

The first two-thirds for fall
Special report: the NCTA convention

Broadcasting May 8

The newswweekly of broadcasting and allied arts

Our 47th Year 1978

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***So far!**

THE DATE GAME

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The Week in Brief

TWO TO TANGLE □ ABC and CBS draft their first versions of prime-time '78-'79 (ABC Entertainment President



Anthony Thomopoulos is shown here at a press preview) while NBC hopes to have its out late this week. **PAGE 27.**

NOT SO SOON □ The full D.C. appeals court reverses an earlier panel ruling and holds that individuals or groups protesting station renewals don't have carte blanche rights to discovery in the early stages of the renewal process. **PAGE 25.**

MORE THREE YEARS □ Carter administration proposals for public broadcasting are run through the mill of the House Communications Subcommittee, which doesn't go for a five-year bill but does include an amendment to reduce CPB influence in the programming arena. **PAGE 28.**

NOT US □ CBS denies violating sponsor-ID law in 'winner take all' tennis. Promoters had no power, it says, to put plugs in air. **PAGE 27.**

WRENCH IN THE WORKS □ An amendment to the House's appropriation for the FTC would deny the commission funds to implement any regulations concerning the advertising of foods that are cleared by the FDA. It's part of an effort to block the children's advertising proceeding, and it may spread to the Senate. **PAGE 27.**

ON THE UP AND UPBEAT □ Neither the torrential rains in New Orleans last week nor some tough talk from FCC Chairman Ferris could put a damper on the optimistic spirits of cablecasters convening there. A "Special Report" on the NCTA convention begins on **PAGE 39.** A report on and the text of a hard-nosed Ferris speech. **PAGE 32.** Senator Hollings says there will be a year's delay in the introduction of his cable television bill. **PAGE 38.**

Representatives Murphy and Carney along with other government spokesmen report that the cable outlook in Washington is good. **PAGE 38.** Capitol Hill specialist Karen Possner says the spectrum fee is now much more than an idea. **PAGE 39.** Representative Waxman, former FCC Chairman Wiley and FCC Commissioner Brown also offer insights on cable's future. **PAGE 39.** Outgoing NCTA Chairman Aaron recounts cable's victories, but has fiery words for FCC and AT&T. **PAGE 40.** At a breakfast session, Warner Cable gives an update on its Qube project in Columbus, Ohio. **PAGE 42.** Y&R's Donnelly says advertiser interest in cable is premised on 30% penetration. **PAGE 43.** The timetable for fiber optics and the C-SPAN service in Congress are among other topics in New Orleans. **PAGE 49.**

ON STAGE IN WASHINGTON □ Action for Children's Television marks its 10th anniversary with a gala birthday party and symposium. There is much criticism, some praise and a smattering of awards for TV. **PAGES 50, 52, 53.**

FORMAT RANKINGS □ McGavren-Guild's study of the top 25 markets finds contemporary radio maintained its lead in 1977, although rock made the biggest gain. **PAGE 58.**

ABC-TV's '20-20' □ The network takes the wraps off its new magazine-format show that will start June 6. **PAGE 64.**

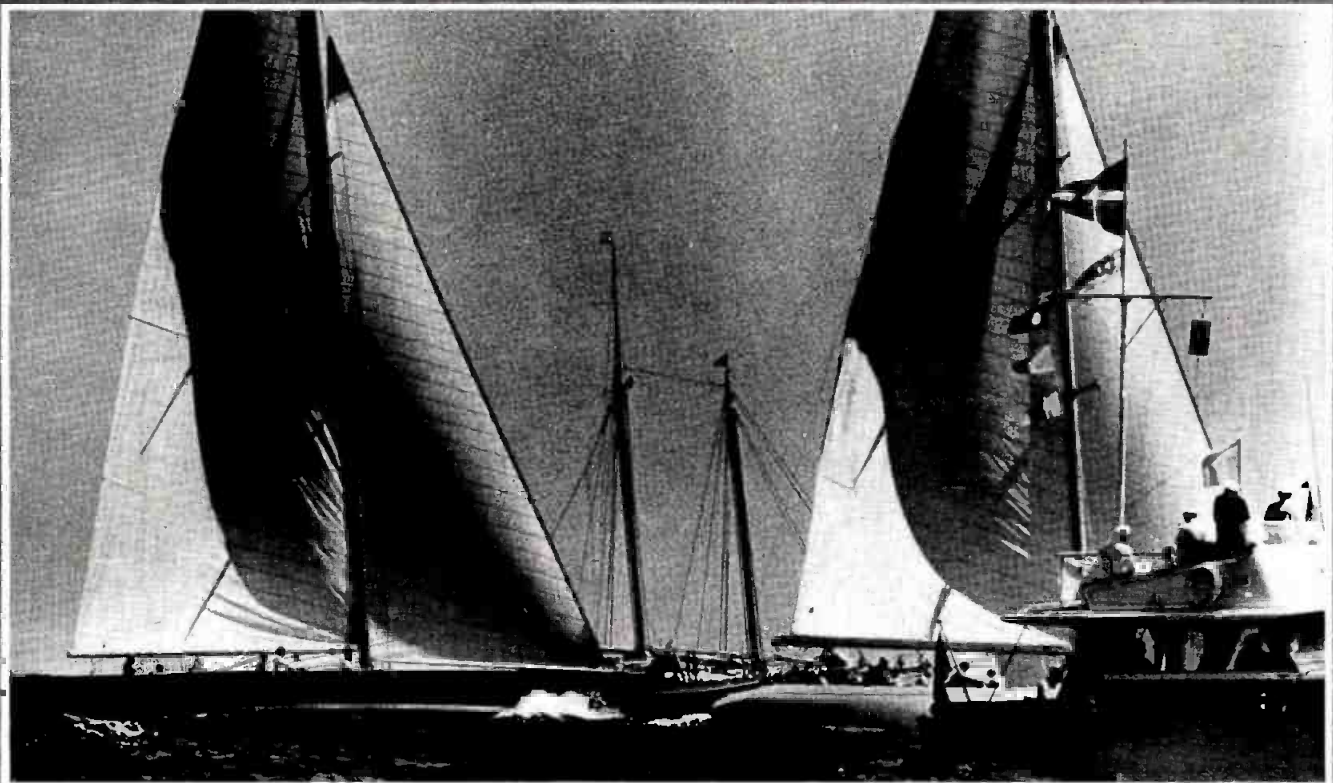
ONE FOR THE NEWS MEDIA □ The Supreme Court reverses the conviction of a newspaper publisher that didn't suppress information in keeping with a Virginia law. Ruling affects other states as well as radio and TV. **PAGE 65.**

RCA RIDING HIGHER □ Stockholders are told that 1978 should be another record year. Griffiths underscores Silverman role. **PAGE 67.**

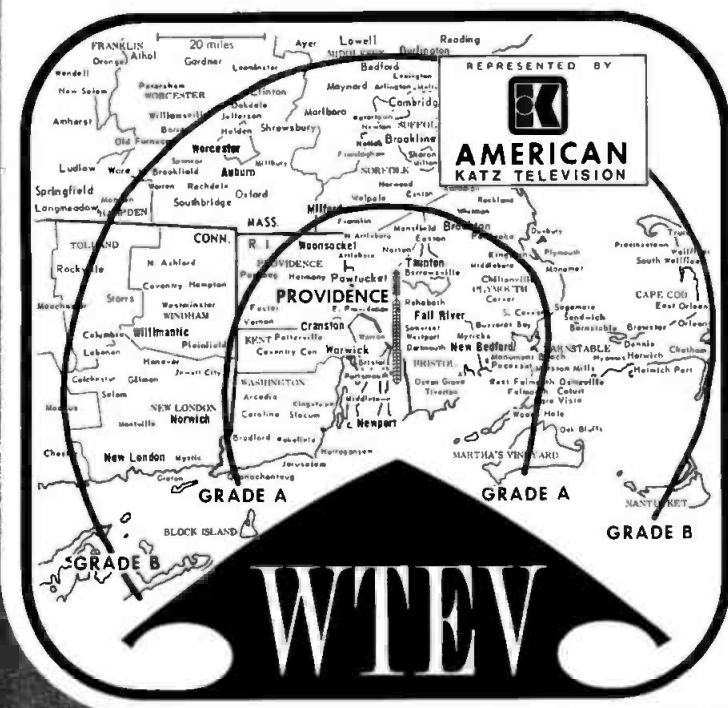
A SELLING PRESIDENT □ When CBS-TV affiliates congregate in Los Angeles this week, they'll see Jim Rosenfield there in his new role of president of the CBS Television Network Division. Here's a look at the man who has been in sales since his grade-school days when he hustled the *Saturday Evening Post* door to door. **PAGE 89.**

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MISSING PERSONS



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

Closed Circuit[®]

Insider report: behind the scene, before the fact

Game of chance?

FCC Chairman Charles D. Ferris apparently thinks lottery makes sense as way of settling comparative hearings that do not involve renewal applicants. He has asked staff to develop inquiry on subject, and project is under way. But General Counsel Robert Bruce is understood to have pointed out problems involved in implementing idea—standards to determine who is qualified to participate in lottery, for instance. There is also question as to whether commission could adopt lottery idea without legislation; several court cases suggest it cannot.

Nevertheless, Chairman Ferris is understood to have pressed general counsel's office several times on issue—most recently last week when commission was considering 14-year-old KRLA(AM) Los Angeles case. Commission, in accordance with court order, sent case back to administrative law judge.

NCTA vs. NAB

Success of National Cable Television Association's convention last week gave rise to comparisons with National Association of Broadcasters annual show last month. NCTA at least matched NAB for appearances by Washington VIP's, topped by House Speaker Tip O'Neill (D-Mass.), and for topicality of program sessions—all done, it can't help but be noted, by group with one-third NAB's budget. NAB projects \$5.6 million income this year; NCTA expects \$1.7 million.

Glimpse of New Orleans convention facilities shows that NAB is going to have problems when it takes its annual meeting there in 1980. Biggest problem is exhibit space, large enough to accommodate cable TV exhibitors, but nowhere near 250,000 square feet of exhibit space NAB occupied in Las Vegas last month. New Orleans's Rivergate center has 135,000 square feet. NAB officials have no plan yet that wouldn't involve splitting up exhibit into separate surrounding hotels.

Pumping up the pitch

Board of Radio Advertising Bureau has approved new sales development program and set up two task forces of board members to get it going: national marketing task force, headed by Dwight Case of RKO, and local marketing task force, headed by Richard Chapin of Stuart Broadcasting, Lincoln, Neb. Actions were taken at meeting late last week at Charleston, S.C.

New development program will feature

coordinated sales efforts by RAB and Station Representatives Association among national advertisers, supplemented by management-to-management pitches by station owners and presidents, coordinated through RAB, to major national accounts and, eventually, at local level (BROADCASTING, April 17). As part of stepped-up local sales effort, formation of separate secondary task forces for small, middle-sized and large markets is being considered.

Widening field

National Black Media Coalition, citizen group that has brought numerous employment discrimination complaints against broadcasters, is now turning its sights on cable operators. Researchers from that group are expected soon to begin reviewing applications for FCC certificates of compliance with eye out for number of blacks on cable system payrolls. If proposed employment profiles are judged by NBMC to be out of line, group will probably request FCC to hold off on certifications.

Coach Magid

Cheryl Tiegs, top fashion model now under contract to ABC-TV, has been learning basic TV interviewing and announcing skills at Frank N. Magid's research center in Marion, Iowa. She is to begin weekly appearances on ABC's *Good Morning, America*, reporting on beauty and health, on May 11. Only other member of program's team to have gone through Magid course, according to ABC, is occasional substitute Joan Lunden, who appears regularly on WABC-TV New York news.

Contender

Another name has surfaced in speculation as to who will replace Margita White if she is not reappointed to FCC when her term expires on June 30. New hopeful is Katherine Eriksson Sasseville, member of Minnesota Public Service Commission, who, like Mrs. White, is Republican. She is said to be active feminist, is understood to be seeking FCC post. White House, meanwhile, holds to position that Commissioner White's renomination is not being ruled out.

Inflation slows

Price increases ABC-TV is asking in its 1978-79 prime-time schedule are described by people there as modest in comparison with hikes of recent years. Reason, they say, is that production-cost

rises are returning to more conventional range. Though there are always wide variations by package, one executive said prime-time cost-per-thousand households for 30-second spot would average around \$4, which he said was about same or maybe 5% higher than year ago. But again depending on package, he said, unit prices could be 10%-12% ahead of last fall's.

Not yet

Chief Justice Warren Burger has said no to radio coverage of Supreme Court, as proposed by National Public Radio. At meeting with NPR President Frank Mankiewicz, chief justice was said to have recognized difference between radio and television, which he has been quoted as saying is "sleazy," but to have given little cause for optimism that either will be admitted.

Upcoming

To be announced soon is retirement of Willard Schroeder as president of Time-owned WOTV(TV) Grand Rapids, Mich., on June 30 and assumption of helm by Thomas M. Girocco, now vice-president and general manager, who joined station as trainee in 1963. Mr. Schroeder, who will be 65 June 6, owns control of WOOD(AM) Grand Rapids, spun off from Time Inc. in sale of its other broadcast stations in 1957. He will seek additional properties with associates. Mr. Schroeder is past joint board chairman (1964-65) of National Association of Broadcasters. Mr. Girocco is incumbent president of Michigan Association of Broadcasters.

Up and away

Charles H. Tower, vice president, Corinthian Broadcasting Corp., New York, is moving to Corinthian's parent company, Dun & Bradstreet Companies, New York, as vice president in charge of government affairs. He's been at Corinthian since 1961, previously was with National Association of Broadcasters for 12 years in variety of posts including, at end, vice president for TV.

Leak?

Word was around last week that *New York Times* reporter David Burnham would break definitive story on new omnibus communications bill being drafted by House Subcommittee on Communications slated for formal release on June 1. Speculation was that leak (or plant) of measure (working title, Van Deerlin Bill) would make *Times* Sunday edition May 14.

Business Briefly

TV only

Magnavision □ Magnifying reading glasses get six- and 13-week TV pushes starting in June and October. Merling, Marx & Seidman, New York, will arrange spots in 30 markets during all day parts. Target: adults, 40-60.

Colgate-Palmolive □ Company highlights its foam bath in 10-week TV drive beginning this month. SFM Media, New York; will schedule spots in 15-20 markets during early fringe and children's time. Target: children, 2-11.

Mr. Steak □ Restaurant chain slates eight-week TV flight starting this month. Winfield Advertising, St. Louis, will pick spots in four markets—Wichita, Kan.; Kansas City, Mo.; Cleveland and St. Louis during day and fringe time. Target: adults, 25 and over.

Life Savers □ Candy company plans eight-week TV push beginning this

Rep Appointments

- WDOK(FM) Cleveland: Eastman Radio, New York.
- WORC(AM) Worcester, Mass.: Schutz & Co., New York.

month. Dancer-Fitzgerald-Sample, New York, will select spots in 45 markets including Atlanta, Cincinnati, Dallas, Los Angeles and Miami. Target: adults, 18-34.

Gino's □ Rustler steak house division begins eight-week TV flight this month. Lewis & Gilman, Philadelphia, will seek spots in nine markets including New York, Chicago and Detroit during fringe, prime and news time. Target: adults, 18-49.

Pharmacraft □ Division of Pennwalt features its Allerest allergy relief product in six-week TV buy beginning this month. Rumrill-Hoyt, New York, will select spots in 12 markets during day, fringe and prime access time. Target: women, 18-49.

General Electric □ Central dealers sales operators begin four-week TV promotion starting in July. Sheehy-Dudgeon, Louisville, Ky., will seek spots in about 25 markets during all day parts except prime. Target: adults, 18-49.

Hughes Airwest □ Airline plans four-week TV flight starting in mid-May. Foote, Cone & Belding/Honig, Los Angeles, will handle spots in 12 markets during day, fringe and prime time. Target: men and women, 25-54.

Speidel □ Watch bands get four-week TV promotion starting this month. Creamer Lois/FSR, New York, will buy spots in 31 markets during late fringe and news time. Target: adults, 18-49.

Dart Industries □ Thermo-Serv division features its Thermo-Serv travel tumbler in four-week TV flight beginning this month. Chuck Ruhr Advertising, Minneapolis, will handle spots in four markets during day and fringe time. Target: total households.

Wella □ Hair products group features its Wella Kolesterol product in four-week TV promotion beginning in mid-June. James Neal Harvey, New York, will seek spots in eight markets during fringe time. Target: women, 18-49.

M.B. Walton □ Company features its Roll-O-Matic mop in four-week TV campaign starting this month. A. Eicoff & Co., Chicago, will place spots in eight markets during all day parts. Target: total women.

Hillshire Farms □ Sausage gets three-week TV drive starting this month. Fuller Biety Connel, Milwaukee, will seek spots in seven markets during, prime, prime access and news time. Target: women, 25-54.

Coca-Cola □ Foods division features its Snow Crop frozen juice in three-week TV campaign beginning late this month. Tinker Campbell Ewald, New York, will buy spots in six markets during day and fringe time. Target: women, 25-49.

Mobil Chemical □ Consumer plastics department arranges three-week TV buy for its Hefty II plastic bags starting this week. Lee King & Partners, Chicago, will place spots in about 15 markets during day and fringe time. Target: total women.

Ragold □ Company features its Velamints candy in three-week TV push beginning late this month. Don Tennant, Chicago, will buy spots in 17 markets

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Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. What's more, DASH serves 85 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals. The charge for DASH shipments between any two of Delta's domestic cities is \$30. Rate is \$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco. There is an extra

charge for pick-up and delivery. For pick-up and delivery, call 800-638-7333, toll free. (In Baltimore, call 269-6393). Special DASH airbill provides speedy documentation. Special DASH bag makes identification easy. DASH shipments are prepaid.

You may pay for your shipment with cash or approved credit or an acceptable major credit card. For full details on rates and shipping information call your nearest Delta air cargo representative.

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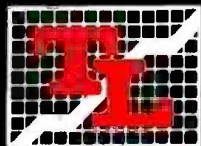


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AN ADULT CONTEMPORARY APPROACH
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18-34 IN SACRAMENTO.*

* Arbitron, Oct/Nov 1977, Metro Area, Mon-Sun, 6AM-12M



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TORBET-LASKER, Inc.

REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

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

during fringe and prime time. Target: adults, 18-49.

Wen □ Hardware manufacturer begins three-week TV buy featuring its power tools late this month. Co-ordination Group, Chicago, will schedule spots in two test markets—Boston and St. Louis. Target: total men.

British Sterling □ Division of Textron highlights its British Sterling cologne in three-week TV push beginning late this month. Creamer Lois/FSR, New York, will seek spots in approximately 35 markets during day, fringe and prime access time. Target: women, 18-49 and men, 18-34.

Stouffer □ Frozen-food entrees get three-week TV buy beginning in early June. Creamer Lois/FSR, Pittsburgh, will select spots in about 35 markets during day and fringe time. Target: women, 25-54.

Renfield □ Wine and liquor importer slates three-week TV campaign for its Asti Spumante wine starting in early June. Bozell & Jacobs, New York, will select spots in about six markets during prime time. Target: adults, 25-49.

New York State Department of Commerce □ Group slates three- and four-week TV pushes beginning in mid-May and late June. Wells, Rich, Greene, New York, will buy spots in 22 markets during fringe and prime time. Target: men and women, 25-54.

Sunbeam □ Appliance company starts two-week TV promotion for its Sunbeam shavers beginning in early June. N.W. Ayer, Chicago, will arrange spots in about 15 markets during fringe and sports time. Target: men, 18-49.

Great Lakes □ Consumer products division of Great Lakes Carbon Corp.

plans one-week TV promotion for its Pine Mountain instant charcoal beginning late this month. Draper Daniels, Chicago, will schedule spots in six markets during fringe time. Target: total adults.

Husky Industries □ Subsidiary of Husky Oil Co. begins two-week TV buy for its charcoal briquets in mid-May. Sumner Inc., Atlanta, will buy spots in 12 markets during all day parts. Target: women and men, 18-49.

Shasta □ Beverage group focuses on its regular and diet Shasta drinks in two-week TV buy starting in mid-May. Hoefer, Dietrich + Brown, San Francisco, will select spots in 13 markets during day and prime time. Target: women, 25-49.

General Tire & Rubber □ Company starts one- and two-week flights beginning in mid-May and June for its tires. Marvin Advertising, Chicago, will pick spots in six markets during fringe and prime time. Target: men, 25-49.

Procter & Gamble □ Company sponsors CBS-TV special, *Festival of Stars: Mexico*, Thursday, May 18, (9-11 p.m. NYT) through Wells, Rich, Greene. Taped in Mexico, special will feature Ricardo Montalban, Suzanne Somers and John Ritter.

Radio only

Schleffelin & Co. □ Wine company highlights its Moet champagne in 13-week radio promotion beginning this month. Della Femina, Travisano & Partners, New York, will schedule spots in seven markets including Chicago, Houston, Miami and Washington. Target: adults, 35-49.

Service Bureau Corp. □ Computerized services organization schedules 12-week radio campaign beginning this month. SFM Media, New York, will handle spots in about six markets including Chicago, New York and Los Angeles. Target: men, 35-64.

Jamaican Tourist Board □ Tourism agency places eight-week radio campaign beginning this month. Marsteller, New York, will place spots in six markets including Atlanta, Chicago and Miami. Target: adults, 18-49.

Jack In The Box □ Restaurant chain arranges seven-week radio campaign starting this month. Wells, Rich, Greene, New York, will seek spots in about 25 markets including Chicago, Philadelphia and St. Louis. Target: adults, 12-34.

Lawry's □ Food products get four-to-eight-week radio push beginning in early June. Dailey & Associates, Los Angeles, will select spots in nine markets including Las Vegas, Phoenix and San Francisco. Target: women, 18-49.

Pro Hardware □ Manufacturer and merchandise distributor of hardware goods starts four-week radio flight in early June. Ross Roy/Compton, New York, will buy spots in 17 markets including Milwaukee and Salt Lake City. Target: men, 25-54.

Weight Watchers □ Weight reduction group plans four-week radio buy beginning late this month. Foote, Cone & Belding, New York, will place spots in two test markets—Dallas and Houston. Target: women, 18-49.

California Tree Fruit Agreement □ Group launches radio promotion late this month. Botsford Ketchum, San Francisco, will select spots in 54 markets including Chicago, Des Moines, Iowa, Los Angeles, New York and Seattle. Target: women, 25-49.

Michigan Travel □ Commission arranges three-week radio push starting late this month. Ross Roy, Detroit, will buy spots in six markets, including Cleveland and Indianapolis. Target: adults, 18 and over.

Herman's □ Sporting goods chain arranges one-week radio flight starting late this month. Albert J. Rosenthal, New York, will handle spots in 12 markets including Boston, Detroit and Milwaukee. Target: adults, 18-49.

Radio and TV

Benjamin Moore □ Paint manufacturer places four-week radio and TV buy starting this month. Warwick, Welsh & Miller, New York, will plan spots in 30 TV markets during fringe and news time and five radio markets. Target: men and women, 18-49.

BAR reports television-network sales as of April 16

ABC \$407,880,300 (36.3%) □ CBS \$376,826,300 (33.5%) □ NBC \$340,098,900 (30.2%)

Day parts	Total minutes week ended April 16	Total dollars week ended April 16	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.	143	\$ 1,152,500	2,190	\$ 15,052,700	\$ 13,375,400	+12.5
Monday-Friday 10 a.m.-6 p.m.	994	16,164,400	15,115	245,119,200	223,991,900	+9.4
Saturday-Sunday Sign-on-6 p.m.	341	8,514,200	5,016	135,624,300	131,324,200	+3.3
Monday-Saturday 6 p.m.-7:30 p.m.	106	4,561,700	1,528	64,728,300	59,047,100	+9.6
Sunday 6 p.m.-7:30 p.m.	25	1,298,700	336	21,263,600	18,412,300	+15.5
Monday-Sunday 7:30 p.m.-11 p.m.	417	42,049,000	6,222	577,028,500	532,395,700	+8.4
Monday-Sunday 11 p.m.-Sign-off	215	5,426,500	3,191	65,988,900	66,060,600	-0.1
Total	2,241	\$79,167,000	33,598	\$1,124,805,500	\$1,044,607,200	+7.7

Source: Broadcast Advertisers Reports

"We're in danger of losing our most economical source of power."

—Meredith D. Persson, Nuclear Cost Accountant

"In most areas of the country, nuclear energy is our cheapest source of electric power. On the average, electricity from nuclear energy costs 1.23 cents per kilowatt hour; but electricity from oil runs to 3.36 cents!

"Despite these figures, only three nuclear plants were started in 1977.

In many areas, nuclear energy saves customers millions of dollars.

"Nuclear plants saved customers of New England electric companies \$380 million, compared to what an equivalent

amount of power generated by oil would have cost. In Illinois, nuclear power saved customers \$125 million; in the Carolinas, \$138 million; in Iowa, \$16 million.

"The price of oil itself will no doubt continue to rise.

This clearly hurts the car and home owner. It also hurts in less visible ways—in higher electric rates, in the cost of energy that goes into manufactured products.

But nuclear power can ease inflationary pressures while it helps us through the energy crisis.

Nuclear energy prevented disaster during the big freeze.

"During the record cold wave of '76-'77, demand for fuel shot up—while deliveries of coal, oil, and gas (to homes, businesses, and power plants) slid down.

"People switched to electricity to make up the fuel loss, and demands soared to record peaks. Over 20 billion kilowatt-hours of electricity were produced from more than 50 nuclear generating units. These plants, by continuing to supply electricity where others couldn't, saved an estimated 257,000 jobs, and prevented a disastrous decrease in the gross national product.

Nuclear power can't do the job alone—we still need coal as a major source of electricity.

"Electric companies are, where feasible, converting power plants from oil and natural gas to coal. Coal may make more sense than nuclear power in certain areas—right where coal fields are located, for example.

"But remember that in some sections of the country our electric power capacity is stretching thin—dangerously thin, as the cold snap revealed."



The time to build power plants is now.

By 1988 America will need 40% more electricity just to supply all the new people and their jobs. New power plants—both nuclear and coal—are urgently needed and must be started at once to be ready in time. For facts on your energy options, just send in the coupon.

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Datebook

■ indicates new or revised listing

This week

May 7-10—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.

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 10**—UHF TV noise figure open sessions. UHF station interests, citizen groups, land mobile interests and government representations will participate in panel discussion. FCC, Washington.

■ **May 10**—Seminar to help news media get more news from the courts, to be given by *Los Angeles County Superior Court*. Department One, Central Courthouse, Los Angeles.

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 antitrust 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.

Also in May

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. Kaltensborn 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 16**—*Radio Advertising Bureau* Idearama for radio salespeople. Albany Thruway House, Albany, N.Y.

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**—Newsmaker luncheon of *International Radio and Television Society*, featuring executive team responsible for *Holocaust*. Herbert Brodwin of Titus Productions, Producer Buzz Berger, Director Marvin Chomsky and Paul Klein of NBC-TV will be among speakers. Americana hotel, New York.

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**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn No. 4, Buffalo, N.Y.

■ **May 18**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Worcester, Mass.

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 broadcasters. 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 Wrather, June Lockhart, Jan Clayton and others connected with the long-running radio and TV series. Sportsman Lodge, Studio City, Calif.

■ **May 19**—Boston/New England chapter of *National Academy of Television Arts and Sciences* Hall of Fame Award Dinner. Producer Norman Lear will be recipient. Regency Hyatt hotel, Cambridge, Mass.

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 22-23**—Technical meeting of *Virginia Cable Television Association* and *Society of Cable Television Engineers*. Airport 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**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Old Town Inn, Albuquerque, N.M.

■ **May 23**—*Radio Advertising Bureau* Idearama for

Major meetings

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* annual 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; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

On May 3rd WNBC-TV accepted with pride the Peabody Award for distinguished public service broadcasting. Twice.



This year at the annual Peabody Award ceremonies, WNBC-TV had the honor of accepting two of the television industry's most highly coveted prizes. The Peabody, regarded as the "Pulitzer Prize of the Fifth Estate," was awarded to BUYLINE: Betty Furness, and NewsCenter 4's F.I.N.D. Investigative Reporting Unit. In 1978, WNBC-TV garnered two Peabody Awards and 77 Emmy nominations. More than any other New York television station. We accepted the Peabody with pride, pleasure, and the appreciation of our entire staff.



BUYLINE:
BETTY FURNESS

HOST: Betty Furness
EXECUTIVE PRODUCER: Larry Johnson
PRODUCER: Robert Stromboli
DIRECTOR: Don Lufkin
PRODUCER, 1977-78 SEASON: Beverly Schaefer
PRODUCTION SUPERVISOR: James Sutton



REPORTER: Chris Wallace
PRODUCER: Bret Marcus
RESEARCHER: Len Tepper

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radio salespeople. Holiday Inn, Moline, Ill.

■ **May 23—Radio Advertising Bureau** Idearama for radio salespeople. Ramada Inn, Pensacola, Fla.

■ **May 23—Radio Advertising Bureau** Idearama for radio salespeople. Ramada Inn, Billings, Mont.

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 25—Radio Advertising Bureau** Idearama for radio salespeople. Sheraton Motor Inn, Birmingham, Ala.

■ **May 25—Radio Advertising Bureau** Idearama for radio salespeople. Hyatt Regency, Phoenix.

■ **May 25—Radio Advertising Bureau** Idearama for radio salespeople. Holiday Inn Downtown, Portland, Me.

■ **May 25—Radio Advertising Bureau** Idearama for radio salespeople. St. Louis Hilton Inn, St. Louis.

■ **May 25—Radio Advertising Bureau** Idearama for radio salespeople. Salt Lake Hilton, Salt Lake City.

■ **May 26—Open board meeting of National Public Radio** board of directors. The Inn at Loretto, Santa Fe, N.M.

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—Radio Advertising Bureau** Idearama for radio salespeople. Holiday Inn, Anchorage.

■ **June 1—Radio Advertising Bureau** Idearama for radio salespeople. Peachtree Plaza, Atlanta.

■ **June 1—Radio Advertising Bureau** Idearama for radio salespeople. Indianapolis Hilton, Indianapolis.

■ **June 1—Radio Advertising Bureau** Idearama for radio salespeople. Camelot Inn, Little Rock, Ark.

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. Dunfee'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's Foundation for Economic Freedom*. NAB headquarters, Washington.

■ **June 5-9—1978 Institute of Communications**, sponsored by *National Religious Broadcasters* and *Church Life Center*, Nyack College, Nyack, N.Y.

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

■ **June 6—Radio Advertising Bureau** Idearama for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

■ **June 6—Radio Advertising Bureau** Idearama for

radio salespeople. Sheraton Inn, Madison, Wis.

■ **June 6—Radio Advertising Bureau** Idearama for radio salespeople. Woodlake Inn, Sacramento, Calif.

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—Radio Advertising Bureau** Idearama for radio salespeople. Holiday Inn, International Airport, Los Angeles.

■ **June 8—Radio Advertising Bureau** Idearama for radio salespeople. Sheraton Airport Inn, Minneapolis.

■ **June 8—Radio Advertising Bureau** Idearama for radio salespeople. Hilton Inn West, Oklahoma City.

■ **June 8—Radio Advertising Bureau** Idearama for radio salespeople. Sheraton Orlando, Orlando, Fla.

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—Radio Advertising Bureau** Idearama for radio salespeople. Howard Johnson's, Cincinnati.

■ **June 13—Radio Advertising Bureau** Idearama for radio salespeople. Holiday Inn, Jackson, Tenn.

■ **June 13—Radio Advertising Bureau** Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

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—Radio Advertising Bureau** Idearama for radio salespeople. The Regency-Denver, Denver.

■ **June 15—Radio Advertising Bureau** Idearama for radio salespeople. Sheraton-Campus Inn, Knoxville, Tenn.

■ **June 15—Radio Advertising Bureau** Idearama for radio salespeople. Holiday Inn Conquistador, Youngstown, Ohio.

June 15-16—Oregon Association of Broadcasters

There are two R's in Xerox.

One is right in the middle.
But the really important one is the
one you probably never notice.

It's the little R in a circle — like the
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Including everything from Xerox
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So as you can see, our trademark is

a very valuable one.

To us. And to you, too.

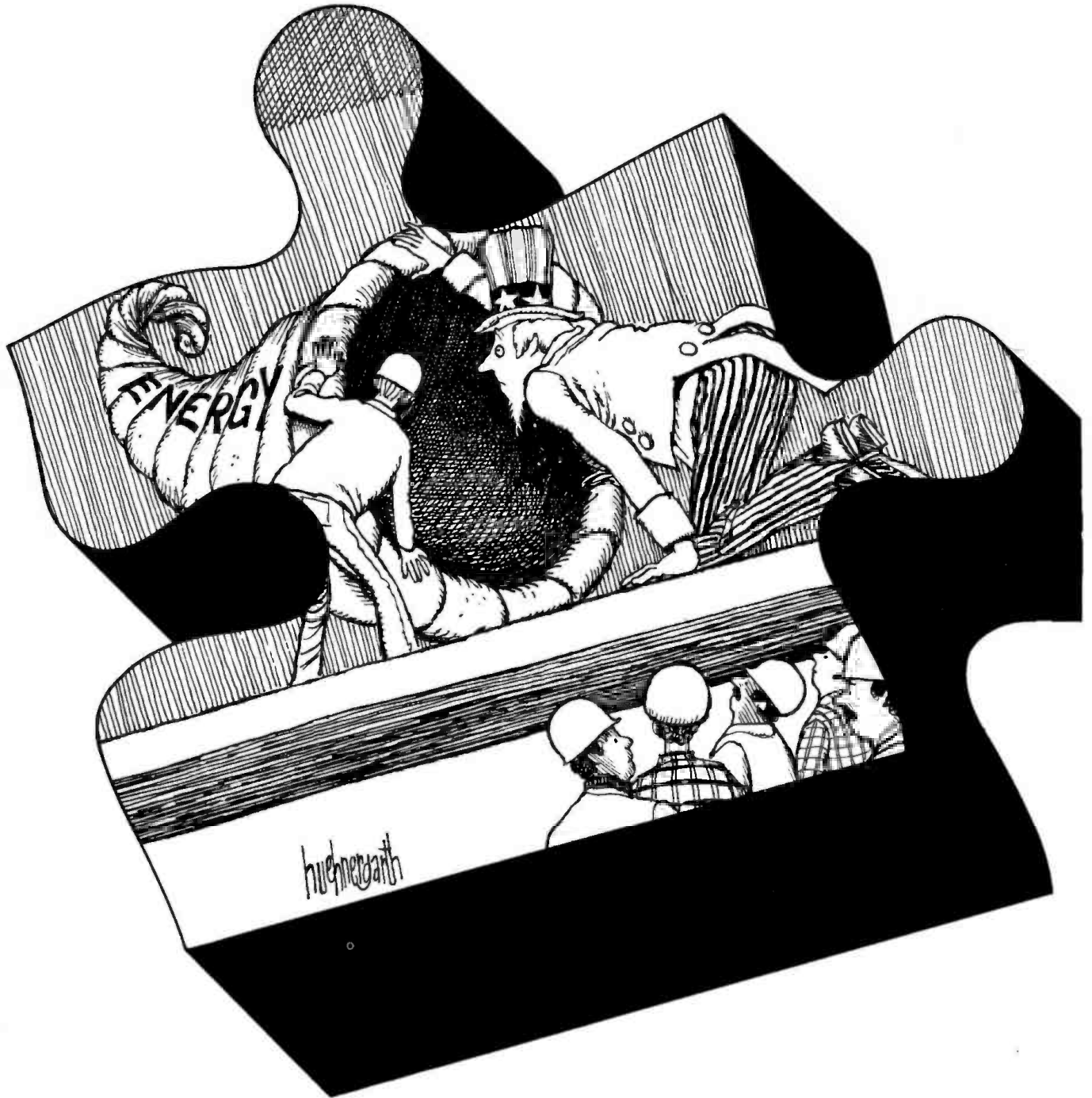
Because it ensures that when you
ask for something you can be sure of
what you're going to get.

Of course, we don't expect you to
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our name.

But we do hope you'll give it a
second thought.

XEROX

**Sensible energy policies will
steelworkers working. (And a**



**A sensible national energy policy:
part of the solution to the steel industry puzzle.**

help keep not of other Americans, too.)

While Washington fiddles, energy crisis follows energy crisis. The oil-embargo days of 1973-74. The devastating winter of 1976-77. The coal strike of 1977-78.

All resulted in shortages of energy and in genuine hardships: plant and business closings, people out of work.

Despite all these crises, Washington still has not taken realistic action to encourage increased domestic energy supplies.

Our concern: steel is especially vulnerable

The steel industry uses about five to six percent of the nation's supply of energy each year—largely coal, oil, natural gas, and purchased electric power. Only a few industries use more.

As a result, steel is one of the first to suffer from sharp or extended cutbacks in any one of those energy sources—in reduced production, job losses, even plant shutdowns.

Conservation is not a cure-all

Even back in the days of cheap energy, Bethlehem's energy bills were enormous. Today, they're astronomical. In the past six years, our cost for energy has gone up 280%! So it's no wonder we're always trying to conserve every possible BTU.

Thanks to advances in technology and in conservation, our industry's energy consumption to

make a ton of steel has dropped dramatically—from over 40 million BTUs in the 1950s to close to 30 million BTUs today, a decrease of almost 25%. Technology and conservation *do* work. But they can't save enough to meet America's growing energy needs.

More U.S. energy production needed

Greater production of domestic energy supplies is an issue that impacts directly on steel's profitability and growth. Such an expansion would spur the economy and provide and protect jobs. For these reasons, America needs thoughtful, sensible energy policies.

By sensible, we mean policies that permit the *marketplace* to determine the development of new supplies of energy...to distribute

those supplies for most efficient use...to price those supplies so that all energy users share equitably in the cost.

Specifically, we endorse enactment of legislation to achieve:

- All practical forms of conservation.
- Deregulation of natural gas.
- Greater reliance on coal.
- Expansion of safe, large-scale nuclear power to replace oil and gas for generating electricity.

Tell Washington to act now

If you believe America needs a national energy policy *now*, tell that to your representatives in Washington.

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spring conference. Salishan 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 20**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Baton Rouge, Baton Rouge.

■ **June 20**—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, N.W., Columbia, S.C.

■ **June 20**—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

■ **June 20**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

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

■ **June 22**—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Greensboro, N.C.

■ **June 22**—*Radio Advertising Bureau* Idearama for radio salespeople. Philadelphia Marriott, Philadelphia.

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.

■ **June 27**—*Radio Advertising Bureau* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

■ **June 27**—*Radio Advertising Bureau* Idearama for radio salespeople. Hospitality Motor Inns, Grand Rapids, Mich.

■ **June 27**—*Radio Advertising Bureau* Idearama for radio sales people. Red Lion Motor Inn, Portland, Ore.

■ **June 27**—*Radio Advertising Bureau* Idearama for radio salespeople. LaMansion hotel, San Antonio, Tex.

■ **June 29**—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Dallas.

■ **June 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Richmond, Va.

■ **June 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Seattle.

■ **June 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Toledo, Ohio.

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 Ellber, (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 16-28—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* 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.

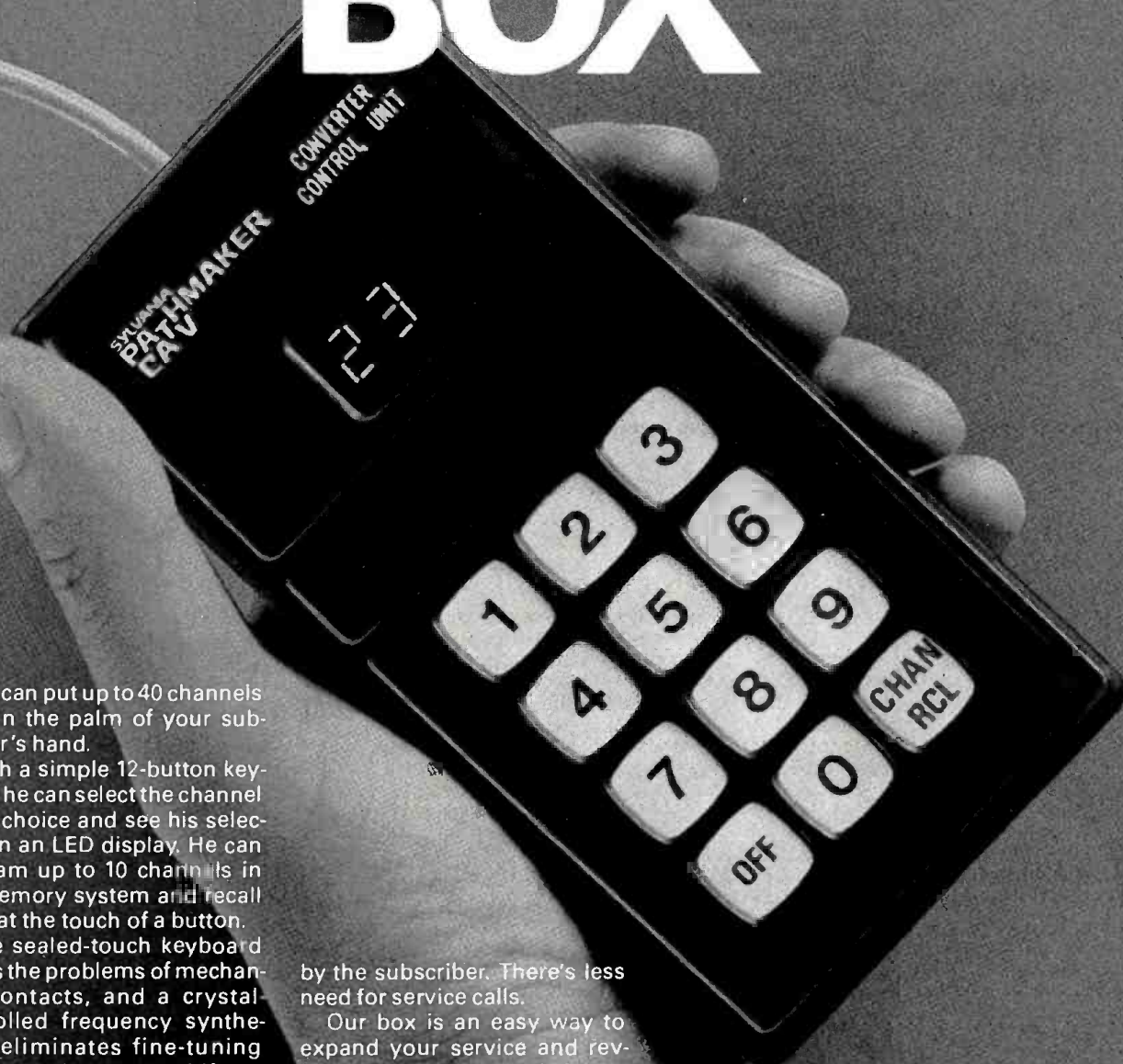
Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

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 Associ-*

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We can put up to 40 channels right in the palm of your subscriber's hand.

With a simple 12-button keyboard he can select the channel of his choice and see his selection on an LED display. He can program up to 10 channels in the memory system and recall them at the touch of a button.

The sealed-touch keyboard solves the problems of mechanical contacts, and a crystal-controlled frequency synthesizer eliminates fine-tuning circuitry and converter drift.

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SYLVANIA

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ation'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. 17-198—*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, San Diego 92138.

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

Sept. 24-26—*CBS Radio Affiliates* board of direc-

tors 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.

Sept. 26-28—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators district 6*. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

Oct. 6-7—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Open Mike®

Footnote to WBAI

EDITOR: I note a fact that was missed in your April 3 and 24 accounts of the FCC v. Pacifica Foundation (WBAI/FM) case in the Supreme Court, and was also missed by the Department of Justice when it wrote its brief. It is noted in the brief (footnote, page 36), concerning the single complainant whose complaint gave rise to the case, that:

"... the offended listener presumably missed the warning that had been broadcast [before the George Carlin "Filthy Words" monologue was broadcast]. We note, however, that this listener, despite the presence of his young son, apparently did not switch off his car radio until he had heard most, if not all, of the 'indecent' words broadcast."

It is a fact, of no significance in the legal equation, but perhaps of a little significance in the moral equation, that the complainant is, and presumably was at the time, a director of Morality in Media. His desire for documentation evidently outweighed his embarrassment.—*John L. Wirth, Syracuse, N.Y.*

History lesson

EDITOR: News that a Japanese explorer has reached the North Pole triggers this note for the broadcasting archives. The

snowmobile expedition that is being mentioned was the Plaisted Polar Expedition of Americans and Canadians. They indisputably reached 90 degrees north on April 19, 1968, with an Air Force weather plane confirming location by overflight the next day.

The first (and still the only) broadcast from the pole was made after that confirmation. Ralph Plaisted discussed the scene with me at WCCO(AM) Minneapolis and with Charles Kuralt of CBS in Cedar Rapids, Iowa. Collins Radio of Cedar Rapids had provided base communications, and at WCCO we had broadcast frequently from the ice party in the month before it reached the pole. The radio links, supplied by Canadian and U.S. military and weather radio services, were an engineering feat of some magnitude before satellites.

There is no doubt of the historic broadcast. And now there is a real chance that history books will be corrected to show that the Plaisted expedition was first to reach the pole over the ice packs, the Peary claim of 1909 being denied by several researchers (Dennis Rawlins, "Peary to the Pole: Fact or Fiction?") and much doubted by WCCO newsman Bob Thornberg who studied polar exploration in preparing a 10th anniversary series on the Plaisted expedition.—*Gordon Mikkelsen, director, public relations and special projects, WCCO(AM) Minneapolis.*

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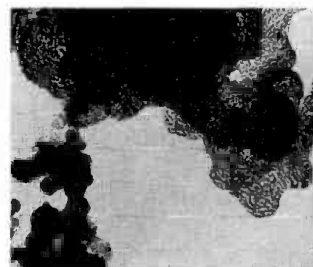
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When you lead all oil companies in patents, you have to be discovering a lot more than oil.

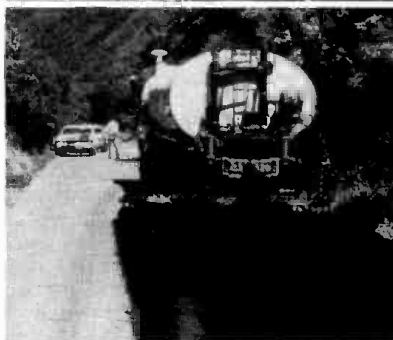


A unique anti-icing jet fuel additive *developed* by Phillips Petroleum in the mid 1950's for the U.S. Air Force is now sold commercially, allowing today's business jets to fly at altitudes where temperatures often drop to -70° Fahrenheit.

Phillips *developed* the oil furnace process for making carbon black. The unique substance that allows automobile tires to resist abrasive wear and increases tread life by thousands of miles.



A special surgical mesh, *patented* by Phillips, is used by surgeons to help close large-sized incisions following abdominal surgery. This remarkable material interlaces with the patients' own body tissue, giving it added strength as it heals. As a result, patients are less likely to face a return to surgery because of the failure of an incision to close properly.



A unique water-based asphalt *developed* and marketed by Phillips virtually eliminates the polluting smoke and fumes created by conventional asphalt paving methods, and saves energy by using 30% less petroleum to surface a highway.



Impact absorbing guard rails already in place across 25 states use a *patented* shatter-proof plastic, developed by Phillips Petroleum, to help save lives and reduce crash damage on our highways.

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The Performance Company

Monday Memo[®]

A broadcast advertising commentary from Larry Robinson, president, J. B. Robinson Co., Cleveland

Radio: a gem of a medium for a jeweler that looks out for its customers

When people ask me to account for the success our company has achieved in every new market we have entered, a number of factors come to mind—excellent staff, location, tremendous selection, service and strong guarantees. But nothing has been more important than the credibility we have established through our radio commercials.

When we put together a limited advertising budget back in 1960, I received good advice from Norman Wain, who now operates radio stations in Dallas, St. Louis and in Fort Lauderdale, Fla. He convinced me that radio could help us target our message to the right audience. He also suggested I record the commercials myself.

I was flattered by the idea and decided to try it. My approach was one of conversational honesty—no high pressure, no claims that could not be substantiated.

We had only one store then, on the eighth floor of an old downtown Cleveland office building. When people came into the store, we did our best to match our radio message with performance and found the results gratifying, and as promised.

Today our company has grown from one store to 38, located in shopping malls over a six-state area. Our heaviest concentrations are in northern Ohio, where we have 12 stores; in greater Detroit, where we have eight stores, and in the Chicago metropolitan area, with seven. We have other stores in Pennsylvania, Kentucky and Indiana. This year we expect to move into new markets in Washington, Pittsburgh and Louisville, Ky.

During this growth period, radio, together with television and newspapers, has been our great friend. Today our commercials are carried by more than 60 radio stations. And I still do the spots myself.

In trying to pinpoint reasons for our success, I consistently go back to the days when I was a student at the Harvard Business School. It was there that what I consider today to be our operating philosophy was ingrained in me. That philosophy is: Find out what the people want and provide it.

