N.J. congressmen trying to legislate VHF station into state

Members of the New Jersey congressional delegation have introduced legislation in the House and Senate that would require the FCC to make frequency reassignments so that every state would have at least one commercial VHF television station.

The FCC is charged with distributing broadcast licenses fairly and equitably, said Senator Harrison Williams (D), co-chairman with Senator Clifford Case (R) of the New Jersey Coalition for Fair Broadcasting, but "New Jersey, the most densely populated, the most industrialized and the eighth most populous state in the nation, does not have a major television station."

Senator Case noted that the FCC's response to the coalition's appeals has been to have stations in New York and Philadelphia come up with plans for providing better service to New Jersey viewers. "This has been tried before and it simply does not work," he said. "Voluntary commitments on the part of many television stations in New York City and Philadelphia are not carried out."

The bill, as explained by Representative Andrew Maguire (D), who introduced it in the House, would require the commission to pick a station now licensed to New York; determine its fair market value and see that the present owner gets paid that amount for the loss of his equipment and plant.

The bill is aimed at New Jersey, but would have the same impact on Delaware, which also has no commercial VHF within its boundaries.

Finance

CBS has its eye on \$3 billion in sales in '78

Paley and Backe tell shareholders that if everything stays on track, revenues will break that barrier

CBS Inc. stockholders were treated to an optimistic report on the corporation's future, including the prediction that 1978 will be a \$3 billion-plus year.

The glad tidings were included in a speech by William S. Paley, CBS chairman, before the annual shareholders meeting, held April 19 in St. Louis. He noted that it took CBS 42 years, until 1969, to attain the level of \$1 billion in annual sales and added:

"We passed the \$2 billion mark in 1976, only seven years later. Our latest first-quarter results gives me confidence to predict that CBS will be a \$3 billion corporation by the end of the year. We will then have achieved another billion dollars of growth in only two years."

The first-quarter results to which Mr. Paley referred were for the period ended March 31 when, he said, CBS's estimated net income reached \$33.7 million on estimated net sales of \$732 million. Mr. Paley reported that net income grew by 2% and sales by 15% over the first quarter of 1977.

He said that the 1977 net income was boosted by a tax rate significantly lower than this year's first-quarter taxes. On a pretax basis, he noted, the improvement over the first quarter of last year was greater, amounting to an 8% increase.

"Part of the disparity between sales increases and net income has been the intensive competitive environment that has prevailed in the television network field," he continued. "But our heavier-than-usual costs in television during the first quarter are showing excellent results as will be pointed out to you by our president, John D. Backe, when he makes his report."

During his talk to shareholders, Mr. Backe said heavy television programing expenses reduced the CBS/Broadcast Group earnings though the division's sales rose by 10% over last year's record quarter. He pointed to positive results emerging from the TV network program-

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

Company	Period/Ended	Revenues	% Change	Current and change		Per Share	Year earlier		
				Net Income	% Change		Revenues	Net Income	Per Share
Acton.....	Year 12/31/77	59,232,000	+200	5,372,000	+253	2.00	19,745,000	1,521,000	.57
Cetec.....	Year 12/31/77	43,005,000	+ 6.4	790,000	+ 39.5	.36	40,409,000	566,000	.25
Conrac.....	Year 12/31/77	12,877,000	+ 19.4	6,490,000	+ 2.8	3.01	10,784,000	5,284,000	2.58
Gross Telecasting.....	3 mo. 3/31/78	2,044,120	+ 14.3	431,067	+ 29.7	.54	1,788,154	332,153	.42
Gulf & Western.....	6 mo. 12/31 7	2,011,232,000	+ 14.6	188,451,000	+ 2.8	1.19	1,754,240,000	183,213,000	1.26
A.C. Nielsen.....	6 mo. 2/28/78	151,174,000	+ 18.7	11,459,000	+ 29.3	1.06	127,403,000	8,885,000	0.82
Starr.....	6 mo. 12/31/77	9,669,727	+ 7.4	330,329	- 11.3	.22	8,995,742	372,345	.25



Backe (l) and Paley

ing development dollars, saying CBS-TV's prime-time position in the first three months of 1978 was "substantially better" than a year ago.

Mr. Backe painted a bright picture for other components of the Broadcast Group, pointing out that advances have been made by CBS-Owned Television Stations and CBS Radio, both of whose sales were ahead of last year's quarter.

Mr. Backe also said CBS's other business groupings—CBS/Records Group, CBS/Columbia Group and CBS/Publishing Group—showed impressive gains in the 1978 first quarter.

In their comments to shareholders, both Mr. Paley and Mr. Backe noted that the quarterly earnings and sales point up the value of a balanced partnership of separate business groups.

At the meeting, a resolution was offered from the floor by Reed Irvine, chairman of Accuracy In Media Inc., an organization that frequently criticizes network news practices. His resolution, which was passed without dissent, praised CBS Radio for the diverse viewpoints represented on its *Spectrum* discussion series.

Viacom stockholders get a double treat

Ralph M. Baruch, president of Viacom International Inc., New York, brought bright news to the company's annual meeting of stockholders. First quarter net income rose 34% to a record \$1,556,000 (41 cents per share) on revenues of \$18,097,000, as compared with \$1,160,000 (31 cents per share) on revenues of \$13,462,000 in the comparable 1977 period.

Mr. Baruch also outlined expansion moves Viacom is undertaking in both first-run syndication and network programing including a half-hour situation comedy, *Please Stand By*, for access time; *The Love Experts*, a five-times-weekly program for stations, and for network showing, *Sticking Together* (90 minutes), *Fast Lane Blues* (a one-hour pilot for a half-hour series) and a half-hour situation comedy based on the British series, *Fawlty Towers*.

TV: Time's bright hope

Time Inc. President James R. Shepley told the company's annual stockholders meeting that its video group is "our fastest growing business," that it became profitable last year and should be "significantly" more so this year. He said the acquisition of American Television and Communications (page 63), although "currently under scrutiny by the Justice Department" and still subject to FCC approval, should enable the group to "compete

more effectively with other larger companies in the communication and entertainment industry." According to Time's proxy statement, the company's top TV executive, J. Richard Munro (video group vice president), received \$175,539 in salary and bonus and accrued \$15,004 under profit sharing plans in 1977.

First-quarter record set in ABC finances

ABC Inc., riding the crest of prime-time television supremacy, achieved record results in the first quarter in both sales and net income.

Leonard H. Goldenson, chairman, and Elton H. Rule, president, noted it was the ninth successive quarter of earnings gains for ABC. They said net income climbed by 21% to \$22.9 million, or \$1.26 per share, from \$18.9 million, equal to \$1.05 per share, in the 1977 first quarter. Revenues increased 16% to \$437.3 million from \$378.0 million in the corresponding quarter last year.

Mr. Goldenson and Mr. Rule said the company's broadcasting operations "were once again the principal contributors to our earnings improvement." The ABC Television Network, the owned television stations and ABC Radio all achieved improved performances, they said, though FM profits were down.

April, 1978

\$1,100,000

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The Broadcasting Playlist May 1

Contemporary

Last This week week	Title □ Artist	Label
1 1	Night Fever □ Bee Gees	RSO
2 2	Can't Smile Without You □ Barry Manilow	Arista
3 3	If I Can't Have You □ Yvonne Ellman	RSO
10 4	With a Little Luck □ Wings	Capitol
6 5	The Closer I Get to You □ R. Flack/D. Hathaway	Atlantic
4 6	Dust in the Wind □ Kansas	Kirshner
5 7	Staying Alive □ Bee Gees	RSO
7 8	Jack and Jill □ Raydio	Arista
12 9	Too Much □ Mathis & Williams	Columbia
8 10	Lay Down Sally □ Eric Clapton	RSO
13 11	Goodbye Girl □ David Gates	Elektra
9 12	Emotion □ Samantha Sang	Private Stock
20 13	You're the One That I Want □ Travolta/Newton-John	RSO
25 14	Feels So Good □ Chuck Mangione	A&M
17 15	Running on Empty □ Jackson Browne	Elektra/Asylum
14 16	Our Love □ Natalie Cole	Capitol
16 17	Flashlight □ Parliament	Casablanca
18 18	Dance With Me □ Peter Brown	DR-TK
32 19	Disco Inferno □ Trammps	Atlantic
15 20	We'll Never Have to Say Goodbye □ Dan & Coley	Atlantic
19 21	Count on Me □ Jefferson Starship	Grun/RCA
24 22	Shadow Dancing □ Andy Gibb	RSO
38 23	Dance Dance Dance □ Chic	Atlantic
11 24	Ebony Eyes □ Bob Welch	Capitol
35 25	It's a Heartache □ Bonnie Tyler	RCA
23 26	Imaginary Lover □ Atlanta Rhythm Section	Polydor
22 27	On Broadway □ George Benson	Warner Bros.
44 28	You Belong to Me □ Carly Simon	Elektra
28 29	More Than a Woman □ Bee Gees	RSO
29 30	Sweet Talkin' Woman □ Electric Light Orchestra	UA/Jet
27 31	Just the Way You Are □ Billy Joel	Columbia
30 32	Werewolves of London □ Warren Zevon	Asylum
26 33	Movin' Out □ Billy Joel	Columbia
21 34	Love is Thicker Than Water □ Andy Gibb	RSO
40 35	Baby Hold On □ Eddie Money	Columbia
31 36	I Go Crazy □ Paul Davis	Bang
37 37	Before My Heart Finds Out □ Gene Cotton	Ariola
34 38	Thank You for Being a Friend □ Andrew Gold	Asylum
39 39	This Time I'm in It for Love □ Player	RSO
41 40	fooling Yourself □ Styx	A&M
42 41	Always and Forever □ Heatwave	Epic
50 42	Two Out of Three □ Meatloaf	Epic
— 43	Love is Like Oxygen □ Sweet	Capitol
— 44	Only the Good Die Young □ Billy Joel	Columbia
— 45	More Than a Woman □ Tavares	RSO
48 48	Deacon Blues □ Steely Dan	ABC
49 47	Because the Night □ Patty Smith	Arista
— 48	Groove Line □ Heatwave	Epic
46 49	We are the Champions/Rock You □ Queen	Elektra
— 50	Take a Chance on Me □ Abba	Atlantic

Playback

Meatloaf's cooking. The group's latest recipe: *Two Out of Three Ain't Bad* (Epic). Neither is 42 out of 50, which is where the group places on this week's "Playlist." "It's a legitimate smash," says Keith London of WINW(AM) Canton, Ohio, "a heck of a record, no negatives about it." While the medium-tempo ballad appears to have a broad-based appeal, it seems to grab women between the ages of 25 and 34. Post-teens "identify with it...it relates to their experiences and emotions," says Bob McLain of WTMA(AM) Charleston, S.C. Jeff Gerber of WGCL(FM) Cleveland says *Two Out of Three* "sounds real good on the radio...it's probably a number two or number three record." **On the Money.** Eddie Money's new single, *Baby Hold On* (Columbia), bolts to 35 on "Playlist." "It's basic, simple rock and roll and very well done at that," says Dave Bishop of WOOL(AM) Columbus, Ohio. "I would be surprised if it didn't make top five." Ed Alexander of KTKT(AM) Tucson agrees that *Baby Hold On* "is a good, basic clean rock song, not raunchy [with] a good up beat." It's like "the 1965 British [sound] invasion," he adds. **Newcomer.** A new name is showing up on playlists across the country. The name is Gerry Rafferty and his song is *Baker Street* (United Artists), drawn from the album, *City to City*. "I personally like it," says WTMA's Mr. McLain. "I plan to play the hell out of it until it's a hit." And KTKT's Mr. Alexander says the song has a "basic jazz beat" and "it's going to grab people under the skin...it's going to cover all bases." "It looks like a major hit," says Bill McCown of WANS(AM) Anderson, S.C. "There's a good sax in it." And the saxophone is the key. Says Patti Sullivan of KKTQ(AM) Pittsburgh, echoing others' observations, *Baker Street* has a "great sax—in fact, it's the hook."

Country

Last This week week	Title □ Artist	Label
5 1	Every Time Two Fools Collide □ Rogers & West	UA
1 2	She Can Put Her Shoes □ Johnny Duncan	Columbia
11 3	It's All Wrong But It's All Right □ Dolly Parton	RCA
21 4	Do You Know You are My Sunshine □ Statler Bros.	Mercury
3 5	Hearts on Fire □ Eddie Rabbitt	Elektra
6 6	Always on a Mountain □ Merle Haggard	MCA
4 7	Someone Loves You Honey □ Charley Pride	RCA
10 8	Sweet Sweet Smile □ Carpenters	A&M
— 9	I'll Never be Free □ J. Brown & H. Cornelius	RCA
2 10	I've Got a Winner in You □ Don Williams	ABC
— 11	No, No, No □ Rex Allen Jr.	Warner Bros.
— 12	Softly as I Leave You □ Elvis Presley	RCA
14 13	We Believe in Happy Endings □ Johnny Rodriguez	Mercury
8 14	I Cheated on a Good Woman's Love □ B. Craddock	Capitol
20 15	The Power of Positive Drinking □ Mickey Gilley	Playboy
9 16	Starting All Over Again □ Don Gibson	ABC
— 17	Baby It's You □ Janie Fricke	Columbia
12 18	It Don't Feel Like Sinner to Me □ The Kendalls	Ovation
7 19	Ready for the Times to Get Better □ C. Gayle	UA
18 20	Don't Ever Say Goodbye □ T.G. Sheppard	Warner Bros.
25 21	Red Wine and Blue Memories □ Joe Stampley	Epic
13 22	A Lover's Question □ Jacky Ward	Mercury
— 23	I'll be There □ David Rogers	Republic
— 24	Night Time Magic □ Larry Gatlin	Monument
22 25	I Would Like to See You Again □ Johnny Cash	Columbia

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



Eskridge



Cremona



Olson



Johnson

Michael Eskridge, director of business affairs for NBC's WMAQ-TV Chicago, appointed VP-administration, NBC Television Stations Division, New York.

Vincent M. Cremona, VP/general manager, WICC(AM) Bridgeport, Conn., assigned additional duties of general manager of co-owned WPIX-FM New York. He succeeds **John Catlett** who has resigned. **Ronald Gilbert**, general sales manager, WICC, named station manager.

Donald M. Olson, VP/general manager, WDEF-AM-FM Chattanooga, appointed general manager, WAPI-AM-FM Birmingham, Ala.

Bill Johnson, general manager, WKNX(AM) Saginaw, Mich., appointed VP-general manager, WDEE(AM) Detroit.

Fritz Beesemyer, general sales manager, KBBC(FM) Phoenix, appointed VP-general manager, WLDM(FM) Detroit. **Robert E. Gaskins**, operations manager, KMGC(FM) Dallas, joins WLDM in same capacity.

William Stough, general sales manager, WISH-TV Indianapolis, named station manager of co-owned WANE-TV Fort Wayne, Ind.

Mary Perot Nichols, director of communications for Boston Mayor Kevin White, appointed by New York City Mayor Edward Koch to direct operations of Municipal Broadcasting System's WNYC-AM-FM-TV New York. She is also former New York *Village Voice* city editor and she succeeds **Arnold Labaton** who moved to WNET(TV) Newark, N.J. (New York), as director of special projects.

Dick French, general manager, WHBQ(AM) Memphis, appointed VP.

Gerard J. Sperry, general manager, WROR(FM) Boston, appointed VP.

Harper Carraire, director of radio research, CBS/Broadcast Group, New York, retires after 40 years with CBS. **Sylvia Hughes**, ratings services manager in CBG radio research department, succeeds Mr. Carraire.

James R. Page, station clearance representative, affiliate relations, CBS Television Network, New York, appointed district manager, Southeast, affiliate relations.

Kenneth Tyler, first assistant film editor, *NBC Nightly News*, New York, named manager of community relations of NBC's WNBC-TV there.

Frances Ming, executive assistant, WPLJ(FM) New York, named director of community affairs, newly created position.

Everett L. Klosterman, assistant controller, WGN Continental Broadcasting Co., Chicago, named corporate controller, Midwest Radio-Television, Minneapolis.

Broadcast Advertising

Newly elected senior VP's, Ogilvy & Mather, New York: **Frederic S. Cuba**, associate director; **J. Brendan Ryan**, VP and management supervisor, and **Jennifer Stewart**, project director.

Jess Korman, executive creative director, Los Angeles office of J. Walter Thompson, elected senior VP. **Howard Willens**, research and planning department, JWT, New York, named co-director of that department. **Jack Scollay**, merchandising director, JWT, Chicago, named senior VP. **John McKee**, associate creative director, named VP there.

A. Norman Young, president, Leber Katz Partners, Montreal, rejoins Ogilvy & Mather, New York, as senior VP and international personnel director. He was managing director of O&M's Montreal office before he joined Leber Katz.

Jack Giroux, senior VP, Foote Cone & Belding, Chicago, appointed deputy manager. Other positions announced by FC&B, New York: **Maxine Cohen**, media supervisor, named assistant media director; **Julian Romeu**, **Paula Senft** and **David Slavin**, assistant media planners, named media planners; **Becky Ham**, **Jane Perl** and **Reg Ungberg**, media assistants, named assistant media planners; **Steve Gray**, systems specialist, named media analyst, and **Kenneth Sausville**, art director, named art supervisor.

