

A jubilant ABC shares the wealth
AAAA joins alarm on network encroachment

Broadcasting May 29

The newswweekly of broadcasting and allied arts

Our 47th Year 1978

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Contact your WORLDVISION
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eached television series will be
for telecasting in September, 1978.
e cast by America's finest stations:*

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“You Don’t Say”



One of NBC's greatest daytime game shows is now a new first-run strip for 1978-79.

As a 6-year network hit on NBC, “You Don’t Say” averaged a 9.2 rating and 32 share at 3:30. And 59% of its women viewers were 18-49!

Now, Ralph Andrews Productions and Viacom are introducing this strong performer to syndication. With new host Jim Peck. A rotating 4-member celebrity panel. And big cash prizes for contestants.

The emphasis is on fun (not on hard questions!). With plenty of contestant-panel interplay. And with each week’s celebrity panel functioning like a fresh new comedy repertory company!

Viewers don’t want an IQ test after a day’s work. They want fun. And now, you can provide the merriment in your market with “You Don’t Say.”

Source: NTI/NAC, Nov. and Jan. 1963-69. Audience estimates subject to qualifications available on request.



The Week in Brief

VAN DEERLIN'S ADVANCE □ The Communications Act rewrite is now due out next week, on June 7, and the congressman still contends broadcasters have nothing to fear; in fact, they should like it, he says. **PAGE 20.**

CONTINUING COMMERCIAL CONTROVERSY □ Things heat up as the 4A's asks the NAB to lower the code limit and a CBS-Westinghouse feud flares up over the commercial load in a Saturday-night movie. **PAGE 21.**

UHF INTERFERENCE? □ A letter from Van Deerlin to the FCC just days before the vote on lower noise seems to advise cautious approach. **PAGE 23.**

HAPPY DAYS IN L.A. □ Number-one ABC-TV gets together with its affiliates in lively sessions that are spiced by news of a 10% increase in compensation to stations. **PAGE 24.** ABC Inc. President Rule speaks out against the burdens imposed by Washington. **PAGE 27.** Pierce reveals the network's plans for staying ahead where it is, and getting ahead where it isn't. **PAGE 27.** Arledge tells affiliates what's up his sleeve. **PAGE 28.** Affiliates get a look at ABC-TV's winning ways in sports. **PAGE 28.** There's about 80 hours of specials being slotted for next season on ABC-TV. **PAGE 30.**

UPPER HAND □ At Hill hearings on performer royalties, Ringer and Railsback say broadcasters have the power to block the legislation. **PAGE 31.**

GOOD AND BAD □ FCC Chairman Ferris, addressing a Boston College audience, describes exciting things ahead in telecommunications technology. But, he cautions, they also will breed challenges to democratic government. **PAGE 31.**

FCC UNIONIZING □ Commission workers vote June 27 on whether they want to be represented by the National Treasury Employees Union. **PAGE 36.**

FTC SLOWED, BUT NOT STOPPED □ Proponents of the trade commission's inquiry into children's advertising hail a House Appropriations Committee decision not to block the preceeding. However, opponents see a victory in an accompanying amendment that blocks implementation of any rule. **PAGE 36.** And from FCC Chairman Ferris comes an opinion that the FTC inquiry is a "valid"

exercise and in an area that the FCC could get into. **PAGE 38.**

MORE RESTRICTIONS LIFTED □ The FTC rules that state professional organizations cannot ban advertising of eyeglasses and contact lenses. Also, a Georgia supreme court ruling adds that state to the list of those that will allow lawyer ads on radio-TV. **PAGE 38.**

HANDICAPPING NEXT FALL □ The ad agencies are in no hurry to place bets on the hits and misses in the networks' line-up for next season. They do see ABC-TV staying on top and expect tough battles on Sundays and Mondays. **PAGE 39.**

'THE BASTARD' □ First ratings on the second Operation Prime Time program venture exceed expectations. **PAGE 40.**

LEAR'S LAMENT □ One of TV's most successful producers decries a return to "mindless" shows, and he says critics of television are not attacking the problem. **PAGE 40.**

WUSSLER'S COMPANY □ The former CBS Sports president sets up Pyramid Enterprises in New York and heads for Europe to scout for properties. **PAGE 41.**

NBC-TV SECOND □ Network is edging CBS-TV in the May sweeps with ABC-TV holding onto first place. **PAGE 41.**

STAYING OUT □ The Supreme Court refuses to get involved in the libel contest involving documentary producer Donald Widener and Pacific Gas & Electric Co. Setback to latter means a new trial will be held. **PAGE 42.**

WALD'S CRITIQUE □ The PBS consultant submits a report on where the noncommercial service needs to improve its news and public affairs. **PAGE 43.**

MAKING IT TO THE TOP □ Bruce Crawford walked through the doors of BBDO in 1963 as a new vice president and account supervisor. Since then he had steadily moved up the ladder in an agency that exceeded \$700 million in worldwide billings last year. **PAGE 65**

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I'm offering you the Production Source on an exclusive basis in your market. I'm also guaranteeing that you'll like what you buy, or you get your money back. Read why you can't miss.

What is the Production Source — and how can I guarantee that *your* station will benefit from it?

The Production Source is a brand new library of commercial production music and vivid sound effects which will go to work for you instantly. Your commercials and promos will sound better because the Production Source is the "state-of-the-art" production system. I guarantee it.

You get 20 discs of new, fresh music — commercial-length :30's and :60's; random-

length backgrounds; rhythm pads with accents; instrumental thematic sets for campaigns and accent punctuators. You get eight discs of sound effects created to paint pictures in listeners' minds. And every audio piece is arranged for easy indexing to cut down production time.

And that's only the beginning. Six times a year, your library will be supplemented with new music and new sounds. Each update also includes an audio newsletter loaded with production tips and creative ideas that will make your commercials *and your station* sound dramatically better.

And you can get it all without risking a dime. Just try the Production Source at your station for 30 days. If you're not satisfied, return the library and the deal is off. You owe nothing.

This is an exclusive offer — one to a market. So if you want to beat the competition at making better commercials with the Production Source, act now.

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Call me, Tim Moore, immediately
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Closed Circuit®

Insider report: behind the scene, before the fact

Plus two, minus one equals six

Two more names have surfaced in White House hunt for possible candidates for FCC seat opening July 1, in not unlikely event President Carter decides not to reappoint Commissioner Margita White. As with others mentioned for Republican seat, two new ones are women. But one breaks mold in that she is not now on government payroll somewhere. She is Jacqueline DaCosta, media director for Ted Bates & Co., New York. Other mentioned last week is Anne P. Jones, whom Carter administration, despite her party label, appointed general counsel of Federal Home Loan Bank Board in January. She had been at Securities and Exchange Commission as director of division of Investment Management.

There seems to be no shortage of Republican women interested in FCC job. Office of New York Senator Jacob Javits reports "10 or 15" hopefuls from that state, all but handful women. But one prospect who emerged in early speculation—Paula Hawkins of Florida Public Service Commission—has withdrawn from contention to campaign for lieutenant governorship. That leaves six known prospects, including Mrs. White.

Go, no go decision

Herbert S. Schlosser, who spent last day as NBC president Friday, reportedly is leaning toward accepting RCA offer of executive vice presidency (in New York) in general area of software development for videodisk-video cartridge home entertainment media. Announcement of his decision—leading alternative is return to law, perhaps on West Coast—is expected this week.

Help wanted

Affiliates are always complaining about TV network program overruns, which can eat into station time and throw local schedules put of kilter, but members of NBC-TV affiliates board at recent meeting with network management reportedly were concerned about opposite—"underruns." They complained producers were being allowed to bring in too many programs too short, leaving gaps to be filled by string of promos that, critics felt, were inducing viewers to tune out. Few nights after complaints were made and assurances given, one board member reported, another excellent example cropped up: Three-hour movie on May 21, "Ziegfeld: The Man and His Woman," played four minutes short.