Since my entry into the jewelry business, I have been guided by this tenet. We even use it in selecting the stations on which we advertise. While we are guided by conventional surveys, we also carry out



Larry Robinson is president of J. B. Robinson Co., Cleveland, a rapidly growing retail jewelry chain he has guided from an annual sales volume of \$200,000 to an anticipated \$28 million in 1978. Mr. Robinson holds a doctorate in retailing from the Harvard Graduate School of Business, where he also was a faculty member. He has served as a director of the Jewelry Industry Council.

our own research.

In the early stages of our growth, when young adults were such a dominant part of the population, radio helped us beam our message to that segment of the market, particularly to the unmarrieds who soon would be looking for engagement and wedding rings.

Wherever we do business, we never lose sight of our basic philosophy. We try to operate our stores today as if I were there waiting on the customer. We stress service in a very thorough training program. Our people never stop studying how to please customers. They are constantly involved in training programs.

I put my personal reputation on the line every time I go on radio or television. We also put a large advertising budget—approaching seven figures—on the line, but we're not frivolous. An early-warning system that tells us which stations our customers listen to helps us to know whether our message is working. We ask every purchaser to name his or her favorite radio or TV station. At the end of

each month, we budget the following month with the guidance of our surveys.

The advantage for us in radio has been to seek out a specific market to which certain stations appeal. Of course, we must also develop general appeal to people in all age groups and this necessity has also led us to television and newspapers.

But people always ask me why we have stayed with our present commercial format. The answer is simple—it works. From the beginning, I was convinced that a sincere, one-on-one delivery style I had developed was an integral part of our effectiveness. So we decided to retain this method. The copy, partially ad-libbed, partially written, told our story over and over again. Norman Wain and other friends advised us to stay with a good thing, not to vary the message, to keep talking to the target audience.

When we opened our first suburban store, the full institutional impact of radio really made itself felt. Thousands of people attended our grand opening and took the time to thank us for opening a store in that location. We were getting across to them.

People really are basically interested in just one thing—Can this merchant give me what I want at a fair price? You have to let people know that you have what they want and make sure they know where you are. We hit these points hard in our advertising. They sound elementary but they bear repeating.

Many people are inclined to think of advertising mainly in terms of clever phrases, jingles or gimmicks. These are important, but the major necessity is to understand who buys what and why. Your message to that person must be believable and convincing.

We hope our radio commercials convey what we believe to be an essential part of doing business—a direct, straightforward approach to the customer. If believability results, your sales potential is enhanced.

Dealing with customers honestly and effectively is a basic ingredient of success in any field. Many years ago, I was asked to make some radio commercials for a jewelry company in another part of the country. They were not productive. As a matter of fact, their messages fell flat, because the store did a poor job in dealing with customers.

I believe advertising of any kind will succeed in the long run only as part of a well planned marketing program. This means the right merchandise at the right place at the right time at the right price.



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Top of the Week

Two out of the chute for fall

ABC and CBS release preliminary drafts of prime time schedules, with NBC's still to come—and then they'll wait for Silverman

The initial fall prime time television schedules of ABC and CBS are out. As expected, ABC's is the least changed, with three and a half hours of new programming versus CBS's six and half. But ABC did a fair amount of juggling, changing its lineup on all nights of the week except one (Friday) to work in its five new shows, while CBS left only Thursday intact and brought eight new series aboard.

(NBC is expected to make it three of three networks late this week, and the assumption is that that schedule will then be subject to the influence of new NBC President Fred Silverman, who is due on the job in June.)

CBS will hold on to two of its spring entries—*Dallas* and *The Incredible Hulk*. ABC used none of the many shows it tried out this spring, and in addition canceled the *Six Million Dollar Man*, *Baretta* and *Fish*. *How The West Was Won* was put in storage until *Monday Night Football* ends next winter, when it is to return as a two-hour "epic form" series. CBS canceled *On Our Own*, *Baby, I'm Back*, *Tony Randall* and *Kojak*, in addition to losing *Carol Burnett*, *Bob Newhart* and *Maude*.

For the most part, both networks relied on their favorite producers for their new programs (although product from the MTM and Norman Lear families turned up everywhere), and the formats of the new shows seemed generally consistent with the established style of the network that bought them. Fantasy and pretty girls are the most prevalent elements, with sitcoms still outweighing drama, but not by the margin that might have been expected.

Both networks retained two movie nights and reeled off some impressive theatrical titles which will help fill them, including (for CBS) "Rocky," "Network," "Carrie," "Marathon Man," "Black Sunday," "Bound for Glory" and "Gone With the Wind" and (for ABC) "Bad News Bears," "Fun With Dick and Jane," "Walking Tall: The Final Chapter," "Shampoo," "Obsession," "Blume in Love," "Lady Sings the Blues" and "Fortune." In the miniseries area, ABC plans

three for the full season (*Ike, Pearl* [as in Pearl Harbor] and *Roots: The Next Generations*) while CBS expects to air five or six (including *The Word*, *Mr. Horn* and *The Pirate* in the fourth quarter). CBS programmer Harvey Shephard said his network will not precede its premiere week with a miniseries, but Fred Pierce, president of ABC-TV, said it's "possible" that ABC will kick off its year with a rerun of *Roots*. Generally, however, both networks are promising less pre-emptive programming than occurred during the 1977-78 season.

As for the life expectancy of series, all the new shows have received full 13-episode orders, according to programmers at the two networks, as have all returning programs at ABC. Mr. Shephard said a few of CBS's returning series have shorter orders, but he said he couldn't remember which ones they were. Also unrevealed were the number of shows ordered up as possible replacements, in part because negotiations for those programs are still in progress, programmers said.

ABC intends to start its season on Sept. 11 while CBS is to begin Sept. 18, but nobody is willing to promise there won't be more program changes before then.

The new additions to ABC's schedule are as follows:

■ *Battle Star: Galactica* (8-9 p.m. Sunday NYT). Fred Pierce calls this science-fiction entry "one of the most expensive programs ever made for television," in large part because of the special effects created especially for the small screen by John Dykstra, who won an Academy Award for his illusionary work in "Star Wars." Lorne Greene heads a cast of interstellar refugees searching for Earth while "constantly battling the evil warriors of the dreaded Alliance."

■ *Mork & Mindy* (8-8:30 p.m. Monday). While *Galactica's* principals will be looking for Earth, the central character in this Garry Marshall production has already found it. He's Mork from the planet Ork, who originally appeared in Mr. Marshall's *Happy Days* last February ("It's not really a spin-off," insisted ABC Entertainment President Anthony Thomopoulos, who had said there would be less of that on ABC in the post-Silverman era). Mindy is "young and lovely" and the only person to know where Mork came from.

■ *Taxi* (9:30-10 p.m. Tuesday). Awarded probably the best lead-in audience in television (it follows *Three's Company*), this show is in the *Barney Miller* school of urban group comedy, with the taxi garage providing the "arena." The producers are Jim Brooks, Ed Weinberger, Stan Daniels and Dave Davis, all formerly

SUNDAY

	ABC	CBS	NBC
7:00			
7:30	The Hardy Boys (Universal)	60 Minutes (CBS News)	
8:00			
8:30	Battle Star: Galactica* (Universal)	Mary* (MTM)	
9:00		All in the Family (Tandem)	
9:30		Alice (Warner Bros.)	
10:00	The ABC Sunday Night Movie (various)		
10:30		Kaz* (Lorimar)	
11:00			

associated with *The Mary Tyler Moore Show* and other MTM hits.

■ *Vega\$* (10-11 p.m. Wednesday). Probably the most traditional "action" series of all the new entries, *Vega\$* features the adventures of private eye Dan Tanna ("all he needs is love and \$100 a day"). Aaron Spelling (*Charlie's Angels*, *Starsky and Hutch* and *Fantasy Island*) is producing with Douglas Cramer. The pilot for *Vega\$* aired as a special TV movie on April 25, scoring a 26 rating and a 44 share, the second most-watched program of that week after *Three's Company*, which provided the lead-in.

■ *Apple Pie* (8:30-9 p.m. Saturday). Producer Norman Lear may have brought some of the wackiness of *Mary Hartman, Mary Hartman* to network TV with this show. One of *Hartman's* stars, at least, is in the cast: Dabney Coleman. Rue McClanahan of *Maude* and Jack Gilford are other members of a bizarre cast of characters, part of a family assembled through newspaper want ads during the Depression.

New shows coming aboard CBS are:

■ *Mary* (8-9 p.m. Sunday). Miss Moore with a "family" of regulars yet to be announced. The face-off between this variety show and *Galactica* should be interesting, if one of them isn't moved.

MONDAY

	ABC	CBS	NBC
8:00	Mork & Mindy* (Paramount)	People* (Susskind/Time-Life Inc.)	
8:30	Operation Pellicani (Universal)	WKRP in Cincinnati* (MTM)	
9:00	ABC's NFL Monday Night Football	M*A*S*H (20th Century Fox)	
9:30		One Day at a Time (T.A.T.)	
10:00	How the West Was Won (John Mantiery/MGM) returns to this time period in January, 1979.		
10:30		Lou Grant (MTM)	
11:00			

TUESDAY

	ABC	CBS	NBC
8:00	Happy Days (Paramount)		
8:30	Laverne & Shirley (Paramount)	Paper Chase* (20th Century Fox)	
9:00	Three's Company (Nichol/Russ/West)		
9:30	Taxi* (Charles Walters/Paramount)	The CBS Tuesday Night Movies (various)	
10:00			
10:30	Starsky & Hutch (Spelling/Goldberg)		
11:00			

WEDNESDAY

	ABC	CBS	NBC
8:00		The Jeffersons† (T.A.T.)	
8:30	Eight is Enough (Lorimar)	Good Times† (Tandem)	
9:00			
9:30	Charlie's Angels (Spelling/Goldberg)	The CBS Wednesday Night Movies (various)	
10:00			
10:30	VegaS* (Aaron Spelling)		
11:00			

THURSDAY

	ABC	CBS	NBC
8:00	Welcome Back, Kotter (Kornack/Warner Bros.)		
8:30	What's Happening!† (Yorkin/Turle-taub)	The Walltons (Lorimar)	
9:00	Barney Miller (Danny Arnold)		
9:30	Soap† (Witt, Thomas, Harris)	Hawaii Five-O (CBS; Leonard Freeman)	
10:00			
10:30	Family† (Spelling/Goldberg)	Barnaby Jones (Quinn Martin)	
11:00			

FRIDAY

	ABC	CBS	NBC
8:00			
8:30	Donny & Marie (ABC)	Wonder Woman (Warner Bros.)	
9:00			
9:30	The ABC Friday Night Movie (various)	The Incredible Hulk (Kenneth Johnson/Universal)	
10:00			
10:30		Flying High* (Mark Carliner)	
11:00			

SATURDAY

	ABC	CBS	NBC
8:00	Carter Country† (Yorkin/Turle-taub)	Rhodat (MTM)	
8:30	Apple Pie* (T.A.T.)	Just the Beginning* (T.A.T.)	
9:00			
9:30	Love Boat (Aaron Spelling)	The American Girls* (Bennett/Columbia Pictures)	
10:00			
10:30	Fantasy Island (Spelling/Goldberg)	Dallast (Lorimar)	
11:00			

*New Show
†New time period

■ *Kaz* (10-11 p.m. Sunday). One show to get high marks from advertisers who have seen it, *Kaz* stars Ron Liebman as a jailhouse lawyer hired by a prestigious law firm after his release. Producing is Lee Rich of *The Waltons* with Marc Merson.

■ *People* (8-8:30 p.m. Monday). Phyllis George will be hostess of this "chic" blend of information and gossip, to be videotaped close to air time for purposes of topicality. Time-Life owns the show as well as the magazine of that name.

■ *WKRP in Cincinnati* (8:30-9 p.m. Monday). A format change from old-time hits to rock provides the conflict, with a "likeable" young program director named Andy and a "blustery" general manager as the protagonists. "Comic situations arise as Andy strives for improved ratings and acceptance by the station's employees."

■ *Paper Chase* (8-9 p.m. Tuesday). Having failed this season to defeat ABC's *Happy Days/Laverne & Shirley* combination with similarly light fare, CBS is going for more mature audiences with this show, based on the movie about first-year law students at a prestigious and rigorous

Eastern university. John Houseman re-creates his Oscar-winning role as the formidable professor, but the focus will be on the students.

■ *Flying High* (10-11 p.m. Friday). "Three beautiful girls qualify for airline flight attendant training and become fast friends as they complete the tough course and then start living a life of adventures and fun in the air, in their joint apartment, at their various ports of call." The show is most often referred to as "*Love Boat* in the sky."

■ *Just the Beginning* (9-10 p.m. Saturday). A "young, worldly wise nun" (Priscilla Lopez) joins forces with a "shy, conservative" priest (McLean Stevenson) to run an inner-city storefront mission.

■ *The American Girls* (9-10 p.m. Saturday). Two "beautiful young women," a big-city girl and an "innocent and vulnerable" country girl, travel the country in search of material for a fictional TV magazine show called *The American Report*. The stories they uncover are "right from today's headlines," with the emphasis on action.

Minorities lose discovery edge in renewal cases

Full appeals court reverses panel that said petitioners could get pre-hearing data

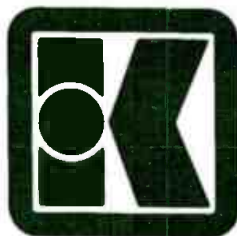
The full nine-member U.S. Court of Appeals in Washington has rejected the view that petitioners seeking denial of broadcast license renewal applications are entitled to "discovery"—that is, the right to probe the stations involved with specific questions before a decision is made to set the renewal for hearing.

The court's decision, adopted on an 8-10-1 vote, overturned an earlier ruling of a three-judge panel and in the process dealt a blow to citizen groups that have maintained they need discovery in order to

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build their cases against licensees.

Judge Malcolm Wilkey, who wrote the opinion for the court—an opinion he said expressed the “definitive” word on the subject—said that requiring the commission’s 13 administrative law judges to pass on the propriety of the “inevitable host of interrogatories” that could be expected “would create a regulatory nightmare.”

He also said it would be unnecessary—that stations are well aware of the “ample sanctions that exist” for knowingly making false statements to the commission. He noted, also, that the commission in recent years has acted to improve both the quantity and quality of information concerning licensees’ equal employment opportunity practices.

EEO was the critical issue in the two renewal cases that were appealed to the court after the commission renewed the licenses without hearing. One involved the petition of the Chinese for Affirmative Action against CBS’s KCBS(AM) San Francisco, and the other the petition of Bilingual Bicultural Coalition on the Mass Media, against KONO(AM) San Antonio, Tex.

The court affirmed the commission’s decision in the first case, but not in the second. Judge Wilkey, noting that KONO’s employment of Mexican-Americans was outside “the zone of reasonableness” and that the station’s affirmative action program appeared “passive,” said the commission lacked the information necessary to conclude that renewal would be in the public interest.

The court directed the commission to resolve the issues—in the manner it chose—but said a hearing would be necessary unless the issues were resolved favorably to KONO.

The lone dissenter in the case was Judge Spottswood Robinson, who said the KCBS case should also have been sent back to the commission.

CBS points finger at the promoters for tennis-match sponsor-ID foul-up

In letter to FCC, it also contradicts statements of its own executive, Barry Frank

CBS, in its second letter to the FCC on the subject of the four *Heavyweight Championship of Tennis* matches the network covered in 1975 and 1976, has denied categorically any violation of the sponsorship-identification statute.

Unlike the first letter, last month, in which it acknowledged responsibility for the “false and misleading statements” it made in promoting the matches as “winner take all” (BROADCASTING, April 24) the second letter says in effect that CBS’s conscience is clear regarding the law

designed to make sure the public is informed when material is broadcast in return for some consideration.

But in the process, John D. Backe, president and chief executive officer, and Gene F. Jankowski, president of the CBS/Broadcast Group, found it necessary to take issue with the statement of a CBS Sports executive, Barry Frank, senior vice president-programs.

The commission has said CBS may have violated the law in failing to exercise “reasonable diligence” to learn of contractual promises the match promoters made to the host hotels—Caesar’s Palace in Las Vegas for the first three, and the Cerromar hotel in Puerto Rico—that they would “receive tasteful and appropriate” on-air identification.

In the first place, the CBS letter contends, since the promoters did not control what went on the air, they were in no position to make promises—and thus CBS was not obliged to learn whether they had. And in the second place, the letter said, CBS’s own contract with the promoters required that they not promise program content in return for consideration without disclosing that fact to the network.

The Backe-Jankowski letter also cites the denials of CBS officials and staff involved in the matches, including Robert Wussler, former president of CBS Sports and vice president of sports at the time of the matches, that they had known of producers’ promises to the hotels.

However, Mr. Frank, who was an executive of Trans World International Inc. when it co-promoted the first of the four matches, told CBS counsel on March 21, 1978, that before the match he had informed one or more of three CBS officials—Mr. Wussler, Clarence Cross, then CBS director of sports, and Arthur Sekerak, then CBS director of sports contracts—of the “identification” provision.

Mr. Frank, in a statement made in response to a commission request, contained in an April 6 letter, said he recalls informing Mr. Wussler—and possibly Mr. Sekerak, that a Caesar’s Palace official was seeking assurance that the hotel would receive a substantial number of on-air mentions. And he said both men told him the request would be honored.

The Backe-Jankowski letter noted that Mr. Frank’s disclosure, on March 21, was made to CBS attorneys after they had informed him the commission had accused the promoters of the match of violating a section of the Communications Act that required them to inform CBS of the “identification” promise. Violation is punishable by a \$10,000 fine and a one-year prison sentence. Mr. Frank, the letter notes, was “directly affected” by the accusation.

The letter also rejects a suggestion CBS may have violated the sponsorship identification rule by a failure to make an on-air announcement of the free accommodations given some of the CBS personnel involved in covering the matches at Caesar’s Palace.

House threatens to cut off funds for FTC proposals of sugar-ad ban

Appropriations Subcommittee’s amendment disallows money for any trade regulation involving foods that are FDA-approved

An Appropriations Subcommittee of the House of Representatives voted last week to prevent the Federal Trade Commission from proceeding with its inquiry into children’s advertising. An amendment to an FTC appropriations bill would forbid the commission from allocating resources “to limit through trade regulation rules the advertising of any food product that contains ingredients that have been determined safe . . . by the Food and Drug Administration.”

Last Tuesday, the subcommittee voted 5-4 to include the amendment, which was principally the work of Representative Mark Andrews (R-N.D.). Robert Hughes, a spokesman for the congressman, said that the FTC was in an “area where it has no business,” and the amendment, should it become law, “stops” the commission from issuing a trade regulation on the matter. Mr. Hughes said that under the terms of the amendment the FTC “can investigate all it wants to” but would be denied funds for any general trade regulation.

The language of the amendment does not specify sugared products but does, as Mr. Hughes said, address itself only to food and food additives. It does not, then, concern itself with other products, such as toys, that would also be affected by the commission’s proposed bans. Mr. Hughes said there was an “overwhelming” anti-FTC sentiment in the House but the narrower the check on the FTC’s activities “the better the chance of passing.”

The commission can continue “on a case-by-case basis,” Mr. Hughes said, on issues of unfair advertising practices but would be barred from issuing a ban on the advertising of “any food product” that is considered safe by the FDA.

(Mr. Hughes said, too, that Mr. Andrews’s opposition to the FTC inquiry was prompted, in part, by FTC Chairman Michael Pertschuk’s “pretty vocal statements” supporting the inquiry. The congressman was of the opinion that the chairman’s position had “precluded” him from taking a “fair and objective” position through the inquiry.)

Senator Lowell Weicker (R-Conn.), who grilled Mr. Pertschuk on the issue two weeks ago (BROADCASTING, May 1), is expected to push for a similar amendment in the Senate’s version of the appropriations bill.

The full House Appropriation Committee is expected to take up the FTC bill May 23 with a floor vote scheduled for June 12.

In Brief

Teleprompter Corp. has agreed in principle to settle **class-action law suit**, in which it was charged with securities laws violations, for **\$2,575,000**. Suit, *Lewis vs. Teleprompter*, arose in 1974 consolidation of several suits charging company's 1972 year-end financial statement and several 1973 interim statements were misleading. In settlement, which is subject to court approval, Teleprompter's former auditor, Touche, Ross & Co., will pay \$150,000, according to Teleprompter, making settlement total \$2,725,000. Teleprompter's part netted down to \$1,658,000 after tax benefits. With settlement, company's first-quarter net income was up about 1% from year ago, reaching \$1,128,000; without it, increase would have been 123%, to \$2,493,000. With settlement of *Lewis* case, Teleprompter, said **only one "major" suit against it remains**: *Leeds vs. Teleprompter*, which originally sought \$107 million but which Teleprompter is contesting.

Concert Network Inc. has sold **WBCN(FM) Boston** to Hemisphere Broadcasting Corp. for **\$3 million plus** consulting agreement payments of \$50,000 per year for 10 years to Concert's principal, T. Mitchell Hastings. Concert has no other broadcast interests. Broker: Blackburn & Co.

NABET, on strike against **National Black Network** since Oct. 14, 1977, has agreed to new four-year contract; members are to return to work this week. Deal calls for **engineers** to receive 7% increase over present \$260 weekly, retroactive to Feb. 1, 1977, another 7% retroactive to Feb. 1, 1978, and 6% in each of final two years. **Audio technicians'** salaries escalate in same steps over present \$210. **On-air newsmen**, now averaging \$450 weekly, advance \$25 per week in each year of contract.

FTC and Department of Health, Education and Welfare **asked FCC to require** radio and TV stations to broadcast **more public service announcements**—especially during peak viewing hours. Comments were filed in support of petition for reconsideration of issue by Media Access Project. FCC denied earlier petition last October.

FCC said **sales reps** serving two or more **separately owned stations** in same market **may not sell** advertising time on them at **combined rate**. Commission affirmed position last week when it refused to approve request by ASI Communications Inc. for ruling that operation of ASI's BMS Division radio sales organization was consistent with FCC policies. ASI sought to expand BMS's service by setting up combined rates for separate stations.

Former USIA Director **Leonard Marks** warned American Newspaper

White House gains some ground in CPB bill mark-up

House version would now give more money to public medium and most of that would go to programing; EEO enforcement tightened

The Public Broadcasting bill emerged from a mark-up session of the House Communications Subcommittee last week in a form that permitted Carter administration aides to express varying degrees of relief and satisfaction. The public broadcasting community had some reason to be pleased also; there were amendments providing for a more generous matching formula and more money.

Following the mark-up, which consumed large parts of Tuesday and Thursday, the bill (H.R. 12021) still does not provide for five-year fundings, as the administration bill and public broadcasting proposed. The limit remains three years.

But administration gains were made in other areas:

■ An amendment drafted by Representative Timothy Wirth (D-Colo.) and offered in his absence by Representative Henry Waxman (D-Calif.) would require the Corporation for Public Broadcasting, "to the maximum extent possible," to convene panels of outside experts to aid it in its program-grant decisions.

The amendment is designed to go part way toward meeting the administration's goal of barring CPB from day-to-day involvement in such decisions; the administration wanted to limit CPB to making block grants. Representative Waxman, in offering the amendment, said it should be regarded as encouraging block grants.

■ Representative Lionel Van Deerlin (D-Calif.) offered an amendment that would require a "significant portion" of CPB's funds to be used for programing and that "a substantial amount shall be reserved for distribution" to independent producers and production companies. Representative Waxman persuaded his colleagues to recommend for inclusion in the report accompanying the bill language encouraging CPB to spend 25% of its funds on programing by 1981.

This was the subcommittee's response to the administration complaint about the rejection of its plan that at least 25% of CPB funds be set aside for radio and TV programs designed for national audiences.

Program needs were also addressed in an amendment dealing with the community service grants—money CPB transmits to stations. The amendment, offered by Representative Van Deerlin, requires that at least 50% of those funds be used for programing, with "a substantial amount" reserved for the programs by independent production companies.

Another amendment offered by Representative Van Deerlin would tighten procedures designed to insure compliance throughout the public broadcasting system with equal employment opportunity laws, and thus move the bill closer to the administration's. Among other things, the amendment would bring membership on station boards under the terms of the bill and would set deadlines for enforcement action by the Department of Health, Education and Welfare.

The subcommittee also adopted an amendment that would remove the ban on editorializing—but not on endorsing candidates—that present law imposed on public broadcasting stations. The amendment, worked out by Representatives Wirth and Waxman, goes farther than the administration's bill, which would free

from the ban only public broadcasting stations not licensed to government entities. However, the administration would have permitted the endorsement of candidates. In any event, the passage of either amendment is not considered likely.

The White House still has its work cut out for it in shaping public broadcasting legislation to its preferences. Over on the Senate side of the Capitol, where the Senate Communications Subcommittee was holding hearings on the bill, Henry Geller, who is awaiting Senate confirmation of his nomination as assistant secretary of commerce in charge of the National Telecommunications and Information Administration, did not appear to be making headway in convincing Subcommittee Chairman Ernest Hollings (D-S.C.) and Barry Goldwater (R-Ariz.) of the virtues of the administration bill.

The administration's were not the only concerns with which the House subcommittee dealt last week. The pleas of National Public Radio that its needs have long been ignored were heard. A Van Deerlin amendment would require that at least 25% of the funds provided for public broadcasting facilities—\$40 million over each of the next three years, in both the House and Senate versions of the bill—would be spent on public radio's expansion. While the bill, as amended, retains authorizations for the years 1981-83, it would reduce from \$2.50 to \$2 the amount a station must raise from other sources to qualify for federal money.

The subcommittee, acting on an amendment offered by Representative Edward J. Markey (D-Mass.), voted to increase CPB's authorization for 1983 to \$220 million. As originally provided for in the bill, the authorization would increase from \$160 million in 1980 to \$180 million in 1981 and \$200 million in each of the next two years.

Publishers Association in Atlanta (see page 64) that **free press is imperiled** as third world nations move toward total press control. Washington communications attorney predicted U.N. General Assembly will approve resolution prohibiting outsiders' satellite signals without consent of individual governments. He also warned of UNESCO proposal (also coming to vote this fall) that declares individual countries "responsible for the activities in the international sphere of all mass media under their jurisdiction."

Spanish International Network received support in form of comments last week at FCC for its petition for **authorized-user status** under Satellite Communications Act from Justice Department, Defense Department, Comsat, PBS and European Broadcasting Union. Grant of petition, which in effect would allow broadcasters to buy international satellite time directly and less expensively from Comsat by circumventing international record carriers, was opposed by Western Union International, AT&T, ITT and RCA.

CBS Inc. has agreed in principle to acquire **Gabriel Industries**, manufacturer of toys, games and craft equipment, for about **\$27 million in cash**. Gabriel had net income of \$2,788,000 on net sales of \$50,170,000 in 1977.

Enthusiasm about last week's **NCTA convention** has given board **second thoughts** about site for next year's. Some feel that St. Louis might

be let-down after New Orleans; alternatives are under study. Also being reconsidered: NCTA support for legislation to permit **REA loans to broadband systems**, after being warned that much of money might go to phone company (see page 39).

CBS Sports renegotiated its TV contract with **National Basketball Association**. New deal runs four years (1978-79 season through 1981-82 season) and will cost CBS **\$74 million**. Original contract had started in 1976 and was to have run four years at reported \$47.9 million.

LIN Broadcasting, New York, which has made several previous offers to acquire part or all of shares of **Starr Broadcasting Group**, Westport, Conn., has made another bid to acquire entire stock at increased price of \$16 per share. If all of Starr's outstanding shares were tendered, proposal would have value of about \$22.5 million. Broker Howard E. Stark is representing LIN, whose last previous offer was \$15 per share, rejected by Starr (BROADCASTING, March 13). Starr stock was trading around \$13 late last week on Midwest Stock Exchange.

FCC has **vacated award** of construction permit to Western Broadcasting Corp. in **KRLA(AM) Los Angeles case**, and sent 14-year-old proceeding back to administrative law judge for further hearing. Western's principals include Bob Hope and Art Linkletter.

Special Report

NCTA Convention

Cable emerges from its 27th looking like a worldbeater

Even a mini-monsoon can't dampen industry's spirits; both software and hardware sales soar with the new optimism; only negative note was sounded by a not-yet-impressed Chairman Ferris

It was an excited group of cablecasters that assembled in New Orleans for the National Cable Television Association's 27th annual convention last week. Just three or four years ago it may have seemed that cable had little going for it but hope for better days to come. But last week the operators showed they had more—more money, more growth, more services and, as one operator put it, more confidence. Collectively they gave the appearance of an industry on the offensive.

There were some ripples of negativism during the four-day program, the chief one stirred by FCC Chairman Charles Ferris, who, in his Tuesday luncheon speech resurrected Barry Goldwater's 1964 campaign slogan—"A Choice, Not an Echo"—to describe what he thought cable



Opening the celebration. NCTA President Robert Schmidt (l) and House Speaker Thomas P. (Tip) O'Neill.



ought to offer, but had not offered yet (see page 32). NCTA's official spokesmen reacted diplomatically, but others had more heated feelings. "Here's another jerk from the Hill [Mr. Ferris is a former Senate aide] who wants to tell us how to run our business," one cable operator said privately. "What gives him the right?"

The only damage to the convention was a monsoon-like rain the final night and day that caused flooding in New Orleans, prevented the final luncheon appearance of House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and stranded many conventioners in town for an extra night. But by then the meeting had already made its favorable mark.

Although most of the speakers from Washington—from Congress and the agencies—spoke soothing words about cable's regulatory future, there were a few

others besides Mr. Ferris who voiced reservations. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) said he thinks cable should be freed from restraints, but not completely. Not, he said, if it can be proved that cable hurts broadcasting (page 38).

Representative Henry Waxman (D-Calif.) said cable operators should be free, too, but not until they shoulder a share of copyright that is more in line with that of broadcasters (page 39). And Paul Bortz, deputy assistant secretary-designate of the new National Telecommunications and Information Administration, cautioned cablecasters their zealotry for recognition in legislation might get them in trouble 10 years down the road (page 39).

But those ripples seemed lost among the waves of good feeling about the cable industry and its future. The 6,019 registrants were told, for instance, that they can get loans for construction far more easily now than three years ago. (One cable operator confirmed that, saying a little incredulously that, "bankers are making appointments to see me.") Reports from equipment and program salesmen on the exhibit floor indicated that money indeed seems plentiful among cable operators.

It was remarked in the halls, too, that cable systems are appreciating in value. One general estimate heard was that a cable system worth \$350 per subscriber last year was worth \$450 per subscriber now.

There was much talk, too, about increasing numbers of program services that cable operators can buy now to fill their channels. Choices seen on the exhibit floor ranged from pay programming packages (movies, entertainment specials, sports)

and satellite TV stations, to religious and electronic news services. Also showing in New Orleans was a new service that will carry the proceedings of the House of Representatives when those telecasts begin (page 49).

A major part of the business story was taking part on the exhibit floor, where hardware and software merchants alike were using words like "exciting," "exhilarating" and "stupendous" to describe the volume of new business being conducted. One exhibitor, for example, said there was a "supermarket" atmosphere—that NCTA delegates were going from booth to booth actually shopping for earth stations, for news services, for pay cable services, for just about anything.

Some cases in point:

■ Home Box Office Inc., the Time Inc. subsidiary that, far and away, leads the pay cable industry as program supplier, announced new and renewed commitments from cable systems serving over 450,000

manufacturers—Magnavox and Jerrold Electronics, to name two—came back to NCTA in force this year. The Jerrold booth, for example, was, according to one regular NCTA-goer, about three times larger than its Chicago display. Ron Polomsky, vice president for sales and marketing, agreed with that estimate.

Jerrold, he said, had in recent years experienced several internal problems—most notably with its distribution—but "we got our act together" and many of the firm's customers are now returning. (Although, Mr. Polomsky admitted, some were still wary.) He said there appeared to him to be an "almost festive air to the entire convention" and that, as far as his firm was concerned, it was a "real order-taking session."

One operator, Raymond F. Helbling of Doraville, Ala., said the boom in satellite distribution of pay and free services "has brought operators more money" and that the general good health of the industry,

Unit, a digital channel selector that looks like a pocket calculator. The tough, virtually indestructible box (one skeptical customer was said to have run one through his home dishwasher without damaging it) features programable channel selection so the viewer may select his programs in advance and switch from channel to channel in the predetermined sequence by pushing only one channel recall button. Another feature of the handheld terminal is a channel-lock capability. Described by a Sylvania representative as "babysitter proof," the Pathmaker allows a subscriber to select a station he wants those at home to watch during his absence, then disconnect the terminal and take it with him. That, the representative said, should make the selector especially popular to systems carrying adult movies.

Those were there, too—for a while. Conventioneers who managed to arrive in New Orleans by Sunday and who wandered through the exhibits would have found, only four booths away from *The PTL Club* religious display, the Jason-Allan Releasing Corp.'s display of, according to the sign, "X-rated movies suitable for cable." Although it is uncertain how many sales were made, the near continuous showings of "The Revenge of the Cheerleaders," "Forbidden Pleasures" and the like attracted sizable audiences. (The booth, not listed in the official NCTA program, was closed by early Monday afternoon—because, said one NCTA staff member, the association's president, Robert Schmidt, "told them to leave.")

Elsewhere on the floor, the real movie business of the show was in the pay cable services. HBO's Robbin Ahrold said that his company's success is presenting an "uncomfortably large target to the competition" and that there was, indeed, an "aggressively competitive atmosphere" among the pay cable suppliers—especially Viacom's Showtime, generally acknowledged to be the number two supplier. There is no doubt, Mr. Ahrold said, that the "industry is being courted."

On the other side of the hall, Showtime's Lee Tenebruso, manager of media and affiliate services, pointed out that the two companies have fundamentally different programming philosophies. (HBO offers more of its own productions, sports and more repeat movies while Showtime changes its movie schedule completely every month with occasional "encores" that have not appeared in several months.) Ms. Tenebruso said that interest in Showtime—and especially its new minipackage, *Front Row*, was "fabulous" last week. (The *Front Row* service is basically an excerpt of the Showtime service, offering the subscriber four or five of Showtime's 14 movies a month for \$3 to \$5, about half the price of the full service.) The operators, she said, did "the initial work themselves" and often had decided to purchase before they entered the booth.

It was, as one weary salesman said last Wednesday while waiting in a hotel lobby for an airport limousine that never came, "one helluva show."



Changing of the guard. Incoming NCTA Chairman Robert Hughes (l) of Communications Properties Inc. accepts the gavel from outgoing Chairman Daniel Aaron of Comcast.

subscribers. Quick estimates made by an HBO official put the value of business well in excess of \$5 million.

■ A red-eyed Earle H. Davis of RF Systems Inc. said that he had sold 21 complete earth stations at the convention. That, he said, translated into "more than \$300,000" in new business. "I've never seen anything like it," he said. "I only hope we can make the deliveries."

■ Jack Williams of Fanfare, a new pay service that distributes to systems in the Southwest, said systems with 100,000 subscribers signed up at NCTA.

■ Frank N. Drendell, president of Comm/Scope Inc., a Catawaba, N.C.-based hardware manufacturer, said his company was doing 25% more business at this year's show than it did in Chicago in 1977.

In all, 150 exhibitors showed their products in 46,400 square feet of exhibition space. General attendance, NCTA said, was over 14% above the association's record 1973 meeting in Anaheim, Calif., and almost 50% above the Chicago show.

Several of the larger cable equipment

especially the favorable regulatory and business news of the past year, has put the operators in a buying mood. Mr. Helbling's own situation did not appear atypical: In Chicago, he said, he had not purchased anything, but last week he signed a five-year contract to receive the AP's cable news service and another agreement for Showtime's new second-tier pay service *Front Row*. The Chicago convention, Mr. Helbling said, did "not compare" to last week's.

Although there was considerable interest among the conventioneers in equipment, there was actually very little new in the way of hardware among the displays. (Much of the new equipment, such as Scientific-Atlanta's load management products that use cable to monitor home electricity, gas and water usage, or Tocom Inc.'s computer-controlled home security system, offered services, in fact, ancillary to cable's basic business.)

One piece of new home equipment did, however, ignite a great deal of interest among the operators—GTE Sylvania's new Pathmaker CATV Converter Control

Cox Cable: Adding New Concepts To Television Programming

At Cox, we believe cable television is a major public service industry, increasing communication diversity nationwide.

In the past few years, we've added for our subscribers:

- Home Box Office (HBO) network, a premium service of movies,

sports, special events

- Programming of independent station Channel 17, Atlanta
- 131 sporting events, live and direct from Madison Square Garden
- The Christian Broadcasting Network, religious programming

In addition, we have:

- Increased the number of local educational and access channels

● Programmed our own movie service, Home Theatre
For the future, we're looking toward:

- Energy management
- Computer actuated cable systems
- Home protection services

Cox Cable: increasing services for television viewers



Cox Cable Communications, Inc.
Atlanta

COX
Broadcasting

Serving more than 500,000 subscribers through 41 systems in 17 states / A wholly-owned subsidiary of



Ferris tells cable to put up or shut up

FCC chairman warns NCTA that the medium has to be more than an 'echo' of broadcasting or it will get no special treatment by the commission or the public

FCC Chairman Charles D. Ferris had some choice, tough words for cable operators in New Orleans last week. Speaking before a Tuesday luncheon of the National Cable Television Association convention, Mr. Ferris delivered much of the same sort of sharp, procompetitive rhetoric that he had given broadcasters only a month before in Las Vegas. In the view of many in the audience, however, May's speech was significantly stronger than April's.

"So long as you offer only services that others may offer—over facilities which others can provide—I do not think that the public will demand your survival," the chairman said. And he made it clear as well that under his chairmanship the cable industry could expect no special handling from the commission: "[No] FCC rules

and no statutes are going to guarantee cable a share of the rapidly evolving communications industry... You will only earn that place by your own entrepreneurial initiative."

Repeating a statement from his speech before the National Association of Broadcasters, Mr. Ferris said that he was "committed to a zero-based approach to regulation." He meant, he said, that the FCC should "take a fundamental look at the reasons for the rules we have." Cable television rules "need a full review, top to bottom," and he promised that he "will urge that they get it."

At several points in his speech, Mr. Ferris took specific aim at the cable industry (which "has been long on promise") and found it an easy target. "You have called yourself a medium of choice," the chairman said. "But you very often have only provided an echo. Even the new pay services with feature movies are an extended version of the network's night at the movies—without commercials. Are these services so distinctive that you can hope to expand your base of 1.6 million pay subscribers to reach millions more?"

Elsewhere, Mr. Ferris pointed out the industry's "ambivalent view of regulation and competition" and its poor record in expanding its services for minorities and other specialized groups. On the former,

the chairman said the industry appears to favor "competition and competitive principles when broadcasters are involved" but prefers "the security of regulatory protectionism" in dealing with telephone systems.

"You argue that the FCC has broad powers to pre-empt local regulation of pay cable television and cable fees. And then your lawyers turn around and cite the same cases to argue that the FCC has no power to regulate cable's access services or equal employment practices. I am not sure you can have it both ways."

"You have long complained that our regulatory policies were too protective of one industry and based on the special relationship of the industry to the regulators. You may well have been right. But now that you are coming of age in an industry, you seem to want just such a special relationship."

"You will not find me sympathetic to that position."

And of the industry's equal employment history, Mr. Ferris was especially critical. He said that the industry often speaks of its "potential for services" to minorities and other subgroups of the mass culture, "but what have you really done in this past decade?" he asked. Cable "could have made a unique case for recognition" in the area of equal employment

Remarks of Charles D. Ferris Chairman, Federal Communications Commission, before the 27th Annual Convention of the National Cable Television Association

I want to talk to you today about our society. It is an information society. An explosion of technology coupled with new consumer demands for services is facing all communications industries—including yours. Just as the introduction of the low-cost Model T Ford revolutionized the way we travel, so too advances in satellites, fiber optics and computer technology can radically change the ways we communicate—and the way we live.

Cable has been a part of this evolution. You have improved television services for the American public. You have been among the first to grasp the potential of new satellite technology. But you, like other industries, will have to keep adapting to survive.

I come here today not to praise you for your past perseverance and innovation, but to warn you that if cable does not show more foresight in designing new services and facilities, it may be bypassed in the marketplace by those who do.

Which way to the future

Both houses of the Congress are considering whether and how to define your place in the Communications Act. Some experts suggest that you have a bright future. Others say you are an industry whose great future is in the past. Your long-term role in the national communications scheme hangs in the balance.

You may also be challenged by changes in the FCC's regulatory framework. You have often regarded regulation as an impediment to growth. And there is justification for that view. Too often the FCC's cable rules have been—and still are—needlessly protective of other industries and other technologies. I believe that regulation should not impede the dynamic forces of technological change. I will repeat the same theme I stated to the National Association of Broadcasters: I am committed to a zero-based approach to regulation.

Zero-based regulating means that we ought to take a fundamental look at the reasons for the rules we have. We ought to ask what our precise

regulatory goals are and whether our rules are serving those goals. Yesterday's reasons should not govern tomorrow's technology. Unnecessary rules will be deleted. Inefficient rules will be corrected. Our rules must be factually-based and rationally applied—not to satisfy reviewing courts, but to satisfy ourselves.

The cable television rules do need a full review, top to bottom, from certification to signal carriage. And I will urge that they get it. We are going to do some hard-nosed economic thinking. In this process, the commission will expect both you and broadcasters to present not just rhetoric—and argument—and speculation—but real economic analysis of the impact of our rules. Where we find that deregulation serves the public's interest by providing more and varied services, I will do everything in my power to foster it.

But today I do not want to talk to you about deregulation. I want to focus on what it will take for you to survive in the competitive marketplace.

The decisions reached by Congress and the commission will have a significant impact on the future of the cable industry. But no FCC rules and no statutes are going to guarantee cable a share of the rapidly evolving communications industry. I often hear discussion about whether any new cable legislation will "recognize" cable's independent status. Your place in the sun will not be earned by legislative or FCC language. You will only earn that place by your own entrepreneurial initiative.

I am not certain you realize this, after years of regulation which has impeded the growth of your industry.

You have viewed yourselves as competitors of broadcasters, as you were seeking a foothold in the communications marketplace. You have now gained access to 13 million American television households.

But you really were not competing with broadcasters—except perhaps in legal pleadings in the regulatory forum. In the marketplace you have largely only helped broadcasters compete more effectively with each other. You have brought UHF stations into technical parity with VHF stations. You have imported distant signals to compete with local ones. But these are services that can be performed by improved television sets, or by translators linked to satellite dishes. You have only just begun to actually compete with broadcasters by offering your own program services.

Message of the medium: choice or echo?

You have called yourself a medium of choice. But very often you have only provided an echo. Even the new pay services with feature movies are an extended version of the networks' night at the movies—without com-



Ferris

of women and minorities, but, the chairman asked again, "Has your industry made a record that you can proudly compare with that of broadcasters?"

He added that it was really not a "critical issue" whether or not the FCC exercises jurisdiction in the employment area. Mr. Ferris said, simply, that cablecasters should broaden their employment base "because it is right."

Reaction seemed to indicate that the chairman had struck close to the bone. Daniel Aaron, the former chairman of

NCTA, said that Mr. Ferris indeed did highlight real "inconsistencies" in the cable industry that he said are the result, in part, of inconsistent regulation. Mr. Aaron said, too, that he respected the chairman's "criticism of the industry's EEO efforts," which he said were justified—his own company, Comcast, "not excepted."

Mr. Aaron also commented on the timing of the chairman's speech—less than a month after the NAB speech when Mr. Ferris broke his six-month moratorium on public statements. Mr. Aaron said that the NCTA remarks as well as the NAB indicated that Mr. Ferris had spent those six months "looking at the communications industries the FCC regulates" closely. He called the tough words of both speeches the "result of that contemplation."

The new NCTA chairman, Robert Hughes of Communications Properties Inc., offered the comment that the speech was "interesting" and that he was certain that much of what the chairman pointed out about the cable industry would have to be dealt with. He said, too, that he thought Mr. Ferris spoke tough to NCTA, in part, to balance his NAB speech. On the EEO criticism, Mr. Hughes said, that as long as cable was limited to small towns the EEO situation could not be expected to improve appreciably. Little can be done, he said, "until we're in major markets."

Choice or echo? difference of opinion in New Orleans

Teleprompter's Karp is minority of one among panelists who voice skepticism that medium will develop anything truly new

Will cable TV develop into a successful alternative to over-the-air television, or will it remain—using the word of FCC Chairman Charles Ferris—an "echo" of conventional television? That was the question occupying a panel of television, programming and cable executives immediately following the Ferris speech to the National Cable Television Association convention last week. They failed to reach a consensus.

Moderator David Susskind opened the session with the comment that Mr. Ferris was "bang on target" with his "echo" remark. The statement, not surprisingly, was challenged by Russell Karp, president of Teleprompter, who said there has been a "basic change" in what can be offered to

mericals. Are these services so distinctive that you can hope to expand your base of 1.6 million pay subscribers to reach millions more? I say this not to criticize you but to point out both the great potential and the great hazard of your position.

The potential is that the American public is dissatisfied. I think, with a television service of limited choice—caught in the iron grip of the ratings competition. The commercial networks and their affiliates compete for the lowest common denominator to gain a massive audience. The economics of their industry drives them to this. The result is that there are substantial numbers of viewers with specialized interests left unsatisfied.

For example, a growing number of parents are dissatisfied with what broadcast television offers their children. They want to change the system. They want no commercials—and they want better programming. And many of them are willing to pay for it, because they recognize the profound effect of television on their children. They want the FCC to act to limit commercials and to improve programming. But the dilemma of regulators is that at some point by limiting commercials in a mass audience, advertiser-supported medium, we may undercut that industry's ability to support better programming.

I expect that we will be acting in response to this problem. But you can be acting, too, in the marketplace. And you may have a more profound effect than we can.

You can create quality children's programming. We cannot. You can eliminate commercials in such programming by charging a fee. We could do so—if at all—only by assuring ourselves that broadcasting's public services could survive.

Public television has entered the children's market and found it highly profitable, both in direct viewer contributions and public support for increased government funding. But public television can meet this demand during only a few of the hours children watch television each day. You could tap this market with a dedicated children's channel.

And what is true for parents concerned about what their children watch is also true for viewers interested in opera or minority oriented programming. Such programming seldom finds its way onto commercial television because of its economies of scale. The cable marketplace may even support all-news television, just as all-news radio has found a market.

It is great to be a young man or woman "with promise." But someday we are all expected to live up to that promise. Your industry has been long on promise. But now that you are reaching your 30th year, more will be expected of you than promise.

I read recently a brochure published five years ago entitled "Cable Television is Coming." It said;

"all new CATV systems will have two-way capability, the capacity for two-way communications between you and your TV set"

"cable television has the capability to function...as sort of an electronic daily newspaper, zeroing in on unique community events"

"CATV subscribers miles from campus can take university courses for credit in their own homes"

"libraries use cable channels for reference services, special programs, even nightly bedtime stories for children"

These are not my words. They are yours. The brochure was published by NCTA. It concluded with a litany of cable's "limitless" possibilities:

"—facsimile reproduction service to bring printed material such as publications, library reference material and mail into the home.

—computer links to the home providing virtually unlimited access to specialized information.

—video shopping with merchandise displayed in color."

It went on and on.

Just about the only thing your brochure didn't point out was that with two-way cable we could all participate in a national *Gong Show*.

I know there are some systems that have experimented or are experimenting with each of these possibilities. You have not totally abandoned this vision. But do any of you honestly believe this picture bears any relationship to the reality of your industry today—five years later.

You can provide these services if you want to—now. There are no regulatory barriers holding you back. But where are your innovators—your bold and farsighted pioneers?

Regulatory freedom works both ways

Regulation has perhaps kept your industry "fixed" in place so long that you now seem to have a regulatory fixation. You are too often more concerned about maintaining the status quo than in focusing on the new services and the new technologies that will stimulate a viable and dynamic industry. But you had better begin developing a real competitive fixation, because the currents are swift and uncertain if ever we loosen the regulatory stays.

I say this to you bluntly because I have noticed in my first few months at the commission that you often have an ambivalent view of regulation and competition. You favor competition and competitive principles when

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Future of Television. (l to r) Sid Sheinberg, MCA Inc., Universal City, Calif.; John A. Schneider, formerly of CBS; David Susskind, producer, New York; William M. Webster, RCA Laboratories; Russell Karp, Teleprompter Corp., New York.

the public, thanks to pay cable. It is programming that the viewer wants, rather than what the advertiser wants, he said.

On the other hand, former CBS Broadcast Group President John Schneider argued that he finds little difference between broadcast and pay cable material. He said he cannot conceive of cable finding new types of programs not already developed by broadcasting. The movies, sports and variety shows carried on pay cable offer little that is different, he said.

Mr. Karp retorted that what is different is that those shows on cable do not carry

commercials and the movies are uncut. The viewers think it different enough to be willing to pay to see it.

Mr. Schneider sharpened his attack on cable, citing a "great deal of puffery in it." After 30 years in existence it has fallen far short of its promise, he said. Broadcasting, by contrast, was much "deeper in the fiber of the nation's psyche [at age 30] than you find yourselves today."