Jim Millman, president of Millsport, New York, and **Jeffrey Zeiler**, account supervisor at Cadwell Davis Savage there, elected VP's of parent company, Compton Advertising, New York. **Edward Lucaire**, account supervisor, Della, Femina, Travisano & Partners, New York, joins Compton in same capacity. **Leonard Fiore**, account executive, Compton,

named Cadwell account supervisor; **Mark K. Lane**, assistant account executive, Cadwell, and Jane E. Trombley, associate media director, Compton, both named account executives for Cadwell.

Francis J. Farrell, account supervisor, Benton & Bowles, New York, named VP.

Lesleigh Latcham, assistant producer, Richard K. Manoff Advertising, New York, named producer; **Jean Muchmore**, production assistant, named assistant producer.

Joan Black, VP-account supervisor, Needham, Harper & Steers, Chicago, named account director.

Patricia R. Vargo, production coordinator, Foote, Cone & Belding, Chicago, joins Clinton E. Frank there as assistant account executive and account group coordinator. **Ralph A. Woods**, also from FC&B, joins Clinton E. Frank as associate creative director.

William F. Brokaw, copy supervisor, Needham, Harper & Steers, Chicago, named associate creative director, D'Arcy-MacManus & Masius, St. Louis. **Roberto E. Sours**, creative director of Mexico City office of *Reader's Digest*, also joins creative staff of DM&M, St. Louis.

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Sam Ferraro, associate creative director/art director, D'Arcy, MacManus & Masius, New York, named art director, Keenan McLaughlin Ketchum there. **Roy Rosenthal**, staff artist, W. B. Doner, New York, joins KMK as junior art director. **Anne Oliver**, marketing manager, *Money* magazine, New York, named account executive for agency.

Lawrence Dolph, copy chief, Kay Press Advertising and Promotional Productions, Ann Arbor, Mich., joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., office as senior copywriter. **Terry Bowen**, senior system analyst, Great Lakes Computer Center, Kalamazoo, Mich., joins DM&M, Bloomfield Hills, as project manager in data processing department.

Dan Greenblatt, VP-Eastern sales manager on WTTG(TV) Washington account, Metro TV Sales, New York, joins WTTG as VP-general sales manager.



Maloney

Three account executives, WABC(AM) New York, named to new positions: **Jack Maloney**, general sales manager; **Gary Fisher**, sales manager, and **Anita Edwards**, national sales manager.

Donald P. Alcorn, regional sales manager, CKLW-AM-FM Windsor, Ont. (Detroit), appointed general sales manager, WLDM(FM) Detroit.

Mitch N. Turner, national sales manager, WKYC-TV Cleveland, named director of sales.

Richard A. Charnack, regional account executive, WAXY(FM) Fort Lauderdale, Fla., appointed regional sales manager.

Bruce Walton, account executive, KCBQ(AM) San Diego, named local sales manager.

Wally Armstrong, account executive, KFYE(FM) Fresno, Calif., named local sales manager.

Bill Harvey, sales manager, WKVI(AM) Knox, Ind., joins WWJY(FM) South Bend, Ind., as local sales supervisor.

Christina Buman, research supervisor, WOR-TV New York, named director of client services for KOMO-TV Seattle sales department.

Larry Taylor, local sales manager, KGBT-TV Harlingen, Tex., named regional sales manager. **Don Hale**, account executive, succeeds Mr. Taylor.

C. Wayne Daugherty, regional account executive, wsFA-TV Montgomery, Ala., named account executive, WTVG(TV) Chattanooga.

Barry Rose, account executive, Radio Advertising Representatives, New York, named sales manager, WINS(AM) there.

F. Gregory Siebold, account executive, KBCA(FM) Los Angeles, joins KHJ(AM) Los Angeles in same capacity.

Susan L. Heimbarger, media supervisor, Stolz Advertising, St. Louis, named account executive, WIL-FM there.

Jim Van Way, local sales manager, KRIV-TV Houston, named account executive, KLEF(FM) there.

Stewart Bradley, sales manager, WBBX(AM) Portsmouth, N.H., named marketing manager.

Paula Charneski, from sales department, KJRB(AM) Spokane, Wash., joins KJR(AM) Seattle as account executive.

Barney Bauernfeind, account executive, KDWB-AM-FM Minneapolis-St. Paul, joins KSTP(AM) there in same capacity.

Robert Wing, account executive, WLWT(TV) Cincinnati, named senior sales account executive. **Thomas A. Ashwell**, freelance film producer, joins station as director, retail sales development.

Programing



Jones

Ed Jones, assistant program manager and executive producer, WTOP-TV Washington, named program manager, WFSB-TV Hartford, Conn. He succeeds Amy McCombs who was named VP-general manager, WJXT(TV) Jacksonville, Fla. (BROADCASTING, April 10). All are Post-Newsweek stations.

Chuck Alvey, program director, WUHQ-TV Battle Creek, Mich., joins WNEM-TV Flint, Mich., in same capacity.

Beau Phillips, from KYA-FM San Francisco, named program director, KISW(FM) Seattle.

Diane Berson, associate producer, *Morning Show*, KYW-TV Philadelphia, named to same position, *Impact* series. She succeeds **Deena Pearlman**, who leaves station to become associate producer, *This Morning* program, WWJ-TV Detroit. **Carol Tyson**, program coordinator and associate producer, *Junior Supersports*, succeeds Ms. Berson. **Jeannette Doney**, sales assistant, given additional duties as associate producer, *Junior Supersports*.

Peter Diamond, freelance researcher and writer, joins NBC Sports, New York, as associate producer, Olympics research.

Terry Palmer, account executive, CBS-TV Spot Sales, Chicago, joins Metromedia Producers Corp., New York, as Northeast division sales manager.

Burton I. Lippman, director of finance, Vidronics, Hollywood, named senior VP. **Phil Aronson**, president of A&G Concepts, San Diego-based video tape production company, named VP-production for Vidronics which acquired 100% of stock of A&G.

Mark Fulmer, writer, producer and director for KRON-TV San Francisco, joins noncommercial KVIE(TV) Sacramento as executive producer. **Chris Cochran**, producer, director and news director, KMST(TV) Monterey, Calif., joins KVIE as auction and pledge producer/director.

James Metcalfe, production director, WBBX(AM) Portsmouth, N.H., named programming manager.

Darrell Landrum, owner and director, The Landrum Group, media production and consulting firm in Dallas, named production manager, WCPO-TV Cincinnati.

Mark Stulberger, feature writer and sports an-

nouncer, WERE(AM) Cleveland, named sports director.

Merrill Reese, sports director, WWIB(FM) Philadelphia, joins WPIA(AM) there as sports director and play-by-play announcer for station's Philadelphia Eagles broadcasts.

Jim Kirkwood, sports/assistant news director, KVKM(AM) Monahans, Tex., and weekend sports anchor, KMIID-TV Midland, Tex., named sports director, WIVQ(FM) Peru, Ill.

Roger LaMay, announcer, KTRC(AM) Santa Fe, N.M., named sports director, WVII-TV Bangor, Me.

Sid Jenkins, in sports department of WVJS(AM)-WSTO(FM) Owensboro, Ky., named sports director for stations and for co-owned Owensboro Cablevision.

Bob Hillman, sports reporter, KVOA-TV Tucson, Ariz., joins WJBK-TV Detroit in same capacity.

Nick Madved, news director, WTON(AM) Staunton, Va., named producer, WFMJ-TV Youngstown, Ohio.

Brant Welty, copywriter, KGBT-TV Harlingen, Tex., named director of continuity department. **Charlie Lozano**, director-switcher, succeeds Mr. Welty.

Dick Mort, floor director, WDTN(TV) Dayton, Ohio, named producer-director.

Kathryn Condello, assistant TV traffic manager, sales service department, KYW-TV Philadelphia, joins station's program department as program coordinator.

News and Public Affairs

Howard Glassroth, VP, news division, TelCom Associates, New York, named news director, WIVB-TV Buffalo, N.Y.

Mary Lyon, news staff, KHJ(AM) Los Angeles, appointed news director.

Charlie Steiner, program director, WERE(AM) Cleveland, joins WXLO(FM) New York as news director.

Chris Lorenzo, investigative reporter, WTTG(TV) Washington, named assignment editor.



Poussaint

Renee Poussaint, CBS News Washington reporter, joins WJLA-TV Washington as co-anchor.

Tom Keene, anchor and television voice of Tampa Bay Rowdies soccer team, WTOG(TV) Tampa-St. Petersburg, Fla., named news director.

New assignments, WFSB-TV Hartford,

Conn.: **Gerald Toney**, reporter-assignment editor, named investigative-urban reporter; **Emily Rooney Berky**, assistant assignment editor, named assignment editor; **Nanci Carnabuci**, production assistant, succeeds Ms. Berky, and **Mary Lou Sullivan**, production assistant in public affairs programming, named associate producer.

John Bell, weather reporter, KOMU-TV and KBIA(FM), Columbia, Mo., joins KSD-TV St.

Louis in same capacity.

Steve Nikazy, news director, WZNG(AM) Winter Haven, Fla., joins WFIL(AM) Philadelphia, news staff. He is succeeded by **Ken Stepien**, news director, KOGA(AM) Ogallala, Neb.

New assignments, WXIA-TV Atlanta: **Collin Siedor**, reporter, WISN-TV Milwaukee, joins WXIA-TV in same capacity; **Jon Murray**, producer, WLUK-TV Green Bay, Wis., named to same position with WXIA-TV; **Tracey Lyons**, graduate, Michigan State University, joins station as associate producer, and **Fred Saxton**, freelance entertainer/critic named entertainment critic and lifestyle reporter.

Norm Stangland, news director, WXKE(FM) Fort Wayne, Ind., joins WSBT(AM)-WWJY(FM)-WSBT-TV South Bend, Ind., as reporter.

D. Lynne White, general assignment reporter, WICST(TV) Springfield, Ill., joins KTVI(TV) St. Louis in same capacity.

Jan Harrison, anchor, KGT(TV) San Diego, named co-anchor, KIRO-TV Seattle. **Bob Blackburn**, voice of Seattle Sonics basketball team on KOMO(AM) there, joins KIRO(AM) sports department.

Thomas C. Mitchell, teacher, Roosevelt University, Chicago, and director of Black Opinion Poll, Chicago-based research organization, named editorial director, WBBM-TV there.

Jeannette Harrison, transportation and medical news reporter, KGW-TV Portland, Ore., joins WTCN-TV Minneapolis-St. Paul as news reporter.

Rick Taylor, assistant news director, WYUR(TV) Huntsville, Ala., named co-anchor, WESH-TV Daytona Beach-Orlando, Fla. **Ralph Hipp**, sports reporter, WESH-TV, named assistant sports director.

Bob Breck, meteorologist, WDTN(TV) Dayton, Ohio, joins WVUE(TV) New Orleans in same capacity.

Jim Parr, anchor for Owensboro (Ky.) Cablevision's local news, named news director for company and its WVJX(AM)-WSTO(FM) there.

Newly elected officers, Texas Associated Press Broadcasters Association: president, **Gene Turney**, KGKL(AM) San Angelo; VP-TV, **Gene Burke**, KTRK-TV Houston; VP-radio, **Don Watson**, KPRC(AM) Houston; VP-conventions, **Bill Terry**, KRBC-TV Abilene, secretary-treasurer, **Moss Thornton**, KILE(AM) Galveston.

Debra Lightner Stokes, from public affairs department of WFBC-TV Greenville, S.C., joins WTV(TV) Chattanooga as director of public affairs/public service.

Walter Cronkite, CBS News correspondent, will receive annual award of Skyline Foundation, New York, on May 3 for "outstanding achievement in communicating progress in aeronautics and astronautics."

Promotion and PR

Barry Smith, audience promotion manager, KYW-TV Philadelphia, named director of advertising and promotion, KMGH-TV Denver.

Robin Reibel, press/promotion coordinator, WCVB-TV Boston, joins WNAC-TV there as press relations manager. **Pamela Weckel Sohn**, senior art director, Wilson, Haight & Welch, Boston, joins station as art director.

Patti Hoth, radio advertising consultant, Pikes

Peak Broadcasting, Colorado Springs, appointed stations relations manager and promotion director for company which owns KRDO-AM-FM-TV there.

Jeanne Kosek, on-air promotion director, WTCN-TV Minneapolis-St. Paul, appointed associate promotion manager.

Equipment and Engineering

Gary Donahue, engineer, Springfield (Mass.) Television's WKEF(TV) Dayton, Ohio, named production manager for company's ch. 20 Salt Lake City permittee, scheduled to go on air in October.

Wayne Burress, from sales department of Communications Technology Corp., Los Angeles, joins Anixter-Pruzan's San Francisco office as northern California sales force account manager.

John Bullock Jr., research assistant, Pennsylvania State University, University Park, joins Electro-Voice, Buchanan, Mich., as senior engineer.

Sean A. McCarthy, legislative assistant for appropriations for former Representative (now New York Governor) Edward I. Koch (D-N.Y.), joins Satellite Business Systems, McLean, Va., as general attorney in legislative matters.

Cable

Irving A. Faye, VP of sales/marketing for CATV Communications Division of American Electronic Laboratories, Lansdale, Pa., appointed national sales manager for Magnavox

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Million Dollar Promotion here in Wichita, Kansas," said Mike Oatman, KFDI, Co-owner/manager, in a letter to Community Club Awards president, John C. Gilmore.

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"Generally, we're well pleased with our first-time, CCA efforts for our newly acquired KYNM, Omaha and KWKH, Shreevesport. Station management tells me that CCA has been helpful to the ranch-hands in launching and selling our new country format in both cities", concluded Mike Oatman.

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CATV Systems, Manlius, N.Y. Mr. Faye will be in company's new office in Jenkintown, Pa.

Peter A. Newman, account executive, Frankfurt Communications, New York, named marketing services manager, Qube division, Warner Cable Corp.

David L. Melster, director of broadcasting in office of Commissioner of Baseball, New York, appointed director of sports, Home Box Office there.

J. William Servies, general manager of Whaling City Cable TV, New Bedford, Mass. (subsidiary of Colony Communications, Providence, R.I.), appointed regional manager for Colony's cable companies in New Bedford, Fall River, Falmouth, all Massachusetts, and Waverly, R.I. He will continue to be based in New Bedford.

Howard J. Gan, senior attorney in FCC's Cable Television Bureau, Washington, joins Cable Television Information Center there as general counsel and regional director.

Susan W. King, senior accountant, Touche Ross & Co., Richmond, Va., named controller, Continental Cablevision of Virginia there.

Allied Fields

Jay VanAndel, chairman of board, Amway Corp. (parent company of Mutual Broadcasting System), Ada, Mich., elected vice chairman of board of directors of Chamber of Commerce of United States, Washington.

John N. Lindsay, Office of Opinions and Review, FCC, Washington, joins Peterson, Taylor & Shea, Pasco, Wash.

Sally Lynn Stevens, counsel, National News Council, New York, joins Verner, Lipfert, Bernhard & McPherson, Washington.

John L. Gwynn, VP, A.C. Nielsen Co., Northbrook, Ill., named administrative VP. He succeeds **C. V. Stewart** who retires after 43 years with company. **James Gilbertson** and **Gary D. Payne**, account executives for Nielsen, named VP's.

Michael Marsho, account executive, Petry Co., Chicago office, joins Arbitron television sales there in same capacity.

Frank Mitchell, captain, USN (retired), appointed staff director, Electronics Industries Association's government division requirements and planning program, Washington.

Deaths

John B. (Steve) Conley, 84, retired broadcast executive of Westinghouse Broadcasting's KEX(AM) Portland, Ore., and company's headquarters in Philadelphia, died April 10 at his home in Deerfield, Fla. He is survived by his wife and daughter.

Will Geer, 76, character actor who played grandfather in CBS-TV series, *The Waltons*, died April 22 of respiratory ailment in Midway hospital, Los Angeles. His career covered six decades and included Broadway shows *Tobacco*

Road and many Shakespearean roles. Mr. Geer's role in *The Waltons* won him Emmy award in 1975. He also appeared in *Mannix*, *Gunsmoke*, *Mission: Impossible* and *Bonanza*.

John Holbrook Midlen, 67, senior partner in Washington communications law firm, Midlen & Reddy, died April 24 of cancer at Doctors hospital there. During World War II, he was lieutenant colonel in Army. After war, he entered private law practice and became senior partner of Midlen & Reddy in 1968. He is survived by his wife, Gertrude, son and daughter.

Lord Richard Valentine Cecil, 30, freelance television reporter who worked for United Press International but contributed to British newspapers as well, was killed April 20 while covering clash between Rhodesian soldiers and black nationalist guerillas. He is said to be first journalist killed in five-and-a-half-year war. He is son of Marquess of Salisbury.

Ann Morrison, 62, character actress in radio, films and TV, died April 18 at Motion Picture Country Hospital, Los Angeles, after long illness. Her career began in 1930's with roles in radio serials, including *Lux Theater*, *Woman in White* and *Calling All Cars*. Surviving are two sons and one daughter.

Dick Strout, 47, whose *Hollywood Profiles* news feature ran two years on KTLA(TV) Los Angeles and other U.S. and Canadian stations, died April 23 at Brotman Memorial hospital, Los Angeles. Mr. Strout worked in radio and television for 20 years. He is survived by one brother.

For the Record

As compiled by BROADCASTING for the period April 14 through April 20 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. 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. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM starts

■ KSCF Florissant, Mo.—Authorized program operating authority on 97.1 mhz, 50 kw, HAAT: 500 ft. Action March 29.