In opinion of some affiliates, underruns

are symptoms of what one called "rudderless" situation while NBC awaits arrival of president-designate, Fred Silverman. They expect situation to improve—and morale generally to shape up—after Mr. Silverman checks in. That's now expected on June 9 but officials say since that's Friday, he may choose to work at home over weekend and make first office appearance Monday, June 12. They say they don't really know because, in view of his ABC contract running to June 8, they're under lawyers' orders to have no contact with him.

Bid and asked

Price ABC-TV is asking for 30-second commercial spot in its Sept. 15 broadcast of Muhammad Ali-Leon Spinks heavyweight championship rematch is almost double what CBS-TV got for initial meeting between two fighters last February, and equals price in CBS's 1978 prime time Super Bowl. John Lazarus, ABC Sports vice president of sales, says top dollar for 30-second spot in championship bout itself is \$175,000. CBS Sports started out asking \$100,000 for top-end 30 for first fight and ended up with \$90,000.

ABC's spots in preliminary attractions on three-hour prime time card (planned to be featherweight and lightweight championships) range down to \$120,000. With record 23 minutes of time available (see page 24), rough estimate of possible income—if prices hold—would be in break-even range of \$6 million (ABC paid \$5 million-plus for TV rights). ABC's audience projection for TV is 45 rating, 10 points higher than first Ali-Spinks drew.

Money matters

If drive to cut funds as hedge against galloping inflation doesn't jell, FCC could wind up with biggest budget and more people than ever before for fiscal 1979, which begins Oct. 1. As cleared through House subcommittee, totals would be nearly \$70 million as against \$64,813,000 for current fiscal year, with 105 additional employees for over-all payroll of 4,294. House subcommittee added 11 employees at \$365,000 for upcoming network inquiry; 36 people at cost of \$679,000 for expediting various common carrier projects.

In various stages of budgetary clearance are addition of 67 positions at cost of \$828,000 for license and filing fee refunds and 22 positions to cost \$452,000 for new pole attachment work in cable TV connection area. House Appropriations Committee completed its work on Independent Offices Appropriations Bill

last week (see pages 22 and 36). Senate Committee action will follow full House consideration with separate measures to be reconciled in conference.

Paying for PTA

William R. Young, Chicago public relations specialist who is consultant on National Parent-Teacher Association's anti-sex/violence campaign, if not its inventor, reportedly has approached Television Information Office for help in getting broadcasters to ante up in PTA drive to raise \$1.2 million. Fund is to be used to produce curriculum for teaching TV viewing skills to children, and CBS has contributed \$30,000 (BROADCASTING, March 6). TIO declined offer to serve as fund-raiser.

Together again

Committee of five broadcasters who developed plans for headquarters building of National Association of Broadcasters in Washington 10 years ago is being reconstituted by President Vincent T. Wasilewski as ad hoc unit to arrange for mortgage-burning this summer (BROADCASTING, March 6). Final quarterly installment of \$37,000 due against construction cost of \$2.7 million landmark will be made in August. Land, valued then at \$475,000, had been assembled earlier.

Asked to produce appropriate celebration plan, plus possible lobby memorabilia display, are senior broadcasters (all former NAB board members or chairmen) Joseph Baudino, Westinghouse; Ken Giddens, WKRG Inc., Mobile, Ala.; Clair McCollough, Steinman Stations; Ben Sanders, KICD-AM-FM Spencer, Iowa, and Ben Strouse, former owner of WwDC Inc., Washington. Tom Bolger, vice chairman of television board (WMTV-TV Madison, Wis.), is association's liaison on project. Mr. McCollough, twice joint chairman and former interim president, was driving force in building project; ground-floor boardroom bears his name.

Hail the chief

Will Edgar H. Griffiths, RCA's "miracle man," make his first appearance before NBC affiliates at upcoming annual meeting in New York June 18-20? Pitch is in, and indications are he will grace head table with NBC's incoming president, Fred Silverman—first network chief executive who stands to earn million-dollar annual stipend under three-year contract with two-year renewal option.

Business Briefly

TV only

Valles □ Restaurant chain is planning six-month TV buy starting in early July. Arnold & Co., Boston, is seeking spots in approximately 15 markets during day, prime access, late fringe and prime time. Target: women and men, 25-54.

Allen Products □ Alpo dog food division focuses on its Alpo beef-flavored dinner in 15-week TV campaign beginning in early June. Weightman Advertising, Philadelphia, will buy spots in 14 markets during fringe time. Target: women, 25-54.

Gulf □ Oil corporation arranges 14-week TV campaign starting in early June. Young & Rubicam, New York, is seeking spots in 55 markets during fringe and prime time. Target: total men.

Fruitcrest □ Fruit processors focuses on its Juicy Juice in 12-week TV push beginning late June. Griswold-Eshleman, New York, will buy spots during fringe time in Boston and Richmond, Va. Target:

women, 18-49, and children, 6-11.

Soda Stream □ Home soft drink dispenser is subject of summer TV campaign starting in late June. Scott Lancaster Mills, Los Angeles, will schedule daytime spots in Western markets including Los Angeles, Phoenix, San Diego and San Francisco. Target: women and men, 25-49, and children, 6-11.

Armor-All □ Company plans 11-week TV buy for its Armor-All, all-purpose protective spray coating, beginning in mid-June. American Media Consultants, Los Angeles, will handle spots in 10 markets during day, fringe and prime time. Target: men, 18-49.

Mercantile Trust □ Trust company begins 11-week TV campaign in early June. D'Arcy-MacManus & Masius, St. Louis, will buy spots during fringe and prime time. Target: adults, 18-49.

General Mills □ Consumer foods company features its Bisquick biscuit mix in 11-week TV promotion beginning in

Rep appointments

- WGBS(AM)-WLYF(FM) Miami: CBS Radio Spot Sales, New York.
- WANT(AM) Richmond, Va., and WYXE(FM) Madison, Wis.: Jack Masla & Co., New York.
- WGRR(FM) Duluth, Minn.: Lotus Reps, Chicago.
- WPLR(FM) New Haven, Conn.: Kadetsky Broadcast Properties, Boston (New England area).

late June. Needham, Harper & Steers, Chicago, is placing spots in eight markets during fringe time. Target: total women.

Riceland Foods □ Chef-Way vegetable oil and shortening get two-month TV flight starting in early June. Cranford/Johnson/Hunt & Associates, Little Rock, Ark., will place spots in 15 markets during prime time. Target: women, 25-54.

Anheuser Busch □ Busch beer slates three two-week TV flights starting in mid-June, late July and August. Needham, Harper & Steers, Chicago, is buying spots in 47 markets during fringe and prime time. Target: men, 18-34.

Ore-Ida □ Division of Heinz arranges six-week TV buy for its Ore-Ida La Pizzeria pizza beginning in early June. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in about 40 markets during day, fringe and prime time. Target: women, 18-49.

Flowers Industries □ Bakery goods group features its bread in six-week TV promotion starting in early June. Tucker Wayne & Co., Atlanta, will buy spots in eight-to-10 markets during day and prime time. Target: women, 25-54.

ITT □ Continental baking division features its Fresh Horizons bread in six-week TV campaign starting in early June. Ted Bates, New York, will seek spots in 39 markets during daytime. Target: women, 18-49.

Savin Business Machines □ Office copiers and supplies company begins five-week TV drive beginning in early June. Western International Media, New York, will schedule spots in 10 markets during news and sports time. Target: men, 35 and over.