Mr. Schneider said he doubted there will ever be any kind of fourth network. There is not enough programming and money to sustain it. Rather he talked of the evolu-

tion of a "fourth force" in television, of which cable is one element. He included in his fourth force independent VHF and UHF stations, public television, video disks, games—and network affiliates on those occasions when they pre-empt network programming and air some alternative program.

Mr. Karp denied the charge that he is out to create a fourth network, but was challenged by Mr. Susskind who argued that Home Box Office would not be showing popular first-run movies if it were not seeking a mass audience.

Mr. Karp nonetheless clung to his argument that cable's goal is to fill its channels with alternatives for nonmass audiences. He said pay cable and the major program producers should stop talking to each other from opposite sides of a wall and join together to produce such things as quality children's programming. The era is here for programming made especially for pay cable, he said, and if established television producers do not jump at the chance, pay cable will produce it itself.

Sid Sheinberg, president of MCA, deflected Mr. Karp's suggestion that major producers should get into the business of programming entire cable channels. Mr. Sheinberg said there is no question he is eager to get into the business, but he first has to be assured there is opportunity

broadcasters are involved. But you prefer the security of regulatory protectionism when it comes to whether telephone systems can compete with you in providing cable services in remote rural areas—not to mention the major cities.

You argue that the FCC has broad powers to preempt local regulation of pay cable television and cable fees. And then your lawyers turn around and cite the same cases to argue that the FCC has no power to regulate cable's access services or equal employment practices. I am not sure you can have it both ways.

You have long complained that our regulatory policies were too protective of one industry and based on the special relationship of the industry to the regulators. You may well have been right. But now that you are coming of age as an industry, you seem to want just such a special relationship.

You will not find me sympathetic to that position. For I believe that this agency's only constituency is the public interest. And I believe that the public interest demands that the commission replace regulation with competition as a regulatory tool wherever possible. We cannot, should not, and will not impede new technologies—from whatever source—if they offer the public new and sought after services. If you cannot compete with new technologies you will be overcome by them.

I am not yet convinced, for example, that the concept of "one wire" to the home or business is the total answer. But I also do not endorse the concept of one chosen industry to provide all nationwide communications services—not yours or the telephone industry. If you do not serve rural America, you will be supplanted by someone else—if not by telephone companies, then by translators or roof-top satellite antennas.

At the NAB convention, I warned that broadcasters would need to adjust to these same competitive realities. If we allow greater competition in broadcasting, strengthen UHF services and open the potential for new broadcast networks, then the present face of broadcasting may change. Some stations may begin competing not for the mass audience but for the specialized audiences. They may provide the two-way information retrieval services you have talked about for years. Broadcasters in Britain already have. And with the reach of broadcast technology and the experience of that industry, you may lose an edge.

Likewise, the technology of fiber optics, computers and communications has taken a quantum leap that may bring new and competitive wire distribution systems to your own. Do not forget that the railroads also once thought they had a monopoly on transportation service.

When I talked recently with broadcasters about the rigors of competition, I spoke to a group that has long been regarded as public trustees,

who must provide public services. You have never really had to grapple with that idea. You are not, of course, public trustees in law. But that does not mean you can be unconcerned with public service. Because it will be public service that gives you the public constituency you need.

How often in the past have you referred in FCC arguments and congressional testimony to your potential for services to minorities and other specialized groups in our society? But what have you really done in this past decade? In at least one area—employment of women and minorities—you could have made a unique case for recognition. But has your industry made a record that you can proudly compare with that of broadcasters? Whether or not the FCC exercises jurisdiction is not the critical issue. You should do this because it is right. But if this is not enough, if only in your own political self-interest, I would have thought your record would be better at this late date.

And what is true of employment practices is true of your programming services. Public service makes good business sense. Viewers not only vote in the economic marketplace with their dollars but with ballots and letters to Congress.

This may seem too harsh a message. I do want to praise you for your past perseverance in an adverse financial and regulatory climate. But it is far more important, not that I talk to you of the grandiose glories of your past, but for you to begin adjusting to the new realities.

Even if the Congress does reevaluate the cable regulatory framework and write cable into the Communications Act, it will not be writing cable into the communications future of this nation. Whether that happens is not up to the commission or the Congress—it is up to you. And that is as it should be. So, as you plan for the regulatory or legislative battles you may see ahead, I urge you to look beyond and begin planning for where the action will really be.

Survival of the Unique

So long as you offer only services that others may offer—over facilities which others can provide—I do not think that the public will demand your survival. If you do provide a unique service, in quality, diversity, and in state-of-the-art technology, you will have public backing.

History may or may not say of your industry, paraphrasing Shakespeare, that it was but a poor player that strut and fret its hour upon the stage, and then was heard no more.

For the sake of diversity, of genuine localism, and of improved delivery of home entertainment and information services, I hope this is not history's judgment. Whether it is or is not is only up to you.



MNC-61A Color TV Camera

FOR TOUGH SHOTS...

From shoe-top to tree-top, this tough-built ENG camera was designed to go where the action is. A rotating eyepiece lets you frame what's happening from almost any angle. While you're shooting, an LED display in the viewfinder keeps you informed of critical camera functions, including tally and video levels, so you can compensate instantly.

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The MNC-61A's rugged, cast-aluminum exterior houses integrated LSI pre-amp, processor, encoder, and sync generator. A weight of 16½ pounds and shoulder-pad

pivot point let you track the action surely and smoothly. Parallel optical systems give accurate registration when you pan and tilt.

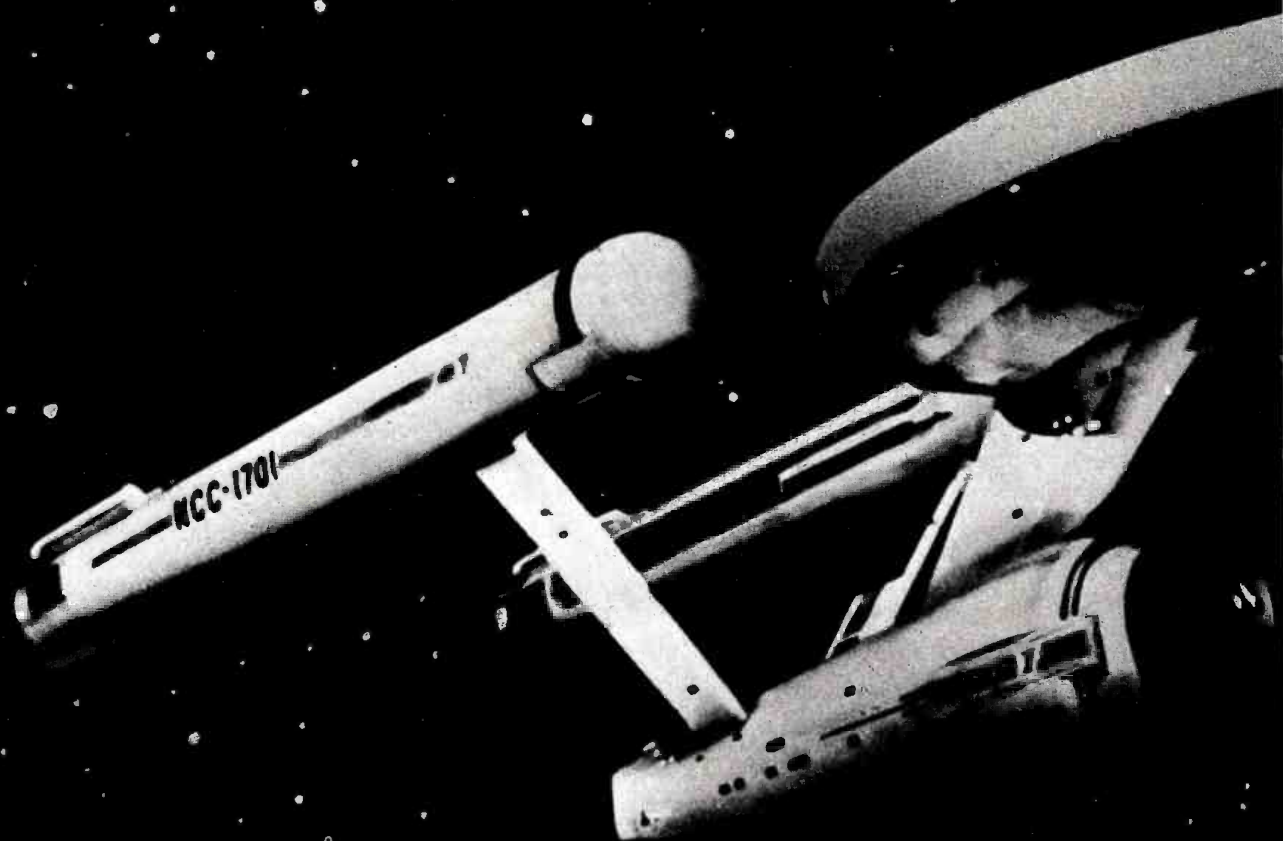
You can shoot under almost any conditions, thanks to complete weather and temperature seal protection. Control VTR start/stop from the comfortable handgrip. Run on DC power anywhere with battery belt, since LSI has cut power consumption to 29 watts, extending battery life and reducing internal heat. (Optional AC power convertor is also available.) Whether its sports or spots, rallies or riots, gather it with the camera designed to bring it home. The MNC-61A. Contact: *NEC America, Inc., Broadcast Equipment Division, 130 Martin Lane, Elk Grove Village, Illinois 60007. Phone (312) 640-3792*

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And now, the legendary series that gave birth to a whole generation of over 10,000,000 "Trekkies", is being made into a major motion picture from Paramount Pictures, featuring the original stars in a spectacular all-new version of the renowned classic.

That means an even bigger audience. Increased awareness. And even greater visibility for the science fiction phenomenon, Star Trek... can your station afford to be without it?



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*Nov. '72-'77 ARB **Nov. '77 SPA

for profits. He indicated he was doubtful about that.

To Mr. Sheinberg, pay cable is just one of several outlets for MCA's programming. Another is video disks, which he indicated will become available in the near future. Another panelist, William Webster, vice president of RCA Laboratories, predicted that video disks will become competitive with pay cable, and in fact will rob pay cable of some of its business.

Hollings: too much, too soon for cable bill

Senate Communications chairman tells NCTA that legislative calendar is booked up, and he wants to see what Van Deerlin does in his rewrite; he also calls for cable deregulation, though not at expense of local TV

The cable television bill that Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) was expected to introduce in time for last week's convention of the National Cable Television Association will be delayed a year, Mr. Hollings announced at the convention.

At a Monday luncheon, he said the Senate's calendar is too jammed with other legislative matters to enact a cable bill this year, and furthermore he wants to wait and see what is in the first draft of the House Communications Subcommittee's rewrite of the Communications Act, which is to be introduced by June 1. Mr. Holl-

ings, who has expressed skepticism about the rewrite's chances for enactment—saying he prefers to have his subcommittee attack issues one by one as the need arises—said he is curious nonetheless to see the cable chapter of it.

But he probably will introduce a cable bill next year at the start of a new Congress, and he told his audience what he thinks should be the basic regulatory environment for cable. His "philosophy" embodies three points, he said: (1) "Cable should develop in a business environment free of unnecessary government restraints"; (2) "cable should be primarily responsive to the local communities which grant the franchise to serve," and (3) local over-the-air broadcast services should not be allowed to be diminished significantly.

The last point was re-emphasized by the senator several times. He also stressed his support for the deregulation of cable, drawing applause when he said, for instance, that "cable should run free and unfettered from regulations which serve no public interest purpose." But there is a limit to the amount of freedom cable should enjoy, he said—that being the extent to which cable might hurt local broadcast service. The senator did not read it, but there was a sentence in the text of his speech saying that because only a minority of TV viewers have access to cable "the greater public interest lies on the side of over-the-air broadcast, when it is providing essential local service threatened with elimination."

A while later in the speech Senator Hollings added that although he favors rules that will insure the continuation of local broadcast service, he is against any more "regulation by intuition." He hopes an FCC economic inquiry now in progress

will yield hard data so that rules may be based "on solid facts and sound analysis."

Absent a Senate Communications Subcommittee bill, there are several activities in progress that may achieve the same ends as legislation, the senator said. He intends to recommend to the Senate Appropriations Committee, for example, that the 22 positions at the FCC now allotted to processing cable certifications be eliminated. The certification process is "a needless requirement that overlaps the local franchise and delays service to the public," he said to an applauding audience. "Certification will go completely."

On the issue of sports siphoning, Senator Hollings said he shares the strong sentiment he detects in the Senate that major sporting events on over-the-air television should be protected from siphoning by pay cable. Despite the rejection of the FCC's pay cable rules in the Home Box Office case, he said he thinks the FCC has the authority to prevent siphoning of sports if it were to occur.

And in one final applause-getting remark, the senator said he thinks it is all right for the FCC to review its ban on crossownership between telephone and cable, but "we must be sensitive to the implications and potential difficulties of broadening the involvement of the rate-based, well entrenched telephone industry in the essentially competitive and emerging cable business."

Cable gets report from Washington; outlook is good

Regulatory climate is running in medium's favor, say congressmen, FCC commissioner and NTIA representative; though they urge living up to promises

The NCTA conventioners saw themselves as they are reflected in Washington's mirror at one workshop last week and found the image generally flattering.

Two members of the House Communications Subcommittee appeared at the session, agreeing with each other that the regulation of cable has been mishandled and should be straightened out by Congress. But, said Representative John Murphy (D-N.Y.), Congress should be mindful of the over-the-air broadcasting. If satellite distribution were to become widespread and be merged with cable, broadcasting could conceivably become completely superseded, he said.

Nevertheless the congressman said he feels that federal regulation of cable has been a "muddle" that Congress should act to clear up. He also feels, however, that the House Communications Subcommittee is not currently headed in that direction. By tying cable with the Communications Act rewrite, he said, cable's problems will continue to "fester" for as long as five to 10 years, the time Mr. Murphy thinks it will



Hollings

take to complete a rewrite.

Representative Charles Carney (D-Ohio) expressed support for the rewrite, on the other hand, telling the cable operators they can expect the subcommittee members to be fair.

FCC Commissioner James Quello told the group that cable has been in a "golden era" of deregulatory activity for the last two years, a trend he expects to continue. He said cable will "have a problem with me" on winning repeal of the FCC's syndicated exclusivity rules, but shouldn't be overly worried about one day being preempted by a telephone company-dominated, one-wire communications system. He said he doesn't think AT&T wants to add to its problems by expanding into a new area, or that any government body will take actions to drive an entire industry like cable out of business.

Paul I. Bortz, deputy assistant secretary-designate of the new National Telecommunications and Information Administration, said that deregulating cable poses some basic problems. Deregulation seems harmless in major markets, he indicated, but NTIA is concerned that localism might suffer in small markets. "We are hoping for something better than further homogenization of America," he said.

Another concern, he said, is that cable operators seem to overlook the principle that deregulation—or regulation—is done in the interest of the public, not a single industry. Cable's opposition to the growth of translators, he indicated, is inconsistent with its desire to be freed itself.

Finally, Mr. Bortz said, in seeking legislative recognition as a regulated industry in its own right, cable should be careful about allowing itself to be defined too explicitly. Communications technology is constantly changing, a process of which cable is a part, he said. "You could end up 10 years from now with today's technology, trying to compete in tomorrow's market."

He also urged cable operators to consider carefully whether it is a good idea to support legislation currently pending in Congress to permit low-cost government loans to rural broadband systems. It is one way for the telephone industry to get its foot in the broadband door, a development NTIA opposes, he said. And it is an invitation to further regulation of cable by the government.

Spectrum fee is now much more than an idea

Hill cable specialist tells New Orleans that final paperwork on Van Deerlin-Frey rewrite of act will be ready for introduction by June 1

The House Communications Subcommittee staff's draft of the Communications Act rewrite has been completed and it pro-



Washington Wire. (l to r) Paul I. Bortz, National Telecommunications and Information Administration; FCC Commissioner James Quello; Representative Charles Carney (D-Ohio); Ralph Baruch, Viacom Communications, New York; Representative John Murphy (D-N.Y.).

vides for a fee for all users of the electromagnetic spectrum, including broadcasters, a member of the subcommittee staff indicated last week.

Karen Possner, the subcommittee staff's cable television specialist, told a small group of cable operators at a breakfast meeting in New Orleans Monday that the staff draft, now in galley form, has been gone over by the two men who will introduce it, subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (R-Fla.), and still lacks "two or three points" that are still being discussed, but that it will definitely be in final form by the June 1 deadline the

the outset, she said. Despite it, there will be a bill.

The spectrum fee may not be "politically practical," she said, but Mr. Van Deerlin "believes it's right and that's why he's going forward with it." The fee, as she described it, would not be based on a percentage of revenues, but on how much spectrum space a licensee occupies and where it is located.

She said the bill is more specific than were the option papers that the staff wrote at the start of the project, and that each industry is dealt with differently than it was in the option papers.

Ms. Possner said the bill is being checked for internal consistency and that in addition the staff is working on a section-by-section analysis. Plans are for the staff to devote the month of June, after the bill's formal introduction, to briefing the members, then to begin hearings after Congress's July 4 recess. It would be optimistic, she said, to expect the hearings to be finished by Sept. 29, the day the House is scheduled to adjourn this year.



Possner

subcommittee has set for its introduction.

She declined to discuss details, but said that "the bill is deregulatory." That characterization, which pleased the cable operators present, applies equally to the other industries the bill deals with, Ms. Possner said. Chairman Van Deerlin previously had suggested that radio in particular stands to be significantly deregulated in the bill, an impression Ms. Possner reinforced. A cable operator at the breakfast suggested that broadcasters might ignore their public interest obligations if deregulated, to which Ms. Possner replied: "In a market with 32 radio stations, don't you think the marketplace can take care of problems?"

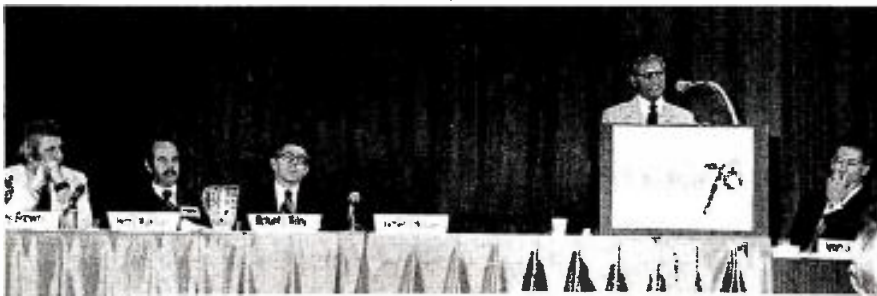
There seemed little question from her remarks that the spectrum-use fee, for which Mr. Van Deerlin has repeatedly argued in the past months, is in print. It will be a tough idea to sell, Ms. Possner admitted. But then there was also tremendous opposition to the idea of a rewrite at

Cable seers at the NCTA

Waxman, Wiley and Brown talk about the medium's future; the congressman says the rewrite will set it free except for distant signals, which he hooks to higher copyright payments

Representative Henry Waxman (D-Calif.), a member of the House Communications Subcommittee and as such a rewrite man on the Communications Act, said last week that he thinks Congress is going to alter cable television's status as ancillary to broadcasting and "recognize it in its own right." The burden of proof in showing that cable should be restricted should rest with existing services, not with cable, and "I think the subcommittee will affirm that," he said.

Speaking at a workshop at the National Cable Television Association convention in New Orleans Monday, the congressman said, however, that cable should expect no significant relaxation of restrictions on importation of distant broadcast signals unless its copyright rates are increased. He said that relaxation of the rules would be contingent on cable paying copyright



Future is Today. (l to r) Les Brown, New York Times; Representative Henry Waxman (D-Calif.); former FCC Chairman Richard Wiley, Kirkland & Ellis, Washington; Lionel J. Wilson, mayor, Oakland, Calif.; Kenneth Gunter, UA-Columbia Cablevision Inc., San Angelo, Tex.

owners as much for their works as broadcasters do.

Representative Waxman said he wants to see "substantial" deregulation of cable—removing the FCC's authority over franchise conditions and fees, for instance. But he said cable will not escape responsibility to serve community needs. Providing access "would be an essential part of your responsibility" he said, adding that the subcommittee is considering applying the fairness doctrine and equal time obligations to cable as part of the rewrite.

With Mr. Waxman on the panel were former FCC Chairman Richard Wiley, now with Kirkland & Ellis, Les Brown of the *New York Times*, and Lionel J. Wilson, mayor of Oakland, Calif., who said he expects cable to prosper in the big cities, which are "cable's natural market." He said he looks forward to the new types of programming cable will bring to the cities, as well as to more tax revenues and jobs. "You won't have any excuse this time," he told the cablecasters in the audience. "Now you must produce."

To encourage cable's growth in the cities, the restrictions on it should be removed, Mayor Wilson said. "I don't think anyone can contend that TV broadcasters in the top 40 or 50 markets need protection," he said, adding at another point that the potential cable users in the big cities should not be held prisoner to protect the investment of the entrenched communications industry."

Former FCC Chairman Wiley predicted a rosy future for cable at the FCC, where he said the trend toward liberalization of cable rules will continue. He added that he thinks the fairness doctrine and Section 315 will be eliminated for cable and that the FCC's cable certification process and other paperwork burdens on cable should be eliminated. But he doubted the wisdom of relaxing the ban on cable-telephone crossownership, save in very rural areas.

Mr. Brown talked about Qube, Warner Cable's new system in Columbus, Ohio, with two-way capacity that allows the viewer to interact with the TV set. It is a "dazzling medium," but one about which he has "serious reservations," he said. "It scares me for its media power," and it further worries him for its potential abuse of its users' privacy. But all the worries may prove needless if the system fails, and right now, he said, Qube is a long way from profitability.

Neustadt: matchmaker for public broadcasting and cable television

White House assistant tells NCTA session that there's mutual benefit for each medium

There is a "great potential for a marriage" between local public television outlets and local cable systems, a White House representative told the National Cable Television Association convention last week. Appearing on a panel with public broadcasting officials, Richard Neustadt, assistant director of the Domestic Policy Staff, told the cablecasters that the peculiar limitations of public television and the technical expansiveness of cable were well suited to each other.

The White House staffer urged cable operators to set up their own nonprofit entities so that they could participate in the administration's hoped-for expansion of the public system's facilities grants program. Short of that, Mr. Neustadt said, cable systems and local noncommercial stations should work together to get expanded public programming to the public.

Under the administration's public broadcasting bill now before Congress—which Mr. Neustadt said "is going to pass in the next month" in a "modified" form, a reference to differences between that bill and another bill that has been submitted by Representative Lionel Van Deerlin (D-Calif.) and Senator Ernest F. Hollings (D-S.C.) (see "Top of the Week")—Mr. Neustadt said \$20 million would be made available to nonprofit organizations to expand and build public broadcasting facilities. Cable, he admitted, would likely

be receiving "only a small fraction," but even that, he suggested, could be used to broaden public television's coverage. According to Mr. Neustadt, only 60% of American homes receive an acceptable public television signal over the air.

But, he said, with cable's multichannel capacity and administration-promised "substantially increased amounts of money" for noncommercial programming there is ample room for public broadcasters to reach new audiences via cable.

With the public broadcasting system's new expanded programming capabilities through its satellite distribution system, public stations are "going to have to reach their audiences through cable," Mr. Neustadt said. He added that the administration was "concerned" that "the word has not gotten out" to the cable industry that it can help the public broadcasting system expand. "You can fill your empty channels," Mr. Neustadt told the cable operators with two or even more public channels.

The panel session was led by Amos B. Hostetter Jr. of Continental Cablevision, Boston. Besides Mr. Neustadt, other panelists included Hartford Gunn, vice chairman of the Public Broadcasting Service; Bruce Christensen of the Rocky Mountain Public Broadcasting Network; John T. Caldwell of WGBY(TV) Springfield, Mass., and Frederick Breitenfeld of the Maryland Public Broadcasting Commission.

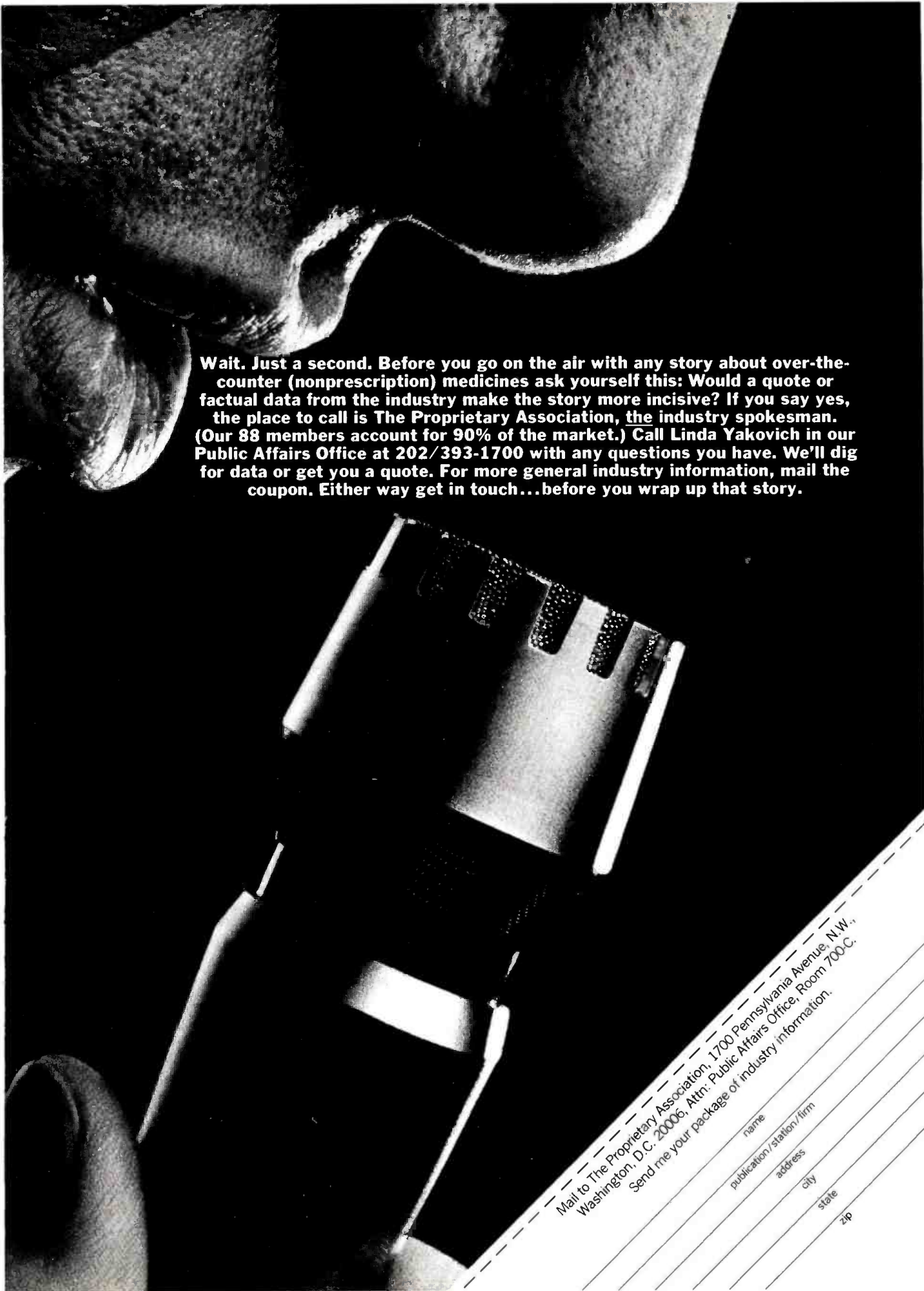
Aaron's advice to FCC, AT&T: Let my people go

In swan-song speech at NCTA, chairman recounts victories of medium in past year, but says there are more fights ahead

Daniel Aaron, outgoing chairman of the National Cable Television Association, opened the convention's proceedings with a fiery diatribe aimed squarely at the FCC and especially AT&T. The otherwise soft-spoken chairman moved many in the audience to applaud several times throughout his remarks as he hammered away at his basic theme—that the cable in-



More Public Television Service—Through Cable. (l to r): John T. Caldwell, noncommercial WGBY(TV) Springfield, Mass.; Bruce Christensen, Rocky Mountain Public Broadcasting Network; Hartford Gunn, Public Broadcasting Service; Richard Neustadt, the White House; Amos B. Hostetter Jr., Continental Cablevision, Boston, and Frederick Breitenfeld, Maryland Public Broadcasting Commission.



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Aaron

dustry "must be assured a reasonable, predictable measure of control."

That, Mr. Aaron said, "is the message this industry carried to Washington during the past year."

One of his choicest remarks was reserved for AT&T. Mr. Aaron said cable had been subjected to "the avarice of a one-wire monolith, AT&T." He demanded "control over our destiny as a communications medium, the equal of, not ancillary to broadcasting; control of our product, not separation from it..."

In the past year, Mr. Aaron said, NCTA took its case to the FCC to "eliminate all signal restrictions—distant, syndicated, simultaneous" and added that after 25 years of "benign neglect of the facts" by the commission, it was time to get on with the signal deregulation question. Furthermore, he said, the commission would be wise not to "mire" the deregulation issue in its economic inquiry. Such a commission act, he said, would be "unconscionable."

Outlining other cable accomplishments of the preceding year, Mr. Aaron said that the new pole-attachment law ("a choice between the disagreeable and the intolerable") was the result of a "truly a magnificent effort" on the part of the industry; that the courts had helped tumble "the economic barriers erected against pay cable by the FCC, and that the Midwest Video decision had helped stem commission excesses.

"The cable industry—and I say this loud and clear—does not dance on the grave of public access. We will continue to provide access wherever and whenever there is a local need. But we will do so selectively and voluntarily, not by blind fiat," Mr. Aaron said.

Mr. Aaron also addressed the FCC's inquiry into the economic relationship between cable and broadcast television. NCTA's study, he said, reached the same conclusion as one by the National Association of Broadcasters—"the economic interdependence of these two industries." As the cable industry celebrates its 30th anniversary, he continued, the time is ripe for a "rapprochement between our two industries, one which I would urge NCTA to initiate." Then, with obvious references to

NAB and the American Broadcasting Companies, he said: "I would hope that the broadcast industry would not permit one network and an overzealous trade organization to stand in the way."

Hauser updates Qube for NCTA

Company patiently watches two-way system in Columbus, which is neither dramatic success nor dramatic failure and will continue to tinker with it

A cautious Gustave Hauser said last week that it is much too soon to know whether Qube, Warner Cable's futuristic new two-way cable system in Columbus, Ohio, is succeeding. In a breakfast session with reporters at the National Cable Television Association convention last week, the Warner Cable chairman and president was neither over- nor under-confident about the system's future.

He had no new statistics to indicate the present status of its viewer acceptance, saying Warner has not counted since February, when it reported 13,000 customers. That is only half the number subscribing to the basic Warner service in Columbus when Qube was launched five months ago. Since February, "several thousand more must have signed on," Mr. Hauser said, but the number falls considerably short of what is considered a good penetration rate (30%). Qube passes 100,000 homes.

But Mr. Hauser seems not to be deeply concerned for the present. "I know of no [enterprise] except robbery that can return an investment in four or five months." He said he hopes, on the other hand, that Qube will return a profit in fewer than the five years that it took Home Box Office to move to the black.

Mr. Hauser emphasized repeatedly that Qube is an experiment, "where we try a number of things and see how people react." He thinks it will not be until the end of this year that Qube's operators get a good fix on how people are using the new

service and what it is they want from it.

Every day, he said, the system's computers turn out information about what the viewers are doing. The system is capable, for instance, of delivering instant viewer ratings for the programs on each of the 30 channels. But despite that, it is too soon for authoritative answers about what the viewers want.

■ "Right now, culture is not a big item" with Qube viewers. The audience for the system's pay channel that shows opera and other musical and dramatic works is "nothing compared to motion picture product or live sports." On the other hand, Warner found that interest in cultural fare increased when it moved some cultural and instructional programming to a regular channel for which there is no extra charge.

■ Some people learn more quickly than others how to use Qube. The service entails using the channel selector device, which picks the channel, alerts the Qube computer to bill the customer for pay programs, and further allows the user to "talk" to the computer—recording a vote, for instance, or making a purchase. The user also has to become acquainted with a program guide that is much more complex than a guide for over-the-air television. "It takes a lot of educating," Mr. Hauser said. "We get a lot of calls."

■ The rate of subscribers disconnecting from the system is not as high as with Warner's regular systems. The Warner officials at the breakfast were not sure why.

The experimenting goes on, meantime, but within certain bounds, Mr. Hauser said. "We don't want to get into anything that is blue sky... we are not into exotica that is only sought by a few gadgeteers," such as broadcasting video newspapers, he said. What Warner wants from Qube is to create "an economic model that makes sense."

Among changes planned for the near future, Warner will "very gingerly" introduce fire and burglary alarm services into the system in September. It also plans to experiment with games that will exploit the system's two-way capacity. Farther down the road, Mr. Hauser said is the possibility of an "energy management" service—which basically means having the system automatically turn off home water heaters.

Whether such new services will be well-received, Warner has no idea, Mr. Hauser said. But those and others will be tried as the company continues to search for ways to improve the mix. "Qube is a concept that is changing all the time," Mr. Hauser said. "We may change our direction 10 more times—and happily."

While that sounds risky, Mr. Hauser made it clear that Warner can afford it. The company's regular business is "exceedingly good," he said, its pretax earnings up 45% last year and net profit up 27%. The cash flow is \$20 million a year, he said, and the company expects business to keep getting better. He predicted that Warner's aggregate cable subscribership will surpass 600,000 this year.

Magic number for advertiser interest in cable is put at 30% penetration

Y&R's Donnelly says at NCTA that that's the 'critical mass' needed to justify big investment; he and others urge medium to treat ads differently from TV

Bill Donnelly, a Young & Rubicam vice president, told a Wednesday morning panel session at last week's NCTA convention that the view from Madison Avenue was that by 1982 cable television could "generate general advertiser interest"—provided that it achieves a 30% penetration of all television households. That, Mr. Donnelly said, was the "critical mass" advertisers would need in order to justify major investments in the young medium.

In the eyes of his agency, he said, cable is "very healthy and can only get better." His encouraging predictions were well received by the other members of the panel: Monroe Rifkin of American Television & Communications Corp.; Bob Rosencrans of UA-Columbia Cablevision; Bob Schultz of Video Probe Index; Ted Turner of Turner Communications Corp., and Neal Orr of Cable Program Services Inc.

Mr. Donnelly told the cablecasters that they should stop thinking of themselves as a television industry and adopt, instead, an image of themselves as "video publishing enterprises." He said for a model, the cable industry should take an approach to advertising like "magazines and newspapers." He said the "double support system" of subscribers and advertisers that cable could use would insulate the operator from the advertiser pressures of broadcast television.

Echoing that, Mr. Rosencrans said that cable systems should not interrupt his programs, as is done on commercial broadcast television, but should stay "within the natural breaks" of programs. He suggested a "bookend approach" for advertising. Ultimately, he said, the cablecaster should always be careful that his "programming is not determined by advertising."

Mr. Turner, whose boisterous, energetic speaking style made quite a hit with the audience and the panelists, declared that he would like to make his satellite-fed WTCG(TV) Atlanta "a fourth network." He told the audience that if "all" the cable systems in the country would carry his channel 17 independent "50% of all the people in the country" could be added to cable, and the industry would be "knee deep in money."

According to a new survey he said was done on WTCG's cable penetration, Mr. Turner said that 55% of the station's audience was now outside Atlanta. By the end of the year he expected the figure to reach 80%.



Copyright at the convention. On Jan. 1, 1978, cable operators became liable for copyright infringement for the first time ever. On Aug. 29 they are to make their first payments, based on a scale contained in the copyright revision law passed in 1976. Broadcasters say the fees are a pittance and should be higher. But others, like House Communications Subcommittee member Martin Russo (D.-Ill.), think people should withhold judgment until there has been time to see how the new system affects the copyright holders, the program suppliers. Mr. Russo (third from right) was a member of an NCTA panel that also included: (l to r) Bernard Korman, American Society of Composers, Authors and Publishers; David Leibowitz of the U.S. Copyright Office; Frances Garcia, a member of the copyright tribunal that will be reviewing the cable rates in 1980; Burt Harris of Harris Cable Corp., Los Angeles, and Stuart Feldstein, NCTA general counsel. Mr. Harris predicted that the clamor over cable's copyright rates will die down, particularly as more broadcasters become involved in cable, but that the new system will create another problem: The copyright payments will act as a disincentive to cable systems to pick up additional signals. New signals do not necessarily bring new viewers to a system, but they likely would raise copyright payments, he said.

REQUEST FOR PROPOSAL— CATV FRANCHISE

The purpose of this request is to seek proposals on the establishment of a community antenna television system (CATV) in the city of Grand Haven, Michigan. The request for proposal contains information and instructions on the conditions related to the operation of a CATV system under city franchise, the preparation of responses, and the manner in which responses will be evaluated.

Any person, firm or corporation willing and able to meet the requirements of the RFP and the regulations of the city of Grand Haven may respond to this request. The complete RFP and the city ordinance which regulates the CATV franchise are available upon request at the office of the city manager, City Hall, 519 Washington Street, Grand Haven, Michigan 49417.

Proposals must be on city forms and will be accepted by the city of Grand Haven until Friday, June 30, 1978, at 5:00 p.m. Proposals should be addressed to the above address and clearly marked: Attention CATV proposal.

The city council of the city of Grand Haven reserves the right to reject any or all proposals received and/or waive any defect in proposals and to accept any proposal which it shall deem to be in the best interest of the city.

Cable has a long way to go in its EEO, say NCTA panelists

And, they predict, as the industry grows, so will its problems with equal employment opportunities

"EEO is good business," said the National Cable Television Association's equal employment opportunity consultant, Ruby White, to a Monday morning panel session: "Tapping Untapped Talent: Another Look at EEO." Ms. White confessed that the cable industry's employment figures "have not improved that much" from the "grim" statistics of two years ago, and, she warned, as cable becomes prosperous there will be "people [who] love to take pot shots at people who make money", and a poor EEO record can make an operator "susceptible to a law suit."

Sharing the platform with Ms. White were J. Richard Munro of Time Inc. (chairman of NCTA's EEO Committee); Angela Shaw of the National Association for the Advancement of Colored People; Lionel Monagas, director of the FCC's EEO office; Pluria Marshall of the National Black Media Coalition; Jerry Lindaur of the Austin, Tex.-based Communications Properties Inc., and Gwen Young, an attorney with the Equal Employment Opportunity Commission.

Mr. Munro made few excuses for the cable industry's EEO performance. He said that, in the two years he has had his "frustrating assignment," he had seen the industry log "modest progress" in opening up its ranks to blacks and other minorities, but, over-all, he did not believe the industry has "focused" on the problem.

Ms. Shaw, who is an assistant to NAACP Executive Director Benjamin Hooks (a former FCC commissioner) said she was disturbed that "racial tension has increased" in the seventies and that the communications industry had compiled no better record on equal employment. "Affirmative action," she said, "is in the interest of the whole nation."

Mr. Marshall told the cablecasters that as well as being good business, positive EEO progress makes "good politics" and that in the perennial cable-broadcast conflict cable "has a much better image" with Congress. The cable industry, he said,



The bottom line. Investment experts at a Monday morning NCTA session, "Tailoring Your Approach to Financing," told the cable operators that institutional investors, banks, pension funds and the like, are now thinking of cable as an "excellent" investment area—even smaller operators. Thomas R. Wilcox (speaking above) of the Hartford (Conn.) National Bank said that his bank had \$17 million for cable loans. Another panelist, Dayton Chapin of Union Mutual in Portland, Me., said his company was prepared to loan up to \$12 million next year, but, he said, they "will only refinance in classical markets" to corporations—not partnerships or individuals. J. Patrick Michaels of Communications Equity Associates, Tampa, Fla., said that "most local banks don't understand cable television" and are unlikely to be responsive to the financial needs of the industry. But, as Mr. Michaels pointed out, many regional banks are now joining the large national institutions in providing capital for cable. The panel included (l-r); James Ackerman, Becker Communications, Indianapolis; Louis H. Diamond, Danzansky, Dickey, Tydings, Quint & Gordon, Washington; Mr. Michaels; Mr. Chapin; Mr. Wilcox; David Croll, Tucker-Anthony, Boston, and Donald Tykeson, Liberty Communications Inc., Eugene, Ore.

should be aware of that and try to maintain it.

Mr. Lindaur said that although cable is now in its fourth decade, it is really "just now getting to the first floor." He said "things will move, but it's going to be a slow process." As cable gets bigger and shakes its "mom and pop" beginnings, the EEO policy of the industry will improve, Mr. Lindaur said.

MDS, STV, CATV: one happy family or sibling rivalry?

Some say cable has competition from other transmission services, but some say those services are only complementary media

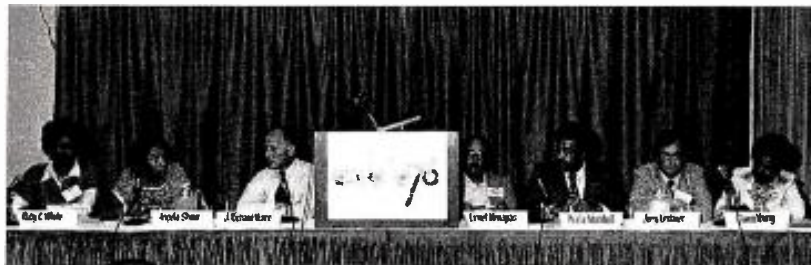
Cable television, a medium that many believe poses a threat to conventional television, is looking back over its own shoulder, these days. An NCTA conven-

tion workshop last week focused on cable's potential competition from other pay television services—subscription television (STV) and multi-point distribution service (MDS).

The arguments were reminiscent of the cable-broadcast debate, and the answers just as unclear. The practitioners of MDS and STV argued with the cablecasters, as cablecasters do with broadcasters; that their services pose no measurable threat to established media. Richard Vega, president of the MDS Association, said MDS, currently operating only one channel, cannot be considered competitive with the varied offerings of cable. Even if it could operate more than one channel, he said, MDS would not be able to do it as cheaply as cable. Furthermore, the MDS signal, requiring line-of-sight transmission from one microwave station to another, cannot offer quality as consistent as cable's. Instead of a competitor, MDS should instead be considered something that is competitive with cable and in fact can be combined with cable in distributing signals, Mr. Vega said.

Milton Lewis, of Wometco Communications Inc., which operates a subscription TV station (WTVG-TV) in Newark, N.J., argued along a similar vein. STV can be combined with cable service, he said. "CATV and STV," he said, "are natural partners."

But that is not true, said Morris Tarshis, director of the New York bureau of franchises. "He's telling you what he thinks you want to hear." Mr. Tarshis argued that MDS and STV are "monopolistic" TV channels that have to date exhibited no interest in working with cable. Mr. Tarshis is a booster of cable which he thinks has much greater public



Tapping Untapped Talent: Another Look at EEO. (l-r) Ruby C. White, NCTA EEO consultant; Angela Shaw, NAACP, New York; J. Richard Munro, Time Inc.; Lionel Monagas, FCC; Pluria Marshall, National Black Media Coalition; Jerry Lindaur, Communications Properties Inc., Austin, Tex.; and Gwen Young, Equal Employment Opportunity Commission.



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For instance:

You wanted faster performance and greater accuracy in 3/4-Inch video editing.

And JVC's new CR-8500LU Recorder/Editor System offers bi-directional fast/slow search from approximately 10 times to 1/20 time, with editing accuracy to ± 2 frames.

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With a single unit, you can edit with full functions and broadcast quality. Even if you don't happen to have special technical knowledge.

With a complete editing system of two CR-8500LU units and the new RM-85U Control Unit, you can perform the most advanced editing feats at approximately 10 times actual speed, then stop on a single frame.

Here's how the CR-8500LU gives you that kind of precision:

- **Frame to frame editing** is made possible with the capstan servo/built-in rotary erase head/blanking switcher frame servo design. A design that also ensures true assemble and insert editing with no distortion at the edit points. Plus horizontal sync phase compensation to minimize timing error at the editing points.

- **Variable speed auto-search** lets you perform both high speed and low speed search. You can search at approximately 10 times in fast forward or reverse to find edit points faster. Or slow speed search at 2 times, 1 time, 1/5 time and 1/20 time. Or use the special auto-speed shift feature to automatically slow you down from 2 times, real time, 1/5 time, 1/20 time.

- **Automatic pre-roll** enables you to pre-roll tape between edits, with an automatic on/off switch. Which can come in especially handy during successive assemble edits using camera signals.

- **Self-illuminated control buttons**, allowing easy identification of the operation mode.

- **Full logic control** for direct mode change without pressing the stop button.

- **Remote control** of all operations, with the optional remote control unit RM-85U.

- **Audio level control with meters**, preventing over-level recording without audible distortion, with attenuator. Also, manual audio level controls let you adjust the audio recording level by checking the level meters.

- **Auto/Manual selection for video recording level control**, adjustable by the automatic gain control circuit or manually by referring to an independent video level meter.

- **RF output** to connect an external drop-out compensator.

- **Patented color dubbing switch** for stable color multi-generation dupes.

- **S.C./sync input connector** allows connection of time base corrector and allows for two second pre-roll.

- **Chroma level** can be controlled man-

ually for convenient connection to an external system.

- **Built-in comb-filter** for playback (switchable on-off).

- **Servo-lock indicator** to check the tape transport condition.

- **Counter search mechanism**, permitting Auto-Search of a particular section of the tape.

- **Solid construction for easy maintenance**: both side panels, top and bottom panels are detachable for easy access to the inside.

- **Tracking control meter** for maximum

tracking adjustment.

- **Heavy fan motor** for better circulation.

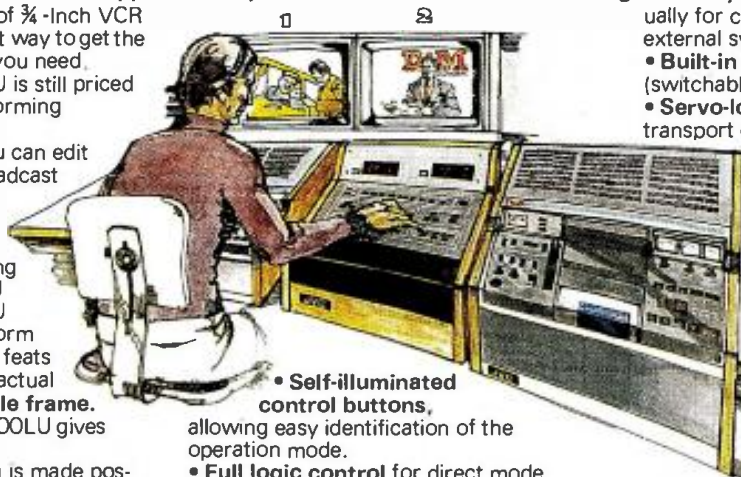
All that with one editing unit. But when you combine two editing units with our new RM-85U automatic editing control unit, you'll enjoy all the benefits of a total-performance system.

Starting with the kind of control only JVC's RM-85U can give you:

- **Independent LED time counters** for player and recorder, read out edit points in minutes, seconds and frames.

- **Edit-in and edit-out automatic control**. Four built-in memories let you control edit-in and edit-out points of both the player and recorder. And once starting and ending points are determined, accurate editing is memory-controlled automatically.

- **Edit shift control** allows frame-to-frame edit point correction.



- **Lap time indicated** for each insert edit length by LED display.
- **Edit preview mode available**, for "rehearsals" of actual edits.
- **Edit-in point search mechanism.** After each edit, a Return button rewinds the tape automatically to the edit-in point, so it's easier to check edit conditions.
- **Auto-shift search mechanism** to step down the tape speed automatically, and ensure quick and accurate location of the editing point.
- **Tape safety guard circuit.** Because leaving the unit in the still-frame mode can eventually cause damage to tape or video heads, a tape safety guard circuit places the unit into the stop mode automatically

You demanded more versatility in a moderate-priced, broadcast-quality camera.

And JVC's value-packed CY-8800U goes with you from studio to location.

Our CY-8800U offers a lot more than picture quality and stability that compares favorably with units costing twice as much. Thanks to JVC's technology, the CY-8800U camera, utilizing

if it is left in the still-frame mode for more than 10 minutes.

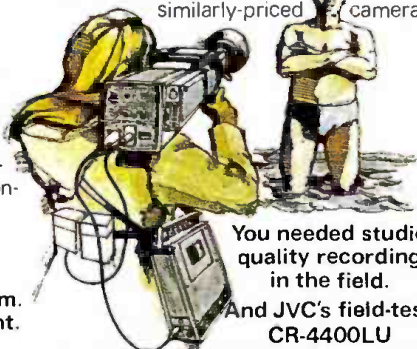
- **Selective editing modes**—assemble editing, insert editing for audio channel-1, audio channel-2 or video.
- **Versatile editing capability** offering techniques like "edit-in/out," pre-roll, and automatic pre-roll.

You'll find that nothing in its price class performs anywhere near the CR-8500LU/RM-85U videocassette editing system. And that you'd have to spend a lot more on the competitive unit that offers many of the same features.