■ WLCF Southport, N.C.—Authorized program operating authority on 107.1 mhz, 3 kw, HAAT: 300 ft. Action March 29.

■ KDEY Lufkin, Tex.—Authorized program operating authority on 99.3 mhz, 1.9 kw, HAAT: 362 ft. Action March 29.

TV license

■ WXNE-TV Boston—Broadcast Bureau granted license to Christian Broadcasting Network Inc. for new UHF station on ch. 25. Action April 14.

FM licenses

■ *KTPK-FM Topeka, Kan.—Broadcast Bureau granted Shawnee Broadcasting Co. 106.9 mhz, with ERP: 100 kw (h&v) and ant. height: 340 ft. Action April 10.

■ *WCCH Holyoke, Mass.—Broadcast Bureau granted Holyoke Community College 89.5 mhz. Action April 10.

■ *WCHC Worcester, Mass.—Broadcast Bureau granted trustees of College of the Holy Cross 89.1 mhz, with ERP: 8.3 w; ant. height: 60 ft. Action April 10.

■ *WITC Cazenovia, N.Y.—Broadcast Bureau granted Cazenovia College 90.9 mhz. Action April 10.

■ KGUL-FM Port Lavaca, Tex.—Broadcast Bureau granted Calhoun County Broadcasting 95.9 mhz. Action April 13.

■ WNCS-FM Montpelier, Vt.—Broadcast Bureau granted North Country Communications Inc. 96.7

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mhz, with ERP: 400 w (h&v); ant. height: 700 ft. Action April 10.

■ *WVPA Windsor, Vt.—Broadcast Bureau granted Vermont Public Radio 89.5 mhz, with ERP: 1.25 kw (h&v); ant. height: 2,160 ft. Action April 14.

TV applications

■ Newark, Ohio—Christian Television of Ohio seeks UHF ch 52 (698-704 mhz); ERP 21.5 kw vis., 2.15 kw aur., HAAT 395 ft.; P.O. address: c/o Michael F. Riley, 8869 National Rd., SW, Pataskala, Ohio 43062. Estimated construction cost \$108,717; first-year operating cost \$101,592; revenue \$240,000. Principal: is a non-profit corporation, Michael F. Riley is president, Janet F. Riley (wife) is secretary, Julian K. Davis is treasurer. Principal has no other broadcast holdings. Ann. April 13.

■ San Antonio, Tex. Family Television Inc. seeks UHF ch 29 (560-566 mhz); ERP 16.99 kw vis., 12.04 kw aur., ant. height above ground 1016 ft. P.O. address: Star Rt. 2, Box 155, Canyon Lake, Tex. 78130. Estimated construction cost \$473,000; first-year operating cost \$432,000; revenue \$535,000. Principal: Sandra Harley Carey is sole owner. She has no other broadcast interests.

■ San Antonio, Tex.—Hubbard Broadcasting Inc. seeks UHF ch 29 (560-566 mhz); ERP 2084 kw vis., 417 kw aur., HAAT 1474 ft.; P.O. address: c/o Stanley S. Hubbard, 3415 University Ave., St. Paul, Minn. 55114. Estimated construction cost \$3,161,419.70; first-year operating cost \$717,200; revenue undetermined. Principals: Stanley E. Hubbard controls 61% of stock, he is trustee of an additional 14% for his son Stanley S. The remaining stock is owned by five other individuals and firms. Hubbard Broadcasting is owner of eight firms of diverse natures including real estate, hotel, film production, marine supplies and communications. It is licensee of the following broadcast stations: KSTP-AM-FM-TV St. Paul, Minn., KOB-AM-FM-TV Albuquerque, N.M., WTOG(TV) St. Petersburg, Fla., WGTO(AM) Cypress Gardens, Fla. and nine translator stations. Ann. April 13.

AM applications

■ Vienna, Ga.—Dooly Broadcasting seeks 155 khz, 1 kw-D. P.O. address: 404 6th St., Vienna, Ga. 31092. Estimated construction cost \$62,241; first-year operating cost \$40,105; revenue \$72,000. Format: Rock, country, gospel. Principal: Jack A. Powers is sole owner. He is a retail grocer and farmer. Ann. April 13.

■ Ashland City, Tenn.—Andrew Jackson Broadcasting Corp. seeks 1190 khz, 250 w-D. P.O. address: P.O. Box 84, Ashland City, Tenn. 37015. Estimated construction cost \$40,000; first-year operating cost \$64,700; revenues undetermined. Format: C&W, gospel. Principals: A.J. Hendrickson Jr., banker and retailer, owns 30% of stock. He is also director and sole owner of WCOR Broadcasting, licensee of WCOR-AM-FM Lebanon, Tenn. Darwin Lankford owns 30% of stock, is a banker and president of CLT Enterprises, a Tennessee advertising/publishing firm. Homer J. Tidwell also owns 30% of stock, is a banker and manufacturer. Remaining 10% of stock is owned by two others with no other broadcast interests. Ann. April 13.

■ Springfield, Tenn.—Fred Hanon seeks 1190 khz, 250 w-D. P.O. address: 5628 South Hillview, Brentwood, Tenn. 37027. Estimated construction cost \$17,975; first-year operating cost \$33,931.20; revenue \$60,000. Format: C&W, popular, gospel. Principal: Mr. Harron is president of Mid-West National Life Insurance of Tennessee. Ann. April 11.

■ Aberdeen, N.C.—107 Inc. seeks 550 khz, 1 kw-D. P.O. address: Corner of Short and Long Streets, Southern Pines, N.C. 28385. Estimated construction cost \$37,608; first-year operating cost \$13,895; revenues \$60,000. Format: top 40. Principal: William R. Gaston is sole owner of 107 Inc. which is also licensee of WIOZ(FM) Southern Pines, N.C. He is also owner of Carolina Broadcast Equipment Inc and contract engineer for WAYM(AM) Rockingham, N.C. Ann. April 11.

■ Bloomer, Wisc.—Two Rivers Broadcasting Co. seeks 1550 khz, 250 w-D. P.O. address: c/o Ronald L. Anderson 321 Harriman Ave., Amery, Wis. 54001. Estimated construction cost \$55,500; first-year operating cost \$60,000; revenues \$65,000. Format: Country. Principal: Ronald Anderson furniture retailer, manufacturer, is sole owner. Ann. April 13.

AM actions

■ Alpharetta, Ga.—Broadcast Bureau returned as un-

acceptable application of North Fulton Broadcasting for new AM station there. Action April 12.

■ Pine Lake Park, Manchester township, N.J.—Broadcast Bureau returned as unacceptable application of Vacationland Radio Inc. for new AM station there. Action April 12.

■ Minoqua, Wisc.—Broadcast Bureau granted Lakeland Communications 1570 khz, 1 kw-D. P.O. address: Box 584, Minoqua 54548. Estimated construction cost: \$21,684; first-year operating cost: \$12,000; revenue: \$10,000. Principals: John H. Ames (56%), Bellers Super Market (22%), W.F. Yeschek and Rudy Benkowitz (11% each). Mr. Ames and Mr. Yeschek are attorneys, Mr. Benkowitz, a realtor. Action April 10.

FM applications

■ *Baltimore—College of Notre Dame of Maryland seeks 91.1 mhz, 10 w, HAAT 105 ft. P.O. address: 4701 N. Charles St., Baltimore 21210. Estimated construction cost \$8,369; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is private educational institution. Ann. April 11.

■ Lubbock, Tex.—Western Broadcasting Co. seeks 102.5 mhz, 77.679 kw, HAAT 238 ft. P.O. address: 6602 Quiet Ave., Lubbock 79413. Estimated construction cost \$110,968; first-year operating cost \$36,000; revenue \$48,000. Format: Modern C&W. Principals: David P. Pinkston and Robert E. Clark (50% each). They also own KDAY(AM) Lubbock. Mr. Pinkston owns KPIK-AM-FM Colorado Springs; KZIP-AM-FM Amarillo and KPEP(AM) San Angelo, both Tex. Ann. March 29.

FM actions

■ Dunedin, Fla.—Broadcast Bureau dismissed application of Hispanic Broadcasting Associates for new FM there. Action April 7.

■ Fort Myers Beach, Fla.—Broadcast Bureau dismissed application of Stoner Broadcasting System Inc. for new station on 90.3 mhz there. Action April 14.

■ Orlando, Fla.—Broadcast Bureau granted Florida Technological University CP for new station on 89.9 mhz, 10 w. Address: Box 25000, Orlando 32816. Estimated construction cost \$13,524; first-year operating cost \$3,500. Format: variety. Principal is public educational institution. Action April 10.

■ Larman, Miss.—Broadcast Bureau dismissed application of Alcorn State University for CP covering new noncommercial FM there. Action April 13.

■ Charlotte, N.C.—Broadcast Bureau dismissed application by Mark Englander for new noncommercial FM there. Action April 13.

■ *Salt Lake City—Broadcast Bureau granted Listeners Community Radio of Utah CP for new FM on 90.9 mhz, with 19 kw, HAAT: 3,595 ft. Address: 1840 South 1300 East, Salt Lake City 84105. Estimated construction cost \$26,250; first-year operating cost \$35,000. Format: variety. Principal: applicant is nonprofit corporation. Action April 11.

Ownership Changes

Applications

■ WABF(AM) Fairhope, Ala. (Am: 1220 khz, 1 kw-D)—Eastern Shore Broadcasters Inc. seeks assignment of licensee to BEE CEE Broadcasting Inc. for \$129,000. Seller: is jointly owned by J. Russell and Bettie F. Kilgore, Sr. (married) who have no other broadcast interests. Buyer: Robert A. Clark owns 45% of stock in BEE CEE. John R. Hallstrom, Richard Pearson and Patricia A. Magner each own 15% with remaining 10% jointly owned by Mr. and Mrs. R. La Van Clark. Robert Clark is director and 15% stockholder in Hallstrom Communications, licensee of KWNT(AM) Davenport, Ohio and has had extensive broadcast stock holdings and experience. Mr. Hallstrom is currently director and 45% stockholder of Hallstrom Communications, and Keowa Broadcasting, licensee of KIMI(AM) Keokuk, Iowa, as well as having broadcast interests in the past. Mr. Pearson is 15% owner of Hallstrom, partner in Illinois funeral home. Ms. Magner is trustee for Kelan and Kian Putbren's stock in licensees of following stations: WIHN(AM) Bloomington, Ill., KWNT(AM) Davenport, Iowa, KJER-AM-FM Dover, Ohio. R. La Van Clark and his wife (parents of Robert A.) have no other broadcast holdings. Ann. April 10.

■ KRIZ(AM) Phoenix, Ariz. (1230 khz, 1 kw-D, 250

w-N)—Doubleday Broadcasting Co. seeks assignment of licensee to Family Life Broadcasting System for \$700,000. Seller: wishes to concentrate on other broadcast interests. It is a wholly-owned subsidiary of Doubleday & Co. publishers. Doubleday Broadcasting is licensee or parent corporation for the following broadcast stations: KHOW(AM) Denver, Colo., KITE(AM) Terrell Hills, Tex., KITE-FM San Antonio, Tex., KDWB(AM) St. Paul, Minn., KDWB-FM Richfield, Minn., KWK(AM) St. Louis, Mo. (construction permit), KKKX(FM) Denver, Colo. Mr. Gary Stevens, president of the corporation is also a member of the board of the licensee of KTCA(AM)-KTCI-TV Minneapolis-St. Paul, Minn. Buyer: is Michigan non-stock corporation for religious broadcasting. Warren J. Bolthouse is president, Francis Goodman is vice-president, Robert G. Schwartz is secretary, Harold Sayers is manager and treasurer. Family Life also owns the following stations: WUNN(AM) Mason, Mich., WUFN-FM Albion, Mich., WUGN-FM Midland, Mich. KFLT(AM) Tucson, Ariz. Ann. April 15.

■ WWRN(FM) West Palm Beach, Fla. (92.1 mhz, 3 kw)—Sandpiper Broadcasting Co. seeks assignment of licensee to Pearl Broadcasting Inc. for \$520,000. Seller: 75% of stock is owned by John Keljikan, 15% by Harcourt Brace Javanovich Inc., 10% by Ralph Keesing. Buyer: Irving and Helen Pearl (married couple) are equal partners. Both have real estate investment interests. Ann. April 14.

■ WSSA(AM) Morrow, Ga. (AM: 1570 khz, 1 kw-D) Seeks assignment of licensee from Atlanta Broadcasting Co. to South Atlanta Broadcasting Inc. for \$345,000. Seller: James H. Simmons is majority stockholder (50%), Van A. Temple owns 49%, James S. Beattie (1%) is an officer and stockholder of WEXY(AM) Oakland Park, Fla. Buyer: James H. Piper and David L. Piper (brothers) are equal partners. James is a practicing dental surgeon in Elberton, Ga., and equal partner with David and chairman of the board of Radio Georgia, licensee of WTGA(AM) Thomaston, Tex. David is president and general manager of WTGA. Ann. April 10.

■ WBRV(AM) Boonville, N.Y. (900 khz, 1 kw-D)—Seeks assignment of license from Black River Radio to The Atwood Corp. for \$170,000. Seller: Principal stockholders desire more time for other business interests. Black River is owned by Livingston and Irene Lansing (99.5% and .5% respectively). They have no other broadcast holdings. Buyer: is owned by David R. and Nancy V. Atwood (married couple). Mr. Atwood is manager of WBRV, his wife is his assistant and bookkeeper. Both have also been employed by WMCR(AM) Oneida, N.Y.

■ WERM(FM) Wapakoneta, Ohio (FM: 92.1 mhz, 3 kw-D)—West Central Ohio Broadcasting Inc. seeks assignment of license to Bulmer Communications Inc. for \$120,000. Seller: is seeking assignment because of poor health. Ernest J. Rogers owns 55.9% of stock, Carl C. Herwig 26.5%, H.B. and Ernestine Miller (married) jointly own 17.6%. No other broadcast holdings. Buyer: John A. Bulmer owns 50% of stock. Robert L. Bollinger & his wife Joyce own 25% each. Mr. Bulmer is also general manager of Ottawa Communications, licensee of WPNM(AM) Ottawa, Ohio, was operations manager of WDOT(AM) Burlington, Vt. and WABY(AM) Albany, N.Y. He is director and 10% owner of Triplett Broadcasting of Indiana, applicant for new FM in Alexandria, Ind. Mr. Bollinger is a banker, Mrs. Bollinger was a housewife until becoming secretary-treasurer of Bulmer Communications. Ann. April 18.

■ KVRA(AM)-KVRF(FM) Vermillion, S.D. (AM: 1570 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Siouxland Broadcasting Inc. to Viking Communications Ltd. for \$180,000. Seller: R. E. Macy owns 87% of company stock, is vice-president. Doyle Ritter and his wife Mary are minority stockholders. Mr. Ritter is president of Siouxland, which has no other broadcast holdings. Buyer: Charles W. Halverson, president/treasurer, owns 60% of stock. Gerald F. Guth, vice-president/secretary, owns remaining 40%. Mr. Halverson, a real estate developer, has worked as news director for several Wisconsin radio stations. Ann. April 14.

Grants

■ KPRO(AM) Riverside, Calif. (1440 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of KPRO Inc. from Progress Broadcasting (100% before; none after) to Inland Empire Broadcasters (none before; 100% after). Consideration: \$780,000. Principals: Progress is wholly-owned subsidiary of Dick Clark Television Productions, owned by music pro-

ducer Dick Clark, which has no other broadcast holdings. Inland Empire is principally (20%) owned by Howard N. Fisher, president. None of owners has other broadcast interests. Action April 10.

■ WETO(AM) DeLand, Fla. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from West Volusia Broadcasters Inc. to James S. Beattie for \$270,000. Seller: principal owner Keith Walker, has no other broadcast interests. Buyer James S. Beattie presently owns WEXY(AM) Oakland Park (Fort Lauderdale) Fla. and 2% interest WSSA(AM) Morrow, Ga. Action April 12.

■ WMOG(AM) Brunswick, Ga. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Brunswick to Burrows Broadcasting for \$500,000. Seller: is principally owned by William G. Brown and Clifton G. Moor who both own 50% of WPCF(AM)-WPFM(FM) Panama City, Fla., 33-1/3% WTIF(AM) Tifton, Ga. and 47-1/2% WAYX(AM)-WLTE(FM) Waycross, Ga. Buyer is 55% owned by Robert T. Schircliff, Jacksonville, Fla., management consultant, and 45% by Robert Burrows, owner and general manager of Eau Claire, Wis., Pepsi-Cola Bottling Co. Action April 12.

■ WTWC(FM) Urbana, Ill. (103.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Robert Durst to WTWC Inc. for \$225,000. Seller is retiring from broadcasting. Buyer is 51% owned by Ernest Harm Huls, Gifford, Ill. insurance broker; 29% by Harold R. Hopkins, Rantoul, Ill. car dealer, and 20% by William Albers Earman, VP sales of Sono-Mag Corp., Blomington Ill. broadcast equipment manufacturer. None of parties has other broadcast interests. Action April 6.

■ KXYI(AM)-KGON-FM Oregon City, Ore.—Broadcast Bureau granted mod. of license to change name of licensee to McCoy Broadcasting of Oregon Inc. Action April 14.

■ *KNHC(FM) Seattle—Broadcast Bureau granted change in name of licensee from Nathan Hale High School to Seattle Public Schools. Action April 12.