Anheuser Busch □ Busch Gardens theme park division starts four-week TV push in early June. McDonald & Little, Atlanta, will place spots in 12 markets during fringe and prime time. Target: adults, 18-49.

Pet □ Food products group schedules

CLEVELAND IS SOLD.

Radio station WDOI in Cleveland has changed its tune. Now, programming success for WDOI is the "planned flow

beautiful music" format from Churchill Productions. It's the same remarkable tape format that helped KRFM (now KQYT, "QUIET") become the #1 radio station in the tough Phoenix market. Just as the Churchill format is working in Phoenix, the perfect test market, you can bet your Arbitron it'll work in Cleveland. And in your market.

For information, contact Jim West in Dallas, (214) 387-9868. Or call us in Phoenix.

Planned Flow Beautiful Music



Churchill Productions

1130 East Missouri Suite #800 Phoenix, Arizona 85014
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ONE OF AMERICA'S LEADING CONTEMPORARY STATIONS...
TOP-RANKED IN WASHINGTON, D.C.

#2 in Total Listeners 12+*
#1 in Adults 18-49*

*ARBITRON, JAN/FEB 1978, TOTAL AREA, AQH, 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	

four-week TV promotion for its frozen foods division beginning in early June. The Haworth Group, Edina, Minn., will handle spots in about 20 markets during day and fringe time. Target: total women.

Remco Enterprises □ TV rental service begins four-week TV campaign in early July. Weekley & Penny, Houston, is handling spots in 21 markets during day and fringe time. Target: women, 18-49.

Geo. A. Hormel □ Meat products firm starts four-week TV flight in mid-July. BBDO, Minneapolis, is placing spots in 35 markets during day and fringe time. Target: women, 25-49.

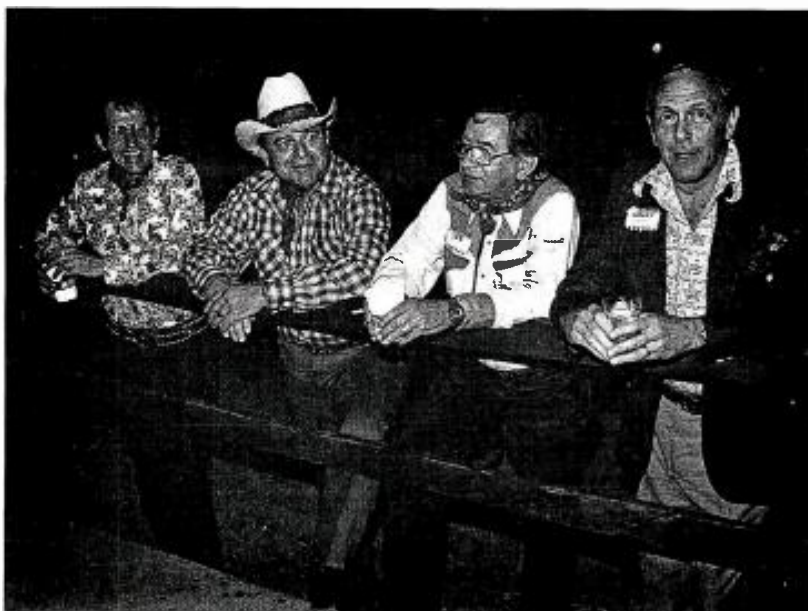
Quaker Oats □ Company features its Ken-L-Ration Tender Chunk dog food in four-week TV push beginning in early June. J. Walter Thompson, Atlanta, will place spots in 22 markets during day, fringe and prime time. Target: women, 18-49.

Iroquois Brands □ Champale pink and Champale malt liquor get four-week TV buy in early June. SFM Media, New York, will place spots in approximately 50 markets during day, fringe and prime time. Target: adults, 18-34.

Maaco □ Auto painting company kicks off four-week TV buy in early June. Printz Advertising, Philadelphia, will seek spots in about 70 markets during weekend time. Target: men, 25-49.

Tuesday's Words □ Gift-warehouse store chain schedules three-to-four-week TV promotion beginning in mid-June. Saunders Lubinski Powell, Dallas, will purchase spots in 10 markets including Atlanta, Houston and Washington. Target: women, 25-54.

Plumrose □ Sliced ham gets three-week TV promotion in early June. Scali, McCabe, Sloves, New York, will purchase spots in 12 markets during day and fringe



Business, Texas style. Enjoying themselves at a "Texas Showdown" party hosted by the Dallas Chapter of the Station Representatives Association which attracted about 400 agency, advertiser and TV and radio station executives are (l to r): Ernie Webb, western sales manager, Curtis Mathes Co., Athens, Tex.; Steve Beard, Blair Co., Dallas; Lee Bullis, Allen & Dorward Agency, Houston, and Wally Schwartz, president, Blair Co., New York.

time. Target: women, 18-49.

Diamond Films □ Film company schedules two-week TV buy for its film "The Black Pearl," beginning in mid-June. Jeffrey Alan Associates, New York, will arrange spots in 18 markets during fringe and prime time. Target: men and women, 18-24.

Team Central □ Retail electronics stores slate two-week TV drive beginning in mid-June. Grey, Minneapolis, will select spots in midwestern markets during all day parts. Target: men, 18-34.

Carter-Wallace □ Toiletries division highlights its Arrid extra dry cream

deodorant in one-week TV flight beginning in late June. Ted Bates, New York, will buy spots in six markets during daytime. Target: total women.

Radio only

Joan of Arc □ Canned vegetables company begins 26-week radio promotion beginning in early June. Hultz, Fritz and Heinrich, Peoria, Ill., will select spots in 10 markets including Atlanta. Target: women, 18 and over.

H.P. Hood □ Food products company launches 12-week radio flight for its processed cheese in early June. Hill, Holliday, Connors, Cosmopolis, Boston, will schedule spots in five eastern markets. Target: women, 25-49.

Getty □ Oil refining company places 12-week radio flight for its Skelly petroleum products beginning in early June. Brewer Advertising, Kansas City, Mo., will seek spots in 10 markets including Oklahoma City, Tulsa, Okla., and Wichita, Kan. Target: men, 25-54.

Pillsbury □ Food service division plans 10-week radio campaign for its Poppin Fresh Pie Shops starting in mid-June. Paragon Companies, Minneapolis, will buy spots in midwest markets. Target: women, 35-64.

Cruex □ Pharmacraft division of Pennwalt features its Cruex medicated powder in six-week radio push starting in late June. Rumrill Hoyt, New York, will buy spots in 23 markets including Detroit, Atlanta, Houston and Washington. Target: men, 18-34.

BAR reports television-network sales as of May 7

ABC \$495,561,200 (36.3%) □ \$456,679,000 (33.5%) □ NBC \$412,045,900 (30.2%)

Day parts	Total minutes week ended May 7	Total dollars week ended May 7	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.	167	\$ 1,292,100	2,673	\$ 18,833,900	\$ 16,624,500	+13.3
Monday-Friday 10 a.m.-6 p.m.	1,048	17,156,000	18,220	295,834,500	270,830,800	+9.2
Saturday-Sunday Sign-on-6 p.m.	319	9,380,300	6,015	162,778,300	154,212,800	+5.6
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,364,500	1,839	78,258,800	70,651,400	+10.8
Sunday 6 p.m.-7:30 p.m.	17	952,700	387	24,130,000	21,177,000	+13.9
Monday-Sunday 7:30 p.m.-11 p.m.	414	42,186,000	7,473	701,875,400	638,295,000	+10.0
Monday-Sunday 11 p.m.-Sign-off	230	5,323,700	3,873	82,576,100	81,540,500	+1.3
Total	2,296	\$80,655,300	40,480	\$1,364,287,000	\$1,253,332,000	+8.9

**SCORE
ANOTHER
BIG ONE FOR
CBS RADIO
SPORTS!**

The CBS Radio Network has just added NFL football to its unsurpassed year-round sports coverage.