That's what we mean by giving video people more of what they want, for less than they expect to pay.

- **Built-in horizontal and vertical contour correction circuits.**
- **Signal-to-noise ratio of 49dB,** F. 4/3000 lux.
- **Resolution of 500 lines at center.**
- **Return video** in the viewfinder.
- **A built-in -G circuit** for registration.
- **Minimum illumination** F 1.9/300 lux (+6dB switch on).
- **A comfortable hand grip** to stop and start the recorder. With a switch to operate iris control and a switch for return video.
- **A built-in CCU.**

And that adds up to a lot more features than you'd find in similarly-priced cameras.



You needed studio quality recording in the field.

And JVC's field-tested CR-4400LU

Portable Videocassette Recorder with automatic editing lets you bring your recording/editing capability wherever you need to shoot.

If you spend time on location in either ENG or EFP applications, you need a portable video system that can shoot, edit, and give you something to show in no time flat. Without awkward equipment hassles.

JVC's CR-4400LU is the one to take along when you can't bring a studio.

Because it's the lightweight machine with heavyweight features:

- **Weights in under 27 lbs.** So you can take it anywhere, and assemble edit on the spot. You enjoy total flexibility. Complete freedom. Fast results.
- **AEF (Automatic Editing Function)** gives you clean assemble edits.
- **Built-in, full color recording and playback circuitry.** No need to buy an adaptor.
- **Low-power consumption** that lets you operate on a miserly 13.5 watts, for longer battery life. A multi-purpose meter checks battery, audio, video and servo levels for precise control of all functions.
- **Flexibility to record with the CY-8800U** or other high quality color cameras.

So if you need a field-tested recording system with the features you want at a price you can afford, check out our CR-4400LU Portable Videocassette Recorder.



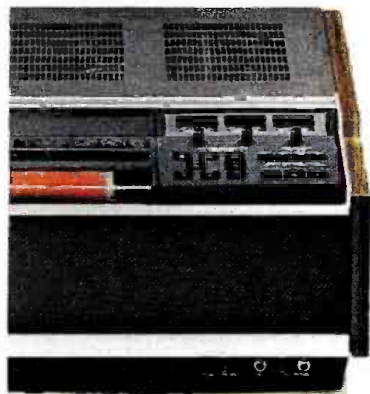
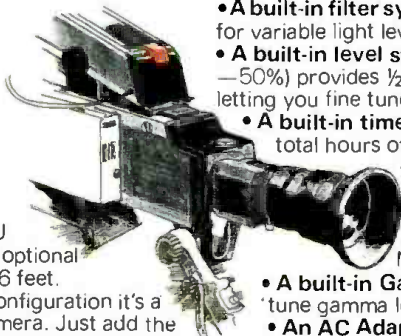
three $\frac{2}{3}$ " magnetic focus, magnetic deflection Plumbicon* or Saticon** tubes offer total flexibility. And a rugged die cast chassis in front and back to hold up under the toughest conditions.

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And as for big-ticket features, we've built in what the others would let you add on later:

- **A built-in 1.5 Inch adjustable electronic viewfinder** for the convenience of the operator.
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- **A built-in tally light.**
- **A built-in VSI—video system indicator** for precision F-stop control.
- **A built-in color bar generator.**
- **A built-in +6dB, +12dB sensitivity switch** for low light level applications.
- **A built-in auto white balance.**
- **A built-in fast warm-up capability.**
- **A built-in electrical color temperature adjustment** for different applications (variable from 3000°K to 10,000°K).
- **A built-in filter system** (neutral density) for variable light levels.
- **A built-in level switch** (+50%, 0, -50%) provides $\frac{1}{2}$ F-stop adjustment, letting you fine tune for added contrast.
- **A built-in time lapse meter** to show total hours of camera use.
- **A built-in intercom system** for studio applications.
- **An RGB output,** and NTSC encoding (Y, I, Q).
- **A built-in Gamma control** to fine tune gamma level.
- **An AC Adaptor—standard.**
- **Lightweight—17.4 lbs.—portability.**
- **Optional 12-to-1 zoom lens** with automatic iris and power zoom.



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**JVC Professional Video.
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The new line-up. Elected to the board of the National Cable Television Association last week: Richard S. Leghorn of Leghorn Corp., Sarasota, Fla.; James P. Rowan, Crestview Cable TV, Prineville, Ore.; Frank Scarpa, National Video Systems, Vineland, N.J.; Charles J. Younger, Continental Cablevision, Miami Valley, Ohio; Bill Brazeal, Community Tele-Communications Inc., Denver; Allen T. Gilliland, Gill Cable Inc., San Jose, Calif.; Gail Oldfather, Televents Inc., Pleasant Hill, Calif.; John V. Saeman, Daniels & Associates Inc., Denver; Donald E. Tykeson, Liberty Communications Inc., Eugene, Ore.

service potential because it can offer a variety of services. He said of MDS and STV: "It's whipped-cream skimming of the worst kind," and means the "potential death... of cable in major markets."

Mr. Lewis retorted that he thinks cable is "just another monopoly." He said there is room for more than one pay service in a city like New York.

Fiber optics for cable: sooner than anticipated?

NCTA panelists say new medium will be cost effective for CATV as early as 1980, especially with development of digital transmission

NCTA called the session "Fiber Optics: We're All Waiting," but the panelists—and especially Irving B. Kahn, president of Broad and Communications—told the Tuesday morning audience in no uncertain terms that "the ingredients are there now for cable TV users, and what's more, the costs compare well now," in the words of Mr. Kahn.

Another panelist, Ed R. Jarman of Cablesystems Engineering Ltd., London, Ont., was a bit more reserved in his optimism. "If the present trends continue," he said, within three or four years fiber optics would reach a plateau of development that would place it in the position to "do a better job" than coaxial cable, and at a lower cost. He said that independent projections by a number of manufacturers and potential users of fiber—including AT&T—indicate that "the crossover point when fiber optics competes favorably with coaxial cable will occur in the early 1980's."

At present, Mr. Kahn, Mr. Jarman and the other panelists—James Godby, president of Valtec Corp., and Bill Bresnan of Teleprompter Corp.—said fiber is most effective in relatively short "supertrunks." But one of the principal new developments in fiber—the gallium-aluminum-arsenide laser—promises, its advocates say, too be the thing that just may get fiber into cable systems.

According to Mr. Kahn, the light source



Fiber Optics: We're all waiting. Ed Jarman, Cablesystems Engineering Ltd., London, Ontario; James Godby, VALTEC Corp., W. Boylston, Mass.; Irving B. Kahn, Broadband Communications, New York; Bill Bresnan, Teleprompter Corp., New York.

has been "one of the big questions" that has stunted fiber development. The new laser, however, is expected to replace relatively short-lived light-emitting diodes and provide the fiber optic system with a much more reliable light source. The new lasers, Mr. Kahn said, "have a predicted lifetime of more than 100,000 hours, or over 10 years."

Another boon to fiber optics is new digital modulation technology. According to Mr. Jarman, "a digital fiber optic telephone system could accommodate all" of the present services offered by cable systems. "The technology for such a system is available today, waiting for a taker." Unlike the more traditional analog transmission systems, light pulses are regenerated at each repeater amplifier along the line. There is virtually no degradation problem.)

Mr. Jarman pointed out as well that as the cost of fiber is declining, which he attributed to "an abundance of low cost raw material" and improved production technology, the cost of coaxial cable is "expected to increase by 8% to 10%" each year.

From House to house

C-SPAN service is announced at NCTA; it plans to feed coverage of Congress live to cable systems

Among new services for cable being hawked at the NCTA convention last week was one that plans to produce its first pro-

gram live from the chamber of the House of Representatives. Traditionally forbidden to the television media, the House voted last year to permit broadcast coverage of its daily proceedings. The timing of the first telecast is uncertain—it will not happen this year—but when it does many of the national's cable systems will carry it from C-SPAN (for Cable Satellite Public Affairs Network), a nonprofit news and public affairs service newly created for cable.

The service will be linked to subscribers by satellite. It will beam the House's proceedings, and possibly the Senate's if that body follows the House's lead—live from opening to closing gavels. The basic program will be the feed that, it appears now, will be produced and distributed to broadcast stations and cable by the House itself.

The service was put together by Brian Lamb, Washington bureau chief for Titch Publishing Inc. (which is participating in C-SPAN), who will become president and news director of the service when it begins operating. Mr. Lamb said last week that carriage of the House's proceedings is the only project the service has lined up now, but that it may expand its coverage in other directions later. It could be speculated that one of those might be tying C-SPAN in with the House's own 39-channel cable system now under construction, which will link members' offices and key offices in the Capitol and the House floor ("Closed Circuit," May 1.) That system will have two-way capacity.

Mr. Lamb said he estimates from initial research that the service will cost cable systems about one cent per subscriber per



Making it pay. During a Tuesday morning session representatives of various pay-cable interests talked about how to increase the penetration of pay cable (now at approximately 30% of all cable homes). Among the alternative they discussed were "minipackages" and multitiered programming, wherein pay cable firms tailor their standard packages to subscribers by offering reduced versions of regular fare. Participants (l-r): Tom Willett, Continental Cablevision, Findlay, Ohio; Jon Oscher, Cartersville (Ga.) Cable TV; David Lewine, Times-Mirror Communications, Costa Mesa, Calif.; Greg Liptak, Communications Properties Inc., Austin, Tex., and Gene Schneider, United Cable Television, Englewood, Colo.

month. His subscribers so far, he said, include most of the top 10 multiple system operators.

Cable Briefs

Specialty time upheld. FCC last week affirmed decision by Cable Television Bureau that only programming between hours of 6 a.m. and midnight should be considered in determining quantity of specialty programming. Action came as result of application by Hubbard Broadcasting Inc., for review of Oct. 12, 1977, decision by which Storer Cable TV of Florida Inc., was certified to carry signal of specialty station WYAH-TV Portsmouth, Va. Request was opposed by Christian Broadcasting Network, licensee of WYAH-TV, and by Storer. Decision denied Hubbard's contention that WYAH-TV signals should be considered independent and count against Storer's quota of such signals.

Seven to HBO. Home Box Office Inc., New York, reports that seven cable systems have signed to join HBO network. Systems, which serve about 20,300 total subscribers, are Statesboro CATV Inc., Statesboro, Ga.; Waycross Cable Co., Waycross, Ga.; Canton Cablevision, Canton, Miss.; Aiken Cablevision, Aiken, S.C., and Booneville Broadcasting for installations in Oxford, New Albany and Booneville in Mississippi.

Cable advertisers. American Express Co., New York, and Paine, Webber, Jackson & Curtis, New York, have signed as national advertisers for Warner Cable Corp.'s two-way Qube service in Columbus, Ohio. American Express will use "Informercials" to enable viewers to give immediate opinions, while Paine, Webber will present messages on Qube's "News Update" channel.

Vote of confidence. One company that seems determined to put its money where its mouth is on cable television is Storer Broadcasting, whose board has approved a \$100-million development and acquisition program in CATV, primarily for use this year and next in purchasing existing systems and developing new franchises. "One of the best available opportunities for meaningful growth of our company under conditions as they exist today is in the field of CATV," according to Storer Board Chairman Bill Michaels. He noted there is "ready availability" of the necessary lines of credit, as the company is already producing nearly \$40 million each year in pre-tax cash from operations. Storer now has approximately 210,000 subscribers on systems in six states; last year, the company reported \$14 million in CATV revenues and \$4.1 million in operating profits. Cable revenues and profits were up 33% and 27%, respectively, in the first quarter of 1978 against the comparable 1977 quarter.

Media

A hard ACT to follow in Washington

Children's television organization celebrates its 10th anniversary in the capital, clearly showing the influence it's been developing

For two days and more last week, television, particularly as it affects children, was damned, defended (if sometimes defensively), praised (faintly), ridiculed, analyzed, explained, threatened, and exhorted to do better.

It was all part of the latest effort by Action for Children's Television to move television to its version of higher ground and came during ACT's seventh annual symposium held in Washington in cooperation with George Washington University and in connection with ACT's 10th anniversary.

There was a glitter to the affair, one which seemed to focus almost as much attention on ACT, as a phenomenon, as on the subject.

There was, for instance, the opening event Sunday night—a multimedia slide presentation in the Kennedy Center's Concert Hall, about children and television and children's advertising, produced by Caribiner Inc., and featuring, as hosts, four entertainment stars, each coming at the audience from a different psychological point of view:

Buffy Sainte-Marie, talking with feeling about her 2-year-old son and of the concern she felt about the effect television would have on him; Ossie Davis, speaking angrily of television sponsors "spending that money to get my kids to nag me until I buy junk food"; LeVar Burton, the young Kunta Kinte of *Roots*, making probably the most telling argument for diversity on television of any of the speakers and panelists who followed him over the next two days when he said, "You shouldn't put diversity on television because it's right . . . You should put it on because it's good business," and Marlo Thomas, talking of the bad old days on television when young girls' role models were "girls who didn't grow . . . [who] never learned anything . . ." and of the need to "give young people role models that reflect the real strength and complexity of the women they know."

And there was ACT's president, Peggy Charren, a small figure under a baby spot on the Concert Hall stage, addressing the audience of some 1,200 in a firm voice, welcoming them and, as though it were an every-day occurrence, reading a message of greeting from President Carter: "I commend your efforts to improve the quality of children's television and to help this medium achieve its fullest potential as a force for good in the lives of our children and their families."

Ten years ago, as she recalled, ACT

celebrations were held in her living room in the Boston suburbs. Since then ACT's impact on FCC and Federal Trade Commission actions has been considerable. As the advertisement that an ACT panelist would denounce if it were on television, says, "You've come a long way, baby."

Of course, as events in Washington are indicating, she and ACT have a long way to go. The symposium started in the wake of Senator Lowell Weicker's (R-Conn.) threat to use the power of the purse to persuade the Federal Trade Commission to drop its consideration of a ban on commercials aimed at children too young to understand them and commercials of sweets in programming designed for children under 12 years of age (BROADCASTING, May 1). Mrs. Charren called the threat "irresponsible" in a letter to the *New York Times* she made public on Monday. And, as Mrs. Charren was handing out awards on Tuesday for broadcasters' service to children, a House Appropriations Subcommittee voted to deny the FTC funds to implement a rule banning advertising for foods deemed safe by the Food and Drug Administration, an act Mrs. Charren denounced as "a corruption of the regulatory process" (see "Top of the Week").

Whether what took place during the two-day symposium, attended by some 350 persons, is of greater long-term significance than the vote of the Appropriations Subcommittee remains to be seen. Certainly, it seemed to take some of the edge off the warning that author and Pulitzer-prize winning journalist David Halberstam issued to broadcasters in a speech to the assemblage at dinner on Monday. Government, including Congress, he suggested, would one day soon rise up against broadcasters if they did not raise the level of their service. He was talking more of programming than commercials, but the vote of the subcommittee would seem to indicate the legislators on whom he might be counting are not necessarily pushovers for pleas from citizen groups.

Nevertheless, much that was said might serve to raise the consciousness of the broadcast and industry representatives, as well as the consumer types who were in the audience or on panels. Much that was said had been said before. In that sense, the symposium was like what Stan Freberg, satirist and advertising consultant, described during one of the panels as the "Normandy invasion" approach to advertising by the typical agency: "Wave after wave of commercials are aimed at the forehead of the blotto viewer" in an effort to score a breakthrough. For instance:

Dorothy Broderick editor-in-chief of Voice of Youth Advocates, criticized television for failing to minister to teenagers' need to learn to be "empathetic." Television, she said, teaches that "putting down people" is funny. The Dean Martin Roast, she said, is "the most obscene show" on television.

Robert Navarro, president of Hispanic University, described television as a



Subject: "Marketing to Young Teens." L to r: Stan Freberg, satirist and advertising consultant; Luis Garden-Acosta, producer of *Dr. Salsa's Medicine Show*; moderator Paul Phillips, ACT special projects director; Jane Cohen, TV vice president of the National Association of Broadcasters, and Ellen Goodman, syndicated columnist.



Subject: "Soaps and Sitcome—Is That All There Is?" L to r: Jeff Greenfield, author of "Television: The First 50 Years"; Robert Navarro, president of Hispanic University; Mike Dann, consultant; moderator Jean Johnson, ACT resource director; Gloria Levitas, professor of anthropology, Queens College, and Nicholas Johnson, president, National Citizens Committee for Broadcasting.



Subject: "Truth and Consequences." L to r: Don Fouser, independent TV producer; Alfred Schneider, vice president for broadcast standards, ABC; Dorothy Broderick, editor in chief, *Voice of Youth Advocates*; moderator, Peggy Charren, president of ACT; David Sontag, vice president for prime time television, 20th Century-Fox, and Topper Carew, president, Rainbow Television Workshop.

school for violence, describing real-life acts of violence that were reportedly inspired by incidents on television programs. Gloria Levitas, an anthropologist, criticized television for its "ethnic bias", and said it teaches children little about alternate life styles or different cultures. And, Topper Carew, executive producer of *Rebop*, which won an ACT award (see page 52), said that, because of the insignificant number of blacks in the system, television lacks the perspective to deal with the black experience intelligently. (The NBC miniseries on Martin Luther King, he said, was "a disaster".)

Advertising took its lumps, too. A montage of commercials typical of those some women's groups have denounced as demeaning women—from spots whose premise was that the product would make women attractive to men to those aimed at the housewife who could be persuaded to buy a toilet bowl cleanser—was screened to the accompaniment of frequent groans and laughter from the audience.

Mr. Freberg denounced advertising generally as unimaginative, frequently dis-

honest, and dependent on the wasteful "Normandy invasion" approach. He noted a single campaign based on a commercial he did for Sunsweet pitted prunes—a commercial that provoked considerable laughter from the audience—boosted sales 400%.

On the other hand, Luis Garden-Acosta, who produces *Dr. Salsa's Medicine Show*, a radio music program aimed at educating listeners about good health, had another success story, one he offered as a measure of his concern. Despite considerable evidence that pimples are more a product of genes and nutrition, he said, the makers of Oxy-5 managed to raise warehouse orders for the anti-acne product by 460% in two months of radio advertising. (Indeed, Mr. Acosta suggested that radio presents more of a problem for those concerned about the media's impact on young people than does television. "While you can count on one hand the number of TV programs that are targeted for, or attract a significant adolescent audience, virtually every teen-ager between the ages of 12 and 17, every week, is reached by radio," he said.)

Then, there was former FCC Commissioner Nicholas Johnson, who now heads the National Citizens Committee for Broadcasting. He said all the failings broadcasting could not be blamed on broadcasters. But it was not because the one-time bete noir of broadcasters had cooled down in the four years since he left the commission. His emotion seemed as high and his anger as deep as ever. But his devil is the FCC, if not FCC Chairman Charles D. Ferris.

"We're expecting too much of the broadcaster out of a sense of moral responsibility to program for teen-agers or to cut out commercials," he said. "That's the FCC's responsibility. . . . It's not enough to issue statements saying it would be nice for broadcasters to program for children," he added. "That's the official kiss-off. Broadcasters know that. Nobody ever lost his license for violating the [FCC] chairman's speech."

Mr. Johnson said the commission should initiate a rulemaking to back up the FTC's proceeding on children's advertising. "That's how I'm going to measure Charlie Ferris," Mr. Johnson said—not by the speech he made to the symposium. In that speech, the chairman encouraged citizen participation in commission proceedings, and expressed interest in pursuing proposals involving advertising and programing of concern to ACT (see page 52).

But it wasn't all negative, from the industry's point of view, last week. Alfred Schneider, ABC's vice president in charge of broadcast standards, said television does "have a role in the socializing process" and said such ABC programs as *Eight is Enough*, *Soap* and *Little Ladies of the Night*, a special, had dealt with such matters as teen-ager use of contraceptives, homosexuality and teen-age prostitution. (He also offered a description of his job that made it seem impossible. "We're not censors," he declared, saying he tries to serve as liaison between producers and community in matters of what is acceptable programing. And if that did not sound difficult enough, he said, such subjects as premarital sex and homosexuality must be dealt with "in a way acceptable to teen-agers and parents." And parents don't even want those subjects discussed, he said.)

Jeff Greenfield, the author of "Television: The First Fifty Years," agreed with some of the critics that television situation comedies are frequently divorced from reality (the cops on *Barney Miller* "seem more like an encounter group"). But, he said, the choice of role models available on television "is getting better." If he had a son, he would order him to watch *M*A*S*H* because of Hawkeye, "a disciplined, hard-working doctor who hates war but does his job and regards women as more than sex objects."

Mike Dann, the former programing head of NBC and CBS who is now a consultant to Warner Communications Inc., IBM and Children's Television Workshop, seemed to see some hope in the trend to

specials and miniseries. He had deplored what he said was the lack of programing designed for teen-agers and other specialized groups—he said the U.S. was the only country without such programing. But, he added, “once you break the mold” of regular series programing, “advertisers and networks have an opportunity to bring in programs that appeal to certain groups.”

And FCC Commissioner Abbott Washburn, whose continuing interest in children's programing was evident in his presence throughout the symposium and who more often than not has been critical of such programing, was moved to exclaim, from a seat in the audience, “All is not lost.” He referred to a list of 20 programs designed for children that were screened at the symposium, as well as to programs on prime time commercial television—*Roots*, *Holocaust*, and *James at 16*. “This indicates we're not back at the *Ozzie and Harriet* level,” the commissioner said.

His remark had been prompted by a brief, basic course in broadcast realities delivered by Mr. Dann after someone in the audience expressed dismay at the networks' apparent lack of interest in providing decent role models. Don't talk to producers about such matters, Mr. Dann said. Those discussions “raise a Talmudic point, but it has no relevance to broadcasting . . . We operate in a free enterprise system, and broadcasting is a commercial enterprise,” he said.

But it might have been David Sontag, vice president, Prime Time Television, Twentieth Century-Fox, who had the most disturbing message. For at a symposium based on the assumption of shared perceptions of television, he questioned whether all images and messages transmitted by television are perceived by viewers in the same manner according to their demographic niche. “The predominant interpretation of an experienced event resides with

each individual viewer,” he said.

To probe that mystery, he said, the “Gutenberg approach to communications”—one based on 500 years' experience with the printed page—should be abandoned in favor of one focusing on such questions as, “What gets through to the viewer and why? For the visual system can take in far more than the brain can absorb.”

Once something is learned of that selective process, he said, “then perhaps we can begin to deal in a meaningful way with the question of what television producers can do to translate adolescents' real concerns into appropriate television formats.”

ACT names its favorites

Group hands out awards to 16 broadcasters and production firms for 'excellence'

Action for Children's Television, which believes in using the carrot as well as the stick in its effort to move broadcasters toward what it considers an improvement in children's television programing, last week announced awards to 16 broadcasters and production companies for their contributions.

Eight other broadcasters who had previously been recognized by ACT were commended for “continuing excellence” in children's programing. And four companies received ACT's corporate Honor Roll Awards for making what ACT describes as “a major commitment to underwriting children's television programs without commercial interruptions.”

Peggy Charren, ACT president, in announcing the awards in Washington last week, expressed the hope that the “ex-

emplary efforts” of those named “will encourage other members of the industry to devote special attention to children as an audience that deserves to be enlightened, entertained, stimulated and amused.”

ABC won three awards. The network won two and ABC News, the third.

National Achievement Awards were given to: ABC, for the *Weekend Specials*, “for adding quality children's drama to the Saturday morning schedule”; CBS, for *Fat Albert and the Cosby Kids*, “for adding a humane sense of humor to Saturday morning television”; The Corporation for Entertainment and Learning Inc., for *Marlo and the Magic Movie Machine*, “for recycling archival newsreels for young viewers who missed them the first time”; Field Communications, for *Snippets*, “for using the minutes between programs to soothe the pains of growing up”; South Carolina ETV, for *Studio See*, “a series as exciting as all outdoors”; Walt Disney Productions, for *The New Mickey Mouse Club*, “for presenting the best of Disney animation in an upbeat, up-to-date format,” and WGBH-TV Boston, for *Captioned Zoom*, “for making *Zoom* more meaningful to hearing-impaired children.”

Local Achievement Awards winners were WITC-TV Pittsburgh, for *Catercousins*, “a weekly program which encourages children to recognize their own talents as creators”; WRC-TV Washington, for *The Beth and Bower Half Hour*, “a delightful program of food, fun and fantasy”; WSB-TV Atlanta, for *Super 2*, “for bringing the community to children and children to the community”; WTTW-TV Chicago, for *As* We*See*It*, “for its honest and forthright examination of problems relating to school integration.”

Awards for miniseries were given to CBS News, for *Razzmatazz*, “a weekly children's magazine produced with a creative flair”; Daniel Wilson Productions, for *Little Vic*, “for its sensitive adaptation of a children's literary classic”; Unicorn Tales Inc., for *Unicorn Tales*, “for introducing young viewers to the world of musical theater,” and WMT-TV Cedar Rapids, Iowa, for *Festival Iowa* “for enticing young viewers to explore local arts experiences.”

Recipients of ACT's commendations for continuing excellence were ABC, for the *ABC After School Specials*; ABC News, for *Animals Animals Animals*; the Behrens Co., Miami, for *Kidsworld*; KOMO-TV Seattle, for *Boomerang*; Multimedia, for *Young People's Specials*; NBC, for *Special Treat*; WGBH-TV Boston, for *Rebop*, and WQED-TV Pittsburgh, for *Once Upon a Classic*.

ACT gave a special award to Westinghouse Broadcasting Co. for “the outstanding commitment to local children's programing” made by its owned stations.

Recipients of the Corporate Honor Roll Awards and the programs they underwrote were Allied Chemical Corporation, *Music*; Exxon U.S.A. Foundation, *Villa Alegre*; General Foods, *Zoom*, and McDonald's Local Restaurants Association, *Once Upon a Classic*.



Scene stealer. Hit of the show at ACT's award presentation last week was Mickey Mouse, who had the adults standing in line for picture taking and autographs. His proud television parent for the occasion was Stan Moger of SFM Media Corp., New York, who received an award presented by ACT President Peggy Charren (r).

Ferris to ACT: Citizen group participation is welcomed

**He also endorses lower load
of commercials in children's TV
and hints at program standards**

FCC Chairman Charles D. Ferris, in his second speech as chairman and first to a citizen group, not only invited but also encouraged such groups to participate in commission proceedings. He cautioned them, in remarks at Action for Children's Television's Seventh National Symposium in Washington, that he regards no industry "or particular consumer viewpoint as a 'constituent'" and recognizes that no single consumer group represents the collective public interest, but he also made clear his concern in pursuing two matters of particular interest to ACT—a possible further reduction in commercials aimed at children, and age-specific programming.

He said the "regulatory stew is richer, thicker and more nourishing because of your efforts," and added, "We will therefore encourage participation in agency procedures by all parties—consumer and industries alike."

Such participation is needed, he said, to provide the "diversity of perspectives" needed for the development of "enlightened and practical regulatory policies . . . We have been characterized—often wrongly, but sometimes correctly—as merely umpiring between competing interests," he said. "This role can and will be changed."

And, noting that the commission's policy-making process is "only as strong as the public participation it evokes," he indicated, as he has before, that he would favor the use of public funds in securing it: "We must provide some financial assistance to consumers so that they can help us in our rulemaking proceedings."

Chairman Ferris's references to matters of particular interest to ACT came in a passage in which he complimented the 10-year-old organization on the success of its efforts to date—voluntary reduction in commercial time on children's programs, a commission requirement that television stations broadcast programs "designed to educate and inform [children] . . . and not simply entertain."

But, he said, "There is far more to be done." He noted that Commissioner Abbott Washburn had said that further reductions in commercial time—now nine and a half minutes per hour on weekends and 12 minutes on weekdays—to six minutes might be appropriate and that clustering of commercials at the beginning and end of programs might be worth examining (BROADCASTING, April 17).

"I share Commissioner Washburn's

concern on this issue," he said, adding, "The commission will consider this and other options through its children's television task force," which has been reconstituted. (Peggy Charren, ACT's president, has also urged broadcasters to reduce weekday children's advertising to nine and a half minutes at this time and, ultimately, to six minutes [BROADCASTING, April 17].)

A proposal that broadcasters be required to provide programming aimed at children of specific age groups was one of several—along with a proposed ban on children's advertising—contained in a petition for rulemaking that ACT filed with the commission in 1970. The commission chose

not to adopt any rules, and concluded the proceeding ACT had initiated with a policy statement.

But last week, Chairman Ferris made it clear he did not consider age-specific programming a dead issue. "At a minimum," he said, the commission should provide "more information on the economics of children's programming and advertising, and on the economics of broadcasting in general. You can decide for yourself, based on this information, whether regularly scheduled, high quality programming directed to specific age groups is, in fact, beyond broadcasters' means."

Then, in two sentences not included in the prepared text that was distributed

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before he delivered the speech, he said, "We at the FCC will be called on to make a similar decision. I welcome that challenge."

Chairman Ferris, whose first speech since assuming office in October was at the National Association of Broadcasters convention last month (BROADCASTING, April 17), advised citizen groups generally not to concern themselves exclusively with broadcasting. "You have learned to talk back to your TV set," he said. But there are other issues pending before the commission that affect children—and their environment—"as certainly as they are affected by the television environment they watch today."

He said "the real excitement and challenge" is that what is involved is not a scarce resource but the emergence "of new and abundant sources." Citizen groups, he said, "can help determine whether an increasingly smaller number of owners control this environment, or whether the individual citizen, by having access to a greater variety of information sources, can balance the power of larger institutions."

CBS-TV is lead-off batter in round of affiliate meetings

Total attendance of 1,500 expected for convention at Century Plaza

The annual spring round of TV network affiliates conventions opens this week with a two-day meeting of CBS-TV station and network executives at the Century Plaza hotel in Los Angeles.

ABC-TV affiliates will meet with their network leaders on May 22-24, also at the Century Plaza, and NBC-TV stations will convene in New York on June 18-20, shortly after Fred Silverman takes over as president and chief executive of NBC.

CBS-TV officials said last week that 786 representatives of CBS-affiliated stations are due in Los Angeles, the core of a crowd that is expected to total a record 1,500 when wives, CBS executives and talent are included. They said 683 representatives of 181 stations were registered, plus 103 representatives of 31 group owners.

The sessions, Tuesday and Wednesday, will be chiefly get-acquainted meetings—get acquainted with program plans and sales prospects and get acquainted with a corps of new network executives installed since last year's meetings.

The opening day's agenda includes a speech by Gene F. Jankowski, new president of the CBS/Broadcast Group; remarks by James Rosenfield, new president of the CBS-TV network; a report on CBS-TV's ratings performance by Arnold Becker, the Broadcast Group's vice president for TV network research; a presentation of the 1978-79 prime-time schedule by Bob Daly, new president of CBS Entertainment, and Bud Grant, vice president,

programs; a report on feature films and made-for-TV movies by Bill Self, vice president, motion pictures for television and miniseries; a look at the sales picture by Paul Isacson, new network sales vice president—and screenings of several new shows.

John D. Backe, president of CBS Inc., will address the Tuesday luncheon.

The Tuesday agenda also includes reports by Jerry Golod, vice president, children's programs; Bernie Sofronski, vice president, special programs, and Lyn Williams, director of the CBS Reading Program. Among the shows to be screened are *Kaz*, *WKRP in Cincinnati*, *Just the Beginning* and *American Girls*, four of the new entries in the CBS schedule announced last week (see "Top of the Week").

The Wednesday schedule includes reports by Donn O'Brien, vice president, program practices; Michael Ogiens, vice president, daytime programs; Steve Sohmer, vice president, advertising and promotion; Frank Smith Jr., acting president, CBS Sports; Bill Leonard, CBS Inc. vice president, Washington, and Richard S. Salant, president of CBS News.

Programs to be screened Tuesday include *Mary*, *Paper Chase*, *Flying High* and *People*.

A question-and-answer session with affiliates asking and network executives answering will wind up the formal business proceedings Wednesday afternoon. The annual reception and banquet will be held that evening.

Charles McAbee of KCMO-TV Kansas City, Mo., is chairman of the CBS-TV Affiliates Advisory Board and will get the annual conference off to an 8:30 a.m. start on Tuesday. Wednesday's session also will start at 8:30.

New Jersey gangs up on New York stations

Coalition for Fair Broadcasting, governor and legislature weigh in at FCC with petition to deny

Continuing dissatisfaction by various New Jersey groups over the coverage given their state by New York City TV stations has led to the filing of petitions to deny against six stations there.

The principal objections were set forth by the New Jersey Coalition for Fair Broadcasting in its filings against WABC-TV, WCBS-TV, WNBC-TV, WPIX(TV), WOR-TV and noncommercial WNET(TV). "Despite the imposition [by the FCC] of special New Jersey service obligations and physical presence requirements, there has been no significant increase in service to New Jersey," the coalition said.

The coalition cited figures from a study it had commissioned of New Jersey-related news broadcast by New York-licensed network owned-and-operated stations that showed "virtually no change in the amount of coverage" since 1974-75. It said that in the three-week survey period (Oct. 17-21, 24-28 and Dec. 12-16, 1977) for WABC-TV, for example, the station's

New Jersey coverage "constituted 12.5% of the local news and 9.1% of all news. Even on the special New Jersey gubernatorial election week monitored by the study," the coalition said, "WABC's New Jersey coverage was only 16.4% of the local news and 13.9% of all news." And the study also found that the number of news stories originated from New Jersey (live, filmed or taped) "was found to average .9 per day and even when the week of the gubernatorial election was included, the average rose to only 1.2 per day."

The coalition's filing against noncommercial WNET cited a number of complaints, the main one being that while the station is licensed to Newark, N.J., it has no studio there. The station, said the coalition, "has consistently and completely failed to afford Newark and New Jersey the kind and amount of local programming to which they are entitled." The coalition said that the station's renewal application showed that the station broadcast about one half hour of New Jersey programming per week. "This ... demonstrates the same arrogance and disregard for legally imposed obligations" as does the station's refusal to maintain a Newark studio, it said.

Also filing against the three network-owned outlets was the governor of New Jersey, Brendan Byrne. The governor supported the comments filed by the coalition, saying that there has been no significant improvement in the amount of time devoted to New Jersey news.

The legislature of the state also filed much the same type of statement against the three network affiliates and WNET(TV) and said it "implores the commission to discharge its statutory responsibility towards the people of the state...so that New Jersey may have a station located within its borders which can primarily focus its attention on matters in New Jersey." The legislature said "The people of New Jersey suffer from this neglect by being ill informed with regard to matters of the public interest" and "we must assume they will continue to neglect the needs of our people so long as the licensee is located" in New York.

(Coincidentally or not, it was announced last week that WNET will contribute \$1 million and the New Jersey Public Broadcasting Authority will contribute \$1.5 million to the production of *New Jersey Nightly News*, which will originate at WNET and be carried on the authority's four UHF stations [see story, page 66].)

Other stations in New York and New Jersey filed against were WPAT-AM-FM Paterson, N.J., by the Paterson Coalition for Media Change, which charged that the licensee "ignored its commitment to hire minorities and include programming geared to the minority population. Generally the station has operated as, and promoted itself as, a New York City station."

Metro-Act of Rochester filed against WPXY(FM) and WEZO(FM) there, claiming the stations didn't provide enough nonentertainment programming.

What to do with STV: FCC brings in the comments

Some want the commission to keep one-to-market rule, some don't

One year after the first two (and still the only) subscription television stations went on the air, the FCC is taking comments on how it should process applications for such outlets and whether it should change some of its existing rules.

The main questions to which the commission is seeking answers are whether it should eliminate the present one-to-a-community limit for STV stations; whether the decoding systems should be standardized, and how competing applications for a facility should be handled.

Coming out in favor of removing the one-to-a-community provision were Pay Television Inc. and Subscription Television of America. In a joint comment, the firms said that "competition is an effective tool to assure that each subscription operation provides the public with the best equipment and programing in the shortest time at the fairest price."

On the matter of how the commission should award frequencies, Pay Television and SCA said that "the commission may properly choose among competing application for the same channel for new stations through a system of priorities that would favor a STV operation over a conventional applicant until there were two STV stations authorized in a market and thereafter give applicants for conventional stations priority over competing STV applicants."

The other side was expressed by Oak Broadcasting, licensee of KBSC-TV Corona, Calif., one of the two STV stations operating. "STV is still on a shakedown cruise," Oak said. The one-to-a-community rule "is understandable and should be continued. STV will attract a certain portion of the viewing public, but the health of conventional television will never be threatened by it." Any proposals "affecting the substance of the existing rules should be delayed until further experience is gained," Oak said.

Other organizations filing comments felt that the one-to-a-community rule was confusing and, if such a limit is to retain, it should be based on the market area rather than the community. As Blonder-Tongue said, "Whatever decision is made by the commission . . . should be made on the basis of marketplace realities of signal coverage, rather than on the basis of an artificial criteria such as political subdivisions within the service contours."

The other operator of an STV station, Wometco Enterprises (WTVG-TV Newark, N.J.), said the FCC "should allow two STV authorizations for a market if there are at least seven grade A signals covering the community." Wometco also said a requirement was needed that "STV converters used in a market be capable of decod-

ing all STV stations in the market."

Also in favor of eliminating the one-to-a-community rule was the Motion Picture Association of America, which also raised another point—it wants the issue broadened by the commission "to include consideration of appropriate measures to prevent network domination of STV programming and promote competition." It elaborated: "The present Home Box Office network domination of the pay cable industry indicates that a powerful network organization, possibly HBO itself, could quickly assume control of STV program distributing, leaving local STV stations as mere conduits . . ."

The National Cable Television Associ-

ation raised some questions it says need to be considered in terms of the proceeding. The first: how would alteration of the one-to-a-community rule and allowing incompatible decoders affect mandatory carriage of STV signals on cable systems? In partially answering its own question NCTA said, "relaxation of the rule could result in technically differing STV systems requiring the attachment of different decoders to the television set and significant public confusion and added expense."

NCTA also asked what priority, if any, "should be given both to the scrambled and nonpay portions of an STV signal on a cable system already otherwise filled with 'must carry' signals?"



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AF0578

Yale gets \$100,000 from ABC to develop course for children on how to view TV

A \$100,000 grant from ABC Inc. to develop "what could be the nation's first scientifically evaluated method of teaching children to become more intelligent and discriminating consumers of television" was announced last week by Yale University.

The grant went to Dorothy and Jerome Singer, psychology professors and co-directors of Yale's Family Television Research and Consultation Center. The Singers, husband and wife, are to design and test an eight-lesson course for use by teachers of third, fourth and fifth grades, "shifting the emphasis on children's use of the medium from a passive role toward one that is more active and adaptive."

The announcement said the study would continue for 18 months, during which teachers will receive training in how to present materials in the classroom to help children better understand such things as the difference between programs and commercials, and between fantasy and reality. The study will also focus on ways both parents and teachers can use "the natural interest of children in TV to

enhance cognitive and social skills, including reading."

The Singers also are to develop comparable materials for teachers of kindergarten through second grade. The project was proposed by them to ABC.

"ABC is pleased to support this first objective and scientific approach to finding a way of helping children use television to develop their own intellectual and social skills," said Elton H. Rule, president of ABC Inc. "Television in so many homes in America today has become almost a member of the family with which all of us must deal not only positively and actively, but with intelligence. We think Yale's approach is positive, active and intelligent as well as being well thought out scientifically."

Other ABC sources said the grant brought ABC's outlays for independent research on television and children in recent years to about \$1.25 million.

The Singers are currently involved in two research projects studying the effects of television on preschoolers' behavior. These projects are supported by grants from the National Science Foundation and the Spencer Foundation.

Media Briefs

Filling out the roster. Further appointments of assistant general counsel under

FCC's proposed reorganization of its general counsel's office, which consolidates previous five divisions into two (BROADCASTING, May 1): to *litigation division* (duties in parentheses)—John Ingle (appellate litigation), of FCC staff, and Randolph J. May (trial and enforcement), of Steptoe & Johnson law firm, Washington; to *administrative law and legislation division*—Sam Cooper (legislation), Chet Roberts (administrative rules and procedures), Norman Blumenthal (research), William Kehoe (public access), all of FCC staff, and Lew Paper (agenda and policy review), Newark, N.J., attorney formerly with Citizens Communications Center and later aide to Senator Gaylord Nelson (D-Wis.). Mr. Paper is expected to join in June.

FCC help asked. Committee for Open Media, citizen group contesting renewal of KJAZ(FM) Alameda, Calif., has accused Patrick O. Henry, licensee, of "threatening" it and members in \$10-million lawsuit filed in state court March 24. COM asked FCC to issue order stopping Mr. Henry from proceeding with suit that alleges COM members "have attempted ... to coerce, force and compel" Mr. Henry "to alter and restrict broadcast material, hire additional person(s) to supervise portions of broadcast material, purchase and/or contribute to the production of broadcast material." Mr. Henry's suit calls COM's actions "oppressive" conduct done "with conscious disregard" for his rights.

No change. FCC has refused to reconsider modifying license of KLXA(TV) Fontana, Calif. (channel 40) to specify Santa Ana, Calif., where station has been operating studio under temporary authority. International Panorama TV Inc., licensee, is currently assigned to Riverside, Calif., and licensed to Fontana (within 15 miles of Riverside). International argued that its proposal to specify Santa Ana would conform to channel's actual use and provide first commercial TV service to that community. Commission reaffirmed necessity of station filing application to change city of license, citing inability of KLXA to serve two communities at once and impropriety of forbidding other broadcasters opportunity to apply for service of new community.

Changing Hands

Announced

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

■ **WAWA(AM)** West Allis, Wis.—WAWA-FM Milwaukee: Sold by Suburbanaire Inc. to All Pro Broadcasting Inc. for approximately \$1.5 million. Stockholders in seller, which owns four AM's and four FM's, are James A. McKenna, Washington communications lawyer; Neil Searles, stations' president and general manager, and Isabel D. Mount (32% each), and Jack Krause, stations' chief engineer (4%). Buyer is principally owned by Willie D. Davis, who



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5/8/78

also owns KACE-FM Inglewood, Calif. WAWA is 1- kw daytimer on 1590 khz. WAWA-FM is 50 kw on 102.1 mhz with antenna 360 feet above average terrain. Consultant: Cliff Gill.

■ WSMJ(FM) Greenfield, Ind.: Sold by WPFB Inc. to Heftel Broadcasting Corp. for \$1.3 million. Seller is partnership of Paul F. Braden and his wife Ruth and also owns WPFB-AM-FM Middletown, Ohio. Buyer is owned by Joyce Heftel and her children. Her husband, Cecil, U.S. representative from Hawaii, owns KGMD-TV Hilo, KGMB(AM) Honolulu and KGMV(TV) Wailuku, all Hawaii. WSMJ is 50 kw on 99.5 mhz with antenna 490 feet above terrain. Broker: Edwin Tornberg & Co.

■ KLLL-AM-FM Lubbock, Tex.: Sold by Corbin Broadcasting Inc. to Lubbock Broadcasting Inc. for \$1,490,000. Seller is owned by Larry W. Corbin (80%) and Gerald M. Coleman (20%). Each also owns 20% of KMAD(AM) Madill, Okla. Buyer is owned by Thrash Broadcasting Co. (92%) and John Frankhouser (8%). Thrash Broadcasting is owned by James Thrash of Blackburn & Co., Atlanta, media broker. He is also associated with Turner Communications Corp. Mr. Frankhouser is general manager of WZGC-FM Atlanta. KLLL is a 1 kw daytimer on 1460 khz. KLLL-FM is 54 kw on 96.3 mhz with antenna 450 feet above terrain.

■ WORL(AM), Orlando, Fla.-WORJ-FM Mount Dora, Fla.: Sold by Orlando Radio and Television Broadcasting Corp. to Sudbrink Broadcasting of Central Florida for \$700,000 and \$165,000 agreement not to compete. Seller is wholly owned by Osceola Broadcasting, which is principally owned by Walter Beinecke Jr. Buyer is owned by Margareta S. Sundbrink (83.33%) and Richard D. Casper. Mrs. Sudbrink is a 24.8% partner with her husband Robert W. (51%) in Sudbrink Broadcasting Co. which is licensee of WIIN(AM) Atlanta and has sold, subject to FCC approval, WLYF(FM) Miami; WNWS(AM) South Miami, Fla.; WLAK(FM) Chicago and WEZE(FM) Milwaukee. WORL is 5 kw daytimer on 1270 khz. WORJ-FM is 100 kw on 107.7 khz and antenna 380 feet above average terrain.

■ WSCV(AM)-WSLE(FM) Peterboro, N.H.: Sold by Shannon Communications Corp. to 1590 Broadcasting Corp. for \$285,000. Seller is principally owned by Francis X. Dealy who has no other broadcast interests. Buyer is principally owned by D. Alan Rock who also owns WSMN(AM) Nashua, N.H. WSCV is 1 kw daytimer on 1050 khz. WSLE is 140 w on 92.1 mhz with antenna 1,120 feet above average terrain. Broker: Blackburn & Co.

■ WNNO-AM-FM Wisconsin Dells, Wis.: Sold by Taylor Electric Co. to Voss Radio Inc. for \$275,000. Seller is owned by James J. Taylor Sr. (96.6%) and sons James Jr. and John W. (1.7% each). They have no other broadcast interests. Buyer is partnership of Mr. and Mrs. Gary H. Voss. Mr. Voss is former general manager of WNB(AM)-WQYT(FM) Binghamton, N.Y. They have no other broadcast interests. WNNO is 500 w daytimer on 990 khz.

WNNO-FM is 2.6 kw on 107.1 mhz and antenna 320 feet above average terrain. Broker: Richard A. Shaheen Inc., Chicago.

■ WNTU(FM) Naples, Fla. (construction permit): Sold by Sterling Communication Corp. to Tallahassee Broadcasting Co. for \$20,000. Seller is principally owned by Abe Voron, executive vice president of government relations, National Radio Broadcasters Association. Buyer is principally owned by B.F.J. Timm who also owns WANM(AM)-WGLF(FM) Tallahassee and WOZN(AM) Jacksonville, both Florida, and WQCK(AM)-WRBN-FM Warner Robbins and WDMG-AM-FM Douglas, both Georgia. WNTU holds CP for 3 kw on 97.7 mhz, and antenna 300 feet above average terrain.

Approved

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

■ WGCH(AM) Greenwich, Conn.: 56.1% of Greenwich Broadcasting Corp. sold by executors of estate of George Cooke Stevens to John T. Becker, who now owns 88.47%, for \$600,000. Buyer is vice president of WGCH. His wife, Sheila B., owns 6.72% of station. Neither she nor her husband has other broadcast interests. WGCH is 1 kw daytime, 250 w nighttime on 1490 khz.

■ Other station sales approved last week included: KWUN(AM) Concord, Calif.; WLBQ(AM) Morgantown, Ky.; WCOU-AM-FM

Lewiston, Me.; KEXS(AM) Excelsior Springs, Mo.; WKVO-AM-FM Havelock, N.C.; KOQT(AM) Bellingham Wash.; WRMR(FM) Milwaukee; KRNK(AM) Cheyenne, Wyo.; KVWO(AM) Cheyenne, Wyo. (see page 74).

'FM,' the movie, not the medium

"FM," the Universal movie playing at theaters across the country, has its good guys and bad guys.

The good guys at the top-rated QSKY(FM) Los Angeles, led by Station Manager Jeff Dugan (Michael Brandon) want quality. The bad guys, including a new sales manager sent in by Chicago group headquarters, want higher and higher profits.

So when the station manager quits after refusing to accept spots for the Army, the disk jockeys and allies barricade themselves in the station and QSKY becomes "free." Young supporters crowd the streets outside the station; there's trouble with the police and a near riot. When the staff's ready to give up (it's not worth violence, Jeff Dugan decides), the top corporate boss is won over, impressed by listener loyalty and staff integrity.

Add in two miniconcerts by Linda Ronstadt and Jimmy Buffet, a theme by Steely Dan, QSKY airplay of top artists

April 14, 1978

Storer Broadcasting Company

has acquired the assets of radio stations

WLAK (FM) WLYF (FM)
Chicago, Ill. Miami, Fla.

The undersigned initiated this transaction
and assisted in the negotiations.

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

ranging from Queen to Boz Scaggs, as well as the sexual exploits of DJ Eric Swan (Martin Mull of *America 2Night*) and the departure of Doc Holiday (Alex Karras) because of his ratings and that's a good part of the action at FM 711 although it hasn't drawn the attention given "Network," a film satirizing TV, "FM" has had its share of reviews. In New York, for example, Ann Guarino of the *Daily News* gave it two-and-a-half stars, praised the music, called the plot "slight" but wrote: "'FM' successfully captures the ambience of the DJ world far removed from reality and manages to entertain in a grand, bland manner."

Janet Maslin of the *New York Times* wasn't as kind. She called it "a posterously self-serving variation on 1960's themes." As for the "premise... the corporate co-option of hip enterprise, QSKY," she said: "The problem is certainly a real one, for rock stations everywhere. But Ezra Sack's screenplay manages, by taking this crisis so very, very seriously, not to take it seriously at all."

At real-life top-rated KMET(FM) Los Angeles, owned by Metromedia, where writer Ezra Sacks once worked as an entertainment critic, L. David Moorhead, vice president and general manager, said: "It has no bearing on reality."