■ KBIC(FM) Alice, Tex. (102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Bethany Investment Corp. to Comal Broadcasting Co. for \$140,000. Seller: desires to remove itself from broadcast industry. It has no other broadcast interests. Buyer: principally owned by Carl H. Skoog Jr. (40%), is licensee of KGNB(AM)-KNBT(FM) New Braunfels, Tex. Action April 6.

■ WFTR(AM)-WIXV(FM) Front Royal, Va. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WFTR Inc. to Harris Broadcasting Co., for \$30,000. Seller: is principally owned by Charles B. and Aurelia G. Britt (married couple) who have no other broadcast interests and are selling for health reasons. Buyer: is 51% owned by Donald B. Harris, Rockville, Md. businessman and 49% by his wife Dorothy. Neither has other broadcast interests. Action April 12.

■ WVEC-TV Hampton Va.—Broadcast Bureau granted change in name of licensee from Peninsula Broadcasting Corp. to WVEC Television Inc. Action April 13.

■ KIXY-AM-FM San Angelo, Tex. (AM: 1260 khz, 1 kw-D; FM: 94.7 mhz, 39 kw)—Seeks transfer of control of Solar Broadcasting Co. from Walton A. Foster (100% before; none after) to CDJ/Abaris Communications (none before; 100% after). Consideration: \$575,000 cash and notes, \$10,000 agreement not to compete and \$80,000 consulting agreement with Mr. Foster. Principals: Seller: Mr. Foster is sole owner of licensee. Buyer: An Illinois limited partnership with John P. Higgins, Gerald P. Mikitka and Don Wiskeles owning equal amounts of stock. Mr. Higgins also has 10% interest in First Cable Communications Inc., licensee of three CATV Systems.

Other Actions

■ *La Mirada, Calif.—Broadcast Bureau returned as unacceptable for filing application by Quality Public Broadcasting for new FM educational on 90.1 mhz. Action April 7.

■ Larman, Miss.—Broadcast Bureau dismissed application of Alcorn State University for new noncommercial FM there. Action March 31.

■ Charlotte, N.C.—Broadcast Bureau dismissed application of Mr. Mark Englander for new noncommercial FM there. Action April 4.

■ WGCD(AM) Chester, S.C. (1490 khz, 1 kw-D, 250

w-N) Broadcast Bureau dismissed application for assignment of license from Dispatch Broadcasting Co. to Southern Piedmont Broadcasting Co. Action March 31.

Facilities Changes

AM applications

■ KINY Juneau, Alaska—Seeks CP to install new aux. trans. Ann. April 18.

■ WKIZ Key West, Fla.—Seeks CP to change MEOV. Ann. April 18.

■ WIMQ Tampa, Fla.—Seeks CP to install new aux. trans. Ann. April 18.

■ WXLL Decatur, Ga.—Seeks CP to make changes in ant. system. Ann. April 18.

■ WWNS Statesboro, Ga.—Seeks CP to make changes in ant. system. Ann. April 18.

■ KUAI Elele, Hawaii—Seeks CP to install new aux. trans. Ann. April 18.

■ KACH Preston, Idaho—Seeks mod of license to change hours to U. Ann. April 18.

■ WTIM Taylorville, Ill.—Seeks CP to add nighttime power with 1 kw. make changes in ant. system. Ann. April 18.

■ KLUV Haynesville, La.—Seeks CP to change TL. Ann. April 18.

■ KODY North Platte, Neb.—Seeks CP to make changes in ant. system. Ann. April 18.

■ KDOV Ashland, Ore.—Seeks CP to change ant. system, TL, SL. Ann. April 18.

■ KMED Medford, Ore.—Seeks CP to change TL. Ann. April 18.

■ WRRR St. Croix, V.I.—Seeks CP to make changes in ant. system. Ann. April 18.

■ WVAR Richwood, W.Va.—Seeks CP to change ant. height. Ann. April 18.

■ KRWT Winters, Tex.—Seeks mod. of CP to change TL. Ann. April 18.

■ WYTL Oshkosh, Wisc.—Seeks CP to make changes in ant. system. Ann. April 18.

AM actions

■ KGRB West Covina, Calif.—Broadcast Bureau granted mod. of CP for extension of time for changes to June 30. Action April 11.

■ WKND Windsor, Conn.—Broadcast Bureau returned as unacceptable application for CP to change frequency from 1480 khz to 620 khz and add nighttime hours of operation. Action April 12.

■ WGNG Pawtucket, R.I.—Broadcast Bureau returned as unacceptable application for CP to increase power and change radiation patterns day and night. Action April 12.

■ WLOF Orlando, Fla.—Broadcast Bureau granted CP to increase aux. power to 1 kw and install new trans. Action April 12.

■ WYNX Smyrna, Ga.—Broadcast Bureau returned as unacceptable application for CP to add nighttime hours of operation. Action April 12.

■ WBFC Stanton, Ky.—Broadcast Bureau granted CP to increase power to 1 kw and change type trans. Action April 14.

■ WEGA Vega Baja, P.R.—Broadcast Bureau granted mod. of license to change SL and operate trans. by remote control. Action April 12.

■ WKYE Bristol, Tenn.—Broadcast Bureau returned as unacceptable application for CP to change city of license, increase daytime power, add nighttime hours of operation. Action April 11.

■ WBBN Clarksburg, W.Va.—Broadcast Bureau granted CP to install new aux. trans. Action April 12.

FM applications

■ *KUCR Riverside, Calif.—Seeks mod. of license to change trans. Ann. April 19.

■ WMCD Statesboro, Ga.—Seeks CP to change HAAT, make changes in ant. system. Ann. April 11.

■ WCAR-FM Detroit—Seeks mod. of CP to change TL, SL, type trans., type ant., make changes in ant. system, change TPO, ERP and HAAT. Ann. April 11.

■ KWRO-FM Coquille, Ore.—Seeks mod. of CP to change TL, type trans., ant., make changes in ant. system. Ann. April 17.

FM actions

■ WGMS-FM Washington—Broadcast Bureau granted mod. of license to operate trans. by remote control. Action April 12.

■ WDBO-FM Orlando, Fla.—Broadcast Bureau granted license covering permit for changes, ERP, ant. height. Action April 13.

■ *KHCC Hutchinson, Kan.—Broadcast Bureau granted CP to change TL, install new trans., new ant., change TPO, ERP, ant. height. Action April 12.

■ KSCF-FM Florissant, Mo.—Broadcast Bureau granted mod. of permit for extension of completion date of new station to June 1. Action April 18.

■ WSHN-FM Fremont, Mich.—Broadcast Bureau granted mod. of permit for extension of completion date for changes to Oct. 1. Action April 18.

■ WKDN-FM Camden, N.J.—Broadcast Bureau granted -CP to replace expired permit for changes. Action April 18.

■ *WBCT Columbia, S.C.—Broadcast Bureau granted mod. of permit to extend time for new station to July 1. Action April 18.

■ KEBC-FM Oklahoma City—Broadcast Bureau granted mod. of permit to redescribe SL, make changes in ant. system. Action April 5.

■ KPAM-FM Portland, Ore.—Broadcast Bureau granted license covering changes in SL, TL. Action April 10.

■ KSOP-FM Salt Lake City—Broadcast Bureau granted license covering permit for changes in ERP and ant. height. Action April 13.

■ *KACC Alvin, Tex.—Broadcast Bureau granted mod. of CP to make changes in ant. system, change type trans. and add remote control. Action April 17.

In Contest

Designated for hearing

■ Goleta, Calif.—Chief, Broadcast Bureau, designated for hearing mutually exclusive applications of Guy S. Erway and Goleta Communications Corp. for new FM on 106.3 mhz. Action April 10.

Procedural rulings

■ San Jose, Calif., United Broadcasting Co. and Public Communications Inc., **FM proceeding:** (Docs. 20611-2)—ALJ James K. Cullen Jr. extended to June 1 date for filing corrections to hearing transcript. Action April 12.

■ Kalamazoo and Portage, both Michigan, WHW Enterprises, et al., **FM proceeding:** (Docs. 12374-7)—ALJ James K. Cullen Jr. granted motion by Sear Broadcasting Co. and enlarged issues. Action April 18.

■ Joplin, Mo., and Pittsburg, Kan., Gilmore Broadcasting Corp., et al., **TV renewal proceeding:** (Doc. BC 78-81-3)—ALJ John H. Conlin granted petition by Gilmore for leave to amend application and provide information on EEO complaint. Action April 14.

■ Deer Lodge, Mont., Deer Lodge Broadcasting Inc., **AM renewal proceeding:** (Doc. 21398)—ALJ Daniel M. Head set new procedural dates and scheduled hearing for Aug. 1 near Deer Lodge. Action April 14.

■ Farmington, N.M., E. Boyd Whitney (KRZE[AM]-KRAZ-FM), **renewal proceeding:** (Docs. 21519-20)—ALJ Daniel M. Head cancelled procedural schedule, set new dates and scheduled new hearing for Sept. 19. Action April 14.

■ Central Virginia Educational Television Corp., **amendment to TV table of assignments:** (Doc. BC 78-52)—Chief, Broadcast Bureau, extended from April 24 to May 8 time for filing comments and from May 18 to May 29 time for filing replies in matter of proposed amendment to TV table of assignments for

Washington, Waldorf, Md., Fairfax and Front Royal, both Virginia. Action April 18.

Review board decisions

- Compton, Calif., **FM proceeding**: (Doc. 20756) — Review Board granted request by Broadcast Bureau for extension of time. Action April 10.
- Milton, W.Va., **FM proceeding**: (Docs. 20994-5) — Review Board granted request by Broadcast Bureau for extension of time. Action April 10.

Rulemaking

- Commission amended its subscription television rules by deleting provisions that restrict which sports events may be offered on STV, prohibit commercial advertising and limit combined amount of sports and movies to 90% of STV station's programming. Action April 5.

Translators

Actions

- Roaring Fork, Crystal, Frying Pan River Valleys, Carbondale, El Jebel, all Colorado — Broadcast Bureau returned as unacceptable application of Roaring Fork TV Association for new UHF TV translator. Action April 17.
- Gillette, Wyo. — Broadcast Bureau returned as unacceptable application of Duhamel Broadcasting Enterprises for new VHF TV translator on ch. 6. Action April 14.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance. FCC announced April 18 (stations listed are proposed for carriage):
- Saint Croix Cable TV, for Sant Croix, V.I. (CAC-12682); commence operation.
- Columbia Cable TV Co., for Cayce, Springdale, West Columbia, all South Carolina (CAC-12687-9); commence operation.
- Okanogan Valley TV Cable, for Okanogan and Omak, both Washington (CAC-12700-2); for changes.
- Cyprus Valley Cablevision, for Marshall, Tex. (CAC-12703); for changes.
- Athena Communications, for DeSoto, Miss., Memphis, Tenn. (CAC-12704-6); for changes.
- Orange County Cablevision, for Wallkill, N.Y. (CAC-12707); commence operation.

■ Coaxial Development Associates, for Camden, S.C. (CAC-12708-9); commence operation.

■ Clearview Cable TV, for Emanuel, Laurens, both Georgia (CAC-12710-1); existing operation.

■ Colebrook Cable TV, for Colebrook, Columbia, West Stewartstown, all New Hampshire, Lemington, Canaan, both Vermont (CAC-12712-6); existing operation.

■ Cablevision of Knox County, for Camden, Rockland, Owls Head, all Maine (CAC-12717-9); for changes.

■ NW Translator TV, for Pondcreek, Wakita, North Enid, all Oklahoma; Caldwell, Anthony, both Kansas (CAC-12721-4); for changes.

■ Hereford Cablevision, for Hereford, Tex. (CAC-12725); for changes.

■ Cable TV Systems, for South Hutchinson, Kan. (CAC-12115); commence operation.

Actions

■ CATV Bureau granted following operators of CATV systems certificates of compliance:

■ OVC Telecommunications, for London, Ky. (CAC-08675); Telecable Associates, for Abbeville, La. (CAC-08679); Focus Cable of Oakland, for Oakland, Calif. (CAC-10229); Piedmont Cablevision, for Piedmont, Calif. (CAC-10230); Teleprompter of Seal Beach, for Seal Beach, Calif. (CAC-10241); American Cablevision, for Osage, W.Va. (CAC-10592); Putman TV Cable, for Ottawa, Ohio (CAC-10694); Nelsonville TV Cable, for Buchtel, Jacksonville, Glouster, Nelsonville, Trimble, all Ohio (CAC-10902-8); Cable TV, for Berwick, Salem, Briarclark, Nescopeck, all Pennsylvania (CAC-10926, 29-32); Jackson Television, for Lonaconing, Midland, National, Carlos, all Maryland (CAC-10937-40); Television Enterprises, for Junction, Tex. (CAC-11001); Falcon Communications, for Pasadena, Calif. (CAC-11004); Continental Cablevision of Michigan, for Jackson, Mich. (CAC-11015); TV Cable, for Paintsville, Ky. (CAC-11041); Saint Croix Cable TV, for Baileyville, Calais, both Maine (CAC-11085-6); Community TV Systems of Wyoming, for Casper, Evansville, Mills, all Wyoming (CAC-11381-3); Brownwood Television Cable Service, for Brownwood, Bangs, Early, all Texas (CAC-11390-2); Ashland County Cable, for Loudonville, Ohio (CAC-11558); Imperial Valley Cable, for El Centro NAF, Calif. (CAC-11655); Centre Video, for Wall, Pa. (CAC-11724); Tulia Cable Television, for Tulia, Tex. (CAC-11731); Nocona TV Cable System, for Nocona, Tex. (CAC-11738); Centre Video, for Pensbury Village, Pa. (CAC-11996); Telecable Associates, for Kaplan, La. (CAC-12114); Telecable of Spartanburg, for Spartanburg, S.C. (CAC-12208); Carolina Cablevision Properties, for Cheraw, S.C. (CAC-12275); Torrington Community Television System, for Lingle, Wyo. (CAC-10705); Wheatland Community TV Systems, for Wheatland, Wyo. (CAC-10758); JAL CATV Corp., for Eunice, N.M. (CAC-10824); Ausable Communications, for Plattsburgh, N.Y. (CAC-10836); Imperial Valley Cable, for El Centro, Imperial, Holtville, Calexico, Brawley, Westmorland, all California (CAC-11654-61);

Circleville Cablevision, for Circleville, Ohio (CAC-11774); Midcontinent Cable Systems, for Miller, S.D. (CAC-12429); Morris Cablevision, for Madison, Morris Plains, Chatham, Florham Park, Morris, Denville, Hanover, East Hanover, all New Jersey (CAC-12039-47); Sylvan Valley CATV, for Brevard, Transylvania county, both North Carolina (CAC-12248-9); Newchannels, for Delhi, N.Y. (CAC-12316-7); Teleprompter, for Portales, Roosevelt, both New Mexico (CAC-12383-4); Central Plains Cable TV, for Mitchell, S.D. (CAC-12413); American Television and Communications, for Murray, Ky. (CAC-12431); Ceracche Television, for Ithaca, N.Y. (CAC-09721); General Television of Minnesota, for Fridley, Minn. (CAC-10448); Macon TV Cable, for Jones, Ga. (CAC-10632); Multi-pix of Idaho, for Burley, Rupert, Paul, all Idaho (CAC-10737, 9-40); TV Cable of Space City, for Otero, N.M. (CAC-11579); Community Telecommunications, for Mineral Wells, Tex. (CAC-12019); Midwest Diversified Communications, for Camdenton, Mo. (CAC-12397); Cable Systems, for Pennsauken, Woodlynne, Magnolia, all New Jersey (CAC-12401-3); Webster City Community Cablevision, for Webster City, Iowa (CAC-12425); Ohio River Cable TV, for Rome, Fayette, Union, Perry, South Point, Proctorville, Chesapeake, all Ohio (CAC-12454-60); Newcastle Cable TV, for Newcastle, Wyo. (CAC-12461).

Rulemaking

- Chief, Cable Television Bureau, extended time for filing comments on motion for stay of effective date of commission's new cable TV network nonduplication rule to May 1.

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Summary of broadcasting

FCC tabulations as of March 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,490	6	28	4,524	41	4,565
Commercial FM	2,952	1	75	3,028	119	3,147
Educational FM	904	0	43	947	77	1,024
Total Radio	8,346	7	146	8,499	237	8,736
Commercial TV	724	1	2	0	57	784
VHF	513	1	2	0	7	523
UHF	211	0	0	0	50	261
Educational TV	243	3	14	260	7	267
VHF	93	1	8	102	4	106
UHF	150	2	6	158	3	161
Total TV	967	4	16	260	64	1,051
FM Translators	904	0	43	0	77	1,024
TV Translators	3,500	0	0	0	453	3,953
UHF	1,082	0	0	0	268	1,350
VHF	2,418	0	0	0	185	2,603

*Special temporary authorization

**Includes off-air licenses

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WKOK, 10,000 watt AM and 50,000 watt FM, needs one more top flight account executive to join our R.A.B. trained staff. Job offers salary plus commission, attractive fringe benefits and an established account list. If you can help us continue our outstanding record of growth, send your resume and references to: Joseph McGranaghan, Vice-President/General Manager, WKOK Radio, P.O. Box 1070, Sunbury, PA 17801. WKOK is an equal opportunity employer M/F.

Sales Manager wanted for leading MOR station in this fast growing community with 70,000 people within 15 miles. Job includes supervising sales force plus selling top list. In house computer offers excellent control and data. Wonderful living in great climate by the ocean. Low cost of living comparatively. Excellent medical plan. Opportunity for growth with small public company. Job is immediately. Send resume, give your sales by months for last three years and indicate salary guarantee requirement to Randolph Millar, WIRA, Fort Pierce, FL, an Airmidia Station. An Equal Opportunity Employer.