We'll be bringing listeners play-by-play coverage of 36 National Football League games in the 1978-'79 season and again in the 1979-'80 season. Twenty-six regular season and all ten postseason contests – including the Super Bowl.

So NFL football now joins CBS Radio Network Sports' array that already includes: The World Series...All-Star Baseball...the American

and National League Baseball Championship ...Masters Golf...Kemper Open Golf Tournament ...Kentucky Derby... Preakness ...Belmont Stakes...Washington D.C. International Horse Race...U.S. Open Tennis ...the Sun Bowl and Cotton Bowl.

Audiences for sports features like these – on radio – have been enormous.

Now CBS – the country's #1 Radio Sports Network – has a new winner for audiences and affiliates.

CBS RADIO NETWORK)))))))

Datebook[®]

■ indicates new or revised listing

This week

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.

■ **May 31**—New deadline for filing reply comments to FCC on petition by Action For Children's Television for rulemaking that would eliminate commercials during children's programs and establish 14 hours per week limit for such shows. FCC, Washington.

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**—National conference to share information on captioning television programs for hearing-impaired viewers sponsored by *National Institute for the Deaf*, *Rochester Institute of Technology*. Participants will include representatives from broadcast organizations, schools, government and concerned groups. RIT campus, Rochester, N.Y.

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.

Also in June

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**—Hearing by *Senate Commerce Committee* on S-22, bill to repeal the fairness doctrine of the Communications Act. Room 235, Russell Senate Office building, Washington.

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 9-10—*Vermont Association of Broadcasters* meeting. Basin Harbor Club, Vergennes, Vt.

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. Representative Lionel Van Deerlin (D-Calif.) will speak. 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 12-14—*California Community Television Association* annual meeting. Red Lion Motor Inn and Senator hotel, Sacramento, Calif.

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.

Major meetings

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.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

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.

April 22-25, 1979—*National Cable Television Association* annual convention. St. Louis. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.

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 14**—Hearing by *Senate Commerce Committee* on S-64, bill which deals with reducing radio frequency interference to consumer electronic equipment. Room 155, Russell Senate Office building, Washington.

June 14—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

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* spring conference. Salishan Lodge, Gleneden Beach, Ore.

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

June 16—*Massachusetts AP Broadcasters Association* 1978 awards banquet. Roger Allan, WRKO(AM) Boston, is host. Boxboro Sheraton.

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

■ **June 17**—Meeting of *region nine of Radio Television News Directors Association*. DuPuy hotel, New Orleans.

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 Fountainebleau Inn and Spa, Ocean City, Md.

June 20-22—*Armed Forces Communications and Electronics Association* 32d annual convention. Senator Harrison H. Schmitt (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, VOIC St. Johns, Newfoundland A1B 3P5.

June 23-24—Media workshop on news and the courts, sponsored by *California Judges Association, California Broadcasters Association and Western Newspaper Foundation*. University of California, Irvine.

■ **June 23-24**—*North Dakota Broadcasters Association* meeting. Badlands motel, Medora, N.D.

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.

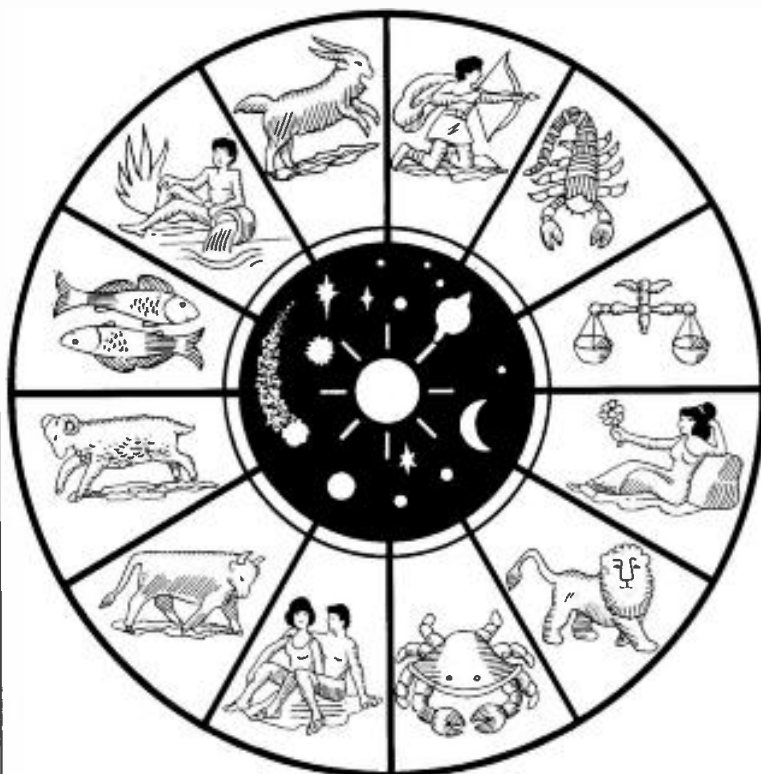
June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Hospitality Motor Inns, Grand Rapids, Mich.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. 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

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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 Eilber, (606) 262-3566.

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

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

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

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

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

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

July 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.

July 30-Aug. 5—Communications Center 1978, seminars and workshops sponsored by *American Baptist Churches, USA*; *Baptist Convention of Ontario and Quebec*, and *Christian Church (Disciples of Christ)*. Keynotes will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

August

■ Aug. 3-9—American Bar Association annual convention. Hilton hotel, New York.

■ Aug. 14-15—National Cable Television Association board meeting. Sun Valley, Idaho.

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. 23—Tennessee Association of Broadcasters regional license renewal seminar. Hilton Airport Inn, Nashville.

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. 24-27—West Virginia Broadcasters Association fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

Aug. 25-27—National conference on public access cable television, sponsored by *Community Video*

Center of San Diego. El Cortez hotel, San Diego. Information: Brian Owens, 520 E. Street, Suite 901. San Diego, 92101; (714) 239-3393.

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. 10-12—Nebraska Broadcasters Association annual convention. Holiday Inn, Kearney, Neb.

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

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

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

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

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

Sept. 17-20—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 directors meeting. Arizona Billmore hotel, Phoenix.

■ Sept. 24-26—Southern Show of Southern Cable Television Association. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

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 Billmore 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.

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Rocco Famighetti, *senior editor*.
Douglas Hill, Jay Rubin, *staff writers*.
Diane Burstein, *editorial assistant*.
Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Harriette Weinberg, Priscilla K. Johnson,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising** was acquired in 1932, *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

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

■ Oct. 11-13—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Detroit Plaza hotel, Detroit.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

■ Oct. 15—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 17-19—*Texas Association of Broadcasters* meeting. Galeria Plaza, Houston.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat*, *Teleglobe Canada*, *Canadian Society for Electrical Engineering* and *Canadian Region of the Institute of Electrical & Electronics Engineers*. Montreal.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

■ Oct. 25-27—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

November

■ Nov. 6—*Federal Trade Commission* hearing on children's advertising. San Francisco.

■ Nov. 9-12—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Open Mike®

Sauce for the goose

EDITOR: If it's unconstitutional for the Occupational Safety and Health Administration to make unannounced inspections, then why should the FCC?—*M. Robert Rogers, president, WANV(AM) Waynesboro, Va.*

(Mr. Rogers refers to the Supreme Court ruling last week that OSHA inspectors must have a warrant before entering business premises; see story page 33.)

Fixing the figures

EDITOR: BROADCASTING's coverage of NBC Chairman Julian Goodman's speech before the Federal Communications Bar Association was most complete and accurate and we thank you for it.

There was one point, however, that was misrepresented and should be noted.