Tied into the film was a half-hour MCA TV special, *FM: Comin' at You at the Speed of Sound*. According to MCA TV, it was taken by nearly 50 stations. Two airings were licensed in exchange for eight commercial minutes from the stations outside the show. In the 7:30 p.m. time slot, it earned a 9 rating on WNBC-TV New York and an 8 on KNBC(TV) Los Angeles.

Licensee involved in classical-format fight responds to challenger

The Ten Eighty Corp., licensee of WTIC-AM-FM Hartford, Conn., has called a four-inch-thick petition to deny filed at the FCC by Classical Radio for Connecticut Inc., "an ill-disguised attempt to dress up a slender case." In its own three-inch-thick opposition, Ten Eighty said the petition to deny, "sought to create the impression that it has raised numerous substantial and material questions of fact" when the "real complaint lies with WTIC-FM's decision to change its classical format."

Ten Eighty called CRC's "cosmetic attempts to inflate its presentation" and its "reckless attacks" on David T. Chase, the principal stockholder of the licensee, "disturbing." Furthermore, the opposition said, CRC's petition is "completely" insensitive to the rights of broadcasters under the First Amendment.

"CRC is proposing a regime of government involvement in programing selections that is wholly unprecedented, totally unsound and dangerous," Ten Eighty said. The CRC petition was filed last month at the deadline for petitions against New England stations (BROADCASTING, March 6).

Programing

Rock rolls on in format rankings

McGavren-Guild study of top-25 markets shows contemporary stations draw biggest crowds, with country and news also gaining audience in 1977

Contemporary radio maintained its leadership as the most-listened-to format in 1977, although the largest gain in listenership was made by rock stations, according to a study of the top-25 markets by McGavren-Guild Inc., New York.

The McGavren study used Arbitron Radio reports as the base for its calculations of average share trends for markets one through 25 for the years 1973 through 1977. Contemporary emerged in the top rung in each of those years and averaged a share of 19 or better consistently, reaching a share of 22.8 in 1977, a jump of 16.9% over 1976.

For 1977, McGavren listed for the first time sub-groupings for contemporary (disco and mellow) and for rock (album and progressive) as well as top 40.

Trailing contemporary for the past five years has been second-place MOR, whose average share has dropped from 18.8 to 13.9, a decline of 26.1% since 1973. Moving up steadily has been rock, which has climbed from a share of 5.4 in 1973 to 10.3 in 1977 for a 90.7% rise and a fourth-place berth, behind contemporary, MOR and good music.

Contemporary, rock, country music and news-formatted stations were those registering share gains over the past five years. The showing of news stations in 1977 was surprising in that the demise of NBC's News and Information Service last year was expected to depress shares of that category.

Ellen Hulleberg, vice president, re-

search and client services for MG, pointed out there is "a definite correlation between a growth in the number of stations with a particular format and their average shares. Many of us thought that with the discontinuance of NBC's service there would be a decline in the number of news stations and a resultant drop in the shares. But what actually happened was that many stations, even without NBC's service, decided to go ahead with the news format. This was particularly true in markets below the top 10. There was a drop in the share of news stations in the top-10 markets, however."

MG's analysis showed that news in 1977 continued at a 5.2 share (as in 1976), despite the discontinuance of NBC's service as stations scrambled to buy other available news resources and bolstered their own local coverage.

Formats that continued to lose ground in the MG study over the five-year span were good music, down 2.6%; MOR, down 26.1%; black, down 12.0%; talk, down 38.3%; classical, down 13.3%, and oldies, down 73.4%.

In a catch-all format category called "others" and including ethnic, religious, farm, jazz and stations outside metro areas, the share fell from 20.6 in 1973 to 17.1 in 1976 and 16.6 in 1977.

Ms. Hulleberg added a footnote to explain the drop in the share of black stations: Some of these outlets now classify themselves as disco rather than black, and the audience therefore is counted in the disco column.

The methodology of the study, according to Ms. Hulleberg, consisted of sending questionnaires to 500 stations in the top-25 markets to verify the formats. A return of 315 questionnaires resulted. Each of the remaining 185 stations was telephoned to ascertain current format designation. Marc Guild, manager of network research, gathered the basic information with assistance of other members of the research staff.

For the top-10 markets McGavren-Guild divided the formats into dayparts

Markets 1-10—total persons 12+/6 a.m.-midnight/Monday-Sunday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					22.8	+20.0	+16.9
Top 40	19.0	19.5	19.3	19.5	(19.9)		
Disco					(1.5)		
Mellow					(1.4)		
Rock:					10.3	+90.7	+33.8
Album					(6.1)		
Progressive	5.4	5.8	7.2	7.7	(4.2)		
Good Music	15.3	15.1	15.7	15.5	14.9	-2.6	-3.9
MOR	18.8	18.2	17.0	17.4	13.9	-26.1	-20.1
Country	4.7	6.1	6.9	6.7	7.3	+55.3	+9.0
News	3.5	4.3	4.8	5.2	5.2	+48.6	NC
Black	5.0	5.2	5.6	5.0	4.4	-12.0	-12.0
Talk	4.7	4.2	3.5	3.3	2.9	-38.3	-12.1
Classical	1.5	1.5	1.6	1.4	1.3	-13.3	-7.1
Oldies	1.5	1.3	1.1	1.2	.4	-73.4	-66.7
Other	20.6	18.8	17.3	17.1	16.6		

and major demographic groups: men, 6-10 a.m., Monday through Friday; women, 6-10 a.m., Monday through Friday; men, 10 a.m.-3 p.m., Monday through Friday; men, 3-7 p.m., Monday through Friday; women, 3-7 p.m., Monday through Friday; teen-agers, 3-7 p.m., Monday through Friday, and teen-agers, 7 p.m.-midnight, Monday through Friday.

Ralph Guild, president of MG, cautioned that the study in no way reflects or represents the ratings of any one station or format, whether for the top-25 or top-10 markets, but is meant to be viewed as general radio format trend information.

An examination of the top-10- market

demographic information shows similar listening patterns for adult men and women but one distinct change from the last few years: Adult men and women in most time periods opted for contemporary, replacing either MOR or good music, depending on the time period.

In the 6-10 a.m. slot, for both men and women listeners, contemporary rose to the dominant role with a 19.5 share for men (up 33.6% over last year) and a 20.9 share for women (up 29.8%), replacing MOR. In the same time period, the rock format registered the largest percentage gain, up 49.2% for men and 41.0% for women.

Contemporary displaced good music as

the most popular format among men in the 10 a.m.-3 p.m. period with a 17.7 share (up 35.1% over 1976). Good music remained as the format leader in this time period for women, although its share dropped to 19.7 from 21 in 1976. Rock formats gained in popularity among both men and women while the share of oldies declined.

In the 3-7 p.m. slot, contemporary dislodged good music from its perch among men and women, with a 16.5 share among men (up 11.5%) and a 20.9 share among women (up 27.4% over 1976). Rock made strong gains among both men and women in this time segment.

Among teen-agers, contemporary for-

Markets 1-10—women 18+/6-10 a.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					20.9	+39.3	+29.8
Top 40	15.0	14.9	15.7	16.1	(17.2)		
Disco					(1.8)		
Mellow					(2.1)		
Rock:					5.5	+89.7	+41.0
Album					(3.9)		
Progressive	2.9	3.5	3.4	3.9	(1.6)		
Good Music	11.4	11.1	12.3	11.7	11.9	+4.4	+1.7
MOR	19.5	19.7	18.2	19.7	16.1	-17.4	-18.3
Country	4.0	4.5	5.4	5.4	4.9	+18.4	-9.3
News	10.4	12.1	11.3	12.8	11.5	+10.6	-10.2
Black	4.1	4.9	4.7	4.3	3.3	-19.9	-23.3
Talk	10.1	7.6	6.4	6.7	5.3	-51.4	-20.9
Classical	1.2	1.3	1.1	1.1	1.0	-16.7	-10.0
Oldies	1.7	1.9	1.8	1.8	.6	-64.7	-66.7
Other	19.7	18.5	19.7	16.5	19.1		

Markets 1-10—Men 18+/6-10 a.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					19.5	+33.6	+13.4
Top 40	14.6	14.9	14.9	14.5	(16.2)		
Disco					(1.6)		
Mellow					(1.7)		
Rock:					9.0	+109.3	+42.9
Album					(6.2)		
Progressive	4.3	4.3	5.6	6.3	(2.8)		
Good Music	10.6	10.7	11.6	11.1	11.3	+6.6	+1.8
MOR	21.5	21.0	19.6	19.8	15.2	-29.3	-23.2
Country	5.3	5.5	6.4	6.3	5.7	+7.5	-9.5
News	11.0	13.2	11.5	15.1	13.7	-24.5	-10.3
Black	3.5	3.6	3.9	3.6	2.7	-22.9	-25.0
Talk	8.3	6.0	5.0	5.9	4.3	-48.2	-27.1
Classical	1.4	1.5	1.4	1.3	1.2	-14.3	-7.7
Oldies	2.0	2.4	2.1	2.1	.7	-65.0	-66.7
Other	17.5	16.9	20.1	14.0	16.7		

Markets 1-10—women 18+/10 a.m.-3 p.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					18.7	+24.7	+34.5
Top 40	15.0	14.4	14.9	13.9	(13.7)		
Disco					(1.8)		
Mellow					(3.2)		
Rock:					6.4	+77.8	+28.0
Album					(4.4)		
Progressive	3.6	4.3	4.5	5.0	(2.0)		
Good Music	21.4	22.0	24.0	21.0	19.7	-7.9	-6.2
MOR	15.4	14.8	13.6	13.3	11.2	-27.3	-15.8
Country	4.8	5.0	6.4	5.8	5.2	+8.3	-10.3
News	6.5	7.6	7.8	7.3	6.6	+1.5	-9.6
Black	4.8	4.9	5.6	5.4	3.5	-27.1	-35.2
Talk	9.0	6.9	5.5	5.4	4.2	-53.3	-22.2
Classical	1.3	1.7	1.5	1.3	1.4	+7.7	+7.7
Oldies	2.8	3.5	3.1	3.0	.9	-67.9	-70.0
Other	15.4	14.9	13.1	18.6	22.2		

Markets 1-10—men 18+/10 a.m.-3 p.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					17.7	+24.6	+35.1
Top 40	14.2	14.5	13.1	13.1	(13.2)		
Disco					(2.0)		
Mellow					(2.5)		
Rock:					12.0	+93.5	+23.7
Album					(8.3)		
Progressive	6.2	6.9	8.6	9.7	(3.7)		
Good Music	17.3	18.0	18.9	17.9	16.8	-2.9	-6.1
MOR	13.8	12.8	12.2	13.1	10.2	-26.1	-22.1
Country	4.9	5.8	6.9	6.8	6.0	+22.4	-11.8
News	6.4	7.5	7.4	8.3	7.2	+12.5	-13.3
Black	3.4	4.2	4.9	4.4	3.5	+2.9	-20.5
Talk	6.0	4.4	3.8	3.8	3.2	-15.8	-46.7
Classical	1.4	1.6	1.5	1.5	1.7	+13.3	+21.4
Oldies	2.1	3.2	3.5	3.0	.9	-57.1	-70.0
Other	24.3	21.1	19.2	18.4	21.0		

Markets 1-10—women 18+/3-7 p.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					20.9	+25.1	+27.4
Top 40	16.7	15.4	16.0	16.4	(15.7)		
Disco					(2.0)		
Mellow					(3.2)		
Rock:					7.3	+82.5	+23.7
Album					(2.1)		
Progressive	4.0	4.9	4.8	5.9	(5.2)		
Good Music	18.6	18.8	20.2	19.4	17.6	-5.4	-9.3
MOR	14.3	13.8	12.6	13.9	12.0	-16.1	-13.7
Country	4.0	4.4	5.5	5.3	5.0	+25.0	-5.7
News	7.2	8.2	7.5	7.6	6.9	-4.2	-9.3
Black	4.4	4.8	5.5	5.2	4.1	-6.8	-21.2
Talk	5.9	4.0	3.3	4.0	3.3	-44.1	-17.5
Classical	1.8	1.7	1.7	1.7	1.6	-11.1	-5.9
Oldies	2.6	3.0	2.7	3.1	.9	-65.4	-71.0
Other	20.5	21.0	20.1	17.5	20.4		

Markets 1-10—men 18+/3-7 p.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					16.5	+12.2	+11.5
Top 40	14.7	15.5	14.5	14.8	(12.0)		
Disco					(1.9)		
Mellow					(2.6)		
Rock:					12.4	+110.2	+30.5
Album					(3.9)		
Progressive	5.9	7.0	8.2	9.5	(8.5)		
Good Music	15.7	16.0	16.5	15.9	14.5	-7.6	-8.8
MOR	15.6	14.7	14.1	14.4	11.2	-28.2	-22.2
Country	6.0	5.3	6.4	6.6	6.0	NC	-9.1
News	8.6	10.0	9.5	9.8	11.0	+27.9	+12.2
Black	3.6	4.1	4.6	4.2	3.2	-11.1	-23.8
Talk	5.3	4.0	3.5	4.3	3.4	-35.8	-20.9
Classical	1.6	1.9	1.8	1.6	1.8	+12.5	+12.5
Oldies	2.5	2.5	2.8	2.7	1.0	-60.0	-63.0
Other	20.5	19.0	18.1	16.2	19.0		

Markets 1-10—teens/3-7 p.m. Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					41.1	+1.0	-8.7
Top 40	40.7	42.4	43.3	45.0	(35.3)		
Disco					(4.5)		
Mellow					(1.3)		
Rock					19.8	+85.0	+8.8
Album					(4.8)		
Progressive	10.7	12.8	13.5	18.2	(15.0)		
Good Music	3.4	2.2	2.2	1.8	2.0	-41.2	+11.1
MOR	4.1	4.0	3.7	4.8	2.9	-29.3	-39.6
Country	1.2	1.3	1.1	1.8	1.7	+41.7	-5.6
News	.6	.7	1.5	.7	1.1	+83.3	+57.1
Black	8.9	10.7	10.9	10.5	8.6	-3.4	-18.1
Talk	1.0	.8	.6	.5	.5	-50.0	NC
Classical	.2	.2	.3	.2	.2	NC	NC
Oldies	2.6	2.6	2.3	2.7	.8	-69.2	-70.4
Other	26.6	22.3	20.6	13.8	21.4		

Markets 1-10—teens/7 p.m.-midnight Monday-Friday

	1973	1974	1975	1976	1977	% chng. vs. '73	% chng. vs. '76
Contemporary:					44.7	+6.2	-3.1
Top 40	42.1	43.2	43.6	46.4	(39.3)		
Disco					4.0		
Mellow					1.4		
Rock:					21.4	+64.6	+11.4
Album					(16.0)		
Progressive	13.0	14.0	14.5	19.2	(5.4)		
Good Music	2.5	1.5	2.0	1.6	1.3	-48.0	-18.7
MOR	4.3	4.4	3.4	5.1	2.8	-34.9	-45.1
Country	1.1	1.2	1.0	1.8	1.4	+27.3	-22.2
News	.8	1.2	2.4	1.4	1.5	+87.5	+7.1
Black	6.7	7.3	8.2	7.5	6.7	NC	-10.7
Talk	1.7	1.7	1.6	1.0	.9	-47.1	-10.0
Classical	.4	.2	.3	.2	.2	-50.0	NC
Oldies	2.8	2.4	1.8	2.6	.7	-75.0	-73.1
Oldies	24.6	22.9	21.2	13.5	18.4		

mats were in the vanguard, accounting for a 41.1 share in the 3-7 p.m. period and a 44.7 share in the 7 p.m.-midnight segment. Rock music was second among teen-agers in both time slots and registered gains of 85% in the 3-7 p.m. slot and 64% in the evening period. MOR and good music tumbled from their 1976 levels.

Mr. Guild took note of an expansion in the contemporary format to include disco and mellow as well as top 40, and in the rock category to embrace album and progressive, and said he felt certain there would be sufficient activity in the MOR area to provide subclassifications there.

"Within specific categories there is more and more diversification," he said. "The stations that don't experiment even within a format are in trouble. Stations must remain current. There is more and more fractionalization of audiences each year."

Mr. Guild views this trend as a "wholesome one," pointing out that advertisers more and more are seeking "finely targeted demographics."

The only two national media that provide advertisers with selected target audiences, he said, are radio and magazines, and he acknowledged that magazines have exploited audience fragmentation even more than radio.

"I think this characteristic of magazines has led to the resurgence in advertising in that medium," he said. "Another factor is that it is difficult for many advertisers to visualize radio as a national medium. Agencies and advertisers think of the 7,000 radio stations out there as being different. Magazines can depict themselves as a medium that presents the same editorial environment each week or each month. Our study can be valuable in showing to advertisers that there are stations with similar formats and even sub-formats with finely tuned demographics, and this may well encourage the use of radio as a national medium."

Mr. Guild said the rep firm intends to put together shortly a listing of formats of stations in the top-25 markets or more, indicating changes in formats from year to year. He believes this information, coupled with the studies on format shares,

can be useful not only to stations contemplating changes in programing forms but to advertisers and agencies seeking specific demographic data.

Heartened by ruling on 'Born Innocent,' Zamora files suit against the networks

Florida youth convicted of killing elderly woman lost effort to base defense on 'TV intoxication,' now claims he's due \$25 million because medium made him a killer

Ronny Zamora—a teen-ager convicted of murder last year after a Miami jury rejected his defense based on "involuntary television intoxication" (BROADCASTING, Oct. 10, 1977)—and his parents last week filed a \$25 million damage suit against ABC-TV, CBS-TV and NBC-TV, charging that network programing turned him into a killer.

"But for the programs televised by defendants, the shooting by Ronny Zamora would not have occurred. Instead of television programing reflecting life, Ronny Zamora's life became a reflection of television programing," said the civil suit filed in U.S. District Court in Miami. Zamora, who turned 16 last week, currently is in state prison in Cocoa, Fla., for the death of an elderly woman; oral argument on his appeal is scheduled for May 19.

Although Zamora's attorney, Ellis Rubin, had indicated he was considering a civil action against the networks last year, it was a Supreme Court decision earlier this month that apparently cleared the way for this latest suit.

"The Supreme Court gave us a green light to go ahead," Mr. Rubin explained, referring to the high court's decision not to review a California state court's order for trial regarding a 1974 made-for-TV movie (BROADCASTING, May 1). In that case, NBC and its San Francisco affiliate, KRON-TV, are being sued for \$11 million on charges that the "Born Innocent" film

prompted the rape of a 9-year-old girl.

In the Zamora filing, Mr. Rubin said, 12 scientific studies, or congressional testimony are cited, among them the surgeon general's 1972 violence report; the 1969 report from the Presidential Commission on Violence, and a 1976 American Medical Association study. There are studies that show, Mr. Rubin contends, that a small percentage of adolescent males who are predisposed to emotional instability copy what they see on television; he claims Zamora fits into that category.

After the verdict came down in the earlier criminal trial, Mr. Rubin had said that the judge's decision "not [to] allow testimony on television violence... took the heart out of our defense." Mr. Rubin was not allowed to expand the case into a general examination of the effect of TV violence on young people. He expects to have more success introducing studies into the civil case.

The suit does not single out any specific programs but rather talks in terms of cumulative effect; Mr. Rubin said he hopes to get down to specific shows within testimony.

(The Florida Bar Association currently has five cases pending before the state supreme court, seeking the disbarment of Mr. Rubin, according to a bar spokesman. Mr. Rubin is being charged with neglect of legal duties, the spokesman explained, but in cases prior to Zamora's.)

The suit maintains that Zamora, between the ages of 5 and 15, was exposed to as many as 50,000 TV murders. "From the age of 5 years, Ronny Zamora has been involuntarily addicted to and has been completely subliminally intoxicated by the prolonged intense viewing of television programs," the suit says, "especially those programs depicting explicit violence and stereotyped violence in the form of symbolic crime in entertainment programs."

During the criminal trial, noncommercial WPBT(TV) Miami covered the proceedings live. It is expected to do the same for the upcoming appeal of the criminal conviction. As for the new civil suit, filed last week, broadcast coverage has not yet been considered, WPBT said.

ABC pays dearly for Ali-Spinks rematch

Price is reportedly over \$5 million; it will be showcased premiere week

ABC Sports hopes to draw as many as 75 million viewers to its Sept. 15 broadcast of the heavyweight championship rematch between Muhammad Ali and Leon Spinks, which is to air as the featured attraction in a three-hour prime-time boxing card on the first Friday of ABC's 1978-79 season.

ABC outbid the sports divisions of both NBC and CBS for the U.S. and Canadian rights to the bout, for which it reportedly paid between \$5.1 and \$5.5 million ("Closed Circuit," May 1). James Spence, senior vice president of ABC Sports, wouldn't predict whether ABC would make or lose money on the event—CBS paid \$4 million for the first Ali-Spinks fight and lost money—but he expects a "tremendous" per-minute rate will be set for what he thinks may be Mr. Ali's last appearance in the ring. (ABC has an option for another fight if Mr. Ali wins, however, while CBS still has options on Mr. Spinks's next two fights.)

Advertising time in the package should equal the 23 minutes being sold in ABC's scheduled June 9 broadcast of the Ken Norton-Larry Holmes fight, which also is

part of a three-hour card, Mr. Spence said.

The Ali-Spinks match will be held in the Superdome in New Orleans, with television blacked out in that city. Promoter Top Rank Productions hopes to add several million to its take from gate receipts in the 85,000-seat arena.

During a news conference held to announce ABC's acquisition last week, many of the inquiries had to do with Mr. Spinks's recent arrest on drug charges and what affect it might have on his defense of the title. Mr. Spinks and his associates said as little as possible in reply, but, according to his lawyer, the matter is "in limbo" and meetings have been arranged with the St. Louis authorities in an attempt to straighten things out.

Tuesday blockade runner

CBS-TV, which has tried and failed several times this year to counter ABC-TV's powerhouse Tuesday night lead-off hour, now plans to introduce a *Family Film Classics* series to run through the summer in that time period (8-9 p.m. NYT). Each film will run in two parts on consecutive weeks, beginning May 23 with the first half of "The Yearling." Other selections include "National Velvet," "Charlotte's Web," "The Little Prince" and "Tom Sawyer."

Ford on TV loses in a landslide

Political special gets 11 share; 'Ringo' didn't do much better

Broadcast employment prospects for former politicians took another downturn during the prime-time week of April 24-30 as Gerald Ford's first NBC-TV special landed in the ratings basement.

Gerald R. Ford: Presidential Decisions, which ran from 10 to 11 p.m. NYT on Wednesday, April 26, scored a 6.0 rating and an 11 share, crushed not only by its competition on the other networks—ABC-TV's reruns of *Charlie's Angels* and *Starsky and Hutch* and CBS-TV's movie, "Siege"—but also by every other program that week. Mr. Ford's offering was even less successful than that of NBC's other political superstar, Henry Kissinger, whose first special scored an 8.6/14 on Jan. 13, the lowest-rated show of that week.

In fairness to Mr. Ford, his lead-in didn't help. Ringo Starr, a faded superstar from another profession, headed a rock 'n roll-oriented special—another form that has performed miserably on NBC. *Ringo* pulled a 12.1/20. To make matters worse for NBC, it also repeated one of its miniseries, *The Moneychangers*, which averaged only a 25 share for its three-night run (April 23-25). During its original run



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in December of 1976 it averaged a 35. That may be an especially painful difference for NBC, since one of the main criticisms of its events policy has been that miniseries don't stand up as well in reruns as series do.

In combination with the spring weather, it all added up to NBC's lowest weekly ratings average since September, a 14.8 to ABC's 17.9 and CBS's 17.5. On a somewhat brighter note for NBC, however, three of its series candidates for next fall started short-run tryouts with good sampling. *Roller Girls* and *Joe and Valerie*, in the Monday lead-off hour usually occupied by *Little House on the Prairie*, pulled 29 and 30 shares, respectively, while *Operation Runaway* premiered with a two-hour special on Thursday, pulling a 31 share. The network also experimented with putting its Thursday lead-off show, *CHips*, in the same time period on Saturday, where it pulled a 32 share. Series performances on the other networks, where there were no premiers, were typical, generally demonstrating either why they were picked up for the fall or why they weren't (see "Top of the Week").

Counting up the gross viewing hours, CBS comes in first

Network's researchers have their own winning ways of tabulating the television ratings race

CBS-TV researchers claimed last week that, although their network is number two in prime-time ratings, it's still the one that, over-all, people watch most.

Viewing in other dayparts more than offsets CBS-TV's prime time lag, according to these calculations. For the months that coincide with CBS's definition of the 1978-79 season—from last Sept. 19 to April 23—CBS's share of total network audience is claimed to be 34.1%, as against 33.8% for ABC-TV and 32.1% for NBC-TV.

The figures put CBS ahead in audience share in Monday-Friday daytime, Saturday morning, evening news and Sunday sports. ABC is first in prime time, Sunday morning and Saturday sports shares, while NBC's shares rank first in late night.

The shares are based on gross household viewing hours, or "home hours," representing total ratings for all of the hours each network programs, rather than on the average rating for those hours. A network that programs more hours than another thus benefits from the audience for the extra hours, even if the audience is small—just as the extra hours, as CBS researchers point out, add to the network's revenues if they're sold at all.

This concept can lead to a network's being first in audience share in a period in which its average rating ranks second or even third. In the Monday-Friday 7-10 a.m. period, for instance, CBS's 3.1 average rating ranks third, but its pro-

Total Day	CBS	NBC	ABC
Share of Network Audience*	34.1	32.1	33.8
Prime Time			
Average Rating	18.7	18.0	20.6
Share of Network audience	32.6	31.4	36.0
Daytime			
<i>M-F 10 a.m.-4:30 p.m.</i>			
Average Rating	7.1	5.9	7.1
Share of Network Audience	36.0	30.4	33.6
<i>M-F 7 a.m.-10 a.m.</i>			
Average Rating	3.1	4.5	3.3
Share of Network Audience	37.5	35.9	26.6
<i>Saturday 8 a.m.-2 p.m.</i>			
Average Rating	6.9	4.5	7.0
Share of Network Audience	40.6	22.0	37.4
<i>Sunday Morning</i>			
Average Rating	2.0	3.2	3.0
Share of Network audience	28.8	16.2	55.0
Early Evening News			
<i>Monday-Friday</i>			
Average Rating	15.0	13.5	9.9
Share of Network audience	39.2	35.1	25.7
<i>Saturday</i>			
Average Rating	11.0	8.0	5.9
Share of Network Audience	48.8	33.7	17.5
<i>Sunday</i>			
Average Rating	9.8	7.5	
Share of Network Audience	55.7	44.3	
Late Night			
<i>Monday-Friday</i>			
Average Rating	5.7	6.0	6.7
Share of Network Audience	32.2	39.1	28.7
<i>Saturday</i>			
Average Rating		8.5	8.0
Share of Network Audience		84.2	15.8
<i>Sunday</i>			
Average Rating	7.1	3.8	6.3
Share of Network Audience	22.9	58.6	18.5
Sports			
<i>Saturday</i>			
Average Rating	7.5	8.8	11.2
Share of Network Audience	18.6	30.3	51.1
<i>Sunday</i>			
Average Rating	11.1	10.2	10.2
Share of Network audience	45.0	34.5	20.5

Source: Nielsen Television Index.

*Share of Network Audience based upon gross household viewing hours.

graming of all three hours, while the other networks program only two, gives it a first-place 37.5 share of gross household viewing hours.

Conversely, a high average rating may translate to a low share figure for a network that programs less of the daypart than the other networks.

The concept, which CBS has been advancing since it lost its hold on first place in the prime time ratings (BROADCASTING, Dec. 20, 1976), gets no known support from ABC or NBC. ABC authorities have been particularly critical, contending that share of "total network audience" is meaningless, unrelated to the buying and selling of specific programs and periods.

The CBS researchers' calculations for the 1978-79 season show that, while CBS's total-day share is still first, it is first by a narrower margin than in the 1977-78 season. CBS's share then was 35.0 as compared with 32.6 for ABC and 32.4 for NBC.

By daypart, CBS showed share declines in Monday-Friday daytime, evening news,

Sunday morning, late night and Saturday sports, although it continued to lead the first two of those categories. It had share gains in prime time, Saturday 8 a.m. to 2 p.m. NYT, and Sunday sports.

ABC shares declined in prime time but were up in all other measured dayparts except weekend late night. NBC increased its share in prime time, evening news, weekend late night and Saturday sports, was down in the others except for Sunday morning, where it showed no change.

From CBS's point of view, the season turned out as listed in the chart at left.

Reading and watching: Stanton says they're not mutually exclusive

Former CBS executive says at Washington symposium that TV has actually increased use of books; Danish proposes that teachers, medium work closely

A partnership between books and television was advanced by Frank Stanton, former vice chairman of CBS Inc., as an alliance that enriches all levels of American culture.

Appearing in Washington at a conference sponsored by the Library of Congress and the Office of Education, Dr. Stanton, chairman of the American Red Cross, said he would not defend everything that appears on TV but claimed that, by and large, the medium "does a good job of meeting the varied responsibilities of mass public communications."

Dr. Stanton noted there were fears when TV was in its infancy that the medium would affect reading habits, but said that the reading of books and periodicals actually has increased. "What happened with television was that it became part of and contributed to a general explosion in cultural interests," he said. "Instead of absorbing the exclusive attention of the public, television stimulated people's interest in improving the minds of its audience."

Mortimer Adler, an educator, weighed in with a dissenting opinion. He insisted television is not capable of dealing with the great ideas of philosophy and is not interested in improving the mind.

Roy Danish, director of the Television Information Office, said commercial television "has provided splendid opportunities for teachers to open the young minds to the mysteries and delights of reading." He called on educators to work more closely with broadcasters, adding that more could be accomplished if teachers would put their weight behind the effort.

"Today we are seeing more books based on television programs and films," Mr. Danish said. "And who is to say whether books which have their genesis in this new and curious union are less effective means to encourage reading than 'Silas Marner' or 'The Ordeal of Richard Fevrel'?"

Two ways of looking at it. CBS-TV has taken exception to one of the figures in a program ranking compiled by ABC-TV for the 30 weeks—Sept. 19, 1977, to April 9—that ABC defines as the 1977-78 prime-time season (BROADCASTING, May 1).

In ABC's estimation, its *How the West Was Won* had a 23.2 rating point average, making it the ninth most-watched program of the year. But that figure takes into account two three-hour versions of the program aired as introductory specials when it was added to the ABC schedule in February. CBS, counting only *West*'s performance as a regular one-hour series (Sunday, 8-9 p.m. NYT), comes up with a 23.0 average, which ties with CBS's *One Day at a Time*.

Two-tenths of a rating point may not seem worth arguing about, but to executives at CBS the distinction is important, since using the lower figure would give it five shows in the top 10 programs for the year, the same as ABC—and one more than ABC, if only shows that ran the full season (*West* did not) are counted.

CBS and NBC-TV were somewhat unhappy anyway with ABC's declaration that the season ended April 9. The standard ending date, they say, is April 23, when A.C. Nielsen completes its final April ratings report (though NBC feels even that date is too soon now, a spokesman said, since new product is still to be aired). ABC, anticipating low ratings for its rerun schedule those final two weeks (ratings which materialized), didn't want them to bring down its seasonal average, in the opinion of its rivals. However, the top 10 rankings remain the same in the longer season, except that CBS's *All in the Family* dropped 0.2 of a rating point to put it in a tie with *60 Minutes* for fifth place.

Programing Briefs

Cass cast. NBC-TV will add veteran comedienne, actress and game show personality Peggy Cass, to cast of its daytime soap opera, *The Doctors*, beginning May 9.

Moving into prime. Hughes Television Network, New York, is assembling group of at least 75 stations to telecast one-hour drama-adventure special, *Calloway's Climb*, for showing in September in prime time. Liberty Mutual Insurance Co., Boston, is sponsoring special on cash basis in its first program sponsorship in prime time.

ABC's football adds. Of four extra prime-time games granted ABC Sports under new contract with National Football League, three have been scheduled for Sundays (Sept. 24, Nov. 12 and Dec. 3) and one on Thursday (Oct. 26). ABC's ninth prime-time season kicks off Labor Day (Sept. 4) with game between Super Bowl champions Dallas Cowboys and Baltimore Colts.

Named to Fame. Norman Lear, creator of *All in the Family*, *Mary Hartman, Mary Hartman* and *Maude*, among others, to receive 1978 Hall of Fame award of National Academy of Television Arts and Sciences, Boston-New England chapter, because of attempts to deal with "subjects that matter and people worth caring about." Award will be presented by chapter president, Robert M. Bennett, vice president-general manager, WCVB-TV Boston, May 19 at Regency Hyatt hotel, Cambridge, Mass.

ARC entries. National Association of Retarded Citizens has set July 15 as deadline for entries for its "ARC of Excellence" awards. Competition is designed to recognize TV, radio and print contributions to public awareness of mental retardation. Broadcast categories are network television and radio and local television and radio and cover material broadcast in year prior to May 31, 1978. Applications/information: Peg Barry, NARC, Box 6109, Arlington, Tex. 76011.

Good news. ABC-TV's *Good Morning* series was honored with one of United Negro College Fund's Media Appreciation Awards for 1978. David Hartman, host of program, accepted award given for program's coverage of UNCF activities over past two years.

AFM agreement. American Federation of Musicians reports tentative agreement has been reached with television networks and producers of TV programs on new two-year contract covering instrumental musicians. Details of agreement are being withheld pending ratification by the membership.

Public broadcasting and ASCAP at odds over rates

Public broadcasters and the American Society of Composers, Authors and Publishers were reported last week to be far apart on terms for the licensing of ASCAP music, with the result that the terms will be set by the statutory deadline of June 8 by the Copyright Royalty Tribunal created by the new copyright law.

ASCAP sought a rate formula that, based on 1976 budgets of noncommercial TV and radio, would have yielded it about

\$3.6 million, but subsequently said it would discount 1978 and 1979 results—which presumably would be higher than 1976's—by 50% and would reduce those for the next three years by lesser percentages. The public broadcasters have indicated they would be willing to pay about \$475,000 a year.

Broadcast Music Inc. has reached a five-year agreement whereby the Public Broadcasting Service and National Public Radio will pay what BMI called a token fee of \$250,000 for the first year, then negotiate annually for an adjustment based on the extent to which they use BMI music (BROADCASTING, Feb. 27). SESAC has a contract under which it is to receive \$50,000 a year.

What's normal?

A second fairness doctrine complaint against NBC was filed with the FCC last week by the Committee for the Scientific Investigation of Claims of the Paranormal concerning a TV special, *Exploring the Unknown*. The first complaint was returned because of a procedural error.

The 90-minute program, which aired last October, dealt with so-called psychic phenomena, including the practices of "psychic surgery," "psychic healing" and the treatment of cerebral palsy victims with techniques purportedly obtained from the spirits of dead scientists.

At issue is not whether NBC supports such practices but whether the program was primarily entertainment, as NBC argues, or if it raised controversial issues of public importance deserving of a more balanced presentation, as the committee claims.

In an eight-page letter sent to the commission's Complaints and Compliance Division, the committee argues that claims concerning psychic surgery and the like are of critical importance to the public, citing the Federal Trade Commission's 1975 order banning advertising for such practices. The committee also seeks the opportunity to present the "preponderant scientific viewpoint" concerning psychic medicine.

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ABC's vision of its new '20/20' show

Magazine-format program begins in June as weekly, goes monthly when fall season begins; Hughes and Hayes named hosts for series that will have segmented design

ABC-TV last week announced that it will introduce its new magazine-format show, *20/20* on June 6 at 10 p.m. NYT.

ABC News Vice President and Executive Producer Bob Shanks outlined the format and personalities for the new program. Serving as hosts for *20/20*—which begins as a weekly hour, goes monthly from October through December and again weekly in 1979—are Harold Hayes, former *Esquire* editor, Public Broadcasting Service contributor and host of WNET(TV) New York's *Roundtable* (1974-75), who will also serve as the show's senior editorial producer, and Robert Hughes, a native Australian, who continues at *Time* where he is art editor. He is also a one-time BBC television host.

Whether the show will go live, Mr. Shanks said, is still up in the air. If taped, however, it will be recorded on the day of airing. Each broadcast will be built around four segments: an in-depth lead story on a major news event that week; a personality profile; an investigative report, and a story on the "social or cultural landscape" ranging from science to art. In addition, human interest and humorous sidebars as well as animated editorial cartoons are planned.

Moving over to *20/20*'s jurisdiction is ABC News's investigative reporting team, led by executive producer Wallace Westfeldt. Sander Vanocur, who was hired by ABC last year to head that operation, will remain involved with it but assume a primary on-air role on a *20/20*.

Other *20/20* correspondents are Dave Marash (former WCBS-TV New York co-anchor); Sylvia Chase, ABC weekend news co-anchor; Geraldo Rivera from ABC News; Dr. Carl Sagan, author, professor and director of Cornell University's Laboratory for Planetary Studies, and Thomas Hoving, former director of New York's Metropolitan Museum of Art.

Field producers are moviemaker Marcel Ophuls ("The Sorrow and the Pity") based in London, and out of New York: Aram Boyajian, from ABC News; Dan Cooper, from WABC-TV New York; John McBride, from WBZ-TV Boston; Donovan Moore, from WGBH-TV Boston; Ene Riisna, from ABC News; Dennis Sullivan, from the BBC; Charles C. Thompson II, from CBS News; Anthony Van Witsen, from WNBC-TV New York, and Alan R. Weisman, from WCBS-TV New York.

20/20's three roving investigative reporters are Hugh G. Aynesworth, former *Newsweek* Houston bureau chief; Lowell



Shanks

Bergman, former *Rolling Stone* associate editor, and Barbara Newman, former National Public Radio interviewer and investigative reporter.

Jorn Winther, who directed the syndicated Nixon-Frost interviews, will serve *20/20* in that function. Writers are magazine and TV veteran Brock Brower and former *Time* reporter Edward Tivnan.

Mr. Shanks said the show's set would be a "second cousin" to that of ABC-TV's *Good Morning America*. It is to be informal and, he joked, to look like a "great bachelor's pad," with "a lot of electronic toys."

Mr. Shanks indicated that he wasn't expecting to shake up the ratings right away ("No one's anticipating 40 shares going in") but that "I'd like to have a 25 share." He said he takes it as an ABC vote of confidence that *20/20* was scheduled on Tuesday night. (Lead-in shows this summer are *Happy Days*, *Laverne & Shirley*, *Three's Company* and *Carter Country*).

October through November being "the most competitive quarter" in television was among the reasons he gave for the show's monthly status at that time. However, he remarked that schedules aren't hard and fast. A summer start (when reruns are abundant), he said, will allow a good deal of on-air promotion for the programs.

Not unlike his boss, ABC News and Sports President Roone Arledge, Mr. Shanks has trouble with the term "anchor." Messrs. Hayes and Hughes he referred to as chairmen-of-sorts. He said the image brought up by "anchor" is too confining.

Among the host's functions will be to begin a story, interview and offer short recaps of the week's events.

In a statement distributed during last week's news conference, Mr. Shanks said *20/20* will be in the "tradition of *Life* and *Look*, which we use as our point of departure." He said he is looking to "revive through electronic means the standards of excellence achieved in that great age of photojournalism." He said regular viewers might turn to *20/20* "just as they might resort to a newsmagazine to review the news of the week."



Hughes and Hayes

Sevareid bites hand that feeds him in Atlanta

Broadcast commentator tells ANPA luncheon there's double standard in press coverage of radio-TV, and that print hype is creating many of the evils it decries

Retired CBS News commentator Eric Sevareid last week took one of his favorite complaints—"broadcast journalism is the only business in the country I can think of that has its chief competitor as its chief critic"—to the source. "I am going to talk back to you," he told a Tuesday luncheon of the American Newspaper Publishers Association convention in Atlanta.

"Broadcasting must be criticized," Mr. Sevareid acknowledged. "But I detect more than a whiff of the double standard in much that I read in the papers and magazines." He cited an *Esquire* article as referring to prime time TV as a "golden hive of desperate, sometimes crazed automatons, writhing in struggles for Nielsen points." "Network television may be anxious," he said, but "it might be calmer did not the papers report it, breathlessly, relentlessly, like a weekly national lottery."

The print media's coverage of broadcasting is not only fueling the furious pace of network competition, it's helping make god-like figures out of broadcast journalists, he said. "There is an apotheosizing of broadcast personalities along with other pop celebrities. . . . Newspaper treatment of this has enhanced it; not dampened it down. . . . Writing about other journalists is not my idea of a journalistic career."

"Were broadcast reporters calling you, endlessly," he told the publishers, "to demand to know why you hired or fired that editor, or switched that reporter's news beat, you would say it's none of your damn business."

"It was not big ratings or vast popularity," continued Mr. Sevareid, "that triggered the move by ABC to hire the New York lady for a preposterous, and, in this

business, a destabilizing million dollars a year. It was a wave of news articles and columns and cover-girl treatment in the printed press."

The double standard that Mr. Severeid said the print media employ in reporting on broadcasting extends into other areas, he said. He noted articles that "quite properly" deplore TV programs of "intellectual or cultural bilge." "But," he said, "I notice that on the covers" of newspaper TV supplements are "the latest rock star or gangbuster character." Both media do so for the same reason, he said. "Because it's profitable."

TV critics, he continued, often issue "wild cries of alarm" that the head of a network "has dared to intervene in the matters of news substance or personnel in the network news division. This happens very rarely," Mr. Severeid said, "at least in the network I'm most familiar with." But, he added, "it is considered normal when done by the publishers of the papers those critics write for."

Mr. Severeid said he also reads "innumerable pieces derisive of TV commercials." Yet, he said, "you can hardly read through a magazine these days without losing your place because of cardboard commercial inserts. You cannot pick up some Sunday newspapers without a dozen slick paper advertising supplements falling all over your front steps. However much TV commercials may pollute the mind, they don't litter the neighborhood or break the trashman's back."

The "most serious example" of print's double standard has been the issue of broadcasting's First Amendment rights. "Publishers and editors have fought courageously, sometimes heroically, for freedom of the printed press," said Mr. Severeid. But "only slowly and reluctantly have many publishers and editors come to accept that the notion of the divisibility, the dilutability of the First Amendment simply because of technological change in the transmission of information and ideas is an absurd and dangerous notion."

High court hands down another in favor of the press

Supreme Court turns down Virginia's bid to fine Landmark paper for printing results of state investigation of judges

The press—print and broadcast—won a significant First Amendment victory in the Supreme Court last week when the high court reversed the conviction of a Landmark Communications Inc. newspaper under a Virginia law prohibiting—on pain of criminal sanction—the disclosure of information about a state commission that investigates complaints about judges.

Chief Justice Warren E. Burger, in the opinion for the court striking down the law, said, "The publication Virginia seeks

to punish under its statute lies near the core of the First Amendment . . . "The operations of the courts and the judicial conduct of judges are matters of utmost public concern."

Landmark (which also owns WTAR-AM-TV and WKEZ(FM) Norfolk) carried the case to the Supreme Court after its *Virginia-Pilot* was fined \$500 for publishing what was acknowledged to be a factual account of an inquiry by the Virginia Judicial Inquiry Commission and identified the juvenile and domestic relations court judge involved. The story also said that no formal complaint had been filed against the judge, "indicating either that the five-man panel found insufficient cause for action or that the case is still under review."

The case is of national interest since 47 states, the District of Columbia and Puerto Rico have statutes providing for judicial disciplinary proceedings, and all but Puerto Rico require confidentiality of the proceedings until a formal complaint is filed with the state supreme court. However, only Virginia and Hawaii provide for criminal prosecution of persons violating the confidentiality provisions.

The Virginia supreme court, in a 6-to-1 decision, upheld the conviction, contending that the requirement of confidentiality in the commission's proceedings was warranted. Without it, the court said, the commission "could not function properly or discharge effectively its intended purpose."

Chief Justice Burger did not accept Landmark's "categorical approach"—that truthful reporting about public officials in connection with their public duties is always protected by the First Amendment from criminal sanctions—in resolving the issue. That is unnecessary, he said.

But, he said, the operation of the judicial commission "is a matter of public interest, necessarily engaging the attention of the news media." The article in the *Virginian-Pilot*, he said, "provided factual information about a legislatively authorized inquiry pending before the Judicial Inquiry Commission, and in so doing clearly served those interests in public scrutiny and discussion of governmental affairs which the First Amendment was adopted to protect."

The state court had said that the state's interest in protecting the reputation of judges and maintaining the institutional integrity of its courts is sufficient to justify the punishment of speech. But Chief Justice Burger disagreed. He said previous decisions of the court teach that injury to official reputation is "an insufficient reason for repressing speech that would otherwise be free" and that speech cannot be punished simply "to protect the court as a mystical entity . . ."

Nor did the state court's clear-and-present-danger argument fare any better. Chief Justice Burger noted that the state court had simply relied on the legislature's finding as to the "clear-and-present danger" involved. The judicial function, he said, is to determine whether the specific conduct involved falls within the statute

and, if so, whether the legislation is consonant with the Constitution. "Were it otherwise," he added, "the scope of freedom of speech and of the press would be subject to legislative definition and the function of the First Amendment as a check on legislative power would be nullified."

Although the case involved a newspaper, the decision clearly applies to the broadcast press as well. Chief Justice Burger framed the question at issue as "the narrow" one as to "whether the First Amendment permits the criminal punishment of third persons who are strangers to the inquiry, including news media, for divulging confidential proceedings of the Judicial Inquiry and Review Commission."

Indeed, a broadcast station—WXEX-TV Richmond—has tangled with state authorities as a result of the law. Eight days after the state supreme court issued its decision in the case last year, WXEX-TV obtained an injunction from the U.S. District Court for the Eastern District of Virginia barring the state from prosecuting the station for airing a story concerning the work of the judicial inquiry commission (BROADCASTING, March 21, 1977). After Landmark decided to take its case to the Supreme Court, WXEX-TV's owner, Nationwide Communications Inc., dropped its plans to press the fight to overturn the law (BROADCASTING, June 20, 1977).

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Can judges exclude press from court? Question goes up to Supreme Court

The Supreme Court has agreed to hear a case that could lead to further clarification of a court's authority to exclude members of the press and the public from court proceedings. At issue is an appeal filed by Gannett Co. against a New York state court order that was upheld by the state's highest court. The order bars reporters and the public from a pretrial proceeding on grounds that a defendant's right to fair trial might be jeopardized.

Judge Daniel A. DePasquale of Seneca county, N.Y., was holding a hearing in November 1976 on whether to suppress evidence in the case of two men who had been indicted in the killing of a Rochester, N.Y., policeman. Judge DePasquale granted a defense motion to clear the courtroom on the ground that some matters to be discussed might prejudice the defendants' rights to a fair trial. The defense said that the evidence to be discussed "may or may not be" aired at the trial.

Gannett, whose string of newspaper and broadcast properties includes WHEC-TV Rochester and the two newspapers there, objected to the removal of one of its re-

porters, and an appeals court overruled Judge DePasquale. However, the New York Court of Appeals, the state's highest court, reversed that decision 4-to-2.

Journalists concerned over the continuing free press-fair trial controversy hope the case will lead to guidelines further restricting authority of courts to issue what are sometimes referred to as "gag orders."

Two years ago, the Supreme Court ruled in a Nebraska murder case that courts are virtually never justified in barring the publication of information obtained in open court. However, that decision left untouched a number of devices judges have used to prevent publication of information about trials—including the right to close portions of otherwise public proceedings.

Public's to blame for news scarcity in prime time TV, says CBS's Hewitt

'60 Minutes' producer says play's the thing with audience—and that's what makes his show, too

It's the public, not the networks, that's to blame if there is not enough news and public affairs on television, according to Don Hewitt, executive producer of CBS News's *60 Minutes*.

"The networks," he said, "have made an astronomical financial investment in informational programming—this year alone, one-third of a billion dollars. . . . The networks would like nothing better than to get some of that money back through better public acceptance of a more even split between news and entertainment in prime-time hours.

"If there is not more news on the air during those hours, it's not because television hasn't put its money where its mouth is. It's because the public hasn't put its dials where its mouth is."

Mr. Hewitt said "the fact is that the public prefers make-believe to reality," and he offered his own theory of why *60 Minutes* is the highest-rated information series in history:

"Principally, I believe, it is this: Just as *Starsky and Hutch* is about two cops . . . and *M*A*S*H* is about a bunch of medics, . . . and *Bonanza* was about a family of cowboys . . . *60 Minutes* is about three reporters—three reporters who are more fascinating being themselves than Robert Redford and Dustin Hoffman were playing Woodward and Bernstein.

"They're more fascinating because they are Wallace, Safer and Rather . . . the three best reporters in broadcast journalism, and as good as any reporters anywhere in journalism."

Mr. Hewitt spoke April 27 at Syracuse (N.Y.) University, where he accepted on behalf of the *60 Minutes*—reporters and staff the Alpha Epsilon Rho national news award presented by the television and radio department of the university's Newhouse Communications Center.