WJML FM/AM, top rated contemporary powerhouse in beautiful Northern Michigan, is taking applications for additional sales positions. We're looking for aggressive individuals who are willing to work long hours for big money. Attention to detail is a must. Please send complete resume, including salary requirements and references, to Tim Achterhoff, 710 Hackley Bank Building, Muskegon, MI 49440.

Immediate opening for Sales Manager for daytime Country Music station. Must have strong sales background and desire to be a leader. Excellent opportunity for advancement with group operated station. Send complete resume to Charles Hicks, General Manager, WEGO, P.O. Box 128, Concord, NC 28025. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Automated Beautiful Music station has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

Florida West Coast. Contemporary Format air personality. Must also be fast and creative production pro; this is major requirement. \$350 week. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

Florida West Coast. Country Format air personality. Must also be fast and creative production pro; this is major requirement. \$350 week. 3rd with Broadcast Endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL. An Equal Opportunity Employer.

Morning Personality, program director, minimum five years on air experience, humorous, tight board, for powerful adult leader in Southeastern medium market, major group, big college town. Send resume and salary requirements. EOE Employer. Box E-63.

Announcer Wanted for all-night music show. Must have experience with Personality/MOR format. An opportunity to enter a growing company offering future growth potential. Must have production abilities and 3rd class operator's permit with broadcast endorsement. Send resume and air check to Mike Sands, Program Manager, WJAR-AM, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

One of Northern California's Top Beautiful Music stations needs announcer/copywriter. Must have mature, resonant voice. Send audition tape and resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

PD—Morning slot. 24-hour Easy Country Beautiful Rocky Mountain area just 90 miles from Sun Valley EOE/MF Contact Dick Ryall, Box 65, Twin Falls, ID, or call 208-733-3381.

Announcer/Discjockey/Production: Send tape and resume to Bobby Dobbs, KLIX, P.O. Box 1259, Twin Falls, ID 83301. More information call 208-733-1310.

Modern country station has two positions open—afternoon drive announcer, and news person for am-fm combo—third class + experience required. Send non-returnable tape and resume to Operations Manager, WFIG Radio, Box 38, Sumter, SC 29150. EOE.

Immediate opening personality/Music Director. Third Phone, Excellent voice. Resume—Tape, Roger Manning, KDMS, Box 1565, Eldorado, AR 71730. EOE.

Maryland Station: High School Baseball/Football B/P? MOR DJ? Good! Rush resume. Box E-134.

Midwest, C & W personality with good voice, experience necessary. Send resume and salary. No drifters wanted. Permanent position. EOE. Box E-141.

Sports Talk Opportunity: 50,000 watt station in top ten market seeks experienced sports talk show host. Send resume to Box E-147.

Highly responsible job at small market radio station for experienced announcer. Morning person with operations-manager and music-director duties. Salary commensurate with ability and experience. Send tape and resume to WRXO/WKRX, Box 1176, Roxboro, NC 27573. EOE.

Immediate opening. Sign on personality. Not just time and temperature. Qualified? Send tape, resume to Jerry Collins, WASK, Box 800, Lafayette, IN 47902. E.O.E.

Wanted: Announcer/sales person for Northern California station, salary open, phone 916-233-2714 or write Box 1650, 96101.

HELP WANTED ANNOUNCERS CONTINUED

Accepting tapes and resumes from professional announcers for future openings. If you're dedicated and want to join a team, great opportunities are available. Send confidentially to Dick Stevens, Operations manager, WIVI-FM, Box 310, Christiansted, St. Croix, U.S. Virgin Islands 00820.

Need experienced Contemporary DJ for AM drive. Enjoy best of two worlds living in the beautiful Berkshires and professional Radio people. Contact Bob Catan, WUPE AM and FM, 73 4th Street, Pittsfield, MA 01201.

If you are a communicator, have personality, and believable you are the person we need mid-days on WBHP No. 1 ARB adults 18+. Country. Send aircheck, resume, production samples, references, to Rick Warren, WBHP Radio, P.O. Box 547, Huntsville, AL 35804. You'll love our beautiful Medium Market in the Mid-South.

Experienced Announcers for automated beautiful music FM. Bright on-air personality for adult MOR AM. Good voices. Salary commensurate with ability. Send tape and resume to Tom Reynolds, WDEF AM/FM, 3300 South Broad Street, Chattanooga, TN 37402. EOE.

Wanted: Announcer/sales person for Northern California station, salary open, phone 916-233-2714 or write Box 1650, 96101.

Country disc jockey opening soon in small market Kentucky station, with possible sales. Send tape and resume immediately to Danny Koeber, P.O. Box 338, Madisonville, Ky. 42431.

Sports/sales combo, to do play by play of area sports, and part-time sales in the largest single station market in Connecticut. Experienced pro only, including writing skills. Great opportunity, in great area. Send tape and resume to WMMW, Meriden, CT. 06450. EOE. M/F.

Needed immediately, two openings in Modern FM facilities, Top-40 format, small market, with big market sound. Rush tapes & resumes to Danny Tabor, WOVO Radio, P.O. Box 478, Glasgow, KY 42141.

Immediate opening for full time annr. Must have heavy mature, deep voice. \$170 a week start. With 1st class tk \$185 wk. Maryland station. Send tape, resume to Box 1726, Rockville, MD 20850.

HELP WANTED TECHNICAL

Immediate opening. First Class Engineer. Some experience necessary. Salary open. Call Larry Sandlin, 713-772-4433. Send resume to: KIKK Radio, 6306 Gulfport, Houston, TX 77081.

Chief Engineer wanted to build and operate new FM. Must have FCC 1st class license, STL experience helpful. Send resume WQVE, Box 38 Carlisle, PA 17013. Equal opportunity employer.

Immediate opening for engineer for 100,000 watt stereo, public radio station. Requires FCC 1st. Need working knowledge of STL, micro-wave, FM stereo, RPU, FM transmission, and remote control equipment. Send resume to Vice President for Administrative Affairs, Central Missouri State University, Warrensburg, MO 64093. Equal Opportunity Employer.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Karl C. Smith, KRAV-KFMJ, P.O. Box 746, Tulsa, OK 74101. 918-585-5555.

Chief Engineer for AM/FM. First phone. Complete maintenance background including transmitter and production equipment. Automation and AM directional experience. Knowledge of FCC regulations. Equal Opportunity Employer. Reply Box E-89.

Chief Engineer for AM-FM. First Phone. Complete maintenance background including transmitter and production equipment. Automation and AM Directional experience. Knowledge of FCC Regulations. Equal Opportunity Employer. Reply Box E-100.

Competitive engineer needed for full time directional AM and automated FM in medium Southern market. We need a fighter! Salary open. Send resume to Box E-96.

Chief Engineer needed for Mpls-St. Paul Radio Station. Directional AM-FM Stereo. Automation experience preferred. EOE. Box E-108.

Chief Engineer Minimum of 5 years experience with one employer. KRUI, Santa Barbara, CA 93101, 805-963-1831.

Chief Engineer, small market AM/FM, mountainous West Coast. Maximum pay for market size. Starting fulltime directional CP plus improved studios, mobile communications and remote equipment. Second fulltime engineer soon. Lower living costs, outdoor recreational paradise, family town. Challenge and opportunity for good working engineer. EOE. Resumes C.L. Smith, KLAD/KJSN, P.O. Box 969, Klamath Falls, OR 97601.

Saginaw, Michigan. WSAM/WKQC needs a Chief Engineer. Salary open, Company paid insurance, plus bonus. Call Ken MacDonald, St. 517-752-8161. EEO.

Assistant Chief Engineer needed with experience in directional for 50,000 watt Midwest station. Send resume and salary requirements to Mgr. KRVN, P.O. Box 619, Lexington, NE 68850. EOE.

Chief Engineer for Communications Teaching Facility at East Texas State University. Operation includes Public Radio FM and closed circuit television system. Applicants should have a strong technical background and be able to communicate with student broadcasters. First Class required and degree preferred. Complete resume, references and salary expected should be sent to: Station Manager, KETR, Box 88, E T Station, Commerce, TX 75428. Closing Date for applications June 1, 1978. ETSU is EOE/AA employer.

Chief Engineer who understands both Am and FM Mid West Combo needs experienced pro with ears. Good equipment and facility. Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, V.P. GM, KSO, KGGO. 3900 N.E. Broadway, Des Moines, IA 50317.

Chief Engineer— AM/FM combination. Automation experience helpful. Good salary. Great fringes with established group. Call or write Dennis Martin, Communications Properties, Box 971, Albert Lea, MN 56007. 507-373-2338.

WQXI Radio is looking for a maintenance engineer. Applicants must have valid FCC First Class License, knowledge of R.F., audio, and digital systems. Minimum of three to five years experience in broadcasting with emphasis on maintenance, design and construction. Excellent growth potential. Interested persons, please send resume to Mr. Thomas L. Giglio, Chief Engineer, WQXI AM/FM Radio, 3340 Peachtree Road, N.E., Atlanta, GA 30326. Applicants and resume's by mail only. No drop in applicants, please. WQXI Radio is an Equal Opportunity Employer.

Attention Traffic/Operations/Business Personnel. Paperwork Systems Inc., the nation's leading supplier of minicomputer-based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists. This challenging job offers excellent compensation plus full travel expenses, and medical coverage. The work is very demanding: travel is heavy, with field trips all over North America averaging three weeks at a time to PSI System locations. Much of the work is done under substantial pressure, often with long hours. Offsetting these demands is the PSI schedule which allows adequate free time at your home between installations. Applicants need not move to a new location. Applicants should meet the following criteria: have radio and/or TV experience in the area of traffic and/or accounting; be an effective communicator with, and trainer of, people; be free to travel extensively; and be able to work under pressure and understand human and workflow relationships clearly. You should not require close supervision. If accepted, you will be placed in a training program with one of the men or women presently employed by us in this capacity, and will become part of this fast-growing firm. No Phone Calls, Please! Send a complete resume along with a detailed letter indicating why you think this job would be best filled by you to: Paperwork Systems Inc., P.O. Box 38, Bellingham, Washington 98225. (Application period closes May 31, 1978.)

HELP WANTED NEWS

Good Money Good Life. WOBT in the vacation northwoods wants a professional to head our news department. Salary open. Contact me and enjoy the summer and the rest of your life North of the tension line. Tape, resume and salary requirements to Wally Pasbrig, Box 738, Rhinelander, WI 54501.

Broadcast Newsmen: We're looking for a news director and newsmen for a growing AM/FM combination in the Beaumont-Orange-Port Arthur, TX market. Send tapes and resumes to John Morrison, KOLE/KZOM, P.O. Box 336, Port Arthur, TX 77640. E40. EOE.

News Director: Aggressive, experience preferred, Top AM/FM. Send tape and resume to George Baumann, WLKE.s.WGGQ/ 609 Home Avenue, Waupun, WI 53963. 414-324-4441.

News department expansion, openings for experienced newsmen. Tape, resume, references, Fred Hoskins, News Director, WCAR, Lowell MA. 01852. No phone calls.

Radio News Director— Kansas City. Must be experienced with proven track record, strong on-air delivery, and production. Send tapes & resumes to Tom Barsanti, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. An Equal Opportunity Employer, M/F. No phone calls, please.

Expanding news staff. Opportunity for newsmen with at least one year experience to join active news department in prime location in the South. send tape and resume to Tim Tyson, News Director, WBHP Radio, Box 547, Huntsville, AL 35804.

Immediate opening for a creative newsmen. At least 3-years experience. Must be able to write conversational news and deliver it in a person to person manner. Excellent opportunity to join top-notch air staff at a Capital Cities' Communication station. Send tape and resume to Henry Brach, News Director, WKBW-Radio, 1430 Main St., Buffalo, NY 14209. An equal opportunity employer.

Newsperson wanted: Need Big voice and some journalism background. Talk show a possible. Tape, resume and salary requirements to Tom Casey, WRTA, P.O. Box 272, Altoona, PA 16603. EEO.

News person needed— Central Florida Metro Market. Good facilities; excellent working conditions. Send tape, resume, writing samples, and salary requirements to WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880. EOE.

LA. Radio Network Announcer/Writer/Reporter. Min. 6 years experience. Radio news directing experience preferred. Tape/Resume Box 3691, Baton Rouge, LA 70821.

Immediate opening for News Director, strong on human interest and actualities. MOR, 5000 watts. Good pay for performer. Tapes and resumes to Rod Metcalf, WJPS Radio, Box 3636, Evansville, IN 47735. EOE.

Central Maine's Top News Department needs an evening newsmen. Do a bit of everything. Explosive news market. We have a serious commitment to local news. May college graduates encouraged to apply. WLAM, Box 929, Lewiston, ME 04240. 207-784-5401. Equal Opportunity Employer.

Broadcast Journalist needed who can develop stories, write concisely, and deliver a newscast with style and credibility. Send tape/resume for morning shift in Phoenix' leading AOR station to: KDKB, Mesa, AZ 85201. No calls please.

HELP WANTED PROGRAMING, PRODUCTION. OTHERS

Producer Writer— Challenging opportunity with a large national organization to produce and write material for network and national syndication. Some on-air time possible. You will be responsible for improving current shows and developing new ones. EOE M/F If you are a creative individual with at least five years professional writing and three years producing experience, send your resume, including salary history and requirements to Broadcasting Box E-102.

Grade for Thief River Falls AVTI Tenth Anniversary June 3, 78. Res. 218-681-5427.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Manager of Programming, whose track record includes successfully leading a strong team of professional personalities 'to top ratings; close encounters of the sales-producing kind; pace-setting personal performance on air and in production. In-depth knowledge of Radio's total operation. An extraordinary opportunity for an extraordinary talent. Burt Levine, WROV, 15th & Cleveland, Roanoke, VA 24015.

AM/FM/TV facility in Midwest medium market looking for mature personality. Excellent long-term spot with good pay and benefits. Send tape and resume to Don Guthrie, WKBN, Youngstown, OH 44501. An Equal Opportunity Employer.

Instructor of basic speech courses with secondary expertise in broadcasting for fall. Terminal degree. \$13,000 plus for 9 months. Send resume to Chairman, Drama Dept., East Carolina University, Greenville, NC 27834.

Operations Manager—Beautiful Music, Class B FM, WSSH, Lowell, MA, competing in Boston. We want a pro with knowledge, voice and character. High teens. Call Arnold Lerner, 617-458-8486.

Faculty Position. Full-time Advertising instructor available August 21, 1978. Basic advertising courses culminating in retail campaign and mass communications courses. Master's required with previous teaching and/or professional experience. Salary based on education and experience. Fringe benefits excellent. Send resume and transcripts to: Personnel Office, Parkland College, 2400 West Bradley, Champaign, IL 61820. AA/EOE. Title IX, Section 504.

SITUATIONS WANTED MANAGEMENT

Experienced Broadcasting Executive. AM FM CATV sales, finance, acquisition, union negotiation, available now. Box E-41.

General manager—of successful major market AM station has had his one year sabbatical as a broadcast consultant. Now, in residence and full-time wants to make a station a winner (or keep it that way). Strong sales background. Prefer larger markets. Sun Belt not mandatory. Potential for making money is. Box E-109.

Management opportunity sought. Solid News and Public Affairs background. Hands-on automation experience. Organizer, Willing to sell. Box E-116.

Sales Manager—Determined Account Executive, major market background, has the ability to create a successful sales team. Let's Talk. Box E-130.

SITUATIONS WANTED SALES

Experienced Salesman/Announcer available for sign on, or afternoon drive plus sales. Straight sales at small or medium market also considered. Dick Hoff, Rice Lake, WI. 1-715-234-9222.

SITUATIONS WANTED ANNOUNCERS

First Phone Announcer, 32, seeking part-time employment in South Florida. Experienced in AM, FM, and TV. Box E-30.

D. J. Strong on commercials and news. Available now! Honest, energetic, hard working. 3rd Endorsed. All markets. Nick Itounas, 2729 N. Troy St., Chicago IL 60647 Call: 312-384-3105 between 6 A.M. to 1 P.M.

Broadcast School Grad, 3rd Endorsed looking for first job. Phone weekdays 716-834-4457.

Jock of all trades. Master of Science (TVR), desires East Coast position. Extensive experience: PD, MD, air, news, production, promotion, research. Box E-62.

14 year MOR pro seeks permanent position. Super big voice, great production. 305-764-5809. Box E-69.

Versatile announcer ready to move from small market to medium—Midwest. Good production. First phone. Box E-76.

First Phone, Top 40 air personality desires small market station. Experienced. anywhere. S.H. Green 212-347-5149.

Talented personality seeking first break. 3rd Endorsed, 3 1/2 years college experience, offers diligence and dedication. Tape and resume available. 201-777-0749.

Experienced Broadcaster would like full time sports responsibilities. Heavy in play-by-play. Tapes, references and resume available. Box E-91.

Experienced, involved, humorous drive time Country Personality looking. Excellent production, copy writing, and management abilities. Box E-110.

Top-rated, experienced MOR personality. Humorous, creative, award-winning. 20 years in major-market radio. Interested in major market only. Box E-138.

The Mechanical D.J.—Ira Shimshi. 83-30 118th St., Kew Gardens, NY 11415. 212-YU2-6770 or 212-459-0335.