Concerning pay cable, Mr. Goodman said: "So far as pay cable is concerned, we estimate that between now and 1985 it will more than triple its audience to about 5.6 million subscribers."

BROADCASTING's report has Mr. Goodman saying that "NBC estimates [pay cable's] audience of 5.6 million subscribers will be tripled by 1985."

Pay cable currently has about 1.6 million subscribers. That is the figure NBC sees more than tripling.—*George F. Hoover, vice president, press and publicity, NBC, New York.*

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Everything from color balance and centering to instant correction of critical picture adjustments is under automatic control. This is the camera (and CCU) that actually thinks ahead to minimize operator errors.

If you're using ACT tubes, the BCC-10 offers on-demand switching for longer tube life. And if you go to the newly developed diode gun tubes, the BCC-10 accepts them without modification. With either these or standard tubes, this is the camera that delivers the picture.

It all boils down to a single fact: BCC-10 is the only camera that'll let you capture the look you want. Ampex took the latest video recording technology and designed it into a studio camera that's a joy to operate.

Production begins right here. With the source. With the finest studio camera performance you can buy. The new BCC-10 from Ampex.

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Monday Memo[®]

A broadcast advertising commentary from James D. Kuras, executive vice president, Marschalk Co., New York

Selling consumers in a mute marketplace

Today's young consumers are different from their parents because they have grown up in a mute marketplace. They have always purchased without the help of a personal salesman.

Should you doubt this, ask yourself: When was the last time anyone tried to sell you something in a supermarket or a drugstore? When was the last time a new car salesman offered to demonstrate his wares for you? The corner grocer, the neighborhood pharmacist, the demonstration ride and the in-home trial are vestiges of the past.

Today's consumer buys the products and services he needs without the help of a human salesman. Often the only human voice he hears while shopping is the cashier asking: "Cash or charge?" And, thanks to universal product codes and credit cards, we may well be on the verge of eliminating the cashier in most retail establishments.

My point about the mute marketplace is not that it is bad or good, but that it is simply the way today's generation has grown up. It's all they know, and, basically, I think that this is good news for those of us who make our living creating brand images. Because today's generation understands brand images and reacts toward brand images. It's upon image, and only upon image, that today's generation bases its purchase decisions—it's because of differences in images that today's generation selects one brand rather than another.

Also, today's consumers are different from past consumers because they have grown up with television. And, because television has always been a part of their lives, they don't give it much thought. But, they do understand it. In fact, it may be the only form of communication they really do understand.

It wasn't the daily newspaper, or the weekly news magazine, that brought home the war in Vietnam. It was television and look what happened!

A few months ago, no one had even heard of Charlie's newest angel, Cheryl Ladd. But, almost as quickly as she could get into her bikini, she had replaced Farrah What's-Her-Name. That's the power and the prize.

John Kennedy, relatively unknown at the time, faced Richard Nixon in the now historic TV debates. Mr. Kennedy's confidence won a lot of votes. Today, a politician needs to be photogenic or TV conversant or both. Jerry Ford simply failed to measure up to TV's relentless demands.

Sales impact? Think what television hath wrought. We could spend all of today and most of tomorrow talking about the



James D. Kuras joined Marschalk in 1970 as senior vice president and management service director on the Standard Oil of Ohio account in Cleveland. He was elected to Marschalk's board of directors in 1971 and was named general manager of the Cleveland office in 1973. Before joining Marschalk, he worked at Procter & Gamble where he spent three years as an advertising copy supervisor working on a number of projects, most notably the re-staging of Lemon Fresh Joy; one-and-a-half years as a new product supervisor guiding development of all-temperature Cheer; and three-and-a-half years as brand manager on a number of brands, including P&G's biggest, Tide.

great brand images, and great sales success stories television advertising has created.

I think there can be little doubt that television is an integral part of the lives of today's young consumers. At the same time, I'm sure they don't take it for granted. Television is more important to them but they are more selective than yesterday's audience. Current Nielsen data and recall scores prove my point—it's not as easy to attract an audience for a television show or a commercial as it used to be.

While this isn't necessarily good news for those of us in the business of using television to create brand images, I don't think it's cause for despair.

My point is really quite simple—because today's generation has grown up with television and therefore understands television, it seems axiomatic that we can use television a little more creatively than we have in the past.

Lots of people are doing so today. It may be that special interest programming and open forums on public issues will be the way to go. This is happening right now via some experimental cable systems. It may be that advertisers and their agencies will develop their own programs. They did in the early days of television and some are

experimenting with it today. It may be a new commercial format. Today's standard 30-second length is being questioned right now by some clever advertisers.

I don't know what television will be like tomorrow, and, anyway, that's a subject for another presentation. But I do know that today's young consumers have grown up with it, and, I believe that that's good news for those of us who want to keep on using it to create brand images that sell.

And now for that attitude which says that today's young consumers—as consumers—are different at all from their parents.

Somebody told me, a long time ago, that advertising is both a science and an art. That's another way of saying that advertising is part salesmanship and part showmanship. I think that this is as true today as it has ever been. People have been buying and selling for a long, long time and fundamental principles of the buying and selling process have never changed.

You may be thinking to yourself, at this point, that I don't know a thing about today's young consumers. You want to know how today's young consumers are different from their parents' generation and I've been expressing an attitude which says that they can be sold just as their parents could be sold.

And, for better or worse, that's just what I think. However, lest you think that I'm infected with terminal optimism, I want you to know that I also think today's young consumers are different from their parents in one critically important respect. They are smart—really, really smart.

In fact, they're the smartest consumers ever. They've grown up in a mute marketplace. They've grown up with television and television advertising. They've seen it all and they've done it all. They understand commercials and demonstrations and claims. They can distinguish between puffery and fact. And, what's more, they know what they need and want and won't accept second best. You can't fool them, but you can sell them!

You want proof? Ask the people selling the Faded Glory and Sassoon jeans; Frye boots; Addidas and Puma sneakers; Wilson tennis racquets; Rossignol skis; Eddie Bauer backpacks; E-Z Wider rolling papers (if you don't know what they are ask any younger consumer) and all the other high quality, high price brand name products today's young consumers, as well as their little brothers and sisters, are buying day-in and day-out. They're buying this stuff—and paying top dollar for it—because the sellers of these products understand consumers and, in turn, have created the right sales messages, the right brand images, for their brands.

“The Cross-Wits” Vs. Other Access Strips In the Top 50 Markets, 7-8pm (EST)

	RATING	SHARE	STATIONS
The Cross-Wits	18	29	21
Newlywed Game	16	27	12
Joker's Wild	15	25	11
To Tell The Truth	15	25	14
Liar's Club	15	24	11
Concentration	14	24	7

Nothing speaks louder than performance.

“The Cross-Wits” is by far the first choice for access stripping by stations in the top 50 markets.

Performance is the key.

“The Cross-Wits” delivers 10 more rating points per week than its nearest competitor.

If you recognize the economy and convenience of access stripping, let performance be your guide.

“The Cross-Wits”

Source: Rankings and audience estimates based on Feb. 1978 ARB reports for Top 50 ADI markets.
Subject to qualifications of the rating service.



485 Lexington Avenue, New York 10017
(212) 682-9100

Top of the Week

'Open up': Van Deerlin insists his medicine will be good for broadcasting

Over-all theme of rewrite of Communications Act, now due out June 7, is to 'open up the industry to marketplace determinations' for the benefit of all, he says

The Communications Act rewrite bill, whose release has been delayed from June 1 to June 7, is something broadcasters will find they can "not only live with but can prosper under," House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week.

While sticking to his ban against premature release of any of the measure's specific provisions, the subcommittee chairman talked in general terms last week about the bill which he plans to introduce

jointly with subcommittee ranking Republican Lou Frey (R-Fla.). The change in release date is partly to accommodate the schedule of Mr. Frey, who is spending much of his time in Florida campaigning for governor.