Noncommercial news venture in New Jersey

WNET and state authority join forces to produce half-hour show, five days a week

In a state where New York TV dominates the north and Philadelphia the south, two public broadcasting operations have joined forces for today's (May 8) launching of the *New Jersey Nightly News*.

With \$1.5 million per year from the New Jersey Public Broadcasting Authority and another \$1 million from WNET(TV) New York, the broadcast will run a half hour Monday through Friday.

WNET (officially licensed to Newark, N.J.; a fact that figures in petitions to deny filed against it last week by New Jersey organizations [see page 54]) will carry the news program at 6:30 p.m., with an updated half hour the following morning at 7. The New Jersey Public Broadcasting Authority stations—WNJS(TV) Camden, WNJM(TV) Montclair, WJNB(TV) New Brunswick and WNET(TV) Trenton—will air it at 7:30 p.m., with the update the same evening at 10. All four are UHF stations; WNET is the only V licensed to the state.

According to a *New Jersey Nightly News* spokesman, the broadcast will concentrate on statewide news, only covering affairs outside New Jersey if residents are affected. Similarly, local city news would be covered only if it had across-the-state implications.

Co-anchors for the broadcast are Rebecca Sobel (formerly a WCAU-TV Philadelphia reporter) based in Trenton and Clayton Vaughn (former KOTV(TV) Tulsa, Okla., news director and anchor) based in Newark. Executive producer is Herb Bloom, a former managing editor and director of special projects for WCVB-TV Boston.

The *New Jersey Nightly News* replaces the four state authority stations' daily *New Jersey News Report*. WNET, however, is said to be maintaining its half-hour weekly *Dateline: New Jersey*. With WNET money, expertise and coverage in the picture, the news program is expected to attract a considerably larger audience than the four U's could manage without the V.

KMOX, AP Radio, KTVI are Janus winners

Three Janus awards for excellence in financial programming have been announced by the Mortgage Bankers Association of America, Washington, which administers the annual competition.

KMOX(AM) St. Louis won the local radio award for its series, *Profits and Principles*. The network radio award went to AP Radio's *Business Barometer*, produced by Alan Schaertel. *The Co-Op Conspiracy: Pyramid of Shame* by Pat Clawson on KTVI(TV) St. Louis was chosen as the best in the local TV category.

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RCA rides its profit rocket a little higher

Stockholders are told that '78 should be another record year; while NBC doesn't top divisions, Griffiths points to Silverman as hope for network's future

RCA Corp. stockholders expressed only minor discontent with the performance of NBC during this past season at the company's annual meeting in New York last week and seemed cheered by the prediction that 1978 would be another record profit year for the parent company.

Close to 1,000 stockholders crowded the meeting hall in NBC's Studio 8-H and invariably applauded Edgar H. Griffiths, president and chief executive officer of RCA, when he responded to critics or painted a bright picture for the corporation this year.

He reported that RCA is maintaining its profit momentum in the second quarter after a record first quarter, the fifth consecutive period to exceed the preceding one. Mr. Griffiths said that on the basis of present trends the company expected its net income to exceed the profit peak of \$247 million in 1977.

He singled out seven RCA divisions and subsidiaries that are contributing to RCA earnings advances: the Hertz Corp., RCA Records, Coronet Industries, Solid State, Commercial Systems, Picture Tubes and the Oriel Food Group. Mr. Griffiths observed that for the first time Hertz is emerging this year as RCA's largest single profit source, a distinction long held by NBC. According to Mr. Griffiths, Hertz boosted its pre-tax earnings in the first quarter by 33% and is experiencing a strong second quarter.

NBC continues to be profitable, he told shareholders, but its earnings have softened thus far this year because of its weakened prime-time television ratings position. He noted that NBC has hired Fred Silverman as president of NBC and chief executive officer to cope with this problem. He stressed that Mr. Silverman would have his full support as well as time required to bolster the NBC-TV network schedule.

One stockholder complained that NBC has been "rudderless" since January when Mr. Silverman was appointed president to replace the incumbent, Herbert Schlosser. Mr. Griffiths disavowed this characterization of the network and took the opportunity to praise Mr. Schlosser for his contributions. He expressed the hope that Mr. Schlosser would accept a proffered position at RCA.

Another stockholder castigated RCA, its board and its executives for not establishing a warmer rapport with

shareholders. In this connection, he held out the view that NBC-TV's program ratings would be improved if the network tried to find out what its shareholders felt about programming.

Mr. Griffiths was applauded warmly when he replied that NBC has hired the "premier" individual in the program area, Mr. Silverman, to help bolster the networks ratings.

A boycott of RCA products was proposed by William Mogush, chairman of the network action committee, a right-to-life organization, to protest what he called NBC's "one-sided" coverage of the abortion controversy.

Mr. Mogush insisted that NBC's news coverage was slanted against the right-to-life adherents. He said the network had failed to cover a rally in Washington attended by many thousands of antiabortionists last January, and also had refused to carry a segment of *The Lutheran Hour* program that "dealt with the sanctity of unborn life."

The boycott is totally unwarranted and unfair," Mr. Griffiths retorted. "RCA does not interfere with coverage by NBC News." He asked Julian Goodman, NBC board chairman and a former executive vice president of NBC News, to reply more fully to Mr. Mogush.

"Insofar as *The Lutheran Hour* is concerned, it's a paid program and we have a policy of not taking paid programs dealing with controversial issues," Mr. Goodman said. "We made a decision not to cover the January rally but we do plan to cover this issue. We don't think our coverage on this subject has been one-sided."

Reed Irvine, executive director of Accuracy in Media, Washington, protested the telecast of an NBC-TV program that presented the views of a former CIA employee critical of the organization without carrying a countervailing viewpoint. Mr. Goodman responded that this special



Happy news. President Edgar G. Griffiths reported a good things ahead for RCA Corp. in 1978 during the annual meeting of stock holders. Sharing the dais were corporation directors including (l to r) George H. Fuchs, executive vice president, industrial relations, RCA; Dr. Cecilia S. Selby, consultant and lecturer; Robert L. Werner, attorney and former executive vice president and general counsel, RCA; Mr. Griffiths; William P. Alexander, senior assistant secretary of RCA (not a director); Julius Koppelman, group vice president, RCA; Donald B. Smiley, chairman of R. H. Macy & Co.; Julian Goodman, RCA chairman.

was intended to be the story of one man only, but said NBC-TV had carried other programs featuring ex-CIA officials who were supportive of the agency.

Series of movie hits pushes Fox first-quarter profits up 580% over year before

Twentieth Century-Fox Film Corp. achieved whopping gains in profits for the first quarter of the year, with net income soaring to \$17,486,000 (\$2.21 per share) from \$2,571,000 (34 cents per share) in the 1977 first quarter. Fox said feature films were primarily responsible for the improvement, and cited such theatrical releases as "Star Wars," "The Turning Point," "Julia" and "High Anxiety," but noted that television operations made substantial contributions. Revenues from TV programming climbed in the first quarter to \$14,071,000 from \$11,497,000 while TV station operations grossed \$6,392,000, up from \$5,301,000 last year.

Financial Briefs

Taft seeks split. Taft Broadcasting Co., Cincinnati, raised quarterly dividend to 32 cents from 25 cents per common share and proposed two-for-one split of common stock. If stockholders authorize increase in shares from five million to 10 million at annual meeting July 25, Taft plans to distribute on Aug. 14 one additional share for each share owned to stockholders of record July 28.

Sold on South. CBS Inc. has said it will invest \$50 million to build record and tape manufacturing facility and distribution center in Carrollton, Ga., largest single construction outlay in company's history.

Home VCR sales didn't live up to expectations, although they're now on rebound

Christmas rush doesn't continue into new year, but buying is picking up again for home recorders

Members of the consumer video cassette recorder industry say sales of the TV accessories are picking up again after what many saw as a disturbing lag in the market following the Christmas rush.

Nobody expected to maintain sales at the holiday peak, of course, but the severity of the drop-off indicated to some that perhaps the product was not going to achieve a sales performance comparable to that of color television's in the 1960's, as RCA and others had predicted. RCA has since toned down its 1978 industrywide U.S. sales estimate from 750,000 to 600,000 units, which is still ahead of the 400,000-500,000 figure being cited by Sony.

VCR import figures compiled by the Department of Commerce pretty much tell the story (all consumer VCR's sold here are of Japanese manufacture). According to RCA, prior to last October monthly imports had hovered in the 15,000-unit area. Then licensees began aligning themselves behind the two principal manufacturers, Sony and Matsushita (BROADCASTING, Oct. 24, 1977), and retailers started stocking up for Christmas. Import figures totaled 34,000 in October, 32,000 in November and 51,000 in December.

At that point, the machines were still in short supply, and the demand continued in January when imports totaled 33,000 while retailers were still replenishing their supplies and consumers were spending holiday windfalls, according to RCA's analysis. But in February, imports dropped to 26,000 units, with sales figures estimated at a little more than half that. That drop represented "quite an element of surprise" in the industry, said Robert Czepiel, an electronics analyst for Cyrus J. Lawrence Inc., who said the previous year's sales had been too small to indicate the likelihood of such a decline.

But both RCA and Sony say sales have improved in March and April, with RCA's spokesman indicating a jump of as much as one third over February levels. Mr. Czepiel believes the pattern now developing suggests that the VCR market will gain slowly but steadily in the future, making it more comparable to the growth of the high-fidelity stereo market than to color television (a product for which there was a "pent-up demand" once the networks

went to color broadcasts, in the words of one observer).

"No one is saying that the product does not have utility or appeal to the consumer or that it's a short-interest item," Mr. Czepiel said. "It's for real. It's just that the slope of the curve has changed." He added that the anticipated introduction of new features such as slow motion and stop action should help stimulate that growth.

RCA's spokesman raised the point that sales may have lagged in the first quarter because there was a substantial cutback in advertising by some companies. Now is when the industry ought to be striving to encourage sales, he said, by telling consumers that they can mow their lawns on weekend afternoons and still catch that TV baseball game later, or that they can avoid some of those reruns by buying a home VCR now.

Technical Briefs

How far down the line. Muzak Corp., New York, is marketing line tester that determines distance to broken or short-circuited wire, registers information on LED display. Price is \$500.

Two for one in Hawaii. Utilizing new digital technique that doubles normal one-program capacity of satellite transmissions, Satellink Inc. is promising Hawaiian broadcasters reduced costs and increased access to mainland signals. Technique, called STRAP (simultaneous transmission and reception of alternating pictures), was de-

veloped and tested by CBS late last year and has yet to be used by any carrier. Likened by Satellink President Robert N. Wold to getting "two dips of ice cream for the price of a single-dip cone," system will begin operation by late summer if FCC approves.

Better Betamax. Sony Corp. has new model Betamax consumer videocassette recorder which has built-in timer and remote-control pause button, features already offered in competing models made by Matsushita Electric. Sony also has new three-hour tape due soon, company said, and plans to introduce portable Betamax next fall along with two large-screen TV projection systems, for 50-inch and 72-inch pictures.

Soccer socks it to Argentine TV

Price to equip for coverage of world games is \$17 million

The Argentine government is claiming a \$17-million investment in equipment alone to build the master control center for television coverage at home and abroad of next month's World Cup of Soccer games there.

The production center being built in Buenos Aires will handle all radio and television signals from stadiums there and in other Argentine cities. The signal exported for worldwide use will be color; the domestic signal will be black and white. (A color system is not in general use there.)

The production center contains eight studios, two exclusively for sound recording and the others for television.

The color signal will be transmitted to a satellite communications center in southern Buenos Aires with the capacity of converting from the PAL color transmission system Argentina will be using for the games to the NTSC standard used in the U.S.

In the U.S., World Cup soccer will be offered through Spanish International Network affiliates and, under an arrangement with Magna Verde Productions, on closed circuit. The three commercial networks are said to be negotiating for rights with Magna Verde.

The equipment, purchased by Argentine 78 Televisora S.A., the government agency in charge, includes a \$10-million order to the West German Bosch Fernseh firm for four TV trucks and 45 cameras, as well as mixers, character-generating equipment and other video hardware.

RCA is supplying \$3.2 million in video and film systems with editing gear: 16 TR-600 quadruplex video-tape recorders and six TK-28 telecine islands. A \$1 million order went to the French Thomson CSF company for microwave equipment.

Among other U.S. firms involved are Tektronic, for oscilloscopes; Conrac, monitors, and Ampex, HS100 slow motion equipment.



Chip shot. George F. Wiemann, president of Pay Television Corp., holds a EROM chip, a plastic-covered electronic card that is the heart of the home billing component of its over-the-air pay TV system. The chips, named Super Tickets by PTC, contain the subscriber's code, store information on which shows have been viewed and their price and holds decoding information to unscramble the signal. PTC has recently conducted test demonstrations of the device on UHF stations in Atlanta, Chicago and Dallas. The company is expected next month to name the station to which it will supply its first system.

The Broadcasting PlaylistTM May 8

Contemporary

Last week	This week	Title □ Artist	Label
1	1	Night Fever □ Bee Gees	RSO
2	2	Can't Smile Without You □ Barry Manilow	Arista
4	3	With a Little Luck □ Wings	Capitol
5	4	The Closer I Get to You □ R. Flack/D. Hathaway	Atlantic
6	5	Dust in the Wind □ Kansas	Kirshner
3	6	If I Can't Have You □ Yvonne Elliman	RSO
9	7	Too Much... □ Mathis & Williams	Columbia
8	8	Jack and Jill □ Raydio	Arista
13	9	You're the One That I Want □ Travolta/Newton-John	RSO
14	10	Feels So Good □ Chuck Mangione	A&M
10	11	Lay Down Sally □ Eric Clapton	RSO
21	12	Count on Me □ Jefferson Starship	Grun/RCA
7	13	Staying Alive □ Bee Gees	RSO
22	14	Shadow Dancing □ Andy Gibb	RSO
19	15	Disco Inferno □ Trammps	Atlantic
17	16	Flashlight □ Parliament	Casablanca
11	17	Goodbye Girl □ David Gates	Elektra
26	18	Imaginary Lover □ Atlanta Rhythm Section	Polydor
18	19	Dance With Me □ Peter Brown	DR-TK
35	20	Baby Hold On □ Eddie Money	Columbia
12	21	Emotion □ Samantha Sang	Private Stock
15	22	Running on Empty □ Jackson Browne	Elektra/Asylum
20	23	We'll Never Have to Say Goodbye □ Dan & Coley	Atlantic
24	24	Ebony Eyes □ Bob Welch	Capitol
25	25	It's a Heartache □ Bonnie Tyler	RCA
27	26	On Broadway □ George Benson	Warner Bros.
—	27	Baker Street □ Gerry Rafferty	UA
32	28	Werewolves of London □ Warren Zevon	Asylum
29	29	More Than a Woman □ Bee Gees	RSO
16	30	Our Love □ Natalie Cole	Capitol
28	31	You Belong to Me □ Carly Simon	Elektra
48	32	The Groove Line □ Heatwave	Epic
33	33	Movin' Out □ Billy Joel	Columbia
30	34	Sweet Talkin' Woman □ Electric Light Orchestra	UA/Jet
50	35	Take a Chance on Me □ Abba	Atlantic
42	36	Two Out of Three... □ Meatloaf	Epic
34	37	Love is Thicker Than Water □ Andy Gibb	RSO
46	38	Deacon Blues □ Steely Dan	ABC
38	39	Thank You for Being a Friend □ Andrew Gold	Asylum
40	40	Fooling Yourself □ Styx	A&M
47	41	Because the Night □ Patti Smith	Arista
44	42	Only the Good Die Young □ Billy Joel	Columbia
—	43	Bluer Than Blue □ Michael Johnson	EMI America
39	44	This Time I'm in it For Love □ Player	RSO
43	45	Love is Like Oxygen □ Sweet	Capital
—	46	Use Ta Be My Girl □ O'Jays	Phila. Intl.
41	47	Always and Forever □ Heatwave	Epic
37	48	Before My Heart Finds Out □ Gene Cotton	Ariola
—	49	Heartless □ Heart	Mushroom
31	50	Just the Way You Are □ Billy Joel	Columbia

Playback



Hot and heavy. Heatwave's new single, *The Groove Line* (Epic), bolts to 32 on "Playlist" this week and it's "going to be a huge record; it's got everything going for it." So says Steve Edwards of WNCI(FM) Columbus, Ohio,

who adds: "It's funky and, like *Boogie Nights* [which made it to the top of "Playlist" last November], it starts slow and builds up...it has the chant hook in it." Larry Cannon of WFLB(AM) Fayetteville, N.C., predicts *The Groove Line* "is going to be number one...it's just so hot." The single appeals most to "18 to 25 males and females who like to dance," says Bill Savage of WKNX(AM) Saginaw, Mich., although, he says, the demographics are "higher. [It's a] good strong record." *The Groove Line*, drawn from the *Central Heating* LP, is already a top 10 record on R&B charts. **OK O'Jays.** Another R&B crossover making big waves on top 40 charts is *Use Ta Be My Girl* (Philadelphia International) by the O'Jays. At 46 on "Playlist," "it's incredibly big just out of the box," says WFLB's Mr. Cannon. "It's easy to dance to and easy to listen to." Ron McKay of WKIX(AM) Raleigh, N.C., says *Use Ta Be* has "mass appeal, you could play it 24 hours a day...it's a good old southern boogie record." **Bigger than big.** Michael Johnson makes his "Playlist" debut at 43 with *Bluer than Blue* (EMI America). "It's going to make it, it will be a big hit...good mass appeal," says Denny Carpenter of KSTP(AM). St. Paul. WKIX's Mr. McKay calls the "medium slow" ballad "adult puppy love...anybody who has loved and lost can relate to it."

Country

Last week	This week	Title □ Artist	Label
1	1	Every Time Two Fools Collide □ Rogers & West	UA
2	2	She Can Put Her Shoes □ Johnny Duncan	Columbia
5	3	Hearts on Fire □ Eddie Rabbitt	Elektra
3	4	It's All Wrong But It's All Right □ Dolly Parton	RCA
7	5	Someone Loves You Honey □ Charley Pride	RCA
8	6	Sweet Sweet Smile □ Carpenters	A&M
4	7	Do You Know You Are My Sunshine □ Statler Bros.	Mercury
6	8	Always on a Mountain □ Merle Haggard	MCA
9	9	I'll Never be Free □ J. Brown & H. Cornelius	RCA
13	10	We Believe in Happy Endings □ Johnny Rodriguez	Mercury
—	11	Come On In □ Jerry Lee Lewis	Mercury
19	12	Ready for the Times to Get Better □ C. Gayle	UA
14	13	I Cheated on a Good Woman's Love □ B. Craddock	Capitol
11	14	No, No, No □ Rex Allen Jr.	Warner Bros.
12	15	Softly as I Leave You □ Elvis Presley	RCA
18	16	It Don't Feel Like Sinner's to Me □ The Kendalls	Ovation
10	17	I've Got a Winner in You □ Don Williams	ABC
15	18	The Power of Positive Drinking □ Mickey Gilley	Playboy
—	19	Georgia on My Mind □ Willie Nelson	Columbia
21	20	Red Wine and Blue Memories □ Joe Stampley	Epic
16	21	Starting All Over Again □ Don Gibson	ABC
20	22	Don't Ever Say Goodbye □ T.G. Sheppard	Warner Bros.
17	23	Baby It's You □ Janie Fricke	Columbia
—	24	Maybe Baby □ Susie Allanson	Warner Bros.
—	25	This is the Love □ Sonny James	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

New appointments at Storer Broadcasting: **John Grubbs**, VP-general manager, WGBS(AM) Miami, named national director of radio operations at company's headquarters there. **Dan DiLoreto**, general manager, WLYF(FM) Miami, appointed VP-general manager of WGBS and WLYF. **James Haviland**, general sales manager, WLAK(FM) Chicago, named station manager.

Ed J. Frech, president-general manager, WAVY-TV Portsmouth, Va., named VP, LIN Broadcasting, New York, parent company.

Michael P. Solan, general manager, KRSI(AM)-KFMX(FM) St. Louis Park, Minn., joins WDEF-AM-FM Chattanooga in same capacity. All stations owned by Park Broadcasting.

Boyd E. Arnold, assistant general manager, WKMF(AM)-WGMZ(FM) Flint, Mich., named general manager.

Dr. Harvey R. Herbst, senior VP and acting general manager, noncommercial KLRN(TV) San Antonio, Tex., named general manager.

Named VP's, Swanson Broadcasting: **David Day**, general manager, Texas State Network, Fort Worth, and **Bill Rhode**, general manager, KKYX(AM) San Antonio, Tex.

Richard P. Reed, general manager of WICH(AM)-WCTY(FM) Norwich, Conn., elected VP of licensee, Hall Communications.

Dick Bennick, sales manager, WGTO(AM) Cypress Gardens, Fla., appointed general manager.

Tim Eatman, sales manager, KKYK(FM) Little Rock, Ark., named station manager, KARN(AM) there. Both are Snider Corp. stations. Mr. Eatman succeeds **Larry Duke** who has purchased interest in KFIN(FM) Jonesboro, Ark., and will oversee that operation.

Ellen R. Bedell, affiliate relations department, CBS Television Network, New York, appointed station clearance representative for Southeast.

Elected to Storer Broadcasting board of directors: **James W. McLamore**, co-founder of Burger King Corp. and director of noncommercial WPBT(TV) Miami, and **Irma Baker Lyons**, chairman of board of directors of George T. Baker Foundation and board member of WPBT.

Thomas McNulty, senior project director, Frank Magid Associates, Marion, Iowa, appointed director of research, Orion Broadcasting, Louisville, Ky. He succeeds **Douglas C. Clemensen** who has been appointed director of operations and programming for Orion's WFRV-TV Green Bay, Wis.

Marvin P. Middlemark, president of Mr. Antenna Corp., Old Westbury, N.Y., named VP for development, Long Island Educational Television Council, Garden City, N.Y., licensee of WLIV(TV) there.

Ben Emanuele, partner in Emanuele & DeRise, Westchester county, N.Y., joins RKO General, New York, as labor relations attorney.

Appointments in tax department, ABC Inc., New York: **Andrew C. Governali**, assistant director of taxes, named director; **Daniel Sullivan**, federal tax manager, named assistant director of taxes, compliance; **Zvi Wilamowsky**, tax attorney, named assistant director of taxes, research and planning, and **Robert Mancini**, supervisor, federal tax, named federal tax manager.

Evon A. Trotter, office manager, Easter Seal Society of South Carolina, Columbia, joins Cosmos Broadcasting Corp. there as business manager. **William D. Ridings**, controller-administrative services manager, Owens-Illinois, Newberry, S.C., joins Cosmos as controller.

Marion Stephenson, VP, radio and industry relations, NBC Radio, New York, named woman of the year by New York City chapter of American Women in Radio and Television.

Roger W. Clipp, president and owner of WAYK(AM) and WSWF(FM) Lehigh Acres, Fla., and one-time VP and general manager of Triangle Stations, Philadelphia, named person of year by Delaware Valley Broadcast Pioneers.

advertisers and agencies. **Robert Chambers**, account executive with ABC-TV sport sales, named VP and general sales manager of radio network, responsible for day-to-day management of department, reporting to Mr. Penzell. **Peter Bloom**, manager of sales services, appointed director of sales administration, reporting to Mr. Chambers.

Bertram Metter, creative director, J. Walter Thompson Co., Detroit, appointed executive VP.

Casey Cohlma, director of promotion for Glenn, Bozell & Jacobs, public relations and specialized media services division of Bozell & Jacobs International, Dallas, named VP.

Jean M. Poyner, media buyer, Dennis Webb Advertising, San Diego, named assistant broadcast coordinator, Jennings & Thompson/FCB, Phoenix.



Lefkon

Harris Lefkon, VP-media manager, McCaffrey & McCall, New York, elected senior VP and media director.

Philip M. Morrow, field media account supervisor, and **Walter J. Waschick**, account director, Needham, Harper & Steers, Chicago, elected VP's.

Alf Nucifora, VP and account supervisor, McDonald & Little, Atlanta, appointed man-



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* The Wall Street Journal, 1977

Broadcast Advertising

Michael E. Penzell, VP and director of sales, ABC Radio Network, named VP in charge of sales, concentrating on marketing of network to

Staff announcements for Bonneville International Corp.'s new Dallas division, KAAM(AM) and KAFM(FM): **Donald E. Bybee**, president of Bonneville's Kansas City, Mo., division and general manager of KMBR(FM) there, named to additional post of president of Dallas division; **Walt Lochman**, general manager of Bonneville's KMBZ(AM) Kansas City, Mo., assumes additional duties as executive VP of Dallas division; **Ray Fritsch**, general manager of former Bonneville station, KSL(FM) Salt Lake City, named VP and general manager, KAFM; **Joe Meier**, from computer division of Bonneville's Salt Lake City headquarters, named director of operations, KAAM, and national sales representative for both KAAM and KAFM; **Bob Minter**, operations manager, KMBR Kansas City, named program director, KAFM; **Stu Bowers**, program director, KOOO(AM) Omaha, Neb., joins KAAM in same capacity; **Brian Moran**, Bonneville's Washington news correspondent, named news director for KAAM and KAFM; **Randy Kimball**, from accounting division of Bonneville in Salt Lake City, named business manager and personnel director for KAAM and KAFM, and **Irene Runnels**, from WFAA(AM) Dallas, joins KAFM as local sales manager.



Accomplished fact. *Donald H. McGannon* (r), chairman and president of Westinghouse Broadcasting Co., received the 1978 Kappa Tau Alpha Award of New York University's Department of Journalism last Monday (May 1) from David M. Rubin, chairman of the department. Mr. McGannon is the first media executive (not a working journalist) to receive the award; he was cited for the "progressive and innovative way" in which he had directed Group W stations and for the "courageous and imaginative manner in which he has asserted rights of local television stations." **Prospective award.** *Daniel T. Pecaro*, president of WGN Continental Broadcasting Co. and a member of the TV board of the National Association of Broadcasters, will receive the seventh annual Dante Award of the Joint Civic Committee of Italian Americans at a Chicago luncheon in his honor May 19. Award goes to mass media figures who have made positive contributions toward fostering good human relations.

agement supervisor and group head.



Grant

Jeffrey S. Grant, general manager of Home Video Programs division, Columbia Pictures Industries Inc., New York, named to new post of VP and manager of program development, Benton & Bowles, New York.

Michael Detels, VP-account supervisor, Norman, Craig & Kummel, New York, named

VP-management supervisor.

Robert P. Tallman Jr. and **Richard C. Waldburger**, attorneys, Young & Rubicam, New York, named senior VP and VP, respectively, in legal department.

Jack Kinney, sales promotion manager, Ralston-Purina Co., St. Louis, joins J. Walter Thompson, San Francisco, as merchandising and sales promotion director. **Paula Kelley**, associate media director there, named account representative. **Bob Browand**, copywriter, named creative supervisor.

Stephanie Carroll, account coordinator, BBDO, San Francisco, joins creative and TV production department of Vantage Advertising and Marketing Associates, San Leandro, Calif.

Gerry M. Stevenson, executive art director, Conahay & Lyon, New York, joins Foote, Cone

& Belding, New York, in same capacity. **Darrell Spencer**, art director, Grey Advertising, New York, joins FC&B there in same capacity.

Donna Johnson, writer-account executive, Kemper Insurance Companies, Long Grove, Ill., joins Shaffer/MacGill & Associates, Chicago, as copywriter.

Keith F. Condon, freelance writer for Chicago advertising agencies, joins Fahlgren & Ferriss, Cincinnati, as copywriter.

Alan Quarello, McCann-Erickson, San Francisco, joins J. Walter Thompson Co. there as account representative.

Glennie Elsele, assistant account manager, Hoefer, Dieterich + Brown, San Francisco, named account manager.

Lansing G. Hecker, advertising manager, Royce Electronics Corp., Kansas City, Mo., joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

John M. Murphy, account executive, Cunningham & Walsh, New York, joins DKG Advertising, New York, in same capacity.

Daniel T. Gillen, account executive, C. T. Clyne Co., New York, joins San Francisco office of Tracy-Locke Advertising in same capacity.

Dale Robertson, copy supervisor, J. I. Scott Advertising, Grand Rapids, Mich., named account executive.

Robert Jay, account executive, Peters Griffin Woodward, New York, named general sales manager, WUTV(TV) Buffalo, N.Y.

Larry Fischer, station manager, KSBY-TV San Luis Obispo, Calif., named general sales manager, KEYT(TV) Santa Barbara, Calif.

Mike McGee, account executive, KCMO(AM) Kansas City, Mo., named national sales manager. Joining station as account executives are **Bob Dunlop**, president of Center Advertising (agency for shopping center developers) there, and **Ross Smith**, Eller Outdoor Advertising, Kansas City.

Robert G. Westlake Jr., sales manager, WYDE(AM) Birmingham, Ala., named national sales manager, WHLY(FM) Leesburg, Fla. **Gerald Nelson**, salesman, WYDE(AM) named sales manager.

Michael E. Dach, account executive, WKMF(AM) Flint, Mich., named sales manager. **Gregory R. Fischer**, account executive, WGMZ(FM) Flint, named sales manager. Both are Beck-Ross Communications stations.

Aaron Pell, account executive, WDRC-AM-FM Hartford, Conn., named local sales manager.

Jim Teets, account executive, WPGH-TV Pittsburgh, named director of sales development.

Cecil Phillips, account executive, WBAL-TV Baltimore, joins WJLA-TV Washington, in same capacity.

Andrea C. Roberts and **Liz Neill**, account executives, WPLJ(FM) New York, join WNEW-AM-FM there in same capacity.

Karen Wood, national sales assistant, KXAS-TV Fort Worth, named account executive.

Daniel W. Tutt, client services director, KOMO-TV Seattle, named marketing services coordinator for Fisher's Blend Station, owner of KOMO-TV. He is succeeded by **Christina Buman**, research supervisor, WOR-TV New York.

Jack Messenger, account executive, WEZW(FM) Milwaukee, joins XETRA-AM-FM Tijuana, Mexico, in same capacity.

Robert French, account executive, WNEW-AM-FM New York, joins WOR-TV there in same capacity.

David Hanser, national sales manager, WKW-TV Cleveland, appointed account executive, WUAB(TV) there.

Donna Horstmann, credit card representative, Iowa State Bank & Trust Co., Iowa City, named account executive, KRNA(FM) there.

Rae Beacom, from Minneapolis real estate sales position, named account executive, KDCE(AM)-KBSO(FM) Espanola, N.M.

Ruth Callahan, account executive, KLIV(AM) San Jose, Calif., joins KOME(FM) there in same capacity.

Pat Garvey, New York sales manager, Top Market Television, named VP and Eastern sales manager.

Kathy Clinton, account executive, Field Spot Sales, New York, named sales manager.

Don O. Hays, VP of Regional Reps Corp., St. Petersburg, Fla., and regional manager of Cincinnati office of company, named senior VP.

Vicky Benedict Pope, sales assistant, Peters Griffin Woodward, Philadelphia, named branch sales manager.

James Morley, general sales manager, WACQ(AM)-WTTK(FM) Boston, joins McGavren-Guild there as manager. **Deborah Helitzer**, director, radio sales, All-Canada Radio, New York, joins McGavren-Guild there as account executive. **Steve Hill**, broadcast planner and buyer, Michigan National Bank Corp., Detroit, joins McGavren-Guild there as account executive.

David Adams, from Radio Works, Los Angeles, joins Jack Masla & Co. as manager of Los Angeles office.

Jim Allen, from RKO Radio Sales, Chicago, named office manager of company's new Dallas office.

Programing

Ed Salamon, program director of Storer Broadcasting's WHN(AM) New York, named national program director for Storer Radio Division there. **Dale Pon**, director of creative services for WHN, named national director of creative services for Storer Radio.



Ezzes

Twentieth Century-Fox Corp. has created new post of director of network sales, feature films division, and has appointed **Erwin H. Ezzes** to post. Mr. Ezzes resigned last year as chairman and chief executive officer of United Artists Television, New York, after long career with UA-TV and predecessor companies. Mr. Ezzes, who will be based in New York, will report to Alan Ladd Jr., president of Fox Pictures Corp.

Peter Dimmock, director of ABC Sports'

worldwide syndication and marketing, New York, named managing director.

Joel Kosofsky and **Frank Alesia**, associate producers, CBS-TV's *Captain Kangaroo*, named producers.



La Maina

Fran La Maina, VP-business affairs, Dick Clark Television Productions, Los Angeles, named executive VP.

Peter R. Baker, former television producer-director, BBC, London, appointed executive producer, non-commercial KTEH(TV) San Jose, Calif.

Marirae Dopke, news director, WMVR-AM-FM

Sidney, Ohio, named producer, WKEF(TV) Dayton, Ohio.

Steve Kelly, from WRBQ(FM) Tampa, Fla., named program director, WDAK(AM) Columbus, Ga.

Jim Glass, air personality, WCKY(AM) Cincinnati, named assistant program director.

James B. Miskimen, program manager, WMUB(FM) Oxford, Ohio, joins noncommercial WMRA(FM) Harrisonburg, Va., in same capacity.

Don Cohen, air personality and music director, WCAS(AM) Cambridge, Mass., named music director.

A. Price Broughton III, community relations director, noncommercial WKNO-FM-TV Memphis, joins Arkansas Educational Television Network, Conway, as assistant to director.

Stan Major, anchor-producer, WMBB(TV) Panama City, Fla., joins WNWS(FM) Miami as talk show host.

Brent Musburger named chief sports anchor on CBS's KNXT(TV) Los Angeles, effective June 12. He'll also continue with *NFL Today* and other sports assignments on CBS-TV.

Bob Bruce, sportscaster, WQWT(TV) Omaha, Neb., named sports director, KSTP-TV Minneapolis-St. Paul.

Bill Schweizer, news and sports director, WGNV(AM) Newburgh, N.Y., named sports director for Connecticut Radio Network, New Haven.

Teddy Abramowitz, syndication sales manager, Lexington Broadcast Services, New York, joins Paramount Television there as syndication account supervisor, Eastern division.

Tom Marks, VP-manager, H-R Stone Radio Representatives, San Francisco, becomes partner, Universal Sound, beautiful music radio syndication company, Universal City, Calif. Mr. Marks will be in Tiburon, Calif.

Ken Alfrey, director of marketing, Design Quarter, San Diego, named account executive, Peters Productions there.

News and Public Affairs

Bill Markham, news director and anchorman, WPEC(TV) West Palm Beach, Fla., named co-anchor of weekday news, WMAR-TV Baltimore.

Willie Monroe, from KBTB(TV) Denver, rejoins

KXAS-TV Fort Worth as reporter-weekend anchor, position he had before leaving station to join KBTB.



Richardson

Dave Richardson, from KARD-TV Wichita, Kan., appointed news director, WTVM(TV) Columbus, Ga.

Ann Howe, administrative assistant, special events unit of CBS News, Radio, New York, named assistant producer of *Spectrum*, CBS News networks radio series.

Joe Sweeney, newsmen, KMOL-TV San Antonio, named weekday co-anchor.

Suzanne Cribari Guyette, chief staff writer, National Federation of Independent Business, San Mateo, Calif., named editorial director, KPIX(TV) San Francisco.

Emily Pearce, news producer, KMSP-TV Minneapolis-St. Paul, joins WDSU-TV New Orleans in same capacity. **Roy Flores**, producer-director, KTRK-TV Houston, joins WDSU-TV in same capacity.

Mendes J. Napoli, news producer, WPTV(TV) West Palm Beach, Fla., named news director, KTEW(TV) Tulsa, Okla. Both are Scripps-Howard stations.

Lark McCarthy, reporter-anchorman, WPLG(TV) Miami, rejoins WJLA-TV Washington, as general assignment reporter. She worked for station earlier in same capacity.

Barbara White, graduate, Northwestern University, named general assignment reporter, WLWT(TV) Cincinnati.

Andrea Naversen, freelance writer, joins WTAE-TV Pittsburgh, as on-air reporter.

Bruce C. McLellan, anchorman, WTHI-TV Terre Haute, Ind., named news director-anchorman, WBAK-TV there.

Alan Taylor, morning anchor-editor, WIS-TV Columbia, S.C., named weekend anchor-editor. He is succeeded by **Fred Davis**, freelance reporter, Los Angeles.

Al Owens, reporter, WBNS-TV Columbus, Ohio, joins WKYC-TV Cleveland in same capacity.

Lowell Briggs, from news department, KOTA-TV Rapid City, S.D., joins WYTV(TV) Youngstown, Ohio, as reporter.

Jackie Nedell, news writer, WTOP(AM) Washington, named editor.

Mike Ehler, announcer, WOCH-AM-FM North Vernon, Ind., named news director, WSOO(AM)-WSUE(FM) Sault Ste. Marie, Mich.

Rebecca Kelley, production assistant-research for public affairs program, KOMO-TV Seattle, named on-air reporter for same program. She is succeeded by **Marlene Thea Merritt**, formerly management assistant for records management division of National Archives and Record Service, Seattle. **Ed Lenderman**, sports director, WKRC-TV Cincinnati, joins KOMO-TV sports-news staff.

Jim O'Keefe, account executive with WGCH(AM) Greenwich, Conn., named representative for AP broadcast department in



All the way to the White House. Distributor Sandy Frank (l), whose nonstop salesmanship is legend in the broadcasting business, was making it in foreign affairs last Monday (May 1). He was among the guests of President Carter at a reception celebrating the 30th anniversary of Israel and honoring that country's prime minister, Menachem Begin. Mr. Frank, in association with EMI Productions, is preparing a TV miniseries that will portray Mr. Begin's life story (BROADCASTING, Dec. 5, 1977).

Idaho, Montana and Utah, based in Salt Lake City.

Bob Perkins, news and editorial director, WDAS-AM-FM Philadelphia, elected president of Pennsylvania Associated Press Broadcasters.

Karen Jurgens Amrhine, editor of *Lowcountry News & Review*, Charleston, S.C., named co-host of public affairs program, WCIV(TV) there.

Ron Howes, meteorologist, WTVQ(TV) Terre

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Haute, Ind., joins WOTV-TV Grand Rapids, Mich., in same capacity.

Vivian Porter, public affairs coordinator, KHJ(AM) Los Angeles, appointed public affairs director.

Roger T. Sockman, from KPCL-TV Lake Charles, La., joins WJBO(AM) Baton Rouge as reporter-public affairs director.

Recently elected, UPI Broadcasters Association of Alabama: **Les Coleman**, WSGN(AM) Birmingham, president; **Dan Cooper**, WHNT-TV Huntsville, VP-television, and **Lewis Fryer**, WBAM(AM) Montgomery, VP-radio. Named directors: **Jim Sands**, WMOB(AM) Mobile; **Barry Copeland**, WAPI-TV Birmingham; **Lynn Zeigler**, WRFS(AM) Alexander City, and **Paul Petersen**, WGAD(AM) Gadsden. Past president, **Bob Grip**, WKRG-TV Mobile, and seven persons listed above will make up UPI Alabama broadcast advisory board.

Danny Lee, news director, KBIZ(AM) Ottumwa, Iowa, elected president, Iowa Associated Press Broadcasters. **Eric Davis**, news director, KCBC(AM) Des Moines, elected VP and president-elect.

Promotion and PR

Leslie A. Lillien, public relations director, WTOP-TV Washington, joins public relations firm, Frank Goodman Associates, New York, as VP.

Charles Andrew, promotion manager, WSOC-TV Charlotte, N.C., joins KHOU-TV Houston in same capacity.

Joan Reel, assistant promotion manager, KHON-TV Honolulu, named promotion manager. **Rhonda Maehara**, promotion, traffic and office manager, KQMQ(FM) there, succeeds Ms. Reel. **Al Hoffman**, commercial director, KHON-TV, named on-air promotion director.

Marvin M. Freeman, promotion manager, KTR-ATV Phoenix (Mesa), joins KTHV-TV Little Rock, Ark., in same capacity.

Marysue Gaudio, public relations administrator, WKYC-TV Cleveland, joins WCMH-TV Columbus, Ohio, as promotion manager.

Equipment & Engineering

James R. Hobson, chief of Cable Television Bureau, FCC, Washington, elected VP-legal, Washington office of General Telephone & Electronics Service Corp.

Kenneth C. Meinken Jr., president of Advance Transformer Company, Chicago, subsidiary of North American Philips, elected president of Magnavox Consumer Electronics Company, Fort Wayne, Ind., also subsidiary of North American Philips. **Louis Duman**, chairman of Advance in Chicago, assumes additional post of president.

Ronald E. Graliff, director of engineering, LIN Broadcasting Corp., New York, elected VP-engineering.

John Dale, general manager of magnetic tape division, Fuji Photo Film U.S.A., New York, elected to board of directors of International Tape Association.

Richard L. Rocamora, manager, antenna engineering, RCA Broadcast Systems antenna development and test center, Gibbsboro, N.J.,

named manager of Meadow Land Broadcast Engineering, RCA manufacturing facility.

Joe Wolf, in administrative capacities for Reeves Teletape Television Facilities Group, New York, named VP-general manager of post production services for company.

Thomas J. Anthony, director of marketing, National Semiconductor Corp., Santa Clara, Calif., appointed industry director, automotive and telecommunications.

James R. Sholder, senior planning analyst with chemical division's financial controls department, Atlantic Richfield Co., Philadelphia, named manager of business development, General Instrument Corp.'s Broadband Communications Group, Hatboro, Pa.

Jerome E. Partch, VP of San Francisco consulting engineering firm, Hammett & Edison, joins Liberty Communications, Eugene, Ore., as director of engineering.

Cable



MacArthur

Angus MacArthur, head of MacArthur & Co., Hamden, Conn., named VP-CATV marketing group, Times Wire and Cable division of Times Fiber Communications, Wallingford, Conn. He succeeds **Raymond V. Schneider** who retires. **Rex Porter**, national CATV sales manager for Times, named VP-

CATV sales.

New officers of New England Cable Television Association: **Frank Weidman**, Rutland Cable, Rutland, Vt., president; **Harmon White**, Community TV, Laconia, N.H., VP; **Justin Mueller**, Emco CATV, Manchester, Vt., re-elected secretary, and **Bill Roberts**, Warner Cable of Claremont, N.H., treasurer.

Clyde Abee, manager and chief technician, Greer Cablevision, Greer, S.C., named field representative and regional manager of Smith, Cooper Associates, Cherry Hill, N.J. Company manages Greer system.

Allied Fields



Weiser

Norman Weiser, former president of Chappel Music Co., New York, named president of SESAC Inc., New York, succeeding **Alice H. Prager**, who becomes chairman and continues as chief executive officer.

Joe Sims, deputy assistant attorney general, Antitrust Division, Department of Justice, Washington, resigns, effective Sept. 1.

Stanley Adams, president of American Society of Composers, Authors and Publishers from 1953 to 1956 and since 1959, re-elected along with other incumbents: **Salvatore Chlantia** and **George Duning**, VPs; **Morton**

Gould, secretary; **Ernest R. Farmer**, treasurer; **Arthur Schwartz**, assistant secretary, and **Leon J. Brettler**, assistant treasurer.

James E. McKee, president of Broadcast Division, Data Communications Corp., Memphis, named senior VP, sales and marketing.

Dr. Richard A. Blum, head of film writing, University of Texas, Austin, named media program officer for National Endowment for the Humanities, division of public programs, Washington.

Sondra Gunn, director of student services, Columbia School of Broadcasting, Hollywood, Calif., appointed director of placement and promotion.

Kathryn Rider Schmeltzer, trial attorney, hearing division of FCC's Broadcast Bureau, Washington, joins Fisher, Wayland, Southmayd & Cooper there as associate.

Newton N. Minow, former FCC chairman now chairman of Public Broadcasting Service and partner in Chicago law firm Sidley & Austin, named recipient of Northwestern University alumni medal.

Deaths



Downs

Bill Downs, 63, ABC News Washington correspondent, for 15 years, died of cancer May 3 at Suburban hospital, Bethesda, Md. After five years with United Press, Mr. Downs began his broadcast career as war correspondent for CBS in London in 1942. Later that year he was reassigned to Moscow

until early 1944 when he was transferred to cover the Allied invasion of Europe. In summer of 1945 he moved to Pacific for final days of war with Japan. After World War II he continued as foreign and domestic political reporter for CBS. Scheduled to join ABC News in December 1963, he was pressed into service by the network one month early for coverage of events surrounding Kennedy assassination. Mr. Downs became ecology specialist for ABC News in 1970. He is survived by his wife, Rosalind Gerson, two sons and one daughter.

William F. Cappers, consulting engineer, Atlantic Research Corp., Alexandria, Va., died April 22 after heart attack at his home there. Mr. Cappers was consulting engineer for Kear & Kennedy Associates, Washington, for 25 years and with A.D. Ring & Associates there before joining Atlantic Research Corp.'s Jansky & Bailey broadcast/television consulting department.

Joan M. Paul, 52, freelance producer and writer of television programs with religious themes, died April 22 at Lenox Hill hospital, New York, after abdominal surgery. Among her activities, she was broadcast production manager in communications department of U.S. Catholic Conference, and was radio production manager for National Council of Catholic Men, producing *The Catholic Hour* during 1960's. She is survived by one brother.

Jerry Stagg, 62, TV writer and producer, died April 21 at St. Vincent's hospital, New York.

For the Record[®]

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions accounted by the FCC during the period April 24 through April 28.

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

TV actions

■ San Jose, Calif.—Broadcast Bureau granted National Group Television ch. 48 (674-680 mhz); ERP 450 kw vis., 264 kw aur., HAAT 2,614 ft.; ant. height above ground 4,079 ft. P.O. address: 1666 The Alameda, San Jose 95126. Estimated construction cost \$1,039,000; first-year operating cost \$680,690; revenue \$1,032,800. Legal counsel Mullin, Connor & Rhyne, Washington; consulting engineer Silliman, Moffet & Kowalski. Principals: Nathaniel J. Douglas Jr. et al. Mr. Douglas is financial analyst. There are nine other stockholders. Action March 3.

■ West Point, Va.—Broadcast Bureau dismissed application of Center for Excellence Inc. for new non-commercial educational TV on ch. 46. Action April 7.

TV applications

■ Los Angeles—Quality Public Broadcasting seeks UHF ch. 68 (794-800 mhz); ERP 2265 kw vis., 118.9 kw aur., HAAT 2284 ft. P.O. address: P.O. Box 1, Whittier, Calif. 90608. Estimated construction cost \$689,205; first-year operating cost \$86,000. Principal: Corporation is educational, non-profit. President is Eugene R. Bertermann who is also executive director of Far East Broadcasting Co. which is applying for non-commercial FM's in Mariana, Fla.; Buena Park, Calif. Ann. April 13.

■ Hardin, Mont.—KOUS-TV Inc. seeks VHF ch. 4 (66-72 mhz); ERP 91.45 kw vis., 9.14 kw aur., HAAT 1062 ft. P.O. address: 922 North Custer, Hardin, Mont. 59034. Estimated construction cost \$327,900; first-year operating cost \$176,154; revenue \$200,000. Principals: Charles D. Vick, president, owns 26% of stock is also 12.4% stockholder in licensee of KYUS-TV Miles City, Mont. David G. Rivenes, vice-president/treasurer also owns 26% and 41% of licensee of KYUS-TV. Martha R. Creath, housewife, owns 33%; Daniel W. Coon, partner in Washington, D.C., law firm of Jackson, Campbell & Parkinson, owns remaining 15%. Ann. April 20.

■ Richmond, Tex.—Trinity Broadcasting of Texas seeks UHF ch. 45 (656-662 mhz); ERP 1,683 kw vis., 336 kw aur. P.O. address: 9720 Town Park Dr., Houston 77036. Estimated construction cost \$691,632; first-year operating cost \$286,880; revenue \$900,000. Principals: Trinity is non-stock, non-profit corporation for religious broadcasting. Paul F. Crouch, president and director has had extensive broadcast experience, has no direct broadcast holdings. Demos D. Shakarian is vice-president, Rodger L. McDuff is treasurer, John R. Thompson is secretary. Trinity is parent corporation for International Panorama TV, licensee of KLXA-TV Fontana, Calif. Trinity of Arizona is licensee of KPZZ-TV Phoenix, and is applicant for earth station there and at Trustin, Calif. Ann. Feb. 15.

AM actions

■ Murray, Ky.—Broadcast Bureau granted The Jackson Purchase Broadcasting Co. 1130 khz, 250 w-D. P.O. address: Box 1031, Bowling Green, Ky. 42101. Estimated construction cost \$9,937; first-year operating

cost \$29,168; revenue not given. Format: progressive MOR. Principals: Charles M. Anderson (50%) owns majority interest in WKVE(AM) Cave City, Ky. Freddie W. McCoy and Stephen B. Catron (25% each) are former announcers for WBGH(AM) Bowling Green. Mr. Catron is also attorney for Kentucky Department of Human Resources. Action April 26.

■ Murray, Ky.—Broadcast Bureau dismissed application of American Music Broadcasters for new AM on 900 khz, 250 w-D. Action April 26.