Good references, 14 years experiences, Third, Broadcast. Randy Galliher, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386.

"Corny" "Wacky" "Wild" "Crazy" DJ with Bachelors and Masters degrees and medium-market experience seeks full or part time job in NYC, NJ, CT area. I'm a real Idiot!, but I'll make your ratings skyrocket! Also interested in syndication possibilities. For tape and resume, Box E-131.

Announcer/DJ (Third Endorsed). 4 years experience, mellow style, tight board, good news & production, knows automation. Seeking full-time air shift at Modern Country/MOR/Beautiful Music station that offers part-time sales work. Prefer California, Arizona, or Pacific Northwest area. Will relocate. Call Frank Cordell, 714-658-1094, Hemet, CA.

Attention Central Florida: Bright Tennessean seeking quality Small or Medium Market position. Four years experience in Country and Rock. Production, D.J., local remotes. Versatile and dependable, age 24, married, 3rd. Endorsed. Mark, 1-615-684-5160, nights.

Florida Stations: Seven years experience, various formats, positions. MA Broadcasting, 3rd Endorsed, Automation. Married, employed. Chuck: 404-787-0892.

Midnight to 6 show wanted. 4 1/2 years experience, Third. 904-255-6950 Mike Hon. 373 Williams, Daytona, FL 32018.

SITUATIONS WANTED TECHNICAL

Electronic technician five years varied experience and First Phone seeking engineering position on East Coast. Box E-21.

Experienced Chief Engineer seeks position with quality station. Box E-56.

Assistant Chief Engineer in Major Market West Coast station, age 48 with 30 years experience, wishes to relocate in Southeast area. Extensive construction (both studio & R.F.) plus management of budgets and personnel. Looking to up grade my position. Box E-107.

Do you need an enginner so extremely competent that he can work effectively in a small town? Write Box E-111.

Broadcast technician seeking position as assistant chief engineer at AM facility in the 'lower 48'. Arizona-Southern California area preferred but not absolutely necessary. Have six years' experience in most phases of AM engineering, except automation, transmitters over 5 kw., and the more elaborate directional antenna systems. Possess Associate Degree in Electronics Technology and First Phone. No air work wanted; just looking for engineering work, first and foremost. Will be available July-August, 1978. Bob Carr, Box 670, Dillingham, AK 99576. 907-842-5281.

SITUATIONS WANTED NEWS

Sports Director and PBP Voice of Major College's football and basketball/hockey teams. Six years college and high school experience: football, basketball, hockey. Currently Sports Director/Salesman in NE Small Market. Contact Peter Cooney 802-388-6077.

Female sports/news pro. 3 yrs PBP, beat reporting, talk-show host, good production. 3rd endorsed. MA. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

Aggressive News Director, small market. Looking for position on news staff in medium or large market. Solid Journalism background including public affairs. Phone Tom Sobottke evenings: 312-323-5596 or write: 219 Middaugh Road, Clarendon Hills, IL 60514.

Aggressive Young Pro seeks pbp and/or sportscasting position. Three year Pbp experience covering four sports. Inventive reporting and writing. 616-775-8265.

Need some Depth? I'm looking for a challenging position with a quality-minded news staff. Related experience includes News Director, editor, reporter, researcher, newsletter, and B.A. Virginia-based, prefer South, willing to relocate. Box E-93.

Talented female seeks first announcer, newsreader-rewriter position. Pleasant voice. Crisp, authoritative newstyle. College grad. 3rd Endorsed. Please listen to my tape. Box E-105.

Sports Director. Up and coming fast! Experienced high school sportscaster looking for college play-by-play. Baseball, football & basketball. Would like Radio or T.V. If you want a self-starter and a go-getter, then I'm your man. I'm not looking for, nor do I want, newscasting. Family man. Salary open. Box E-112.

Experienced newsmen seeks challenge in major market. Presently drive time newscaster in medium market. Will relocate anywhere. Box E-137.

"Just Looking!" Presently employed Top 50 market News Director. Good ratings in highly competitive Western market. Present concept is creative and unique. Good for all news or all talk. Lets talk realities. Box E-149.

Lawyer-journalist, now in broadcasting to USSR and freelancing from Europe seeks news writing or reporting job with international outlook anywhere. Know German, French, Read Italian, some Swedish. In US in June-July. Box E-150.

27 Years Experience, all phases of Radio, some TV. Interviews, production, news, editing, writing, reporting, copy, air work, plus much more. Seeks station, with stable staff. Contact Jack J. Quirk, P.O. Box 157, Americus, GA 31709.

Sportscaster—Radio & TV—Dynamic ambitious young man is looking for an entry level position. 4 years college experience. Strong on PBP, all sports. Excellent cred. Call Ed 618-654-8543, You won't go wrong.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Experienced Multi-Station programmer with respected group seeks off-air adult programming or music position and with major station or syndicator. College degree and excellent references. 312-445-6149 after 3 PM CST, or Box E-98.

Assistant Manager, Program—Music Director, or Operations Manager; nine years experience in Top 40 Rock Format Station. Prefer Arkansas, Louisiana, Oklahoma, Eastern Texas, Tennessee or Southern Mississippi. Resume upon request. Available now. Call 501-751-7203.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager—Exciting ground floor opportunity with major organization for someone with a solid track record in advertising and syndication sales. Our national market offers dramatic growth potential. EOE M/F. If you are an achiever who gets things done right and fast, send a resume, including salary history and requirements, to Box E-88.

Station audience promotion manager New York market supervisory experience needed in on air production, copy, print and radio. An equal opportunity employer. Send resumes to Box E-94.

Wanted TV Station Manager for small market station. Must be bilingual. Spanish speaking market. Box E-125.

HELP WANTED MANAGEMENT CONTINUED

Immediate Opening—Account Executive—Number One VHF network affiliate in the Southeast seeking an aggressive, experienced individual with a solid sales background. Sales management experience desired. An equal opportunity employer. Female and male applicants from all races are desired. Submit resume and starting salary requirements in confidence to Box E-71.

HELP WANTED SALES

Immediate opening—broadcast sales representative. Minimum 3 to 5 years executive level sales experience. Sales management experience desirable. An equal opportunity employer. Female and male applicants from all races desired. Submit resume and starting salary requirements in confidence to Box E-84.

Sales Manager. Major Market Northeast. Local and National experience necessary with management background preferred. Excellent salary and benefits. Equal Opportunity Employer, M/F. Forward resume to Box E-106.

HELP WANTED TECHNICAL

Experienced TV Transmitter Engineer to install and maintain RCA remote controlled VHF transmitter, supervisor responsibilities. Send resume to: Ron Jacobson, Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104, or call 801-972-1776. An Equal Opportunity Employer.

Wanted: Electronic Technician Looking for the Best. The best opportunity for a qualified electronic technician desiring to live in the best climate, with the best hunting and fishing and the best vacation area in the United States... conveniently located between the nation's best beaches and Mexico... position is working in South Texas' top station... qualifications are experience in repairing Sony electronic news gathering equipment, single tube cameras and U-Matic editing equipment... if you're the best looking for the best, contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550 or call 512-423-3910. We are an Affirmative Action Equal Opportunity Employer.

Transmitter maintenance engineer. Immediate opening for experienced individual with first class FCC license. Contact Chief Engineer, WBKB-TV, Box 35, Alpena, MI 49707. Phone, 517-356-3434.

Immediate opening...Television Transmitter Engineer and Television Studio Maintenance Engineer...First Phone required. An Equal Opportunity Employer. Send complete resume to Gene Rader, KBIM-TV, P.O. Box 910, Roswell, NM 88201...or call 505-622-2120.

Video Technical Operations Supervisor for quality East Coast Production Studio. Must be experienced in setup, operation, and maintenance of color cameras, quads, and film chains. Supervisory experience a must. Should have an eye for quality and a perfectionist attitude. Resume and salary requirements to Box E-117.

Chief Engineer needed for Southeast AM, FM, TV operation of large broadcast group. Full knowledge of audio, video, studio and transmitter required. Equal Opportunity Employer—Send resumes to Box E-123.

South Florida television station needs an Engineer with 1st phone. Experience required on the operation and maintenance of studio, ENG and microwave equipment. Equal Opportunity Employer. Reply Box E-124.

Studio Engineer wanted for sunny South Florida television station. First phone required. Experienced in videotape camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Chief Engineer for KETC-TV, St. Louis. Responsibility for overseeing all aspects of broadcast and production operation of growing public television station. Send resume's to R.O. Box 24130, St. Louis, MO 63130 by May 12, 1978. An Equal Opportunity Employer.

HELP WANTED NEWS

Photographer: All-ENG group-owned Midwest station. Looking for a journalist with photo abilities. Must be able to shoot, edit and write. Box E-31.

Weather/Sports interest required. Reporting slot with back-up, on-air work at Black Hills ABC affiliate. Send tape and resume to Bill Avery, News Director, KEVN-TV, Box 677, Rapid City SD 57701.

Wanted: Experienced TV Weatherperson. Send resume and tape to Bill Moore, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704. An Equal Employment Opportunity Employer.

Sports Director with emphasis on local coverage, features and commentary. Must have TV anchor experience. Send video tape and resume to: Tom Moo, WTVW-TV, P.O. Box 7, Evansville, IN 47701. An Equal Opportunity Employer.

Wanted: TV news director for CBS affiliate which has a strong number one news rating. Need someone to manage TV news department and also anchor. Must have reporting background with experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KIMA-TV, P.O. Box 702, Yakima, WA 98907. Phone 509-575-0029.

Producer, Experienced, creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability a must. Mere slide-stackers need not apply. Contact Tom Collier, News Director, KCRG-TV, 501 2nd Ave SE, Cedar Rapids, IA 52401 E.O.E.

News director Midwest commercial television (network affiliate) with journalism school faculty appointment. Must be willing to take active leadership role in newsroom operation. Work with youthful staff and experienced editors. News program is dominant in market. Applicants should have distinguished background in broadcast journalism. Advanced degree desirable. Teaching and administrative background helpful. Excellent salary. EOE. Box E-101.

Assignment Editor Top 20 Market. Previous news experience required. Must be able to supervise daily newsgathering activities. Looking for someone with strong leadership qualities, good ideas, strong production values, and ENG Experience. E.O.E. M/F. Box E-114.

Photographer Top 20 Market, to work in news department's film unit. Must have previous news experience. Must be familiar with all aspects of 16MM film photography and editing. E.O.E. M/F. Box E-115.

Wanted aggressive, news person who wants to break into small market Western V.H.F. Television Station. Box E-126.

South Florida growth station seeks a News Producer with management experience. Good writing skills and knowledge of ENG an absolute necessity. An Equal Opportunity Employer. Send resume to: Box E-129.

Strong Gulf Coast News Department seeks reporters, photographers for summer openings. Minimum one year commercial experience. This is a top-notch organization looking for people who want to work with the best. Resume, salary requirements to Box E-135.

News Director for expanding operation in single station market. Must be an experienced broadcast journalist ready to direct and motivate a young staff of dedicated reporters. Some anchor duties. Tape and resume to Harold Wright, WVIR-TV, P.O. Box 751 Charlottesville, VA 22902. An Equal Opportunity Employer.

News Producer TV—experienced, must excel at producing fast-moving full-hour daily news broadcast. Equal Opportunity Employer. Top Ten Market. Phone—202-686-3011.

Television Journalist, University of New Hampshire. Immediate opening for two broadcast journalists for daily news program on the PBS affiliate station in New Hampshire. Degree plus two years TV news experience required; strong writing skills, good on-air delivery ability to tell story visually essential. E.N.G. experience desirable. Salary range \$9,180 to \$14,244/yr; normally starting salary not to exceed \$10,296/yr. Forward resume and writing samples no later than May 12, 1978, to News Director, WENH-TV, Box 2, Durham, NH 03824. AA/EEO.

News Anchor We want a strong personality and results. Both shows. An Equal Opportunity Employer. Send resume to Box E-65.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

On-Air Promotion with experience in independent station for top ten market. EOE. Box D-44.

Art Director for PTV Station. Responsible for TV graphics, set design, advertising and other print materials. Salary range \$11,000—\$11,850 depending upon qualifications. Equal Opportunity Affirmative Action Employer. Send letter of application, resume, college transcripts, letters of recommendation, color slides of art work to Dr. Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Application deadline May 5, 1978.

Executive Director for non-profit PTV corporation in Southeast. Will work in tandem with general manager of UHF ITV/PTV station licensed to school system. Duties include corporate management, budget making, establishing, implementing and evaluating development, programming, and promotion activities. Experience in public television, administration, and seeking grants essential. Salary negotiable; starting date July 1. Submit resume with salary history. Box E-119.

Program Manager, Top 10 network affiliate, group owned. Looking for an individual with strong experience in all areas of programming and production. All replies handled in a confidential manner. Equal Opportunity Employer. Send resume to Box E-122.

Promotion Manager—Top-twenty market opportunity with ABC affiliate for individual with television creative background and station promotion experience. EOE. Send resume to Box E-142.

Television utilization and production position at Western Kentucky University. Duties include supervision of campus wide videotape and equipment distribution, producing and directing instructional productions, and associate producer for some productions. Send resume and references to Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, Kentucky 42101. Bachelors degree and minimum of two years experience required. Masters preferred. Application by May 15. WKU is an Affirmative Action, Equal Opportunity employer.

Creative Services Director needed by group owned No. 1 network affiliate in top 60 market. Minimum three years experience needed in all phases of commercial TV production. Position includes supervision of staff members. Send resume and salary history to Business Manager, WTOL-TV Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Senior Producer/Director, Public TV. Responsible for color studio and remote productions. Able to write, research and produce local/regional television programs. Opportunity for growth. Contact C. Julius, Director of Programming, WNIN-TV, Evansville, IN 47711; Phone 812-867-6471.

Position Available: Director of University Media Resources, University of Minnesota. Provides leadership and management of a total media organization including broadcast radio, production for broadcast television, closed-circuit instructional television, film production, photographic services and processing, art materials, and audio-visual equipment and duplication services. A senior administrative position, with academic status dependent on interests and background. Send inquiries to Professor Maynard Reynolds, Chairman, UMR Search Committee, 253 Burton Hall, University of Minnesota, Minneapolis, MN 55455. Closing date for applications and nominations is June 1, 1978. The University of Minnesota is an equal opportunity educator and employer.

Promotion Manager—Needed to assist rising television station achieve Number 1 position in a growing market. Must be creative. Experienced in production, on-air and print. Send resume to William Kempe, General Sales Manager, WRDW-TV, Drawer 1212, Augusta, GA 30902. We are an Affirmative Action Equal Opportunity Employer.

SITUATIONS WANTED ANNOUNCERS

Experienced, perceptive, persistent interviewer stiling in restrictive format, wants room to develop—myself and my ideas—preferably on my own program. No smaller than top 20 market. Copy and tapes available. Box E-133.

SITUATIONS WANTED TECHNICAL

Chief Engineer, Highly skilled with 19 years in the business. Ten as Chief Engineer. Worked up thru the ranks, familiarizing myself with the techniques of operation and maintenance of today's equipment. Resume on request. Box E-86.

Top Ten Chief Engineer seeks new location. Prefer working for decisive manager. Box E-97.

Engineer with common sense. Single. First Ticket, 6 years operations experience. Looking for Television, Radio, or Production Facility operations. Currently employed. California location only. Box E-132.

SITUATIONS WANTED NEWS

TV News Director. Innovative and thoughtful approach. Also background as large market reporter, documentary producer. Prefer Sun Belt or West. Box E-43.

TV News Reporter. Medium-large market experience includes: general assignments, mini-docs, network feeds. Prefer South or West. Box E-49.

Experienced Radio sportscaster needs move to television. PBP/reporting/writing/personable on air approach/sales background. All markets considered Box E-68.

Trained in Major Market. Looking for street reporting assignment at medium or small station. Experienced, aggressive. TV Radio degree from large university. Great references. Will relocate. Contact: Mark Weller, 3400 N. Maryland Ave., Milwaukee, WI 53211, 414-963-7114.

Broadcast Professional with management, reporting, writing, anchor, interview experience looking for TV reporting-anchor or news director position. Age 35. Married. 714-247-7797.

Award winning newspaper reporter looking for a TV news job. Have some broadcast stringing experience. Box E-90.

Major Market Reporter wants anchor slot. Has all background and experience needed to provide real credibility. Best references and video samples. 16 years as a degreed, broadcast journalism pro. Box E-136.

Experienced medium market anchor man seeks anchor or co-anchor position. Interested in news not show business. Will relocate anywhere. Box E-145.

Seasoned Versatile Newsman available for small market TV News Director. Wayne Sorge 214-657-2627.

Honor Graduate, B.S. in Broadcast-Journalism, desires reporter/writer position in small-medium market. Impressive resume. Write Larry Eastlack, Box 53, Waterport, NY 14571. Call 716-682-4375.

Attorney turned sports writer, turned sports caster wants to move up to larger market. 601-327-7556.

Sports director with six years radio and TV experience. Talk show host and accomplished photographer. Active, thorough, and accurate. 701-839-5159.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Let Me Produce For You. I'm young, bright and energetic, have two years agency experience, and am looking for a position as an associate producer. If you've got an opening, write Box E-103.

TV is for the eyes and I can help you look good! Experience in all production phases from set design to sports remotes. Looking for challenging work in any market. Bill Seesselberg, 1726 Kenyon Avenue, South Plainfield, NJ 07080, 201-753-5305.