From Mr. Van Deerlin's comments, it is apparent the bill still contains a spectrum use fee, (although it may appear under another name—"license fee"), that would be levied on broadcasters and other users of the electromagnetic spectrum, not on the basis of revenues but on width of the band occupied and the user's frequency location. Broadcasters, chiefly the National Association of Broadcasters, nonetheless consider the charge a tax and are opposing it in strident terms.

That comes as no surprise to Mr. Van Deerlin, who said he expects NAB to be defensive about the final result of the rewrite. "I shall be a most surprised man," he said, "if the bill is greeted by [NAB President] Vince Wasilewski emulating St. Paul at the gates of Damascus." According to the Bible, Saul, later to become Paul, a persecutor of Christians, received a vision from God on the road to Damascus in the form of a blinding light, and subsequently became a fervent preacher of Christ's message.

With the release of the rewrite draft, broadcasters are going to see what has been sorted out of the subcommittee staff's options papers, and "yes," some of those options have survived, Mr. Van Deerlin said. But the result, he added, "is

something I think most of them will be delighted to embrace."

"I think a great many broadcasters are going to feel that some of their representatives have been needlessly alarming them."

That broadcasters can not only live with the measure but will "prosper" under it, the chairman continued, will be "more immediately clear to radio people." During the development stages of the rewrite project, Mr. Van Deerlin repeatedly suggested that radio will be significantly deregulated by the bill, receiving longer license terms, release from ascertainment paperwork and perhaps release from fairness doctrine and equal time requirements.

The deregulation theme also extends to other communications disciplines as well. "The over-all theme," Mr. Van Deerlin said, is "open up"—open up the industry to marketplace determinations by free choice of services."

That knowledge may give scant comfort to broadcasters who want the government to continue to heavily regulate an industry such as cable television, but once again the subcommittee chairman thinks broadcaster fears are exaggerated. "I just can't believe that a successful broadcaster is not going to go on being a successful broadcaster," he said.

Mr. Van Deerlin is similarly optimistic about the bill's reception by his subcommittee. He anticipates that most of the members will cosponsor the rewrite draft.



Ready to go. Poised for a conference on the rewrite last Thursday were the two sponsors, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and subcommittee ranking Republican Lou Frey (Fla.) (at left), and four of the staff architects: Chuck Jackson, staff engineer (experimenting with computer terminal in foreground) and (l to r) George (Toby) Harder, minority counsel; Harry M. (Chip) Shooshan, chief counsel, and Howard Chernoff, consultant.



Push may be coming to shove over number of TV commercials

AAAA tries to convince NAB code to lower limits; latter, meanwhile, is already studying time standards; Westinghouse and CBS feud over deletion of network's spots

A new showdown over television's commercial levels is developing.

A committee of the American Association of Advertising Agencies has taken up the always controversial issue, it was learned last week, and is seeking to convince the National Association of Broadcasters' TV code board and the networks that the code's time standards must be tightened.

The code board, for its part, is engaged through a committee of its members in a general review of time standards that has already produced some recommendations—which are being held “in abeyance” until the over-all review is completed—for changes in the way program promotional announcements are classified as “program” or “nonprogram” material.

The AAAA committee's study was said to have involved the monitoring of network-owned stations last fall. It found, according to some accounts, excesses in commercial and other “nonprogram” time, as measured by present code standards, in 50% of the time monitored.

Leaders in that study declined last week to divulge the findings or confirm the 50% figure. One said that the committee is discussing the findings “with the appropriate people”—others said this meant the code board and networks—and hoped to reach a satisfactory resolution within several weeks. The hope of reaching agreement privately was said to be the reason for not now discussing the study publicly.

Some who said they had seen the study claimed, however, that there were “a lot of things” wrong with it.

The code board committee's own review of the time standards, which apparently pre-dated the AAAA's, may be completed and in shape for presentation to the full board at its meeting next fall, according to code authorities.

These developments came to light last week after Westinghouse Broadcasting Co.'s running battle with the networks over commercial levels had taken a new turn: CBS-TV refused to allow Westinghouse's two CBS affiliates to carry the May 20 CBS Saturday-night movie, “Hannie Caulder” (9-11 p.m. NYT).

Westinghouse and CBS authorities agreed the refusal came because Westinghouse insisted on deleting one of the network commercials in the movie. On most other questions they disagreed.

CBS authorities said that the program and associated commercial and promo-

tional material were “totally within accepted industry and code practices and standards,” and that the Westinghouse stations had, without complaint, carried it in exactly the same commercial and promotional format when it was first broadcast last year.

The dispute over “Hannie Caulder” came in a week in which Donald H. McGannon, chairman and president of Westinghouse Broadcasting, contended—in another forum—that “the networks are better than one-third of the way” toward boosting their prime-time commercial loads from the old six minutes per hour to seven minutes, “or seven 30-second commercials per half-hour.”

Mr. McGannon made that claim in a May 18 speech to the Pittsburgh Advertising Club. The claim was based, he said, on Westinghouse calculations showing that between the 1975-76 season and the current season “there has been a 42% increase in the amount of commercial content in excess of the National Association of Broadcasters code standard of three commercial minutes per half-hour.”

Westinghouse, which owns stations affiliated with each of the three networks, has been trying since early this year to keep network commercials at 1977 levels by “covering,” with public service or public affairs announcements, any network commercials exceeding those levels (BROADCASTING, Jan. 16). It was in line with that policy, the company indicated in a statement last week, that its KDKA-TV Pittsburgh and KPX(TV) San Francisco had planned to lower the network commercial content of “Hannie Caulder.”

“We took this position,” the statement said, “because we believed the amount of commercial time and other non-program material being utilized by CBS was excessive, considering the actual length of the movie itself.”

“The two-hour period from 9 to 11 p.m. was formatted by CBS to include 14 minutes of network commercial time and two minutes of local commercial time within a 93-minute movie which was followed by 11 consecutive minutes of promotional announcements for other CBS programs.”

“We concluded this amount of non-program time was excessive and contrary to the public interest. CBS disagreed and refused to allow us to carry the program without their planned commercial allotment.”

Mr. McGannon said later that KDKA-TV and KPX would have carried the film with the 14th minute of in-program network commercial time eliminated or covered. However, he added, the 11 minutes of promotional material following the program raised “a philosophical question,” inasmuch as promos are “akin in nature to commercials themselves.”

The promos seemed to rank with the commercials as a sticking point with Westinghouse.

Win Baker, president of the Westinghouse TV station group, said he

Where's Johnny? Johnny Carson told his nationwide audience on NBC-TV's *Tonight* show last Wednesday (May 24) that he doesn't like to be upstaged by NBC affiliates. He said he is occasionally informed by viewers when he makes appearances around the country that they don't see his monologue. In checking out those reports, he said, he found that some stations were selling a few extra minutes of commercial time locally and then cutting back to the network feed before the first national commercial ran. Later in the show, he returned to the subject, complaining that some affiliates also cut off the 45-second credit list that rolls, usually once a week, at the end of the program, again to sell a couple of quick local spots. A spokesman for NBC's station relations division said the problem is “very rare” and that it is “corrected” when discovered. Mr. Carson, who raised the subject near the middle of his show, urged viewers to help in that discovery. “Let us know about it,” he said, “and we'll go out and get them.”

and his associates had asked CBS what the 11 minutes of promos would be, and were told that six minutes would be “generic movie promos” and five minutes would be for *The Dain Curse*.

Mr. Baker noted that the code permits a promo for a program in the same series to be counted as program rather than non-program material, but that apparently the code board had “caved in” and allowed the networks to count as programming all movie promos, whether in the same series or not.