FM application

■ Berlin, Md.—Musicradio of Maryland Inc. seeks 103.9 mhz, 3 kw, HAAT 372 ft. P.O. address: c/o Kenneth S. Dash, 4940 Sentinel Dr. No. 401, Summer, Md. 20016. Estimated construction cost \$12,500; first-year operating cost \$113,847; revenue \$130,000. Format: Adult-Contemporary. Principal: Kenneth S. Dash is sole owner of Musicradio, Inc. which is owner of Musicradio of North Carolina, Inc., licensee of WKVO-AM-FM Havelock, N.C. Corporate officers include: Darryl E. Nixon, president, an account executive for WRC(AM) Washington and WEAM(AM) Falls Church, Va.; Richard V. Goines, executive vice president, an account executive for WRC. Ann. April 10.

FM action

■ Machias, Me.—Broadcast Bureau granted Washington County Broadcasting Co. 95.3 mhz, 3 kw, HAAT 220 ft. P.O. address: 12 Cooper Street, Machias 04654. Estimated construction cost \$10,500; first-year operating cost \$2,400; revenue \$5,200. Format: easy listening. Principals: Winston D. Chapman (94%) and Eric R. and Sherilyn Lindquist (6%). They also own WMCS(AM) Machias. Action April 14.

Ownership Changes

Grants

■ KPEN(FM) Los Altos, Calif. (97.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Los Altos Broadcasting from Mark and Maxine Hurd, Grace Andreas and Harold and Marilyn Young (100% before; none after) to L.D.S. Enterprises (none before; 100% after). Consideration: \$341,519 plus \$20,292 to Mark Hurd for covenant not to compete. Sellers: have no other broadcast interests. Buyer: is 100% owned by Frank DeSmidt, Milpitas, Calif. restaurant owner and operator with no other broadcast interests. Action April 18.

■ KWUN(AM) Concord, Calif.—Broadcast Bureau granted mod. of license to change name of licensee from Adler Communications Co. to Contra Costa Radio Inc. Action April 24.

■ WGCH(AM) Greenwich, Conn. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of the Greenwich Broadcasting Corp. from executors of estate of George Cooke Stevens (56.1% before; none after) to John T. Becker (32.37% before; 88.47% after). Consideration: \$600,000. Seller: is executing will of Mr. Stevens who had no other broadcast interests. Buyer is vice president of station and has no broadcast interests except WGCH. Mr. Becker's wife, Sheila B., owns 6.7% of WGCH. Action April 20.

■ WLBO(AM) Morgantown, Ky. (1570 khz, 250 w-D, 100 w-N)—Broadcast Bureau granted assignment of license from Lincoln Broadcasting Co. to Butler County Broadcasting Co. for \$20,000. Seller: is 100% owned by Joseph W. Myers, 33.3% owner of WLCB(AM) Hodgenville and WLCB-FM Buffalo and general manager of WLBO(AM) Morgantown, all Kentucky. James and Joseph Hones, brothers, own IGA Foodliner Inc., sole shareholder of buyer, with interests in WLCB-FM and WMMG(FM) Brandenburg, Ky. Action April 20.

■ WCOU-AM-FM Lewiston, Me. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 93.9 mhz, 13 kw)—Broadcast Bureau granted transfer of control of Mid-Maine Communications from Philip M. and Constance C. Greene (100% before; none after) to David P. Welborne (none

before; 100% after). Consideration: \$288,000 plus \$80,000 covenant not to compete. Mr. and Mrs. Greene have no other broadcast interests. Buyer is half owner of WNCA(AM) Silver City, N.C. Action April 19.

■ KEXS(AM) Excelsior Springs, Mo. (1090 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Jeffo Television Corp. from F. William Kasmann and others (100% before; none after) to Willie A. Williams and Aubrey Williams (none before; 100% after). Consideration: \$295,000. Principals: F. William Kasmann owns 85%, 27 others own remainder. Buyer is 55.56% owned by Willie A. Williams, Raytown, Mo. real estate salesperson, and his wife, Aubrey, (44.44%). Action April 21.

■ WKVO-AM-FM Havelock, N.C. (AM: 1330 khz, 1 kw-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Southeast State Broadcasting to Musicradio of North Carolina for \$325,000. Seller: Charles P. Wenk, president and principal stockholder wants to pursue other interests. He has no other broadcast holdings. Buyer: is 51% owned by Darryl E. Nixon and 40% by Richard V. Goines both account executives with WRC(AM) Washington. Neither has other broadcast holdings. Action April 18.

■ KOQT(AM) Bellingham, Wash. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Hillcrest Chapel Inc. to HELP Ministries Inc. for \$175,000, plus assumption of liabilities. Seller is church with no other broadcast interests. Buyer is religious organization headed by The Reverend Richard Ellison. Action April 19.

■ WEPM(AM)-WESM(FM) Martinsburg, W. Va. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 9 kw)—Broadcast Bureau granted assignment of license from Martinsburg Broadcasting to Elektra Broadcasting for \$800,000. Seller: is 100% owned by C. Leslie Golliday and has no other broadcast interests. Buyer: is 100% owned by Charles C. Thornton Sr. and is licensee of WTRI(AM) Brunswick, Md. Action April 18.

■ WFMF(FM) Milwaukee, (96.5 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Koss Broadcasting Corp. from John C. Koss (66 2/3% before; none after) to Douglas Cofrin (33.3% before; 100% after). Consideration: \$99,600. Mr. Koss wants to pursue other business interests. Mr. Cofrin presently owns one third of station and is employed there as announcer and newscaster. Neither party has other broadcast interests. Ann. Action April 20.

■ KRNK(AM) Cheyenne, Wyo. (1530 khz, 10 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Dennis Grant, receiver, to KVWO Inc. for \$180,000. Seller is court-appointed receiver without other broadcast interests. Buyer is owned by Tony A. Kehl, owner of KVOW(AM)-KTAK(FM) Riverton, Wyo. Action April 18.

■ KVWO(AM) Cheyenne, Wyo. (1370 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KVWO Inc. to Harold S. Schwartz & Associates for \$53,500. Seller: is licensee of KLEN-FM Cheyenne, wholly-owned subsidiary of Mesa Broadcasting Co., licensee of KQIL(AM)-KQIX-FM Grand Junction, Colo. John W. Hough is 100% owner of Mesa. Buyer: is 100% owned by Harold S. Schwartz, owner of licensee of KXEN(AM) Festus, Mo., and husband of Bernise Schwartz owner of licensee of KQXI(AM) Arvada, Colo. Action April 18.

Dismissal

■ WQHI(FM) Jeffersonville, Ind. (95.7 mhz, 34 kw)—Broadcast Bureau dismissed assignment of license from Whatever's Fair Inc. to Multimedia Radio Inc. Action April 6.

Facilities Changes

TV actions

■ KUTV-TV Salt Lake City—Broadcast Bureau granted change in SL and addition of remote control. Action April 14.

■ KSTW-TV Tacoma, Wash.—Broadcast Bureau

granted CP to change TL. Action April 14.

AM applications

- WABB Mobile, Ala.—Seeks CP to use daytime tower as aux. nighttime ant. Ann. April 20.
- WTIC Hartford, Conn.—Seeks CP to make changes in ant. system, install DA and change TL. Ann. April 20.
- WWNS Statesboro, Ga.—Seeks CP to make changes in ant. system. Ann. April 20.
- KLUV Haynesville, La.—Seeks CP to make changes in ant. system, change TL, SL and remote control location. Ann. April 20.
- WAGN Memominee, Mich.—Seeks CP to make changes in ant. system, change TL and SL. Ann. April 20.
- KENO Las Vegas—Seeks CP to make changes in ant. system (change parameters of nighttime DA). Ann. April 20.
- KLTC Dickinson, N.D.—Seeks mod. of CP to make changes in ant. system. Ann. April 20.
- WNOR Norfolk, Va.—Seeks CP to make changes in aux. ant. system. Ann. April 20.

AM actions

- KLAZ Little Rock, Ark.—Broadcast Bureau granted mod. of license to change SL and add remote control. Action April 19.
- WESL East Saint Louis, Ill.—Broadcast Bureau granted license covering permit for changes. Action April 20.
- WKRS Waukegan, Ill.—Broadcast Bureau granted license covering permit for changes. Action April 20.
- WSGW Saginaw, Mich.—Broadcast Bureau granted mod. of license to add remote control. Action April 24.
- WPMP Pascagoula-Moss Point, Miss.—Broadcast Bureau granted CP to increase power to 5 kw, change type trans. and add DA. Action April 20.
- WBNF Binghamton, N.Y.—Broadcast Bureau granted mod. of license to add remote control. Action April 19.
- KADS Elk City, Okla.—Broadcast Bureau granted CP for new aux. trans. Action April 24.
- KLVI Beaumont, Tex.—Broadcast Bureau granted license for new aux. trans. Action April 21.

FM actions

- *WETA Washington—Broadcast Bureau granted mod. of license to change SL. Action April 24.
- KHUI-FM Honolulu—Broadcast Bureau granted mod. of CP to change TL. Action April 19.
- WPOC-FM Baltimore—Broadcast Bureau granted license for changes in ERP and ant. height. Action April 24.
- *KUFM Missoula, Mont.—Broadcast Bureau granted license for changes in ERP and ant. height. Action April 24.
- KDXT-FM Missoula, Mont.—Broadcast Bureau

granted CP to install new ant., make changes in ant. system. Action April 19.

- WNOZ-FM Cortland, N.Y.—Broadcast Bureau granted CP to install new trans., new ant., change HAAT and TPO. Action April 20.
- WWWW-FM Cleveland—Broadcast Bureau granted license covering changes in ERP and ant. height. Action April 24.
- WNCI-FM Columbus, Ohio—Broadcast Bureau granted license for changes in ERP and ant. height. Action April 24.
- *KBVR Corvallis, Ore.—Broadcast Bureau granted license for changes. Action April 24.
- *WRIU Kingston, R.I.—Broadcast Bureau granted CP to replace expired permit for changes. Action April 24.
- KMTN-FM Jackson, Wyo.—Broadcast Bureau granted license for changes in ERP and ant. height. Action April 24.
- *KCWC Riverton, Wyo.—Broadcast Bureau granted license for changes in ERP and ant. height. Action April 24.

In Contest

Petition to deny

- Santa Fe, N.M.—Hubbard Broadcasting Inc. filed petition to deny new TV station there. Received April 18, ann. April 24.

Procedural rulings

- Compton, Calif., **FM proceeding:** (Doc. 20756)—Review Board scheduled oral argument for June 6 at FCC, Washington. Action April 28.
- Goleta, Calif., Guy S. Erway and Goleta Communications Corp., **FM proceeding:** (Docs. BC 78-134-5)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference for May 30 and hearing for July 10. Action April 18.
- Orlando, Fla., Mid-Florida Television Corp., **TV proceeding:** (Docs. 11083, 17339, 17341-2, 17344)—Review Board set May 23 as date for oral argument on application for new TV on ch. 9. Action April 24.
- Ishpeming, Mich., WJPD Inc., **revocation proceeding:** (Doc. BC 78-80)—ALJ Joseph Stirmer set certain procedural dates, rescheduled hearing of WJPD-AM-FM from June 6 to Sept. 19 in Ishpeming. Action April 21.
- Roswell, N.M., Andromeda Broadcasting System Inc. et al., **AM proceeding:** (Docs. 21516-8)—ALJ Joseph Stirmer denied petition by Andromeda to enlarge issues. Action April 21.
- Quantico, Va., Happy Broadcasting Co., **renewal proceeding:** (Doc. 21493)—ALJ David I. Kraushaar extended certain procedural dates and rescheduled hearing for WPWC(AM) to May 30. Action April 18.

Initial decision

- WNAR(AM) Norristown, Pa.—ALJ James F. Tierney granted application of WNAR Inc. to increase power from 500 w to 2.5 kw (.5 kw during critical hours) with DA. Action April 21, effective in 50 days.

FCC decisions

- Los Angeles—Commission denied 11 identical petitions to deny filed by three residents of Los Angeles area against 22 local radio and TV stations. Petitioners alleged inadequate program service to black community and employment discrimination by stations. Commission said petitions contained serious procedural errors. Action April 20.
- Miami—Commission affirmed Sept. 9, 1977, ruling by Broadcast Bureau denying complaint by Better Business of South Florida against WCKT(TV) there. Petitioner alleged station failed to comply with Fairness Doctrine and personal attack rule. Action April 20.
- Boston—Commission denied Committee for Community Access stay of March 8 action assigning license of WEZE(AM) there from WEZE Inc. to New England Continental Media Inc. Action April 27.
- Dickinson, N.D.—Commission denied KDIX-TV there stay of Feb. 8 action granting application of Meyer Broadcasting Co. for CP covering new satellite TV station there. Action April 19.

Complaints

- FCC announced total of 4,067 broadcasting complaints from public was received in March, increase of 720 over February. Other comments and inquiries for March totaled 3,244, increase of 450 over previous month. Commission sent 1,575 letters in response.

Fines

- WHTV-TV Meridian, Miss.—Broadcast Bureau

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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	727	57	784
VHF	513	1	2	516	7	523
UHF	211	0	0	211	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	987	64	1,051
FM Translators	904	0	43	947	77	1,024
TV Translators	3,500	0	0	3,500	453	3,953
UHF	1,082	0	0	1,082	268	1,350
VHF	2,418	0	0	2,418	185	2,603

*Special temporary authorization

**Includes off-air licenses

notified licensee of apparent liability for \$700 for failure to have operator with first class license on duty at transmitter. Action April 12.

■ **WCOU(AM)** Lewiston, Me.—Broadcast Bureau notified licensee of apparent liability for \$300 for failure to make equipment performance measurements on time. Action April 14.

■ **WCSV(AM)** Crossville, Tenn.—Broadcast Bureau denied reconsideration of Feb. 14 action ordering \$850 forfeiture for failure to change power at time specified on station license. Action April 21.

■ **KQOT** Yakima, Wash.—Broadcast Bureau notified licensee of apparent liability for \$1,300 for failure to make equipment performance measurements of main trans. Action April 21.

Other Actions

■ FCC admonished ABC Inc. for "negligence and careless conduct" regarding telecast of U.S. Boxing Championships last year. Action April 25.

■ **Greenfield, Mass.**—Broadcast Bureau cancelled license of Springfield Television Corp. for WRLP(TV) there, deleted call letters and closed all records including pending renewal and CP. Action April 25.

■ Chief, Broadcast Bureau, extended from April 24 to May 24 time to respond to comments by Association of Maximum Service Telecasters concerning reassignment of noncommercial TV ch. 50 from Little Falls, N.J., to Woodport, N.J. Action April 26.

Allocations

Actions

■ **Barstow and Mountain Pass, Calif.**—Broadcast Bureau proposed assigning 98.1 mhz to Barstow as community's second FM and 99.5 mhz to Mountain Pass as its first FM. Action April 7.

■ **Greensboro, Ga.**—Broadcast Bureau proposed assigning 103.9 mhz as community's first FM. Action April 21.

■ **Martin and Neon, Ky.**—Broadcast Bureau proposed deleting 100.1 mhz from Neon and reassigning it to Martin. Action April 21.

■ **Beaverton, Mich.**—Broadcast Bureau proposed assigning 97.7 mhz as community's first FM. Action April 21.

■ **Ocean City, N.J.**—Broadcast Bureau proposed assigning 98.3 mhz as community's second class A FM. Action April 18.

Rulemaking

Petitions

■ **LaCrosse, Wis.**—Everybody's Mood Inc. requests amendment of FM table of assignments to assign ch. 261 to West Salem, Wis., from Onaska, Wis. Ann. April 24.

■ **Edenton, N.C.**—Thomas C. Cross and John

Woolard request amendment of FM table of assignments to assign ch. 289 to Columbia, N.C. Ann. April 24.

Translators

Actions

■ **Merizo, Guam**—Commission affirmed December 1977 action granting CP for new 10 w TV translator to rebroadcast "KGTF(TV)" Agaña, Guam, on ch. 4. Action April 20.

■ **Rawlins, Wyo.**—Broadcast Bureau forfeited license of Rawlins Free TV Association for TV translator there, deleted call sign K07GN. Action April 24.

Cable

Actions

■ **Los Angeles**—Commission denied reconsideration of certificates of compliance granted to King Videocable Co. and Theta Cable of California Inc. Action April 25.

■ Commission has proposed adopting regulations on CATV pole attachment complaints (Doc. CC 78-144). Comments due June 9, replies June 29. Action April 25.

■ Commission has changed definition of "small" CATV system to include those serving 500 to 999 subscribers. Action April 25.

Addenda to the 1978 'Yearbook'

Following are additions and corrections to the BROADCASTING YEARBOOK 1978. They appear by page number in the same order as in the YEARBOOK.

Page A-37. Under Group Ownership insert:
Group One Broadcasting Co.—Stns: 4 AM, 4 FM, 1 TV. **KLZ(AM)** and **KAZY(FM)** Denver; **WAKR-AM-TV**, **WAEZ(FM)** Akron and **WONE(AM)** and **WTUE(FM)** Dayton, both Ohio; **KBOX(AM)** and **KMEZ(FM)** Dallas. Ownership: Summit Radio Corp. Hqs: 853 Copley Rd., Akron, Ohio 44320. (216) 535-7831.

Page A-37. Under Group Ownership insert:
Group W—See Westinghouse Broadcasting Co.

Page A-37. Under Group Ownership insert:
Gulf Central Radio Network—Stns: 3 AM, 3 FM. **WMPA(AM)**, **WHAY(FM)** Aberdeen, **WMBC(AM)**, **WJWF(FM)** Columbus and **WFOR(AM)**, **WHER(FM)** Hattiesburg, all Mississippi. Principal owner: J. W. Furr. Hqs: Box 707, Columbus, Miss. 39701.

Page A-45. Under Newspaper/Magazine Crossownership with Broadcasting Stations change the corporate name of **The Brockway Co.** to Johnson Newspaper Corporation.

Page B-98. Under Florida TV add the heading "Ocala" and the following station authorized to Ocala, Fla.:
WOCA-TV—ch. 51, 1127.2 kw vis. 225.42 kw airt. ant 927i/932.5g. Not on air, target date unknown. 226 S. Main St., Gainesville 32601. Permittee: Gator Bcstg Corp. Ownership: R. Douglas Bishop, 25%; Charles R. Perry, 25%; Emil R. Schiavone, 25%; George F. Antoniaki, 12.5%; James D. Ivey, 12.5%.

Page B-137. Under Rock Springs, Wyo. add:
ADI No. 44; see Salt Lake City market

Page B-137. Under Sheridan, Wyo. add:
ADI No. 44; see Salt Lake City market

Page C-5. Under Greenville, Ala. change **WKYN(FM)** to **WKXN(FM)**.

Page C-21. Under Los Angeles change the power of **KFWB(AM)** to 5 kw-U.

Page C-32. Under Colorado Springs change **KRYT(AM)** to **KXXV(AM)**.

Page C-42. Under Green Cove Springs, Fla. change **WKKJ(FM)** to **WKUE(FM)**. Change the licensee of **WKUE(FM)** to Mel-Lin Inc. (facq 5-12-77).

Page C-58. Under Hilo, Hawaii change **KFSM(FM)** to

KFSH(FM).

Page C-64. Under Effingham, Ill. change **WCRA-FM** to **WCRC(FM)**.

Page C-75. Under Rochester, Ind. delete the listing for **WAXI(FM)**. Entire listing for **WAXI(FM)** should appear under Rockville, Ind.

Page C-79. Under Iowa City, Iowa insert new listing for **KCJJ(AM)**:
KCJJ(AM)—Jan 15, 1977: 1560 khz. Box 2118 52240. (319) 354-1242. Braverman Bcstg Co. Inc. Net: ABC/I. Format: MOR/Country. ■ A. Kent Braverman, pres; Herb Loops, snt & sls mgr; Todd Meyers, news dir; John Tinker, chief engr.

Page C-92. Under Lafayette, La. change **KDTY(FM)** to **KTDY(FM)**.

Page C-98. Under Baltimore change the ownership of **WLIF(FM)** to: **WLIF Inc.** (facq 5-17-77). Group owner: Cox Bcstg Corp.

Page C-98. Under Baltimore change **WXVY(FM)** to **WXVY(FM)**.

Page C-99. Under Glen Burnie, Md. change **WBZK(FM)** to **WBKZ(FM)**.

Page C-100. Under Silver Spring, Md. delete the listing for ***WGTS-FM**. Entire listing for ***WGTS-FM** should appear under Takoma Park, Md.

Page C-105. Under **WIOB(FM)** Ann Arbor, Mich. delete "Dups AM 55%." Insert the following address: Box 5 (48107). Add: Prog sep from AM.

Page C-112. Under Michigan Radio add the heading "St. Louis" and the following station licensed to St. Louis, Mich.:
WMLM(AM)—Dec 15, 1977: 1540 khz; 1 kw-D. Box 1 (48880). (517) 681-5579. Siefker Bcstg. ■ Gregory W. Siefker, pres & gen mgr; Todd R. Overbeek, prog dir; Dennis Poling, sports dir.

Page C-119. Under Batesville, Miss. two stations should be listed:

WBLE(AM)—June 19, 1953: 1290 khz; 1 kw-D.
WBLE-FM—Not on air, target date unknown: 95.9 mhz; 3 kw. Ant 150 ft.

Page C-122. Under Meridian, Miss. change **WINK(AM)** to **WTNK(AM)**.

Page C-127. In the Missouri Radio section change the heading "Montgomery County" to "Montgomery City." **KVCM(FM)** is licensed to Montgomery City, Mo.

Page C-131. Under Missoula, Mont. change **KGMV(AM)** to **KGRZ(AM)**.

Page C-150. Under Oneida, N.Y. only two stations should be listed: **WMCR(AM)** and **WMCR-FM**. Under the heading "Oneonta" the following stations licensed to Oneonta, N.Y. should be listed: **WDOS(AM)**, **WSRK(FM)**, **WONT(FM)**, ***WONY(FM)** and ***WRHO(FM)**.

Page C-158. Under High Point, N.C. change **WHPE(AM)** to **WGOS(AM)**.

Page C-166. Under Celina, Ohio change **WMER(FM)** to **WKKI(FM)**, and change the licensee of the station to Mid America Radio (facq 4-29-77).

Page C-176. Under Oklahoma City change **KQVC(AM)** to **KQCV(AM)**.

Page C-180. Under Portland, Ore. change **KOIN(AM)** to **KYTE(AM)**.

Page C-186. Under Lewistown, Pa. delete the listing for **WTGC(AM)**. Entire listing for **WTGC(AM)** should appear under Lewisburg, Pa.

Page C-187. Under Oil City, Pa. change **WRIS(FM)** to **WRJS(FM)** and change listings of **WOYL(AM)** and **WRJS(FM)** as follows:
WOYL(AM)—Feb 14, 1946: 1340 khz; 1 kw-D, 250 w-N. DA-D. Box 1127, 746 Orange St. (16301). (814) 644-1269. Oil City Bcstg Inc. (facq 2-1-77). Net: NBC. Rep: Dome. Format: Contemporary/Easy Rock. Spec progs: Pol 2 hrs. C&W 10 hrs wkly. ■ Robert J. Shupala, pres; Anthony J. Sciere, VP & gen mgr; Judy Jackman, coml mgr; Ronald Antill, prog dir; Donald Collins, prod mgr; John A. Sciere, ops & mus dir; David R. Hurst, news dir; Bernard Staudt, chief engr. ■ Rates: \$8; 8; 8.

WRJS(FM)—Co-owned with **WOYL(AM)**. May 1, 1957: 98.5 mhz; 2.9 kw. Ant. 300 ft. Format: Btl music. ■ Rates same as AM.

Page C-216. Under Midland, Tex. insert:
KMND(AM)—Nov 27, 1963: 1510 khz; 500 w-D. Box 4041 (79701). United Communications Inc. (facq 10-28-77). ■ Johnny Knight, gen mgr.

Page C-217. Under Nacogdoches, Tex. change **KSFA-FM** to **KTBC(FM)**.

Page C-222. Under **KBLW-FM** Logan, Utah change "Not on air, target date unknown" to on-air date of "Aug. 19, 1977."

Page C-222. Under Murray, Utah change **KMOR(AM)** to **KPRQ(AM)**.

Page C-231. Under Wise, Va. delete the listings for **WINC(AM)** and **WRFL(FM)**. The listings of **WINC(AM)** and **WRFL(FM)** should appear under Winchester, Va.

Page E-45. Under Frequency Measuring Services change Southwest Frequency Measurements listing as follows:
Southwest Frequency Measurements.—11508 Big Trail, Austin, Tex. 78759. (512) 345-4570. Ben F. Green, owner-mgr.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for new fulltime small-town AM Adult Music station in the mountainous pine forests of Northern Arizona. Ideal for experienced salesperson looking for first management position in beautiful environment. Sober, stable, family type preferred. Sales and FCC knowledge a must. Starling compensation: \$1,000 per month, health ins. + incentive bonus. We're ready to sign on, so rush resume to Eric Hauenstein, P.O. Box 4227, Mesa, AZ 85201. Be sure to include professional references. E.O.E.

Assistant Managers needed for dynamic small market group with stations in Indiana, Illinois, Arkansas & Mississippi. Only persons with sales and leadership abilities considered. Resume to Lee Buck, 214 Churchill Place, Franklin, TN 37064.

Excellent Opportunity for Sales Manager for 5000 watt AM and 100,000 watt stereo FM. Located in Great Northern Midwest Recreation Area. Skiing, hunting, fishing. If you can organize and lead a sales department, let's talk. Contact Robert Knutson, Vice-President, Radio Stations WJMS and WIMI, Ironwood, MI 49938. Phone 906-832-2411.

General Manager: Major New York metropolitan university 24 hour stereo. Minimum 5 years experience, capability of working harmoniously with enthusiastic student staff. Send resume, salary requirements to Box E-169.

Wanted now . . . Assistant Manager who has 1st and can do sports and production. Great place to live and good pay. WBHN, Bryson City, NC 28713.

Aggressive sales-oriented general manager wanted. Send resumes to: Owner, WUUN-FM, 412 W. Washington St., Marquette, MI 49855.

Fundraiser. KHKE-FM and KUNI-FM seek Head of Business and Development to be responsible for administering development programs designed to raise financial support. Position requires skills in sales, administering systems evaluation, and accounting. Degree(s) in business, management or public relations helpful, with five years sales, management or fundraising experience. Public or commercial broadcasting experience helpful. The salary range is \$16,0781-\$20,305 with hiring to be within the University's compensation plan, and an excellent fringe benefit plan is available. Send resume with reasons for interest and credentials to Raymond Harris, Personnel Services, 161 Baker Hall, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for the purposes of Affirmative Action.

HELP WANTED SALES

"One of the South's great radio stations" is looking for a professional "Street Fighter" If you are aggressive, motivated, and consider yourself a "Solid" radio salesperson, let's get together. Excellent opportunity with plenty of room for growth with our four station company. Send complete resume with salary history To: Mr. Jerry Russell, General Sales Manager, WDAK Radio, Post Office Box 1640, Columbus, GA 31902.

Sales Manager Mid-Michigan AM and FM. Outstanding opportunity for experienced, aggressive achiever interested in the future. Applications held in confidence. Equal Opportunity Employer. Send resume to Box E-121.

Dynamite Northeast FM rocker and adult contemporary AM combination has great opportunity for energetic, self-starter. Aggressive pro could make 15-25K. EOE. Box E-144.

Wanted—Experienced Radio-time Salesperson for growing 3 city area of Central Florida. Small daytime station. Mail resume and personal recommendations to Suite 3, Gables Secretarial Service, Coral Gables, FL 33134. (Equal Opportunity Employer).

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 Airmedia 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.

Sales Manager. Beautiful Music 100.000W FM station in the Sun Belt. Metro: 500,000; No. 2 in 18-station metro with an incredible sales growth pattern. Only those able to show proof of success need apply. Equal Opportunity Employer. Send resume to Box E-166.

Sales people, must have minimum two (2) years radio sales. Call or write Wayne Coleman, WBOP AM/FM Radio, P.O. Box 12764, Pensacola, FL 32575. Phone 905-438-7543. Equal Opportunity Employer.

Assistant Sales Manager who is tired of being No. 2 and now desires a No. 1 position as Sales Manager. Must have proven ability to administer, motivate and train a sales staff. This is a powerful station in Nevada which desires to be aggressive. An opportunity to build your Sales Department as it should be built. Program experience is desired. Please send resume, references, and salary requirements to: E. Beaver, 9940 Santa Monica Blvd., Beverly Hills, CA 90212.

FM station acquiring A.M. in same market, looking for experienced account executive (with minimum 3 years experience). Resumes only. All replies confidential. Draw commensurate with submitted earnings history. Rely to: Bruce Swearingen, c/o Radio Alamo, Inc., GPM Bldg., S. Tower, Plaza Level, San Antonio, TX 78216. E.O.E.

Broadcast Professional with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, president, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

AOR FM in Northern California college town wants experienced Salesman. Send resume, billing history to: Jeff Kragel; KFMF-FM; Box 266; Chico CA 95927.

Aggressive, experienced sales person ready to move to the D. C. metro area. AM—AOR in Maryland suburbs offers dynamic market, unique programming, excellent billing record, good pay and friendly atmosphere. Resume to: WLMD, P.O. Box 42, Laurel, MD 20810.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary Box D-1.

Major Market New England Beautiful Music Station seeks experienced announcers. The future could be today if you qualify. Resume to Box D-115.

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.

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.

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.

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.

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.

Needed immediately, two openings in Modern FM facilities, Top-40 format, small market, with big market sound. Rush tapes & resumes to Danny Tabor, WOV Radio, P.O. Box 478, Glasgow, KY. 42141.

Immediate opening. Sign on personality. Not just time and temperature. Qualified? Send tape, resume to Jerry Collins, WASK, Box 880, Lafayette, IN 47902. E.O.E.

Immediate opening for full time anncr. 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.

P.M. Drive Time for top rated station in Eastern Pennsylvania. If you like the benefits of a major market without the problems of a big city, this is for you. \$225 start. E.O.E seeks applications from minorities. Box E-178.

Radio Announcer II (Classical Music Director). Applicants must have a standard high school diploma and two years radio station announcing experience. A third class endorsed FCC License is also essential. Applicants should have a good working knowledge of classical music and Programming. Salary \$9,584. Application Deadline May 19, 1978. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, Florida 33620 The University of South Florida is an affirmative action equal opportunity employer.

HELP WANTED ANNOUNCERS CONTINUED

Deep South Metro-Progressive MOR with news, air traffic, promotions, needs strong PM drive personality. Flagship station, growing group. Ground floor opportunity for serious professional with format experience, ability to take direction. Send tape, resume, references to Skip Broussard, Bay Broadcasting Corporation, P.O. Box 16425, Mobile, AL 36616. EOE.

Immediate opening for air talent in Ohio's fastest growing market. Send tape/resume to Joe London, WMOH, 220 High Street, Hamilton, OH, 45011. EOE.

Modern Country Disc Jockey Music director—with production capabilities. Some news—3rd endorsed. Experience a must—send resume—WOHI P.O. Box 90 E. Liverpool, OH 43920.

Wanted Now ... Inside man with 1st for assistant manager. Great place to live, good pay. WBHN, Bryson City, NC 28713.

We're looking for an experienced announcer to fill an adult contemporary slot. Applicant must be able to handle production. Excellent pay, benefits. Tape, resume and salary requirements with first letter. Contact Steve Samet, WZOE, Broadcast Center, Princeton, IL 61356.

No announcers please. We are in involved Bonneville adult music station looking for human beings who are communicators and not announcers. Experience counts. Tape and resume to: James A. Reeder, KCOZ, 725 Austin Place, Shreveport, LA 71101.

Central Virginia ... desires smooth mature announcer for popular Adult Contemporary station ... tape, resume, references to General Manager, WELK, P.O. Box 1294, Charlottesville, VA 22902. An Equal Opportunity Employer.

Adult personality needed for medium market 50,000 FM—MOR. Must relate to +30 audience. E.O.E. Good fringe benefits. Send tapes and resume to Paul Hemmer, KIWJ, Dubuque, IA. No Calls Please!

Good Bucks, Security and a rewarding position can be yours at the number one rated Contemporary Music station in Tulsa (the nation's 60th market). We are looking for a creative AM drive air personality ... a one to one communicator who can mix light humor and informational bits and relate to a morning audience. Our format is Rock oriented Pop/Adult. Polished professional air talents from any size market should send tape and resume to: Ken Scott, FM 96 (KRAV), Tulsa, OK 74101. (E.E.O. M/F)

HELP WANTED TECHNICAL

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.

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, 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.

Sagnaw, Michigan. WSAM/WKCQ needs a Chief Engineer. Salary open. Company paid insurance, plus bonus. Call Ken MacDonald, Sr., 517-752-8161. E.E.O.

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 BB, 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.

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.

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.

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).

Chief Engineer who is strong on maintenance and knows directional systems and FCC's Rules. Excellent facilities. WILS-AM/WILS-FM, 600 W. Cavanaugh, Lansing, MI 48910 Phone 517-393-1320. E.E.O.E.

Chief Engineer, AM, Class C FM, SCA, Systems 90 automation, Business Music Service. Opportunity with growing organization. E.O.E. M/F Submit resume. Larry Weller, KXEO, Box 475, Mexico, Mo. 65265.

Chief Engineer—Opening June 1, 1978. Two stick, 500 W. DA-D. Studios on site. Good equipment & facility. Resumes to: M. L. Stauffer, WTCL, 1295 Lane West Rd. S.W. Warren, OH 44481, by May 20th.

HELP WANTED NEWS

News department expansion, openings for experienced newsmen. Tape, resume, references, Fred Hoskins, News Director, WCAP, Lowell MA. 01852. No phone calls.

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. E.E.O.

Immediate opening for News Director, strong on human interest and actualities. MOR, 5000 watts. Good pay for performer. Tapes and resumes to Red Metcalf, WJPS Radio, Box 3636, Evansville, IN 47735. E.O.E.

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.

Exciting Challenge—Experienced Newsperson wanted to start and head news department. Good salary—good living—good working conditions. Contact Bob Catan—WUPE AM&FM, 73 4th Street, Pittsfield, MA 01201.

50-KW All-News and talk station seeks 2 professional news anchors. Outstanding opportunity to grow with top news department. Also need top notch writers and editors. Only seasoned professionals please. Tapes, writing samples, and resumes to Mike Anthony, WOAI Radio 1031 Navarro, San Antonio, 78205. E.O.E.

Helicopter pilot, must be experienced, have commercial helicopter pilot rating; to do daily radio traffic reports. TV or radio news reporting, journalism background and photographic knowledge and background highly desirable. Will be flying Hughes 300C. Preference given also to fixed wing experience in single and multi-engine planes, especially Skymaster. If you are an experienced helicopter pilot/newsperson, call for an in-person appointment to discuss the job. Call Homer Lane or Bob Martin at KOOL, Phoenix, AZ 602-257-1234.

News Director—Wanted for legendary and contemporary radio station in Denver. Must be thoroughly qualified in all aspects of news and capable of superior on-air work. Excellent working conditions, salary ... but much expected. Send tape, resume and news philosophy to: Loren Owens, PD.—KIMN, Denver, CO 80214—KIMN IS AN EQUAL OPPORTUNITY EMPLOYER.

Immediate opening for news reporter/news announcer. Morning shift. BA, experience or both. Rush tape and resume, writing samples to Curt Miller, c/o WTRC Box 699, Elkhart, IN 46515. E.O.E.

Immediate opening—Small Market leader with strong news commitment seeks experienced newsmen to take charge of news operation. Excellent working conditions and salary. Prefer applicants from Midwest. Send tape and resume to Jim Feather—P.O. Box 177—Rochelle, IL An Equal Opportunity Employer.

Morning Drive: We are looking for a newsmen for our AM/FM combination in Lexington, Kentucky. Opportunity for newsmen with at least one years experience to join active news department. Send tape, resume and salary requirements to: Joe Catt, News Director, WVLC, Radio, P.O. Box 1559, Lexington, KY 40592.

All News KOV, Pittsburgh looking for highly motivated News Anchor Personality. You must be willing to relocate. Send tape and resume to: News Director, KOV, Pittsburgh, PA 15219. An Equal Opportunity Employer.

Heavyweight News Director needed at top-rated successful contemporary WQXI Radio, Atlanta. Consideration will be given to all applicants who: have administrative abilities and decision making abilities. News Director will have the authority and responsibility of leading a strong, dedicated News/Sports Staff. If you feel you are qualified for this position, please send tape and resume immediately to: Mr. Gary Corry, Program Director, WQXI AM Radio, 3340 Peachtree Road, N.E., Atlanta, GA 30326.

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.

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.

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.

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. But Levine, WROV, 15th & Cleveland, Roanoke, VA 24015.

Take Charge Individual needed as Operations Manager/PD. Growth operation provides unique opportunity for the right person with proven track record. Large Market income with the benefits of Small Market living gives you the best of both worlds. Join a winning team today. Send resume, references and salary requirements to, Box E-165.

Articulate, creative, prolific, mellifluous. Continuity writer-production. Backup news-sports helpful also. Small-medium Great Plains market. EOE. Write Box E-177.

Telecommunications Instructor needed for Fall 1978 to teach full time in unique, new radio broadcasting degree program which includes production, 3RD class preparation, mass media and broadcast journalism at N.J. community college. Master's degree with professional experience preferred. Bachelor's with related experience considered. Academic rank & salary based on credentials and background. Equal Opportunity/Affirmative Action Employer. Respond in writing on or before June 5, 1978 to: Box E-188.

Program Director for West Coast Major Market Beautiful Music Station. Must have proven track record and/or association with top syndicators. Looking for someone who will take format to the top, then explore syndication possibilities. Salary commensurate with abilities. Full benefits. Equal Opportunity Employer. Box E-197.

SITUATIONS WANTED MANAGEMENT

Management opportunity sought. Solid News and Public Affairs background. Hands-on automation experience. Organizer, Willing to sell. Box E-116.

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.

Never managed a loser. Presently employed. Prefer Oklahoma or New Mexico. Advise salary and fringes. Box E-154.

Broadcast Executive. Solid background in Radio, TV and Agency. Currently employed, major midwest market. Top track record, excellent references. Will consider any management position with decent compensation and incentives. Future growth a must! Equity position important. Will consider all serious inquiries. Box E-159.

15 years experience in all phases of radio. Seeking GM position in NE Small Market. Call Bill Sutton evenings 607-734-1025. Or write PO Box 31 Dundee, NY 14837.

General Sales manager particularly strong in retail. Prefer to relocate in California area. Believe in a We not I sales force. Main forte in building and motivating a sales force that, regardless of market, is second to none. Will go out and sell and train sales force. 18 years in radio field all phases of retail and agency sales. Presently employed so no rush to take just a job. We both want something that will be mutually advantageous. Box E-174.

SITUATIONS WANTED SALES

Nine Years Small market experience RAB trained. Prefer West Coast. Presently employed. Box E-175.

Baltimore. B.S. in advertising. 29 years old, experience in retailing and advertising. Call Bill at 836-8062, after 7 PM.

SITUATIONS WANTED ANNOUNCERS

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 716-834-457.

14 year MOR pro seeks permanent position. Super big voice, great production. 305-764-5809. Box E-69.

First Phone, Top 40 air personality desires small market station. Experienced. anywhere. S.H. Green 212-347-5149.

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.

Florida Stations: Seven years experience, various formats, positions. MA Broadcasting, 3rd Endorsed, Automation. Married. employed. Chuck: 404-787-0892.

Announcer/First Class Eng. Looking for full time air shift, New England. Easy going, crackjack producing work, immediately. Box D-76.

Beginner seeks first fulltime job, anywhere, 3rd. Box E-167.

First phone, good news and announcing, and maintenance ability. Prefer small to medium station in Southeast. Box E-170.

Versatile, nine year professional communicator, first, liberal arts grad, prefer Northwest or West, available May 20. Call Pete 414-748-8159 before May 13.

Seeking First Break or Job in Radio. Thoroughly trained in all phases. Third Endorsed. Ready to relocate. For tape and full resume call; 9 a.m.-5 p.m. 312-358-6930 or after 5 till 9 p.m. 312-673-3000 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

Personality superbly trained. Seeks first radio break. 3rd endorsed—all markets. Available immediately. David McArdle call 707-527-7370 or write, 108 Calle Roja, Rohnert Park, CA 94928.

Upcoming College Grad looking for fulltime job. Three summers fulltime Atlantic City Market. DJ, production. Dave Galutia, 407 Jacobs Hall, Ashland, OH 44805. 419-289-4637.

Good Production, Creative. 31/2 years experience, top 40 and contemporary. all dayparts. First phone 308-381-0622.

Top-rated, experienced MOR personality. Humorous, creative, award-winning. 20 years in major-market radio. Interested in major market only. Box E-138.

Ten Year Pro looking for progressive organization. AM-FM experience. AC Music Director, assisted AM PD, Operations Director, Beautiful Music FM. Rich 714-560-8271.

Available Immediately. Ambitious, hard-working, promotion-minded DJ/MD with PD potential looking for secure home and chance to grow in a market of at least 25,000. Six years pro and college experience. Solid Gold, MOR preferred. Top 40, Country OK. No AOR, please. Strong production, "super-tight" board, excellent oldie knowledge, salary open. Mike Daniels 912-264-4657.

All night show. Honest, dependable, 4 1/2 years experience. 904-255-6950 Mike Hon, 373 Williams, Daytona, FL 32018.

Nine year professional communicator, first, liberal arts grad, prefer Northwest or West, available May 20. 414-748-8159 leave message for Pete.

SITUATIONS WANTED TECHNICAL

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.

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.

Highly creative young engineer wants medium market chief's position. I know AM directional, Stereo FM, automation, signal processing and digital logic. Available late May, prefer Midwest or Midsouth. Box E-165.

Chief Engineer. Former CE Houston, Miami, others! FCC 1st phone since 1951. HAM license. Age 42, single. Nondrinker, nonsmoker, bondable. Excellent theory. Prefer Major Market FM. \$15,000. Available now. Meyer Gottesman, Box 175, Quincy, IL 62301. 217-224-4184.

Chief Engineer: Mature, college, good background, good bucks. Skilled corrective maintenance gig-shooter. South. Walt MacTammany 305-721-1539.

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.

Need some Depth? I'm looking for a challenging position with a quality-minded news staff. Related experience includes New Director, editor, reporter, researcher, newsletter, and B.A. Virginia-based, prefer South, willing to relocate. Box E-93.

Sports Director. Up and coming fast! Experienced high school sportscaster looking for college play-by-play. Baseball, football & basketball. Would like Radio or TV. 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.

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.

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.

Experienced excellent credentials. Seeking large market reporting/anchor position. Box E-160.

Experienced Reporter seeks to relocate. News or sports. Talk. Solid writer. Urban background. Box E-161.

SITUATIONS WANTED NEWS CONTINUED

"Hello America". Creative News Director with responsible attitudes look in Top 50 or major suburban areas. Presently employed and enjoying success. Interested in making your station "The News Center". Heading five man staff. Box E-187.

Hard news writer, editor, anchor, street reporter wants radio news position. Two years experience city spots, politics, court reporting. Young, with 3rd class, will relocate but prefer Northeast. Call evenings Boston area 617-395-7137 or write Box E-192.

Black newscaster, 29, BS, JD, AFRTS and national network experience. No geographical preference. Available in August. 913-864-3409.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Experienced Multi-Station programmer with respected group seeks off-air adult programming or music position with major station or syndicator. College degree and excellent references. 312-445-6149 after 3 PM CST, or Box E-98.

Large Market Stations: Looking for more direct business? Get me on your team! Experienced copy pro. Box E-152.

Production Pro., Major Market, 15 yrs., multitrack; write, produce commercials, promos, specs; plus air, news. West. Can't afford 15-20K? Save your stamp. Box E-158.

Female, 3rd Endorsed: M.A. Experienced in community-oriented radio. Announcer, writer, producer; sales background, public relations, fundraising. Wants to relocate in D.C. area, apply her skills and move up. For tape & resume write Box E-194.

Top Production and editing with a creative, imaginative mind. 5 years in broadcasting, 3 BP, some management. 517-224-2273.

TELEVISION

HELP WANTED MANAGEMENT

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.

President for regional public television network. Must have intimate knowledge of PTV industry and at least five years administrative experience in field. Salary negotiable. EOE. Application deadline May 12. Contact: Jack McBride, Chairman CEN Search Committee, Nebraska ETV Network, P.O. Box 83111, Lincoln, NE 68501.

HELP WANTED SALES

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.

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. 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.

Television Account Executive. A group-owned television station within the top 20 markets needs an experienced salesperson to handle existing account list. Experience must include a minimum of 3 years selling radio or 2 years selling television time. Outstanding growth potential for a self-motivated, broadcast-minded salesperson. Send resume to Broadcast, Box E-183.

Southeastern Ohio group owned CBS affiliate has opening for television account executive. An idea seller is what we are looking for to call on local direct and regional business. Aggressive closer with proven track record. Send resume to Michael Macaluso, WSTV-TV, 320 Market Street, Steubenville, OH 43952. E.O.E.

Local salesperson for group-owned NBC affiliate. Candidate should have college background with concentration in advertising, sales, or business; prefer experience in broadcast sales but will consider applicants with successful sales experience in other fields, preferably selling intangibles. Send resume to John Livotti, WIS-TV, P.O. Box 367, Columbia, SC 29202. An equal opportunity employer M/F.

Broadcast Professional with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year, relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94112.

HELP WANTED TECHNICAL

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.

Chief Engineer—ABC Affiliate. Must have 1st phone, experience and ability with studio and transmitter gear. E.O.E. Manager, KDUB-TV, 1 Dubuque Plaza, Dubuque, IA 52001.

Chief Engineer—immediate opening, CBS affiliate on California Monterey Peninsula. Experienced in studio, transmitter and microwave maintenance. Salary negotiable. Contact S. P. Johnston, KMST-TV, 46 Garden Court, Monterey, CA 93940. 408-649-0460. Equal Opportunity Employer.

Chief Engineer: Group Owned Southeast Network Affiliate seeks person experienced in Management, strong technically, transmitter, studio, ENG. Qualified individuals only. EOE. Send resume and salary requirements to Box E-191.

Video Engineer: High School and recognized Electronics Technical School, 2nd or 1st Class desirable. Minimum three years video experience with strong VTR background in 3/4 and 2, color and editing. Contact Personnel Dept., University of Maryland, College Park, MD 20742.

TV Chief Engineer, position immediately available in New York City. Solid experience WAE 600's, Pc 70's, RCA Computer Studio Facility. Shirt-sleeve. Solid experience required. Salary open. North American Video 212-688-9884. B. Grodin, Home 914-238-9229.

Mature First Ticket Engineer to work early AM at Savannah's only 24-hour TV. Opportunity for advancement, competitive salary, four-day work week, warm weather and the Atlantic Ocean minutes away. Contact Kyle Goodman, P.O. Box 8086, Savannah, GA 31402, or call 912-232-0127.

HELP WANTED NEWS

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.

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.

Wanted aggressive, news person who wants to break into small market Western V.H. F. Television Station. Box E-126.

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.

Needed immediately: A heads-up television reporter-cinematographer, to operate a news bureau in a beautiful Southwestern Florida community. This is not a stringer position, but a complete news bureau. Reporter will be supplied with office, car and sound camera equipment, and must live in the community. A great opportunity for a person who likes a challenge, and prefers working alone. Equal Opportunity Employer. Box E-164.

Reporter to do Environmental Feature reporting and On-Air Weather presentation for 6 & 11 PM Newscasts. Equal Opportunity Employer. Box E-180.

Reporter/Weekend Anchor: In medium Eastern market for dominant network affiliate. Minimum two years reporting experience. \$14,000 plus. An Equal Opportunity Employer M/F Box E-195.

Documentary Producer: Weekly half-hour documentary unit needs energetic producer-writer with extensive journalistic and production skills. Must have produced three shows in the past year. High productivity and a willingness to work long hours a must. Send show reel and resume to: Moore On Sunday, WCCO-TV, 50 South Ninth Street, Minneapolis, MN 55402.

General Assignment Reporter with minimum two years experience. Send resume to WSM-TV News Director, P.O. Box 100, Nashville, TN 37202. WSM, Inc. is an Equal Opportunity Employer.

Evening News Anchor: For Monday through Friday 6 and 11 newscasts. Must have experience in writing, reporting, editing, and television anchoring. Leadership and solid news judgment required. Medium market. No phone calls, please. Send tape and resume to: Jim Reader, PO Box 1153, Charleston, WV 25301. An equal employment opportunity employer.

Assignment editor/reporter with assistant news director potential for major independent, group owned station. ENG experience important. Resume, tape to News Director, KSTW, Box 11411, Tacoma (Seattle), WA 98411.

Two asst profs needed for Radio-Television Dept. Ph.D. required, commercial or public broadcasting experience helpful. Both will teach general R-T courses; one should additional know ENG/film, one should know broadcast writing. Minorities and women actively encouraged. Resume, references, full information to Charles T. Lynch, Dept of Radio-Television, Southern Illinois University, Carbondale, IL 62901 by May 20. Positions begin August 15th. No Phone Calls. Salary negotiable.