Eager female seeking more creative position. Experienced all phases studio production. TV Production Degree, First Phone, 516-667-9665.

TV Commc'l—prod-director; personal exp. in all phases VTR & Film. Currently with int'l Marketing firm; writes produces, directs national and int'l. material for TV. Seeks better money, budgets, or VTR house w/film look. Prefers MSP area, but will relocate. Avail immediately. Nite: 612-871-0733.

Award Winning Producer—Director with switching, film and tape editing, audio, copy writing and technical directing experience. send for audio and video tape. Box C-166.

Director. Experience in live news and public affairs shows—commercial production—ENG—VT editing. 1st Phone. BA, Journalism. Ready for any size market now. Box E-66.

First Phone Switcher/Director/Operations seeks position in the Northeast—Mid-Atlantic. Currently employed at well equipped VHF-Net Affiliate. Call Bob 516-266-1143.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp. 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: 15kw UHF klystron tube No. 4KM70LA. Number of hours on tube unimportant if in working condition. Call Luster King, WSIL-TV, Harrisburg, IL 618-253-7921.

Want High Band VTR, Ampex 2000 or 1200 B preferred. Call Bob Pritchard 215-546-4634.

Wanted: RCA BTF-10E FM Transmitter complete with Exciter and Harmonic Filter. P. Testan, WVNJ, Livingston, NJ 07039.

Wanted: Sony VP3000, new or used. Doug Robertson Advertising, PO Box 160567, Sacramento, CA 95816.

FOR SALE EQUIPMENT

5" Air Heliex—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

GE BT-50A 50KW AM Transmitter and Gates BC-10E 10KW AM Transmitter. Both are clean, well maintained and presently in use. Phone: 312-263-0800 x447.

2 G.E. 350 Cameras complete with Pedestals & Panning Heads \$7500/each. 6605 Eleanor Ave., Hollywood 213-463-2123.

CDL VS100 Switcher: Double Reentry, 12 x 4 with two Mix Amps, Special Effects Amp, Proc Amp, Black Gen, Power Supply, RGB Chroma Keyer, Teck Preview, Downstream Keyer. Contact Rod Hall: 213-577-5400.

Four 3' face triangular guyed towers. One 100', one 270' and two 300'. Standing. Asking \$9 a foot. Larry Young, WMBB-TV, Panama City, FL, 904-769-2313.

40! mobile tractor/trailer TV unit for sale. Completely operational and self-contained. You supply the camera and video tape recorders; everything else needed comes with the unit. Asking \$42,000. For more information write Box E-120.

Never used 5K FM Transmitter, and stereo exciter. Still in carton at factory. Both for \$14,000. Call 203-235-5747.

RCA VTR update modification kits for TR4/22/50/60/61/70. Splicer (single-frame), TEP Interface, Time Code Edit Interface Kit, Audio Splice Timing Mod (Audio Insert Editor). Wideband Audio Amplifiers, most mod kits, some modules available. Lawned, Ltd. 388 Reed Road, Broomall, PA 19008, 215-543-7600.

Raytheon RA-1000 1kw AM Transmitter. Old but was operating satisfactorily when taken out of regular service two years ago. Where is—as is. \$1,000. Mr. Holley, WGKA, Atlanta, GA. 404-892-1190.

Panasonic, U-Matic, 3/4" video cassette player/recorder/timer/remote-control. NV-2125. Call: 206-464-2386, 322-7369. Write: A. Blethen, The Seattle Times. P.O. Box 70, Seattle, WA 98111.

Fernseh color bar generator modules (2 available). Type PC BK with connection plates. Best offer. Contact D. Dunbar 413-781-2801.

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"Free" D.J. Catalog! Comedy. Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

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GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

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Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

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Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

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REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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50,000 watt station is looking for top talent to host general talk show.

Send resume to Box E-146.

PERSONALITY DEEJAY

We have an opening at KLIV, San Jose's Top 40 Radio Station. If you have the sort of personality that attracts listeners to yourself and to your station, send us a tape right away. If you've had Top 40 experience and own a First Class license, all the better, but we'll gladly listen to your tape even if you don't.

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Situations Wanted Announcers

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18 years experience in all phases of broadcasting. Hard worker and not a prima donna. Top industry references. Prefer Los Angeles area. Box E-139.

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REPORTERS

Top rated CBS-TV affiliate looking for bilingual (Spanish-English) street reporter candidates. TV experience not necessary, but background in news gathering essential. West Coast location with nationwide group broadcaster. Send resume and writing samples to Box E-95. An Equal Opportunity Employer.

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National news organization needs freelance ENG Editors
Send resumes to Box E-100.
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NEWS DIRECTOR

Midwest T.V. and Radio Station looking for experienced News Director to manage completely equipped news department including live ENG. Must possess good journalist judgement and be able to administer budget. EEO Employer. Send resume to Box E-155.

ATTENTION SUCCESSFUL ANCHORS/REPORTERS

Major market station is looking for knowledgeable personality whose interviews encompass serious and light subject material. Send audition cassette only to PO. Box 6900, San Francisco, California 94101

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Experienced TV meteorologist needed for nightly strip half hour "Aviation Weather" program broadcast to entire state via satellite. Civil service position with Anchorage office National Weather Service. Producing public station is young, aggressive VHF in state's population center. Send letter and resume to KAKM, 3211 Providence Drive, Anchorage, Alaska, 99504. EOE.

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You're the TV or Radio newsperson who has been too busy dealing with "the present" to think about "the future."

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Whether you're a news director, anchor, weathercaster, sportscaster, reporter, editor, producer or photographer, there's a lot we can do for you. The station that hires you pays our fee.

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All replies will be kept strictly confidential.

Send resume and videocassette to P.O. Box 5549, Washington, D.C. 20016. Tapes will be returned promptly.

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For KXTV, CBS-Sacramento. Should have solid background in News, PA and other programs; commercial, promos and PSAs. The person we want will have many ideas for good and effective programs and be capable of own switching. KXTV is an Equal Opportunity Employer. Send resume to Gary Johnson, 400 Broadway, Sacramento 95818 or call 916/441-2345.

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EMPLOYMENT OPPORTUNITIES \$15,000-\$40,000

Broadcast/Communications related openings at all locations coast to coast—all levels and disciplines. Engineering, Sales, Marketing, Management, Etc. Over 1,000 firms represented. To cover ALL your immediate job possibilities in the "unpublished market," send your resume with salary requirements now. No fee, confidential, professional. KEY PERSONNEL, NATL HDQTRS, Dept. B, South Main Towers, Wilkes-Barre, Penna. 18701 (717) 822-2196.

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- 423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- 454 TALK-BACK TV: TWO-WAY CABLE TELEVISION**, by Richard H. Veith. An expose of recent developments in two-way TV for those concerned with future personal convenience and security! The book covers electronic mail, video games, at-home shopping and banking; news at the push of a button (or turn of a dial); computer-assisted instruction, home security alarm monitoring services, meter reading—plus entertainment programs and the usual TV fare. Learn how many of these services are already being provided in some areas and what the future holds for the TV viewer who wants to talk back! 238 p. **\$9.95**
- 441 YOU'RE ON THE AIR!** by Sam Ewing. A practical do-it-yourself guide to a career in radio and TV for the student and beginning broadcaster. 224 pages. **\$7.95**
- 405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- 452 THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
- 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- 437. RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages. 8 1/2" x 11" **\$10.00**
- 434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$12.95**

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top national rep, top national & local awards, 10 yrs. on-air in "top ten", still going strong, but tired of dollar-egos and "happy talk".

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BOOKS

- 413 **DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition**, by Kenneth B. Knecht. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p. 100 ill. **\$12.95**
- 428 **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**
- 456 **JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

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Newark, Del. 19711
(302) 737-4772

Robert I. Kime
Box 270
St. Albans, Vt. 05478
(802) 524-5963

Elmira Office
Keith W. Horton
Richard Kozacko
Keith Horton, Jr.

H.B. La Rue, Media Broker

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- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
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- UHF TV with 20 cable systems in South. \$600,000. Terms.
- 5,000 watt daytimer in Ga. City. Ethnic. \$810,000. Terms.
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- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
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Stock Index

Stock symbol	Exch.	Closing Wed. April 26	Closing Wed. April 19	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 45 3/8	43 1/2	+ 1 7/8	+ 4.31	46 3/4	35 3/8	8	18,152	823,647
CAPITAL CITIES	CCB	N 68	63 1/4	+ 4 3/4	+ 7.50	68	44 3/4	13	7,426	504,968
CBS	CBS	N 54 3/8	51 5/8	+ 2 3/4	+ 5.32	62	43 7/8	9	28,100	1,527,937
COX	COX	N 37 5/8	36 1/4	+ 1 3/8	+ 3.79	37 5/8	25 1/2	10	6,185	232,710
GROSS TELECASTING	GGG	A 17 1/8	16 1/2	+ 5/8	+ 3.78	17 3/8	13 5/8	8	900	13,700
KINGSTIP COMMUN.	KTVV	O 11 1/2	11 1/2			11 1/2	3 7/8	21	462	5,313
LIN	LINB	O 30 3/4	29 1/8	+ 1 5/8	+ 5.57	30 3/4	16 1/2	10	2,745	84,408
MOONEY**	MOON	O 2 3/8	2 3/8			2 5/8	1 7/8		425	1,009
RAHALL	RAHL	O 20 1/4	20	+ 1/4	+ 1.25	20 1/4	8 5/8	22	1,264	25,596
SCRIPPS-HOWARD	SCRIP	O 37	37			37	30 1/2	8	2,589	95,793
STARR	SBG	M 12 1/8	12 1/8			12 3/4		11	1,487	18,029
STORER	SBK	N 27	25 3/8	+ 1 5/8	+ 6.40	27	19 3/8	10	4,876	131,652
TAFT	TFB	N 41	38 1/4	+ 2 3/4	+ 7.18	41	24 5/8	9	4,119	168,879
TOTAL									78,630	3,633,641

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 7 1/2	7 3/4	- 1/4	- 3.22	8	3 3/4	8	1,229	9,217
JOHN BLAIR	BJ	N 24	23 1/8	+ 7/8	+ 3.78	24	11 1/8	7	2,427	58,248
CHRIS-CRAFT	CCN	N 8 7/8	9 1/4	- 3/8	- 4.05	10 1/4	4 1/2	22	4,451	39,502
COMBINED COMM.	CCA	N 37 1/2	36 3/4	+ 3/4	+ 2.04	40 7/8	19	12	6,920	259,500
COWLES	CWL	N 21 1/8	20 3/8	+ 3/4	+ 3.68	21 1/8	12 1/2	24	3,969	83,645
DUN & BRADSTREET	DNB	N 31 1/2	31	+ 1/2	+ 1.61	31 1/2	26 1/4	15	26,339	829,678
FAIRCHILD IND.	FEN	N 21 3/8	21 1/4	+ 1/8	+ .58	21 3/8	9 1/2	13	5,708	122,008
FUQUA	FQA	N 11	10 1/2	+ 1/2	+ 4.76	13	8	7	9,396	103,356
GANNETT CO.	GCI	N 42	40 1/4	+ 1 3/4	+ 4.34	42	32 3/4	17	22,430	942,060
GENERAL TIRE	GY	N 25 3/4	24 3/4	+ 1	+ 4.04	29 1/4	22 3/8	5	22,692	584,319
GLOBE BROADCASTING*	GLBTA	O 4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	15 1/2	15 1/2			16	8	7	475	7,362
HARTE-HANKS	HHN	N 38 5/8	36 3/8	+ 2 1/4	+ 6.18	38 5/8	26	14	4,477	172,924
JEFFERSON-PILOT	JP	N 29 1/2	29 1/8	+ 3/8	+ 1.28	32 3/8	26 5/8	9	23,946	706,407
MARVIN JOSEPHSON	MRVN	O 15	13 1/2	+ 1 1/2	+ 11.11	17 1/4	10 1/4	7	1,978	29,070
KANSAS STATE NET.	KSN	O 12 3/4	12 3/4			13 1/8	4 3/4	12	1,727	22,019
LEE ENTERPRISES	LNT	A 28 3/8	28 3/8			28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N 27 1/2	25 7/8	+ 1 5/8	+ 6.28	27 1/2	18	8	6,762	185,955
MCGRAW-HILL	MHP	N 21 1/2	20 3/8	+ 1 1/8	+ 5.52	21 1/2	15 5/8	11	24,682	530,663
MEDIA GENERAL	MEG	A 17 5/8	17 1/4	+ 3/8	+ 2.17	20	13 5/8	8	7,451	131,323
MEREDITH	MDP	N 31 3/4	30 1/4	+ 1 1/2	+ 4.95	31 3/4	17 3/8	8	3,074	97,599
METROMEDIA	MET	N 45 3/4	44 7/8	+ 7/8	+ 1.94	45 3/4	25 1/4	10	6,630	303,322
MULTIMEDIA	MMED	O 21	20 1/4	+ 3/4	+ 3.70	27 1/2	16 1/4	12	6,594	138,474
NEW YORK TIMES CO.	NYKA	A 24	23 5/8	+ 3/8	+ 1.58	24	15 3/4	10	11,422	274,128
OUTLET CO.	OTU	N 24 3/4	23 5/8	+ 1 1/8	+ 4.76	24 3/4	16 5/8	9	2,290	56,677
POST CORP.	POST	O 29 1/2	30 1/2	- 1	- 3.27	30 1/2	16 1/4	9	893	26,343
REEVES TELECOM	RBT	A 3	2 7/8	+ 1/8	+ 4.34	3 1/8	1 3/4	50	2,381	7,143
ROLLINS	ROL	N 16 1/2	17 1/8	- 5/8	- 3.64	24 1/4	14 7/8	9	33,000	544,500
RUST CRAFT	RUS	A 23 1/2	23 1/2			24	8 1/2	14	2,297	53,979
SAN JUAN RACING	SJR	N 11 5/8	11 5/8			11 7/8	7 5/8	18	2,509	29,167
SCHERING-POUGH	SGP	N 32 1/4	29 3/4	+ 2 1/2	+ 8.40	44 3/4	26 3/8	10	54,084	1,744,209
SONDERLING	SDB	A 18 1/2	18 7/8	- 3/8	- 1.98	19 1/8	8 3/8	8	1,105	20,442
TECH OPERATIONS	TO	A 4 1/2	4	+ 1/2	+ 12.50	4 3/4	2 3/8	18	1,344	6,048
TIMES MIRROR CO.	TMC	N 28 1/4	27 3/4	+ 1/2	+ 1.80	28 1/4	20 3/4	11	34,760	981,970
WASHINGTON POST CO.	WPU	A 40 1/4	39	+ 1 1/4	+ 3.20	40 1/4	21 3/4	11	8,476	341,159
WOMETCO	WOM	N 15	14 3/8	+ 5/8	+ 4.34	15	10 7/8	10	8,554	128,310
TOTAL									364,174	9,724,581

Cablecasting

ACTON CORP.	ATN	A 8 1/2	8 1/8	+ 3/8	+ 4.61	8 7/8	3 1/8	10	2,710	23,035
AMECO*	ACO	O				1/2			1,200	
AMERICAN TV & COMM.	AMTV	O 47 1/2	46	+ 1 1/2	+ 3.26	47 1/2	19 3/4	74	3,863	183,492
ATHENA COMM.*	O	3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O 5 1/8	4 3/4	+ 3/8	+ 7.89	5 1/8	3 1/8	23	8,370	42,896
CABLE INFO.*	O	1 1/2	1 1/2			1 1/2	1/2	6	663	994
COMCAST	J	8	8 1/4	- 1/4	- 3.03	8 3/4	3 3/4	14	1,651	13,208
COMMUN. PROPERTIES	COMU	O 14 3/4	13 1/2	+ 1 1/4	+ 9.25	14 3/4	3 5/8	27	4,839	71,375
ENTRON*	ENT	O 3	3			3	7/8	3	979	2,937
GENERAL INSTRUMENT	GRI	N 27 1/8	25 3/4	+ 1 3/8	+ 5.33	27 1/8	17 5/8	10	7,509	203,654
GENVE CORP.	GENV	O 14 1/2	12 1/2	+ 2	+ 16.00	14 1/2	7 1/2		1,121	16,254
TELE-COMMUNICATIONS	TCOM	O 14 1/2	12 5/8	+ 1 7/8	+ 14.95	17 3/4	2 7/8	73	5,281	76,574
TELEPROMPTER	TP	N 11 1/8	11 3/4	- 5/8	- 5.31	11 3/4	6 3/4	26	16,922	188,257
TEXSCAN	TFXS	O 1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N 44 3/8	43	+ 1 3/8	+ 3.19	44 3/8	31 3/4	11	20,371	903,963
TOCOM	TOCM	O 5 1/8	4 7/8	+ 1/4	+ 5.12	5 1/8	2 1/4	11	894	4,581
UA-COLUMBIA CABLE	UACC	O 29 1/4	28 1/2	+ 3/4	+ 2.63	29 1/4	15 1/2	20	1,679	49,110
UNITED CABLE TV	UCTV	O 13 3/4	13	+ 3/4	+ 5.76	13 3/4	3 7/8	25	1,915	26,331
VIACOM	VIA	N 18 5/8	19 1/2	- 7/8	- 4.48	20 1/8	9 1/2	14	3,764	70,104
TOTAL									86,641	1,878,936