He said he was “particularly incensed” about promos for the three-part *Dain Curse* being treated as promos for a movie. *Dain*, he insisted, was a miniseries, not a movie, and promos for it on the Saturday-night program should be counted as non-program time.

CBS authorities defended their classification of *Dain* but offered to—and, according to CBS officials, in fact did—replace those promos with promotions for movies.

CBS officials said they also told Westinghouse that its stations might skip the promos altogether and start their late news immediately after the movie itself, but that Westinghouse officials refused to do so without “covering” one of the in-program commercials. “And we could not allow that,” a network official said.

He reiterated that the entire two-hour “Hannie Caulder” presentation was in line with code standards and in no way different from its presentation several months ago. “The bottom line,” he said, “is that they [Westinghouse] attempted to change the rules. We did not change the rules.” Code changes, he insisted, were not involved.

Mr. Baker acknowledged that the stations carried the show last year without quibbling, but said “a year ago we'd take

on faith what the networks offered because we had no reason to be suspicious." Since then, he said, "our eyes have been opened by some of the things that have happened" in terms of expansion by networks generally in the commercial area.

A Code Authority official meanwhile denied Mr. Baker's claim that the code board had "caved in." "It's not a question of 'caving in,'" he said, "but there are some ticklish questions to be answered because television has changed so much—with the introduction of more miniseries, for example." One of the questions under study, he said, is the classification of promos: That is, while the code counts a promo for another program in the same series as program material, how should "same series" be defined?

The committee conducting the code board's time-standards review is headed by Michael Kievman of Cox Broadcasting. Other members are James Conley of Meredith Broadcasting, Donn O'Brien of CBS, Alfred Schneider of ABC, Herminio Traviess of NBC and Wallace Jorgenson of Jefferson-Pilot Broadcasting.

Mr. McGannon said this was the first time any network had refused to let a Westinghouse station carry a program because of its policy against commercials that exceed 1977 levels.

Since the policy went into effect in mid-January, Westinghouse sources estimated, the stations have covered commercials in

"10 or 12" network programs in pursuit of this policy.

In his Pittsburgh speech, Mr. McGannon also discussed other concerns.

Speaking of a pioneer's suggestion that broadcasters should "leave your audience one cubit higher than you found them," he said that "unfortunately, I don't think that the broadcasting industry is doing the job it could be doing in living up to that goal."

"It is my contention that the broadcasting industry must work more vigorously to meet our responsibilities to the public and to fulfill the extraordinary capability we possess as well as that of the industry in view of our profitability."

Of complaints that television is too preoccupied with sex and violence, and of network replies that minorities are trying to control what the majority sees, Mr. McGannon said: "If television networks do not have the guts and conviction to stand by their contentions and actions and fight out an issue and prove they're performing in the public interest, then they should face their detractors and be held answerable for their efforts. From my perspective today we do not command the levels of responsibility, credibility or reliability that the unbelievably powerful medium of television demands."

He said he thought networks and stations "face their journalistic responsibilities squarely, with professionalism

and concern," but that more is needed: "I believe that new journalistic forms must be undertaken in prime time, such as investigative reporting, in-depth news analysis and other programs that will address themselves to the tremendous problems of our communities, such as race relations, health, municipal insolvency, pollution, education and the many more that plague us each day."

"But it goes beyond that," he added, and renewed his proposal that all three networks introduce "news analysis, news in-depth commentary—something special in journalism that we do not have today"—in the middle of prime time, around 9 p.m. With the proposal, he renewed his offer for Westinghouse "to carry these programs from all three networks without any compensation, which would represent about \$1 million a year."

The increase in network commercial time, Mr. McGannon said, is a matter of concern to both advertisers and the public. "I think this is particularly serious," he said, "because, number one, [the increase] is being done unilaterally, without an over-all review or consideration of what is appropriate."

There is a need, he said, "to balance the values that are involved in having a license and serving the public and at the same time serving advertisers and making a profit. I don't think that as an industry we have served these ends equitably."

In Brief

Network radio, revenues, including O&O's, rose 28% in 1977 to \$212.7 million, FCC reported last week. Pre-tax profits rose 425.3% to \$46.5 million (up from \$8.8 million in 1976). Revenues of 36 network-owned AM and FM stations went up 25.9% to \$128.2 million. Eight networks (CBS, NBC, four ABC and two Mutual Broadcasting) showed profit of \$25.3 million on net broadcast revenues of \$84.5 million—compared to \$5-million loss in 1976. Network expenses dropped 14.6% to \$59.2 million.

Contained in same appropriations bill as FTC appropriation that grabbed all attention last week (page 36) was **FCC's appropriation for 1979**, which was passed by House Appropriations Committee without change. Bill provides for FCC budget of \$68,535,000, \$1.5 million more than commission requested.



Birthday salute to **Bob Hope**, 75, preoccupied much of Washington last week, with White House reception, tributes on floor of Congress and four-hour, star-studded gala taped at Kennedy Center Thursday night. Result will be three-hour special on NBC tonight (May 29).

White House aide **Gregory Schneiders** will become top assistant to Atlanta advertising executive **Gerald Rafshoon** after latter joins President's staff July 1 as special assistant for communications (BROADCASTING, May 22). Mr. Rafshoon co-produced Hope gala (above) as one of last "civilian" assignments.

At request of Senator **Barry Goldwater** (R-Ariz.), Senate Communications Subcommittee Chairman **Ernest Hollings** (D-S.C.) has asked Mr. Rafshoon to appear before subcommittee and discuss how he views his new role as **affecting or not affecting** telecommunications policy. Senator Goldwater wrote Mr. Hollings that in his view Mr. Rafshoon's appointment only compounded problem surrounding **Barry Jagoda**, President's media adviser, and his involvement in public broadcasting matters. Meanwhile, subcommittee has scheduled **no action** on nomination of **Henry Geller**, assistant secretary-designate of Commerce to head National Telecommunications and Information Administration.

Television's **reporting of energy issues** is "shallow" and "inadequate," problem that could be partly remedied if networks allowed corporations such as Mobil Oil to buy time for issue advertising, **Herbert Schmertz**, Mobil's VP for public affairs, told House Government Operations subcommittee last week. Mobil wants to place ads on TV similar to issue-oriented ads it runs in newspapers, but has been turned down by all three networks on ground they deal with controversial issues of public importance, which would trigger fairness doctrine. He said Mobil has offered to pay for rebuttals to its views by other parties, but still has gotten nowhere.

National Cable Television Association has moved **1979 convention** from St. Louis to Las Vegas, changed date to May 20-23.

National Association of Broadcasters has told Small Business Administration that its loan policy "flies in the face of the real world of broadcasting" because lending agency **refuses to consider value of "intangible assets"** in its new broadcasting loan program. NAB and SBA officials will meet this week to iron out differences.

NAB has scheduled **broadcast executive seminar** Sept. 13-15 at Sheraton convention center in Reston, Va. Patterned after Airlie House seminar last year, meeting is to acquaint high-level broadcast executives with innovations in communications and related industries that will affect future of broadcasting.

Van Deerlin gets into the act on UHF noise level

Just before FCC order to improve receiver standards, Ferris gets communication from Hill wanting background on issue and list of commissioners' contacts; its tone suggests caution

Three days before the FCC was to vote on the new noise-level standard it would require UHF set manufacturers to meet, Chairman Charles D. Ferris received a letter from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) that, to some who read it, seemed an effort to advise a cautious approach. Indeed, at least one member of the commission was sufficiently concerned to telephone Representative Van Deerlin and ask for a clarification. The commissioner was reassured.

The letter noted the development by Texas Instruments of television receiver technology that might double the number of over-the-air television channels usable in the UHF band, and said if that is the case, the commission "is probably dealing with the single most important technical

issue" since it lifted the freeze on new television stations in 1952.