Station in Sports Rich Southeast needs Sports Director. Must have on-air experience, ENG and editing abilities. Am looking for hustle, initiative, sports knowledge, professionalism. Send tape and resume to: Tom Allen, WCBD-TV, P.O. Box 879, Charleston, SC 29402. An Equal Opportunity Employer.

Sports Announcer. For medium-sized radio and television market in Northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work, and potential for limited play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and video tape to Program Director, WSYR TV, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

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.

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.

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.

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 Kemple, General Sales Manager, WRDW-TV, Drawer 1212, Augusta, GA 30902. We are an Affirmative Action Equal Opportunity Employer.

Cameraperson/Editor—Unit Manager for a four person creative unit involved in prime-time and children's programming. Candidate must be an effective manager and administrator as well as an extremely creative cameraperson and editor in film and state-of-the-art electronic field production videotape. Minimum five years commercial television experience. Top five, major market production oriented network affiliate. An Equal Opportunity Employer. Box E-173.

Copywriter/Producer: VHF network affiliate is seeking self-motivator with creative ideas for retail advertisers. Must have thorough background in TV production as well as writing ability. Lots of client contact required. Send resume and salary requirements to: Box E-189.

Southeastern ETV station needs Producer/Director with demonstrated abilities in video productions: studios, EFP remote, and film. Must have budget supervision experience and some writing skills preferred. Resume reel should be supplied when requested. Send Resume To: Mr. Eugene A. Harrington, Director, Non-Instructional Personnel, Charlotte-Mecklenburg Schools, P.O. Box 149, Charlotte, NC 28230. All entries must be post-marked no later than May 15, 1978.

Faculty Position: Ph.D. in Radio/TV or mass communication. Commercial or public broadcasting experience desired. Teach undergraduate and graduate courses in production, management, and mass media. Assistant or associate professor. Salary \$15,000+. Dependent on qualifications and experience. PBS television station on campus. NPR FM-stereo station operating by fall. Apply by 15 May 1978. Send applications to: Dr. M. Victor Berrett, Director, Division of Communicative Arts and Sciences, Eastern New Mexico University, Portales, New Mexico 88130. Affirmative Action/Equal Opportunity Employer.

Videotape Producer/Director. "Take-charge", creative professional for newly formed Midwest videotape production house, able to work intimately and constructively with clients and producers. Applicant must have a proven track record minimum of 4 years, large budget, "blue ribbon" commercial producing/directing background. Send resume with references, demo reel and salary requirements to Carl Chance, Meredith Video Productions, 4500 Johnson Drive, Fairway, KS 66205. An equal opportunity employer.

Film and TV Production. Write, direct and film news stories, documentaries, and sports events. Knowledge of television production, 16mm camera and film stock required. College degree and television news or public affairs experience preferred. Voice over experience helpful. Send salary requirements and resume to Director of Public Relations, University of Mississippi, University, MS 38677. Application deadline June 1. Equal Opportunity Employer, M/F.

SITUATIONS WANTED MANAGEMENT

TV Program Manager, Top Fifty market, mid 30's, seeks station manager position. Aggressive and successful all aspects station operation. Box E-153.

SITUATIONS WANTED ANNOUNCERS

Hard working announcer seeking first TV position. Three years radio-medium market. Excellent references. Earliest available—August. Box E-182.

Former L.A. radio personality wants to move to television as host/writer for magazine or talk program. Strong writing and interviewing experience. Excellent knowledge of TV. College Graduate. Box E-196.

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.

First phone tech, 7 years major market exp. seeks position in FL or S.E., will travel. Presently employed, hard worker will do anything. Write Box: E-185.

SITUATIONS WANTED NEWS

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.

Award winning newspaper reporter looking for a TV news job. Have some broadcast stringing experience. Box E-90.

Attorney turned sports writer, turned sportscaster wants to move up to target market. 601-327-7556.

Experienced Radio Journalist seeks reporting slot. News or sports. Extensive field background. Box E-162.

Television Reporter—Female 27 years old, ENG experience, mini-docs, general assignments. For resume and tapes write: Box E-168.

Young female sportscaster seeks career move. Will go anywhere. Experienced with ENG, film. Box E-171.

News Director with major market background as Producer, Assistant ND, Reporter/Anchor. Box E-172.

Currently employed as TV sports director/anchor at one of the smaller medium markets. Seeking better job in TV sports. Smooth pro. Box E-176.

Versatile Journalist who can act as Assignment Editor, Producer, Investigative Reporter and more, seeks large or medium market position. Can shoot and edit film. Seven years experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

Young Female Reporter looking for first big break. Experience in medium and small markets as reporter and production assistant. Shoots film and ENG. Ambitious, hardworking and assertive. Resume and tape upon request, Jacalyn Glass, 239 Kensington Drive, Savannah, GA 31405, 912-352-2040.

News Cameraman who can use film or tape. 16mm sound experience. Some ENG experience. Have own professional equipment. Would prefer work in Michigan, Ohio, Indiana, Illinois, Kentucky or Pennsylvania. Salary negotiable. Resume upon request. Dave Mitchell, P.O. Box 171, Marysville, OH 43040. 614-852-1202.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Eight years production for S.F. affil. Also, good background in public affairs, license renewal, promotion and sales. Will relocate for opportunity as production manager or program director. 415-454-3581.

Former Radio man wishes to move into Television, learning all facets in small UHF or VHF station in Sacramento area or Northward. Married and stable with first phone. Write Mr. R. M. Demarco, General — Delivery, South Lake Tahoe, CA 95705.

Cable

HELP WANTED MANAGEMENT

Executive Director. Six-city consortium seeks a cable TV administrator with television production experience to oversee and develop activities relating to cable TV franchise in Dayton, Ohio area. Manages and coordinates use of cable TV for governmental, educational and community activities. Full fringe benefits. Salary \$17,000-\$20,000. Submit resume and references prior to June 6, 1978 to Ronald G. Heroux, Miami Valley Cable Television Council, 100 W. Spring Valley Rd., Centerville, OH 45459.

HELP WANTED TECHNICAL

CableTV/Chief Tech needed by cable Co. located in Pgh. area w/9000 subs. Part of fast growing MSO. Experience necessary. First class FCC license desirable. Full range of company paid benefits including health & life insurance, retirement plan, tuition refund program, vacation & holidays. Equal Opportunity Employer. Call 461-2804.

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.

Wanted: RCA BTF-10E FM Transmitter complete with Exciter and Harmonic Filter. P. Teslan, WVNJ, Livingston, NJ 07039.

Production/Operations, Specialist, Producer—Director. Seven years extensive professional experience. If you care about quality television, we should talk. Graham Brinton, 215-664-3346.

Creative Producer/Writer; news, ads, continuity, CATV, FM and film experience. Radio/TV B.A. degree. Third endorsed. Ambition, imagination, talent, Available immediately: Rory O'Farrell, 4531 Shippee, Stockton, CA 95212; 209-931-3544.

TK-27 Film Chain and TR-60 Videorecorder. 901-458-2521 C.E.

SRL-7C & SRL-7G Klystron Tubes for 2 KMC microwave equipment ... contact: Gene Monday 605-996-7501.

Wanted to buy: One audio driver transformer for a BC5-B or BC10-B Gates transmitter. Will accept defective unit that can be rewound if new or used unit not available. Call Ken Harmon, WBSC Radio, 803-479-7121.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**FOR SALE EQUIPMENT
CONTINUED**

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.

401 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.

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.

FM Transmitters (Used): 20 KW, 15 KW, 10 KW, 7.5 KW, 5KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Make an Offer: Two Bell and Howell TV projectors with spare parts, Sarkerstarzian slide projector, Multi-Plexer film Camera, and two IO cameras. 209-527-3060.

2.5 KW AFL, 10 KW Collins, 25 KW McMartin—Excellent FM Transmitters—M. Cooper, Transcom, 215-379-6585.

6 IVC Video Recorders—3 Model 760's; 2 Model 800's; 1 Model 825. Good condition. Make offer. Contact Brad Blake, Glen Glenn Sound, 6624 Romaine Street, Hollywood, CA 90038. 213-469-7221.

AM Transmitters (Used): 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Microtime 2020 TBC original like new condition, very little use. Also Dynasciences 834 Image Enhancer, new, never used. Contact Myron Overton 805-324-7239.

Two Visual VA-50 Quad. High Band recorders Shibaden Amtec, colortec, val comp., 3M DOC and Ampex 1200 Signal system. Recorders are now on the air with Ampex 1200s with comparable pictures. \$20,000 each. John Wilson, C.E., KEYT, Santa Barbara, CA. 805-965-8533.

Large Model Schafer 800T—2 x 24 + 800T sub-brain (never used). 4 SMC 252-RS Carousels, Rebuilt late 1977. 5 Random Select Carousel controllers. Digital clock, net join, time gate, no reel-to-reels, system set up for Ampex decks. 4-TTD Deck delay units, 1 581 SMC time unit. Available in approximately 60 days, excellent condition, on-air covering major market. Make offer all or part. Bob Nelson, General Manager, WDUV-FM, Box 240, Bradenton, FL 813-746-2183.

Ampex VR 1200 OH. Autochroma, AFC, Framer, Bearing and Venturi Air 32,000. Ampex VR 1000, Intersync, Amtec, Colortec, Color Proc, Editor, Allen Mod-Demod, Bearing and Venturi Air 6,000. D. Zulli, 213-466-5441.

3 Studio Color Cameras and color film island. Excellent condition, 3-5 years old. 2 CEI model 280 cameras with electric zoom, 1 lens extender, extra camera cables, \$18,000 each. Also 1 Norelco Phillips LHD-1 plumicon color camera, self contained sync, 6 to 1 zoom, large viewfinder, \$6,500. Film island package 1 ZEI Mark 4-way multiplexer, 1 Athena 16mm projector, Shibaden Color film island camera with filter wheel, complete film island package \$11,000. Call Al Eicher, Magnetic Video Corporation, 313-477-6066.

Gates Stereo Criterion cartridge machines, Gates CB77 turntables, with pre-amps, tone arms and formica cabinet for above units. \$3000 new. \$15000 or offer, Stewart, 312-944-7725.

For Fast Action Use

BROADCASTING's

Classified Advertising

COMEDY

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

"Phantastic Phunnies"—Proven audience builder! Today international—tomorrow interplanetary! \$1.00 phor jumbo issue and gipht! 1343 Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Promotions, talk topics, one liners, documentaries—"Feedback" monthly newsletter covers them all. Original ideas, too! 3-month trial, \$6. Newsfeatures, Box 14183, St. Louis, MO 63178.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Time Salesmen!! Increase your sales with supergrade jingles and tags from the midwest's oldest quality production house. Sell direct to you or your client. Convenient terms. Castle Productions, PO 628, Lake Geneva, WI 53147. "Our business is to Increase Your Business!"

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 19 and July 31. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

RADIO TALK HOST

... with program management experience, who is adult, well read and well spoken, opinionated. Must have endorsed third class ticket. Send resume and salary requirements to Box E-184. EOE.

**Help Wanted Programing,
Production, Others**

PROGRAM DIRECTOR

Major Southwest station is searching for a management oriented, mature, on-air adult contemporary Program Director. Leadership ability, knowledge of research, music, promotion, community involvement vital. Excellent company, expanding community. Send resume. Box E-181. Equal Opportunity Employer.

Help Wanted Management

Manager—Programming

General Electric Broadcasting Co. WGY/WGFM

Candidates should:

- possess thorough knowledge of adult contemporary radio
- demonstrate established record of success
- exhibit proven managerial skills
- understand and utilize programing research
- enjoy working in a corporate environment

Send resume to: Randall Bongarten, Station Manager, WGY/WGFM, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer

Situations Wanted Announcers

Major Market Mornings

A charismatic approach to AM Drive featuring humor, phones, sincerity, community involvement and a special intangible flair A proven winner on all formats ... If you want to capture your market, increase revenue and aren't intimidated by success—we want to join your family 609-737-1421.

Situations Wanted Management

GENERAL MANAGER

or

GENERAL SALES MANAGER

Impeccable track record as GM & GSM with powerhouse radio stations in competitive major markets is available. Experienced in achieving high sales and profits. Dedicated to achievement, sincerity, and high energy level. Call in confidence for resume and references. 215-449-7378.

TELEVISION

Help Wanted Programing, Production, Others

TV/Film Writer-Director-Producer

Do it all ... analyze and solve communications problems; conceive/write/edit scripts; direct/produce video, 16mm films and multimedia programs. Prefer candidate to have degree in Communications and 2 to 3 years experience as film/TV editor and producer, in-depth knowledge of quad-editing, off-line cassettes and studio & remote editing. Ability to effectively manage people and budgets is essential. Facilities are state-of-the-art.

Position offers very real opportunity for advancement to a major corporate public relations post. Starting salary in low \$20's. Please send resume and salary requirements in strict confidence to Box E-198. An Equal Opportunity Employer. M/F.

Top Blue Chip company has unusual opportunity for gifted communicator

Help Wanted News

NEWS DIRECTOR

Midwest TV 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.

Film Processor-Editor

Applicant should be experienced in 16mm color film processing with Jamison Processor, plus silent and sound film editing. Some camera work. Please reply to WEVU-TV, Box N, Bonita Springs, Florida 33923.

TV NEWS PEOPLE

Sunbelt television station is building a number one news team. We're looking for experienced anchors, producers, reporters and photographers. Send tape and resume to Box E-186.

PM MAGAZINE STAFF

WJBK-TV, Storer Broadcasting in Detroit, is currently interviewing for co-host of PM Magazine, nightly show to premier in Fall 1978. On-camera experience and ability to interview a must. Send 3/4 inch cassette, resume and salary requirements to Bill Pace, Producer, PM Magazine, WJBK-TV, No. 2 Storer Place Southfield MI 48075.

TEAM

Together we're building a winner.

Be part of the Midwest's most aggressive news team.

A top 25, group owned ABC affiliate,

- Meteorologist—with credibility and personality for this weather-oriented city.
- Investigative Reporter—combination of quality and quantity will own this market.
- Feature Specialist—with unique approach to entertainment, lifestyle and leisure time.

Send resume and salary requirement to Box E-127.

An Equal Opportunity Employer.

Help Wanted Management

GENERAL MANAGER

Subscription Television Operation

Boston Channel 68 has immediate opening for executive to assume profit and loss responsibility.

Qualifications include demonstrated success in profit achievement as an operating manager. Position requires strong quantitative, administrative and leadership skills.

Experience desired in consumer marketing, sales, equipment installation and service. Familiarity with Electronic Equipment and start-up experience valuable. Understanding of communications, broadcasting cable or pay TV a plus, but not mandatory. An exciting opportunity with significant growth potential.

Send resume plus salary history to: **BOX E-179**, Broadcasting Magazine

AN EQUAL OPPORTUNITY EMPLOYER.

Help Wanted Technical

Audio/Video Maintenance Technicians—Top 35 market, in Southeast. Need two persons for routine and emergency repairs of all technical equipment used at a television station. Persons must be able to diagnose equipment troubles using test equipment and must be proficient in both analog and digital circuitry. Must have FCC First Class. Send resume to Box E-157. EEO M/F

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

BROADCAST ENGINEERS

The University of Michigan is currently seeking Broadcast Engineers experienced in operating, maintaining, repairing, color and black and white television and radio equipment. A FCC First Class Radiotelephone License and knowledge of microwave (ITFS) television transmitter remote control equipment are highly desirable. Opportunities for assignments with computers and computer peripherals exists.

Salary commensurate with qualifications, excellent fringe benefits, regular hours. Contact or send resume to Debra Stormzand, 2031 Administrative Services Building, Ann Arbor, Michigan, 48109 (313) 764-7280. A NON-DISCRIMINATORY, AFFIRMATIVE ACTION EMPLOYER

CHIEF ENGINEER—TV EMERSON COLLEGE

Responsible for the supervision of Emerson's television facility. Designs circuitry, routing systems, etc., as needed for station. Maintains and repairs equipment. Trains student engineers in production techniques. Procures all parts and equipment. Develops and maintains the operational budget for the station.

The successful candidate will have either two years broadcast experience, B.E.E., or equivalent technical training. Must be familiar with use and repair of CEI cameras, umatic tape machines, time base correctors, and grass valley switchers. Salary: Mid-teens, depending on education and experience.

Send resume to Director of Personnel, Emerson College, 148 Beacon Street, Boston, MA 02116.

An Equal Opportunity/Affirmative Action Employer

Situations Wanted Programing, Production, Others

Contemporary Music Producer

10 years experience—17 years as musician—camera work, video switching as well as audio production experience—looking for full-time employment with a multimedia production group. Portfolio available. Jack Holeman Productions, P.O. Box 6853, Jacksonville, Florida 32205.

Radio Programming



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call
VILLA LAGO APARTMENTS
3910 Crystal Lake Drive
Pompano Beach, Fla. 33064 (305) 782-3400
SORRY, NO PETS

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most PSA's & newscasts too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Consultants

HOTCHKISS-OLIVER INC.

- Plastic "charge card" plan sweeps radio! "Best promotion ever!", typical comment. Free copy of report published in national trade magazine.
- Radio station publishes own newspaper. A solid promotion that makes money! Sample copy free.
- Prospective station buyers: Money manual gives names, addresses of six venture capital firms currently financing radio station purchases with loans from \$100,000 to \$1,000,000. Tells how to approach lenders/investors. Send \$25.

Bonus: Summary of new SBA loans for radio stations.

HOTCHKISS-OLIVER INC.

8200 PREECE DRIVE
BOISE, IDAHO
(208) 376-4088

Mailing Address:

P.O. BOX 5124
BOISE, IDAHO 83705

For Sale Equipment

TRANSMITTER SITE & TOWER

Dallas-Ft Worth
(Cedar Hill)

Thirteen acre transmitter site with seven-hundred foot guyed tower available. Easy terms, low downpayment. \$150,000. Also available already installed: 20 KW transmitter, 12 Bay FM antenna.

Contact:

James Johnston, Attorney
Room 1002
Main Bank Building
Dallas, TX 75202
(214) 742-3847

Business Opportunity

Active or Inactive Investors!

Group being formed by Broadcast Engineer (former CE, Houston, Miami, others). \$15,000 minimum. We intend to acquire fulltime AM, Class "C", FM, etc. If active, send resume. Properties available now! Box E-193 Broadcasting.

Wanted To Buy Stations

READY TO MOVE

Experienced group needs small or medium market AM and/or FM located in the eleven Western States. We shall consider distressed properties. All replies confidential.

D. Evan Lloyd, P.O. Box 1, Boring, Oregon 97009

For Sale Stations

- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Powerful Fulltimer. City in NM. Billing \$300,000. Excellent value. \$530,000.
- Daytimer within 80 miles of Montgomery, Ala. Asking \$60,000. Seller wants offer.
- Daytimer NW Alabama. Good buy. \$175,000. Terms.
- Fulltimer in Northeast Alabama. Includes real estate. \$360,000. Terms.
- AM/FM within 50 miles of NYC. Powerful FM. \$690,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- 5,000 watt daytimer in Ga. City. Ethnic. \$810,000. Terms.
- Big city in Texas. Daytimer with 100 mile radius prime coverage area. Billing more than \$500,000 with much national and regional business. 1.2 million.
- 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.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Minority interest in five small town stations. Management possibilities.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

BOOKS

- 402 BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical "excursions" into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**
- 432 PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Standley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**
- 400 ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS. A GIANT**, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**
- 444 RADIO ADVERTISING—HOW TO SELL IT & WRITE IT**, by Sol Robinson. Presents a practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. 228 pages. **\$12.95**
- 401 MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**
- 457 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$10.95**
- 455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for "specials" originating on the west coast. 336 p., 105 illus. **\$14.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

W	Small	AM	\$125K
S	Small	FM	\$130K
W	Small	AM/FM	\$275K
MW	Small	AM/FM	\$655K
S	Metro	AM	\$525K

29%
\$25K
\$80K
\$175K
Terms

CONTACT

Bill Whitley	(214) 307-2303
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
David Kelly	(414) 499-4933
Bill Chapman	(404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341.

SMALL MARKET AM

AM station adjacent to large Southern City. Ideal for owner-operator. Real Estate included. Terms to qualified buyer. Reply Box E-190.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

H.B. La Rue, Media Broker

RADIO • TV • CABLE • APPRAISALS

WEST COAST: 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/873-4474

EAST COAST: 210 EAST 53RD ST., NO. 3D, New York 10022
212/288-0737

Southwest

AM-FM
\$560,000 Cash
W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California 93401
805-541-1900.

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio or Cable, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF
SOUND EFFECTS: fire engines and fire-
works... wind and waves... birds and
sea lions... horses & buggies and racing
autos... explosions and avalanches...
airports... stadiums... courts of law
... factories... orchestras... parties
... sirens... fighting... kids at play
407 CUTS IN ALL --- AND ALL IN A
16-LP RECORD SET FOR ONLY
\$150. COMPLETE!

BROADCASTING BOOK DIVISION

1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects
Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to
BROADCASTING BOOK DIV.)
is enclosed.

Stock Index

Stock symbol	Exch.	Closing Wed. May 3	Closing Wed. April 26	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	44 7/8	45 3/8	- 1/2	- 1.10	46 3/4	35 3/8	8	18,152	814,571
CAPITAL CITIES	N	67 3/4	68	- 1/4	- .36	68	44 3/4	13	7,426	503,111
CBS	N	52 3/4	54 3/8	- 1 5/8	- 2.98	62	43 7/8	8	28,100	1,482,275
COX	N	39 5/8	37 5/8	+ 2	+ 5.31	39 5/8	25 1/2	10	6,185	245,080
GROSS TELECASTING	GGG	A 18 1/2	17 1/8	+ 1 3/8	+ 8.02	18 1/2	13 5/8	9	800	14,800
KINGSTIP COMMUN.	KTVV	O 11 3/4	11 1/2	+ 1/4	+ 2.17	11 3/4	3 7/8	21	462	5,428
LIN	U	32 3/4	30 3/4	+ 2	+ 6.50	32 3/4	16 1/2	11	2,745	89,898
MOONEY	MOON	O 2 5/8	2 3/8	+ 1/4	+ 10.52	2 5/8	1 7/8		425	1,115
RAHALL	RAHL	U 20 1/4	20 1/4			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 13 1/8	12 1/8	+ 1	+ 8.24	13 1/8		12	1,487	19,516
STORER	SBK	N 27	27			27	19 3/8	10	4,876	131,652
TAFT	TFB	N 42 1/4	41	+ 1 1/4	+ 3.04	42 1/4	24 5/8	9	4,119	174,027
TOTAL									78,630	3,602,862

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 8 1/8	7 1/2	+ 5/8	+ 8.33	8 1/8	3 3/4	9	1,229	9,985
JOHN BLAIR	BJ	N 23 3/8	24	- 5/8	- 2.60	24	11 1/8	7	2,427	56,731
CHRIS-CRAFT	CCN	N 9 1/4	8 7/8	+ 3/8	+ 4.22	10 1/4	4 1/2	23	4,451	41,171
COMBINED COMM.	CCA	N 39 1/8	37 1/2	+ 1 5/8	+ 4.33	40 7/8	19	12	6,920	270,745
COWLES	CWL	N 21 5/8	21 1/8	+ 1/2	+ 2.36	21 5/8	12 1/2	24	3,969	85,829
DUN & BROADSTREET	DNB	N 31 1/2	31 1/2			31 1/2	26 1/4	15	26,339	629,678
FAIRCHILD IND.	FEN	N 24 7/8	21 3/8	+ 3 1/2	+ 16.37	24 7/8	9 1/2	15	5,708	141,986
FUQUA	FQA	N 11 1/8	11	+ 1/8	+ 1.13	13	8	7	9,396	104,530
GANNETT CO.	GCI	N 42 1/4	42	+ 1/4	+ .59	42 1/4	32 3/4	17	22,430	947,667
GENERAL TIRE	GY	N 25 7/8	25 3/4	+ 1/8	+ .48	29 1/4	22 3/8	5	22,692	587,155
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 3/4	38 5/8	+ 1/8	+ .32	38 3/4	26	14	4,477	173,483
JEFFERSON-PILOT	JP	N 29 3/4	29 1/2	+ 1/4	+ .84	32 3/8	26 5/8	9	23,946	712,393
MARVIN JOSEPHSON	MRVN	O 15 1/4	15	+ 1/4	+ 1.66	17 1/4	10 1/4	7	1,978	30,164
KANSAS STATE NET.	KSJN	O 13 1/4	12 3/4	+ 1/2	+ 3.92	13 1/4	4 3/4	12	1,727	22,882
LEE ENTERPRISES	LNT	A 28 3/8	28 3/8			28 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N 28 3/8	27 1/2	+ 7/8	+ 3.18	28 3/8	18	9	6,762	191,871
MCGRAW-HILL	MHP	N 21 1/2	21 1/2			21 1/2	15 5/8	11	24,682	530,663
MEDIA GENERAL	MEG	A 16	17 5/8	+ 3/8	+ 2.12	20	13 5/8	8	7,451	134,118
MEREDITH	MOP	N 34	31 3/4	+ 2 1/4	+ 7.08	34	17 3/8	8	3,074	104,516
METROMEDIA	MET	N 47	45 3/4	+ 1 1/4	+ 2.73	47	25 1/4	10	6,630	311,610
MULTIMEDIA	MMEO	O 21 1/2	21	+ 1/2	+ 2.38	27 1/2	16 1/4	12	6,594	141,771
NEW YORK TIMES CO.	NYKA	A 24 7/8	24	+ 7/8	+ 3.64	24 7/8	15 3/4	10	11,422	284,122
OUTLET CO.	OTU	N 24 3/8	24 3/4	- 3/8	- 1.51	24 3/4	16 5/8	9	2,290	55,818
POST CORP.	POST	O 29 1/4	29 1/2	- 1/4	- .84	30 1/2	16 1/4	9	893	26,120
REEVES TELECOM	RBT	A 3	3			3 1/8	1 3/4	50	2,381	7,143
ROLLINS	ROL	N 16	16 1/2	- 1/2	- 3.03	24 1/4	14 7/8	8	33,000	528,000
RUST CRAFT	RUS	A 23 3/4	23 1/2	+ 1/4	+ 1.06	24	8 1/2	14	2,297	54,553
SAN JUAN RACING	SJR	N 11 1/2	11 5/8	- 1/8	- 1.07	11 7/8	7 5/8	17	2,509	28,853
SCHERING-PLOUGH	SGP	N 33	32 1/4	+ 3/4	+ 2.32	44 3/4	26 3/8	10	54,084	1,784,772
SCHERLING	SOB	A 19 5/8	18 1/2	+ 1 1/8	+ 6.08	19 5/8	8 3/8	9	1,105	21,685
TECH OPERATIONS	TO	A 4 3/8	4 1/2	- 1/8	- 2.77	4 3/4	2 3/8	18	1,344	5,880
TIMES MIRROR CO.	TMC	N 28	28 1/4	- 1/4	- .88	28 1/4	20 3/4	11	34,760	973,280
WASHINGTON POST CO.	WPB	A 39 3/4	40 1/4	- 1/2	- 1.24	40 1/4	21 3/4	11	8,476	336,921
WOMETCO	WOM	N 15 1/4	15	+ 1/4	+ 1.66	15 1/4	10 7/8	10	8,554	130,448
TOTAL									364,174	9,826,960

Cablecasting

ACTON CORP.	ATN	A 10 1/2	8 1/2	+ 2	+ 23.52	10 1/2	3 1/8	12	2,710	28,455
AMECO*	ACO	O				1/2			1,200	
AMERICAN TV & COMM.	AMTV	O 47 1/2	47 1/2			47 1/2	19 3/4	24	3,863	183,492
ATHENA COMM.*	O	3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O 4 7/8	5 1/8	- 1/4	- 4.87	5 1/8	3 1/8	22	8,370	40,803
CABLE INFO.*	O	1 1/2	1 1/2			1 1/2	1/2	8	663	994
COMCAST	O	9 1/4	8	+ 1 1/4	+ 15.62	9 1/4	3 3/4	16	1,651	15,271
COMMUN. PROPERTIES	COMU	O 14 7/8	14 3/4	+ 1/8	+ .84	14 7/8	3 5/8	27	4,839	71,980
ENTRON*	ENT	O 3	3			3	7/8	3	979	2,937
GENERAL INSTRUMENT	GRI	N 26 7/8	27 1/8	- 1/4	- .92	27 1/8	17 5/8	10	7,508	201,777
GENVE CORP.	GENV	O 14 5/8	14 1/2	+ 1/8	+ .86	14 5/8	7 1/2		1,121	16,394
TELE-COMMUNICATIONS	TCOM	O 15 5/8	14 1/2	+ 1 1/8	+ 7.75	17 3/4	2 7/8	78	5,281	82,515
TELEPROMPTER	TP	N 12 3/8	11 1/8	+ 1 1/4	+ 11.23	12 3/8	6 3/4	29	16,922	209,409
TEXSCAN	TEXS	O 1 5/8	1 3/4	- 1/8	- 7.14	2	1 1/4	10	786	1,277
TIME INC.	TL	N 46 3/8	44 3/8	+ 2	+ 4.50	46 3/8	31 3/4	11	20,371	944,705
TOCOM	TOCM	O 6 7/8	5 1/8	+ 1 3/4	+ 34.14	6 7/8	2 1/4	15	894	6,146
UA-COLUMBIA CABLE	UACC	O 29 1/2	29 1/4	+ 1/4	+ .85	29 1/2	15 1/2	20	1,679	49,530
UNITED CABLE TV	UCTV	O 15	13 3/4	+ 1 1/4	+ 9.09	15	3 7/8	27	1,915	28,725
VIA COM	VIA	N 21 1/8	18 5/8	+ 2 1/2	+ 13.42	21 1/8	9 1/2	16	3,764	79,514
TOTAL									86,641	1,964,720

	Stock symbol	Exch.	Closing Wed. May 3	Closing Wed. April 26		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 3/8	18 1/8	+	1/4	+	1.37	20 1/2	7 3/8	8	6,748	123,994
DISNEY	DIS	N	36 7/8	38 3/4	-	1 7/8	-	4.83	47 5/8	32 1/2	14	32,380	1,194,012
FILMWAYS	FWY	A	12 5/8	10 3/4	+	1 7/8	+	17.44	12 5/8	6 7/8	10	2,579	32,559
FOUR STAR			1 1/8	1 1/8				1 1/4	3/4	11		666	749
GULF + WESTERN	GW	N	13 3/4	13 7/8	-	1/8	-	.90	18 3/8	10 1/4	5	48,215	662,956
MCA	MCA	N	46 3/4	46 1/4	+	1/2	+	1.08	46 3/4	32	10	18,558	867,586
MGM	MGM	N	35 3/4	35 3/4				35 3/4	16	15		14,609	522,271
TRANSAMERICA	TA	N	15 3/4	15 1/2	+	1/4	+	1.61	16 1/2	13 1/4	6	66,781	1,051,800
20TH CENTURY-FOX	TF	N	32	29 1/8	+	2 7/8	+	9.87	32	10	5	7,786	249,152
VIDEO CORP. OF AMER*	O		5 1/4	5 1/4				6 1/2	3 1/2	10		973	5,108
WARNER	WCI	N	38	39 1/4	-	1 1/4	-	3.18	39 1/4	25 3/4	8	14,458	549,404
WRATHER	WCO	A	10 3/4	9 3/4	+	1	+	10.25	10 3/4	4 1/2	10	2,243	24,112
TOTAL											215,996	5,283,703	

Service

BBD INC.	BBD	O	32 1/4	29 3/4	+	2 1/2	+	8.40	32 1/4	22 1/2	9	2,513	81,044
COMSAT	CO	N	40 1/8	39 3/8	+	3/4	+	1.90	40 1/8	28 3/4	11	10,000	401,250
DOYLE DANE BERNBACH	DOYL	O	20 1/8	19 7/8	+	1/4	+	1.25	22	16 3/4	0	1,776	35,742
FOOTE CONE & BELDING	FCB	N	21	20 3/4	+	1/4	+	1.20	21 1/4	14 3/4	9	2,304	48,384
GREY ADVERTISING	GREY	O	34	33	+	1	+	3.03	34	16 1/2	6	716	24,344
INTERPUBLIC GROUP	IPG	N	32 1/4	29 5/8	+	2 5/8	+	8.86	39 1/4	22 1/2	9	2,387	76,980
MCI COMMUNICATIONS	MCIC	O	4	4					4 1/4	7/8	44	20,137	80,548
MOVIELAB	MOV	A	1 3/8	1 5/8	-	1/4	-	15.38	3	1	9	1,410	1,938
MPO VIDEOTECHNICS*	MPO	A	5	5					9	4	6	520	2,600
A. C. NIELSEN	NIELB	O	27 1/2	25 7/8	+	1 5/8	+	6.28	27 1/2	18 7/8	14	10,832	297,880
OGILVY & MATHER	OGIL	O	49 1/4	48 1/2	+	3/4	+	1.54	49 1/4	31	10	1,805	88,896
J. WALTER THOMPSON	JWT	N	26 1/4	25 5/8	+	5/8	+	2.43	26 1/4	15 1/8	9	2,649	69,536
TOTAL											57,049	1,209,142	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 3/4	8 1/4	-	1/2	-	6.06	8 1/4	2 3/8	9	1,672	12,958
AMPEX	APX	N	14 5/8	14 1/4	+	3/8	+	2.63	14 5/8	7 3/8	14	10,928	159,822
ARVIN INDUSTRIES	ARV	N	20 3/8	18 1/2	+	1 7/8	+	10.13	20 3/4	14 1/2	5	5,959	121,414
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	4 1/2	4 3/4	-	1/4	-	5.26	4 3/4	1 3/4	14	1,654	7,443
COHU	COH	A	4	4 1/8	-	1/8	-	3.03	4 1/2	2 1/8	13	1,779	7,116
CONRAC	CAX	N	23 1/8	21 1/8	+	2	+	9.46	27 1/4	19 1/4	8	1,803	41,694
EASTMAN KODAK	EASKO	N	52	51 3/4	+	1/4	+	.48	86 3/4	42	13	161,370	8,391,240
FARINON	FARN	O	12 1/2	12	+	1/2	+	4.16	12 1/2	8	13	4,635	57,937
GENERAL ELECTRIC	GE	N	51 3/8	52 1/2	-	1 1/8	-	2.14	56 5/8	44 1/2	11	184,581	9,482,848
HARRIS CORP.	HRS	N	50 3/4	53 1/2	-	2 3/4	-	5.14	53 1/2	28	13	12,236	620,977
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8					2 3/8	1/4		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	39	41 3/4	-	2 3/4	-	6.58	41 3/4	20 1/4	15	1,320	51,480
3M	MMM	N	50 5/8	51	-	3/8	-	.73	57	43 1/2	14	115,265	5,835,290
MOTOROLA	MOT	N	44 5/8	44 1/2	+	1/8	+	.28	56 7/8	34 1/4	13	28,544	1,273,776
N. AMERICAN PHILIPS	NPH	N	28 1/2	28 1/8	+	3/8	+	1.33	36	24 3/4	6	12,033	342,940
OAK INDUSTRIES	OAK	N	25 3/4	25 3/8	+	3/8	+	1.47	25 3/4	9 5/8	29	1,716	44,187
RCA	RCA	N	28	28 5/8	-	5/8	-	2.18	31 3/4	22 3/4	9	74,910	2,094,680
ROCKWELL INTL.	ROK	N	33 3/8	33	+	3/8	+	1.13	36 3/4	28 1/4	7	33,600	1,121,400
RSC INDUSTRIES	RSC	A	2 5/8	2 3/4	+	1/8	+	4.54	2 7/8	1 5/8	11	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	27	26 3/4	+	1/4	+	.93	27	16 3/4	15	2,426	65,502
SONY CORP.	SNE	N	8 1/8	8 3/8	-	1/4	-	2.98	10 3/8	7	12	172,500	1,401,562
TEKRONIX	TEK	N	41	41					68 1/2	28 1/4	14	17,804	729,964
TELEMEATION	TLMT	O	2 1/4	2 1/4					2 1/4	1/2	3	1,050	2,362
VARIAN ASSOCIATES	VAR	N	16 1/4	15 7/8	+	3/8	+	2.36	21	14 3/4	9	6,838	111,117
WESTINGHOUSE	WX	N	19 3/4	20 1/2	-	3/4	-	3.65	22	16 1/4	6	87,329	1,724,747
ZENITH	ZE	N	15 7/8	15	+	7/8	+	5.83	28	11 3/8	21	18,818	298,735
TOTAL											967,438	34,015,916	
GRAND TOTAL											1,769,928	55,903,303	

Standard & Poor's Industrial Average 96.2 106.8 -10.4

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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

James Rosenfield and the pots and pans of network television

"As far back as grade school," says James Rosenfield, president of the CBS Television Network, "I found myself selling."

First came the newspaper route, then hustling the *Saturday Evening Post* door to door and then an inside job in a women's shoe store before leaving his native Boston for Dartmouth College, where he pitched pots and pans door to door.

Now Mr. Rosenfield, more than 25 years later, is back inside again, in CBS's Black Rock headquarters in Manhattan. As network division president, he is in charge of distribution, sales and marketing—or, as he says, "profitability, the business end of the business."

A difficult assignment? "Easy," he jokes. "All you do is sell at the right price." And it's believable when he says selling pots and pans taught him "more about salesmanship than all my other jobs combined."

Jim Rosenfield assumed his present post last October as part of one of the most drastic reorganizations in CBS's history (BROADCASTING, Oct. 24, 1977). What had been the domain of Robert J. Wussler (ex-CBS-TV president, ex-CBS Sports president, now an independent producer for the network) was divided up. Mr. Wussler went back to sports; Robert A. Daly took over CBS Entertainment, and Mr. Rosenfield, then vice president and national sales manager, took TV operations, affiliate relations, and sales, with all three men reporting to Gene F. Jankowski, president of the CBS/Broadcast Group.

"It's the best example of Parkinson's law," muses Mr. Rosenfield after about six months at the network division helm. "The work expands to fill the time allowed. All I have is a third of the job my predecessor had and a 20-hour day is about as much as it takes to keep slightly behind."

It may not be 20 hours exactly but as Mr. Rosenfield describes it, his schedule is closer to that than 9-to-5. Ask for his typical routine and he'll respond that "there's no such thing as an average day."

The morning usually begins, however, with a call from Mr. Jankowski (who some 10 years ago was a salesman reporting to Mr. Rosenfield). Follow that with dictation ("what I worked on the night before"), staff meetings to discuss the long-term update of CBS Broadcast Center, affiliate relations, financial planning ("I hate to sit down and analyze budgets and numbers, but I do it") and so on. Add in the



James Harold Rosenfield—president, CBS Television Network Division; b. July 18, 1929, Boston; BA, English, Dartmouth College, 1954; U.S. Army, 1950-53; executive training program, NBC, 1954-55; account executive, participating program sales, NBC-TV, 1955-57; advertising manager, Polaroid Corp., 1957-60; vice president, marketing director, Airequip Inc., 1960-65; account executive, network sales department, CBS-TV, 1965-67; director of daytime sales, 1967-69; director of Eastern sales, 1969-72; vice president, 1972-75; vice president, sales administration, 1975-77; vice president, national sales manager, 1977; present position since Oct. 17, 1977; m. Nancy Stenbuck, Oct. 19, 1952; children—Laurie, 21, and Jim Jr., 19.

"emergency" phone calls when, for example, the President wants to pre-empt the schedule for a press conference.

Then, there are the receptions and functions at night. And if Jim Rosenfield isn't being accompanied by his wife, Nancy, on CBS business, he may be accompanying her on business for Bloomingdale's Westchester county stores, which she serves as director of community relations.

The connection between Mr. Rosenfield's present and past business pursuits is an "accident," as he describes it. While an English major at Dartmouth, "somebody said to me, 'you have a deep voice so go try out for the radio station,'" says Mr. Rosenfield. "The bug bit me then, and it never left."

From the Dartmouth station, he and John Gambling, now morning drive man at WOR(AM) New York, moved from the campus station to WTSL(AM) Hanover, N.H., as the station's first two announ-

cers, operating out of a house trailer. It's not surprising that Jim Rosenfield didn't confine his broadcasting activities to the studio; he used his pots-and-pans experience to supplement his \$40-a-week salary through time sales. He recalls that, as a student, "I had more money than I knew what to do with."

Following graduation in 1954, he signed on with NBC-TV's executive training program. After exposure to the various broadcast operations, he chose sales as an account executive. But then a growing firm called Polaroid needed an advertising manager, and Mr. Rosenfield went there in 1957 to get a grasp on the marketing process.

His attention may have been diverted to instant pictures but Jim Rosenfield's sights remained on broadcasting. And had a bank not classified him as a "poor risk" in his pursuit to buy a radio station, he wouldn't have taken an offer from Airequip Inc. to be vice president and marketing director for the photographic equipment manufacturing firm.

But by 1965 Mr. Rosenfield was back in broadcasting at CBS as an account executive. It took a lot of banging on doors, he admits ("You don't just walk up to CBS after having been out of the business [for many years] and say, 'Hey, hire me.'") But such maneuvers as bringing over the Lever Bros. account were enough to push him up the sales ladder, from account executive to director of daytime sales (1967), director of Eastern sales (1969), vice president (1972), vice president, sales administration (1975), vice president, national sales manager (1977) to his present position since Oct. 17 last year.

Mr. Rosenfield's latest appointment came two days before his 25th wedding anniversary and a day before he and his wife had planned to leave for a second honeymoon in Bermuda. Now they're figuring on it "for the 50th ..."

In the meantime, "the first thing [he and his colleagues are] working on," he says, "is improving our competitive position in prime time," and he emphasizes "that doesn't just mean programing." On one front he mentions that "we have the strongest line-up of affiliates" but that they're "now under attack from the other networks." There's also the objective of keeping the sales force in high gear, among other goals.

What's different about him since his last promotion? "The one thing that's changed in my life more than anything else," he reflects, "is that for the first time, when I go home I think about business. I used to be able to turn it off ..."

He's working on that too.

Editorials

Only the beginning

According to word at the convention of the National Cable Television Association last week, the House Communications Subcommittee's draft of a new Communications Act will be finished by June 1, on schedule. It is obviously to be a bill of considerable complexity. It cannot be fairly judged until studied in all its detail.

There can be no doubt, however, that passions will rise when the details become known. The draft contains a fee schedule for spectrum users. Broadcasters are already on record in opposition to fees in any amount.

The question here is whether the subcommittee is premature in attempting to devise a schedule of fees that will serve the intended purpose of supporting noncommercial broadcasting. Some members of the Carnegie Commission now studying the future of the public system are known to be thinking in terms of a billion dollars a year ("Closed Circuit," May 1). A sum of that magnitude must surely exceed the fees the House Communications Subcommittee has in mind.

Other features of the Communications Act rewrite are also certain to arouse controversy, gratifying some interests and outraging others. A period of tumultuous legislative activity is faced by the conflicting forces whose futures are at stake.

Some comfort may be taken in the knowledge that the activity will for the time being be confined to the House side of the Hill. The announcement by Senator Ernest F. (Fritz) Hollings (D-S.C.) that his Communications Subcommittee would defer work on proposed legislation to regulate cable television removed him from this stage of the rewrite of the act. Eventually, of course, both sides of the Capitol will be engaged if the House subcommittee succeeds in forcing action.

The guess here is that final action is far away.

Help from the Hill

Federal Trade Commission Chairman Michael Pertschuk's plan to destroy children's television is running into trouble in the Congress. Two weeks ago the plan was harshly criticized during a Senate Appropriations Subcommittee hearing (BROADCASTING, May 1). Last week it was condemned by a House Appropriations Subcommittee (see story this issue).

It is reassuring to observe these outbreaks of sanity on the Hill. Perhaps there is reason to hope for more as the FTC appropriation passes through main committees and the House and Senate floors.

No regulatory proposal that comes to mind has been more deserving of abortion. Mr. Pertschuk and his like-minded colleagues would wipe out \$600 million a year of television advertising—and with it, of course, the programs it supports—out of purely personal aversion and with no evidence whatever of physical or social harm.

The proposal is an act of irresponsibility, as exemplified by the testimony of the authors themselves. At the meeting during which the FTC initiated the rulemaking, Tracy Westen, a principal in the preparation of the staff draft, assured the commissioners with a straight face that programs would be unaffected by the outlawing of children's advertising. It would continue to be the broadcasters' public-service obligation, he said, to carry children's shows without compensation. Mr. Pertschuk added brightly that programing might be improved if broadcasters were "relieved" of the need to impress advertisers with audience ratings.

Added talk like that is certain to alarm sensible members of

the Congress. It fits right in, however, with the aspirations of the primary agitator of fuzzy reform, Action for Children's Television, which was lionizing Mr. Pertschuk and the FTC last week at an annual symposium while the House Appropriations Subcommittee was at work in the real world.

It was ACT that was largely responsible for the FTC's rulemaking, and it was ACT that propelled the FCC into its current review of policy on children's television. There was something of an old-home-week atmosphere at the Washington symposium of the Boston-based ACT last Monday when FCC Chairman Charles D. Ferris, a Bostonian himself, appeared to announce his support of a reduction of advertising in children's television programs and some kind of government surveillance over the quality of children's TV.

Congress has its work cut out.

Meaningful mission

There is good reason to welcome the decision of the American Association of Advertising Agencies to take a more active role in Washington (BROADCASTING, May 1). In the current regulatory climate, the advertising business and all who are concerned with it need all the help they can get.

The AAAA is singularly equipped to help. The agency business possesses some of the brightest creative minds around. Getting more of them actively engaged won't solve all of the problems—nothing is likely to accomplish that miracle—but it could in time reduce some of the problems to more manageable proportions.

The AAAA Washington office itself is to be expanded from a staff of three to about seven. That, as AAAA officials point out, is no huge expansion in numbers, but it represents more than a doubling of manpower and will enable the office to move into more active undertakings than were possible in the past.

Bill Hesse, head of the Washington office and now the acting president of the AAAA, and his associates subscribe to the widely held view that one of advertising's basic Washington problems is that too many people—potential friends as well as active adversaries—don't understand how advertising works. The new AAAA program seems aimed at correcting this deficiency wherever possible. To the extent that it succeeds, advertising—and the people in it and the public to whom it is directed—will all be better off.

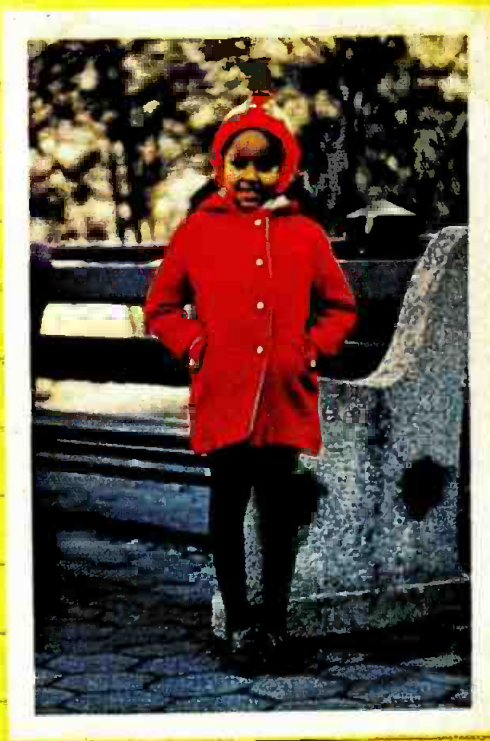


Drawn for BROADCASTING by Jack Schmidt

"All of which leads us to believe that, even at this late date, the Panama Canal treaty remains a highly provocative issue."

Dear Channel 7
This is a picture of me
in my new winter coat
that I got from your
Cloth-a-Thon. Maybe
when it doesn't fit me
anymore I will give
it back.

Thank you
Cindy Lee Renper
age 8



A child's handwritten letter. With all the run-on's of spontaneous joy. A smile captured in the gloss of a 3" x 5" frame. A photographic memory. Reward enough for us.

This is what we mean by community involvement at WJLA-TV. Serving the community whose homes we visit daily. Not by putting on a good show. Not by bringing home the news. But by reaching out to the people with a helping hand. And feeling the grasp of friendship in return.

The kind of rapport we've established we maintain with events like our annual Cloth-a-Thon. A star-studded on-the-air and on-the-streets affair that literally stops the shows. For an entire day. It's the only telethon in the country created to solicit clothing. And the only totally local telethon in Washington.

We've been co-sponsoring Cloth-a-Thon for five years now, with the D.C. Council on Clothing for Kids.

It's an event that has brought Washingtonians in touch with each other and 75,000 needy children all the clothing they can use. 333,000 pounds of it so far. Piled high in fire stations and shopping centers. Hauled in from the farthest suburbs or pledged over the Clothes Line. Along with a quarter of a million dollars. Donated by a community that's willing to take the shirt off its back to help those less fortunate than they.

This is the kind of success we at Channel 7 strive for. And no number of Emmys, no share of audience, can mean as much.

**Television should be more
than soap operas and situation comedies.
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Sampling video at 4 times subcarrier for superior technical standard and picture quality.

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Will "NTSC" COLOR and sync of low cost VTR's.

FRAME FREEZER

Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

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No matter how a slide or scene comes in, you can compress and/or change its aspect ratio as you wish, down to one picture element, and position it anywhere on the screen.



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