	Stock symbol	Exch.	Closing Wed. April 26	Closing Wed. April 19	Net change in week	% change in week	1977-78 High		Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programming													
COLUMBIA PICTURES	CPS	N	18 1/8	17 3/4	+	3/8	+	2.11	20 1/2	7 3/8	7	6,748	122,307
DISNEY	DIS	N	38 3/4	36 1/2	+	2 1/4	+	6.16	47 5/8	32 1/2	15	32,380	1,254,725
FILMWAYS	FWY	A	10 3/4	10 1/4	+	1/2	+	4.87	10 3/4	6 7/8	3	2,579	27,724
FOUR STAR			1 1/8	1 1/8					1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	13 7/8	13 1/2	+	3/8	+	2.77	18 3/8	10 1/4	5	48,215	668,983
MCA	MCA	N	46 1/4	43 1/2	+	2 3/4	+	6.32	46 1/4	32	10	18,558	858,307
MGM	MGM	N	35 3/4	32 7/8	+	2 7/8	+	8.74	35 3/4	16	15	14,609	522,271
TRANSAMERICA	TA	N	15 1/2	14 7/8	+	5/8	+	4.20	16 1/2	13 1/4	6	66,731	1,035,105
20TH CENTURY-FOX	TF	N	29 1/8	28 7/8	+	1/4	+	.86	29 1/8	10	5	7,786	226,767
VIDEO CORP. OF AMER.	O		5 1/4	5 1/2	-	1/4	-	4.54	6 1/2	3 1/2	10	973	5,108
WARNER	WCI	N	39 1/4	38 1/8	+	1 1/8	+	2.95	39 1/4	25 3/4	8	14,458	567,476
WRATHER	WCD	A	9 3/4	9 5/8	+	1/8	+	1.29	10 1/4	4 1/2	9	2,243	21,869
TOTAL											215,996	5,311,391	

Service

B800 INC.	BB00	O	29 3/4	29	+	3/4	+	2.58	29 3/4	22 1/2	8	2,513	74,761
COMSAT	CQ	N	39 3/8	39 1/8	+	1/4	+	.63	39 3/8	28 3/4	11	10,000	393,750
DOYLE DANE BEKNBACH	DOYL	O	19 7/8	20	-	1/8	-	.62	22	16 3/4	6	1,776	35,298
FOOTE CONE & BELDING	FCB	N	20 3/4	21 1/4	-	1/2	-	2.35	21 1/4	14 3/4	9	2,304	47,808
GREY ADVERTISING	GREY	O	33	32	+	1	+	3.12	33	16 1/2	6	716	23,628
INTERPUBLIC GROUP	IPG	N	29 5/8	29	+	5/8	+	2.15	39 1/4	22 1/2	8	2,387	70,714
MCI COMMUNICATIONS	MCIC	O	4	3 7/8	+	1/8	+	3.22	4 1/4	7/8	44	20,137	80,548
MOVIELAB	MOV	A	1 5/8	1 1/2	+	1/8	+	8.33	3	1	11	1,410	2,291
MPD VIDEOELECTRONICS	MPD	A	5	5				9	9	4	6	520	2,600
A. C. NIELSEN	NIELB	O	25 7/8	24 1/2	+	1 3/8	+	5.61	25 7/8	18 7/8	13	10,832	280,278
OGILVY & MATHER	OGIL	O	48 1/2	47 1/4	+	1 1/4	+	2.64	48 1/2	31	10	1,805	87,542
J. WALTER THOMPSON	JWT	N	25 5/8	24 7/8	+	3/4	+	3.01	25 5/8	15 1/8	8	2,649	67,880
TOTAL											57,049	1,167,098	

Electronics/Manufacturing

AEL INDUSTRIES	AFLBA	O	8 1/4	6 7/8	+	1 3/8	+	20.00	8 1/4	2 3/8	9	1,672	13,794
AMPEX	APX	N	14 1/4	13 1/4	+	1	+	7.54	14 1/4	7 3/8	14	10,929	155,724
ARVIN INDUSTRIES	ARV	N	18 1/2	19 3/4	-	1 1/4	-	6.32	20 3/4	14 1/2	4	5,959	110,241
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	4 3/4	4 1/8	+	5/8	+	15.15	4 3/4	1 3/4	14	1,654	7,656
COMU	COM	A	4 1/8	4 1/2	-	3/8	-	8.33	4 1/2	2 1/8	13	1,779	7,338
CONRAC	CAX	N	21 1/8	21 5/8	-	1/2	-	2.31	27 1/4	19 1/4	7	1,803	38,088
EASTMAN KODAK	EASKD	N	51 3/4	48	+	3 3/4	+	7.81	86 3/4	42	13	161,370	8,350,897
FARINON	FARN	U	12	11 1/2	+	1/2	+	4.34	12	8	12	4,635	55,620
GENERAL ELECTRIC	GE	N	52 1/2	49 5/8	+	2 7/8	+	5.79	56 5/8	44 1/2	11	184,581	9,690,502
HARRIS CORP.	HRS	N	53 1/2	49	+	4 1/2	+	9.18	53 1/2	28	14	12,236	654,626
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	U	1 7/8	1 1/8	+	3/4	+	66.66	2 3/8	1/4		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	41 3/4	39	+	2 3/4	+	7.05	41 3/4	20 1/4	16	1,320	55,110
3M	MMM	N	51	47	+	4	+	8.51	57	43 1/2	14	115,265	5,878,515
MOTOROLA	MOT	N	44 1/2	41 3/4	+	2 3/4	+	6.58	56 7/8	34 1/4	13	28,544	1,270,208
N. AMERICAN PHILIPS	NPH	N	28 1/8	27	+	1 1/8	+	4.16	36	24 3/4	6	12,033	338,428
OAK INDUSTRIES	OAK	N	25 3/8	23 1/4	+	2 1/8	+	9.13	25 3/8	9 5/8	29	1,716	43,543
RCA	RCA	N	28 5/8	27 7/8	+	3/4	+	2.69	31 3/4	22 3/4	9	74,810	2,141,436
ROCKWELL INTL.	ROK	N	33	32 1/8	+	7/8	+	2.72	36 3/4	28 1/4	7	33,600	1,108,800
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+	1/8	+	4.76	2 7/8	1 5/8	11	2,690	7,397
SCIENTIFIC-ATLANTA	SFA	A	26 3/4	25 5/8	+	1 1/8	+	4.39	26 3/4	16 3/4	15	2,426	64,895
SONY CORP.	SNE	N	8 3/8	8 3/4	-	3/8	-	4.28	10 3/8	7	13	172,500	1,444,687
TEKTRONIX	TEK	N	41	38 3/4	+	2 1/4	+	5.80	68 1/2	28 1/4	14	17,804	729,964
TELEMATION	TLMT	O	2 1/4	2 1/4					2 1/4	1/2	3	1,050	2,362
VARIAN ASSOCIATES	VAR	N	15 7/8	16 1/2	-	5/8	-	3.78	21	14 3/4	9	6,838	108,553
WESTINGHOUSE	WX	N	20 1/2	19	+	1 1/2	+	7.89	22	16 1/4	7	87,329	1,790,244
ZENITH**	ZE	N	15	15 1/4	-	1/4	-	1.63	28	11 3/8	20	18,818	282,270
TOTAL											967,438	34,358,762	
GRAND TOTAL											1,769,928	56,074,409	

Standard & Poor's Industrial Average 106.8 93.3 +13.5

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
Loeb Rhoades Hornblower, 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.
+Traded at less than 12.5 cents.

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.

Dan Aaron: heading NCTA in a vintage cable year

Back in 1959, Daniel Aaron joined Milton Shapp, then president of Jerrold Electronics and now governor of Pennsylvania, in an appearance before the Senate Communications Subcommittee, then under the chairmanship of John O. Pastore (D-R.I.). "Milt and I prepared a map on which 526 pins located each of the nation's cable systems," recalls Mr. Aaron. "As we carried this six-foot exhibit into the hearing room, we brushed against the doorway, and most of the country's cable systems wound up on the floor."

"Much to Senator Pastore's surprise—and probably annoyance—we scurried about the hearing room for a frantic half hour picking pins off the floor in a mad scramble to reconstruct our industry. I would not dare repeat that feat today, for age has caught up with both me and the industry. It would take nimble youth and 3,500 pins."

Mr. Aaron, vice president and co-founder of Comcast Corp., Bala Cynwyd, Pa., and president of its cable operations, has served for the past year as chairman of the National Cable Television Association, which is holding its annual meeting this week in New Orleans.

His year at NCTA's helm, he says, has been "exhilarating." He's pleased that he's "leaving behind an NCTA with the largest membership in its history, supported by an enthusiastic, smart, professional staff, representing a resurgent, unified industry with a new leadership drawn from this industry's second generation."

He is especially proud of that staff. "We now have a much better balance between the policy guidance responsibilities of the board and the staff's responsibility to carry out those policies." In the past, he believes, there was a power "vacuum" at NCTA that adversely affected the association's ability to get things done. Today, Mr. Aaron says, NCTA is in "as good a shape as ever" under its president, Robert L. Schmidt, and has "more cohesively united" the cable industry. "We got our act together," says Mr. Aaron.

It has been a good year for Mr. Aaron and NCTA. Since he assumed office in 1977, the House of Representatives and the Senate passed, and the President signed, a long-sought pole attachment bill; NCTA drafted a cable bill in conjunction with the House's rewrite of the 1934 Communications Act; the courts upheld cable interests in the Home Box Office and Midwest Video cases, and NCTA presented the FCC with economic research that, Mr. Aaron says, substantiates the cable industry's long-standing position that cable



Daniel Aaron—chairman of National Cable Television Association and president, Cable Operations Division, Comcast Corp., Bala Cynwyd, Pa.; b. Jan 27, 1926, Giessen (Frankfurt) Germany; arrived in U.S., 1938; U.S. Army, armored infantry and German military government, 1944-46; BA, economics, Temple University, 1950; MA, economics, University of Pennsylvania, 1952; copyboy, financial writer, *Philadelphia Bulletin*, and commentator, WFLN(AM) Philadelphia, 1952-56; assistant to President Milton Shapp of Jerrold Electronics, 1956-63; co-founder, Comcast Corp., vice president, member of board of directors, present position since 1963; elected NCTA chairman, Feb. 14, 1977; m. Geraldine Stone, Dec. 26, 1948; children—Erika, 24; James, 23; Kenneth, 22; Judson, 19, and Allison 16.

television "has little detrimental effect on broadcast audiences, none on broadcast finances and substantially expands programming available to the public."

During this week's convention, Mr. Aaron will step down from his chairmanship. In the 12 months he served, he represented NCTA before Congress, the FCC, the U.S. Copyright Office and various state and local government bodies. He has logged 50,000 miles traveling to meetings of state and regional cable associations. He also made several appearances on the Washington cocktail circuit. All of that while still managing to see Comcast's Cable Communications Division deliver a 23% increase in revenues. As president of that division, Mr. Aaron is especially pleased that for the first time in its history, Comcast earned more than \$1 million.

So what will there be left for his NCTA successor, Robert Hughes, president of Communications Properties Inc., Austin, Tex., to do? Plenty, Mr. Aaron says. Number one on NCTA's agenda for this year, he says, will be the Communications Act rewrite. "NCTA is committed to support a progressive [bill], one in which cable

television will become 'an equal of' rather than 'ancillary to' broadcasting." He calls the NCTA cable bill model presented to the House and Senate subcommittees "as comprehensive and serious a legislative proposal as has been framed by an industry."

And, he believes, NCTA will still be pushing for deregulation. (It's "like motherhood," Mr. Aaron says.)

Serving as NCTA chairman, he says, was also a unifying experience for his family. "They all have taken a great sense of pride—to be immodest—in whatever acclaim has accrued to me." And that's not all. His wife and several of his children have taken active interests in Mr. Aaron's position. Mrs. Aaron, for one, found a new tennis partner in Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee. His daughter, Allison, joined Mr. Aaron at last year's NCTA convention. One son, James, worked for Tele-Communications Inc.'s cable system at Boulder, Colo., while attending the University of Colorado, and another, Kenneth, spent six months selling cable subscriptions door-to-door in Flint, Mich. Mr. Aaron's year as chairman, he says, "gave my wife and five children a great sense of identification with my business activities."

All work and no play, of course, may lead to at least two chronic maladies among businessmen—dullness and heart conditions—neither one of which appears to be a problem Mr. Aaron must worry about: "My year's travels on behalf of NCTA took the boredom out of jogging. I jogged down many new streets as I took along my sneaks and sweatsuit. The cable industry's state and regional tennis tournaments helped improve my tennis game if not my record, and most important, I did not permit my NCTA chores to interfere with my tap dancing lessons." (He says he closes himself in his basement to practice.)

It's been nearly 20 years since Mr. Aaron and Governor Shapp made that appearance on the Hill in Washington; two decades that have seen the cable industry grow into a truly "new medium" that, if Mr. Aaron has his way about it, will be "placed on par with broadcasting" in the eyes of the government, the public and the broadcaster.

And in his future? Mr. Aaron, coming down from his year at the top, says he would "like to establish a center for TV cable study at a major university to train young people in the skills of this industry, to develop a think tank for this industry and to provide an academic center for a progressive TV cable industry. And who knows, some day I might like to head that."

Party time

A year ago the National Cable Television Association held its annual convention in an atmosphere of liberation. The FCC had loosened its distant-signal rules. The appellate court had overturned the FCC's restrictions on pay cable programing. The Congress had adopted a copyright law containing fee schedules low enough for cable systems to pass on to their subscribers but high enough to give cable an argument against other governmental controls.

If there were reasons for celebration last year, there are reasons for a bacchanal when the NCTA meets this week in New Orleans. The NCTA's principal legislative mission of the past year has produced a law that all but eliminates the bargaining power of local utilities in setting rates for cable systems' pole attachments. The FCC has continued to discard or liberalize cable rules.

There are, of course, enough other threats to keep the NCTA in business. The Senate Communications Subcommittee is working on a cable-regulation bill that will engage the association's close attention. The House Communications Subcommittee is rewriting the Communications Act, with a specific place for cable. In both of these proceedings, cable will be pitted on some points against the broadcasting interests with which it has historically conflicted.

The record of such encounters in the past two years, however, gives cable little to fear. If the whole NCTA membership dances down Bourbon Street behind a jazz band playing "Saints Come Marching In," Washington will understand.

This year's winner

By the criteria of audience size and media attention, NBC-TV's four-part miniseries, *Holocaust*, must be rated as the pre-eminent event of the 1977-78 television season. By the same criteria, ABC-TV's eight-part *Roots* was the pre-eminent event of 1976-77. *Roots* and *Holocaust*, in that order, now rank as the first and second events in all of television entertainment history.

The programs shared other qualities. Both were scheduled on successive nights. Both were massively promoted. Both dealt seriously with the darkest side of human nature, with inhumanity on an outrageous scale. Divining the reasons for the mass appeal—night after night—of these tragic dramas will give work into the future to sociologists as well as television network programmers.

It would be grossly wrong to assume that a formula has been discovered. As was demonstrated by NBC-TV's recent disaster, *King*, there is no magic in the selection of oppression as a theme for fictionalized history. The assumption here is that *Roots* and *Holocaust* succeeded not only because of their subject matter, scheduling and promotion but also because they were made with care.

One ingredient in television programing, as in any other form of creativity, can be neither faked nor imitated: class.

Out of date

A newspaper item the other day informed us that the Pulitzer Prize people are adding a 12th category, newspaper feature writing, to the list of journalism accomplishments upon which they bestow annual awards. This showed us that the Pulitzer rules can be changed, and it set us to wondering—again—why the Pulitzers for journalism are still confined, in this day and age, to newspapers.

We checked the Pulitzer experts at Columbia University,

which administers the awards, and found out why. It's simple: Changes have to be approved by the advisory board, and the advisory board is made up of newspaper people. As a matter of fact, we were told, inclusion of television and radio has been proposed from time to time but has always been voted down.

We can understand that newspaper people, having lost so much ground to TV and radio journalism over the years, would be reluctant to admit those rivals to their most prestigious honors. But Pulitzers for distinguished TV and radio reporting need not compete with newspapers in any sense, and yet they would at least reflect a contemporary view of journalism. Until those categories are added, the Pulitzers for journalism remain blind to the realities of the second half of the 20th century.

Dampener

The U.S. Supreme Court has presented broadcasters with a new legal peril of destructive potential. The court refused to block the trial of a suit that is based on the novel theory that broadcasters are liable for damages if a real act of violence can be traced to an episode of violence on the air. NBC and its San Francisco affiliate, KRON-TV, are defendants in an \$11-million suit brought by the mother of a 9-year-old girl who was allegedly assaulted by girls imitating an act on an NBC program, *Born Innocent*.

It was probably too much to hope that the high court would call off the case before it had been tried. The decision in no way denies NBC and KRON-TV the normal appellate procedures that will be available if the plaintiff wins in the trial. But surely it is not too much to hope that the judicial process will eventually establish the principle that NBC, KRON-TV and several supporting organizations wanted the Supreme Court to establish now: that the First Amendment frees broadcasters of the kind of liability the *Born Innocent* suit assumes.

Meanwhile, however, all broadcasters live in the danger of costly legal consequences if anyone is harmed by an assailant who is asserted to have been inspired by television. The possibilities of exploitation by unscrupulous lawyers and avaricious plaintiffs are endless.

It is unthinkable that the *Born Innocent* theory will prevail. At best, however, broadcasters face an extended period of uncertainty that will do nothing to stimulate creativity in entertainment programming or graphic action in news.



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