One problem confronting those interested in drastically reducing UHF noise figures is the danger they say such a reduction might hold for reducing UHF taboos—interference-caused limits on the number of UHF stations that can be licensed in an area. And Representative Van Deerlin asked for the commission's timetable on dealing with "the complex and interrelated issues of UHF noise figure, UHF taboos and other television receiver and transmitter standards."

That wasn't all he requested. He asked for copies of reports on the issue of improving UHF television or the improved receiver, a list of parties in the noise-figure rulemaking, and, what seemed to some particularly significant, a list of contacts between commissioners or their staffs and parties to the rulemaking, "including dates, names of persons involved and the subject matter discussed."

The commission's unanimous decision on the noise-figure issue was relatively conservative. It said that after Oct. 1, 1979, it will not certify sets with noise figures in excess of 14 db. (the standard now is 18 db), and will drop the standard to 12 db by Oct. 1, 1982, unless manufacturers can demonstrate this would not be feasible. The commission also said it intends eventually to drop the standard to 10 db (BROADCASTING, May 22).

The action disappointed UHF broadcasters who had hoped for a more dramatic attack on the noise-level issue. But commissioners, including those who had expressed an interest in a more aggressive approach, insisted they were not influenced by the congressman's letter. They indicated they felt they had gone as far as the record that was made would allow. (Certainly the staff felt the record was strong in terms of a 14 db level, rather than a lower one). And some commissioners, including Abbott Washburn, last week said the action taken was significant and signalled a determination to do more.

But some were critical of the timing of the letter, though that criticism tended to be fastened on a member of the subcommittee staff, Chuck Jackson. His initials were on the letter to indicate he drafted it.

Representative Van Deerlin himself said influencing the commission's vote was not his purpose—that that would be "improper" and that the requests made in the letter were part of the subcommittee's general oversight responsibilities. The subcommittee will hold FCC oversight hearings late in June.

And Representative Van Deerlin said he had explained his position in telephone calls he received from two persons at the commission. One is known to have been Commissioner James H. Quello, who had taken the lead in urging rapid implementation of strict noise-level standards as a



Pfeiffer



Townsend



Weiss



Lynagh



Snyder

Closing date for swap of Post-Newsweek's **WTOP-TV** Washington for Evening News Association's **WWJ-TV** Detroit has been set for **June 26**, and some related personnel assignments have been announced. **Edwin W. Pfeiffer**, vice president and general manager of WPRI-TV Providence, R.I., has been named to same post at wtop-TV, which will be renamed wovm-TV. **Ronald Townsend**, director of business affairs at wtop-TV, will remain in Washington as station manager. **Milt Weiss**, wwj-TV's news director, will take same post in capital. Moving to wwj-TV, to be called wovv-TV, will be **James T. Lynagh**, vice president and general manager, and **James L. Snyder**, vice president news. Both will maintain current titles.

□



Cornils



Manning



Westerman



Pitofsky



Palmer

Wayne C. Cornils, National Association of Broadcasters vice president for membership, has been named VP for radio, succeeding Charles T. Jones Jr., who resigns in June. ■ **Robert M. Bennett**, wcvb-TV Boston, was elected chairman of board of governors of ABC Television Network Affiliates Association at opening session of affiliates annual convention last Monday (see page 26). He succeeds **William F. Turner**, KCAU-TV

Sioux City, Iowa. **Jeff Davidson**, WXIA-TV Atlanta, was elected vice chairman. **Ward Huey Jr.**, WFAA-TV Dallas, and **William E. Wuerch**, WJRT-TV Flint, Mich., were named members of board and secretary and treasurer, respectively. ■ **Gordon Manning**, executive producer, special broadcasts, NBC News, named VP news planning, reporting to NBC News President Lester M. Crystal. ■ **Sylvia Westerman**, deputy director of news, CBS News, New York, named to new post of VP, special events and political coverage. ■ White House formally announced nomination of **Robert Pitofsky** to vacant seat on Federal Trade Commission last week. Georgetown University law professor and associate of Washington law firm of Arnold & Porter surfaced as probable successor to former Commissioner Calvin J. Collier two months ago (BROADCASTING, March 27). ■ CBS News President Richard S. Salant made it official last week, announcing that ABC newsman **Harry Reasoner** would rejoin CBS Aug. 1 as chief correspondent and co-editor with Marlene Sanders of **CBS Reports** and also be available for other assignments. ■ Former CBS News correspondent **Eric Sevareid** will be honored Wednesday (May 31) with Broadcaster of Year award at final meeting of International Radio and Television Society this season. ■ **David Palmer**, 72, president of Palmer Broadcasting Co. (woc(AM) Davenport and who-AM-TV Des Moines, both Iowa), died May 24 in Moline, Ill., hospital where he had been since May 8. Cause of death not announced. Dr. Palmer, also leading figure in chiropractic medicine, entered broadcasting when his father, late Colonel B. J. Palmer, acquired 9BY Rock Island, Ill., in March 1922 and transferred it to Palmer School of Chiropractic as predecessor to woc. ■ **Carleton D. Smith**, 73, retired (1967) Washington vice president for RCA-NBC, was recovering satisfactorily there Friday from surgery for repair of aortal aneurysm. ■ **Egmont Sonderling**, chairman-president of Sonderling Broadcasting Corp., Miami, and Frosene Foster of Arlington, Va., were married May 5 in civil ceremony in Miami. Couple will reside in Miami Beach. Mrs. Sonderling had been active as executive in travel and hotel fields in Washington area.

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Fourth of ABC News's anchor positions under new *Evening News* format will be in **London**, not Los Angeles (as reported on page 28). Other three: Washington, New York and Chicago.

means of achieving UHF-VHF parity.

The list of contacts Commissioner Quello reported to the subcommittee is believed to be longer than other commissioners', and some public broadcasting representatives are on the list. Commissioner Quello last week said that, as education commissioner, he had met with public broadcasting officials last fall to ask what he could do to help. "One thing they said," the commissioner recalled, "was, do everything you can do to help UHF."

Few if any of the Commissioner Quello's contacts are in the official record. An advisory from former General Counsel Werner Hartenberger appears to require such reporting, in rulemaking proceedings, but Commissioner Quello said that because of conflicting court opinions on the issue, there is uncertainty as to what is required.

UHF interests disturbed over FCC 'flexibility' posture for WARC

TV advisory group says it will lobby hard against proposal to share frequencies with land mobile along borders; satellite group makes own case

The FCC, whose concern for "flexibility" figured in its proposal that UHF frequencies be shared with land-mobile and fixed-services operations within 200 miles of the Canadian and Mexican borders, may hear about the need for "commitment" in comments a television-industry advisory group files in response to that proposal. It may also find opponents resorting to lobbying as well as technical arguments.

The proposal appears in the eighth notice of inquiry the commission adopted on April 18 (BROADCASTING, April 24) as part of its effort to help prepare the U.S. position at the World Administrative Radio Conference in Geneva next year.

The television broadcasting service group, one of a number of groups with members drawn from affected industries and other interested groups advising the commission in its WARC preparations, decided, not unexpectedly, at a meeting last week to oppose the sharing proposal, in comments which are due June 30.

The commission's proposal would not commit the U.S. to sharing the frequencies along the border among the services. But if adopted by WARC, it would become a footnote to the international table of allocations, and that would strengthen the U.S.'s hand in dealing with Canada on the issue. Canada, whose interests would have to be considered in sharing near the border, has been unwilling to agree to it in the past.

Commissioners have cited the need for

flexibility in dealing with allocations matters in the years ahead, as technology changes. But Phil Rubin, director of engineering for the Corporation for Public Broadcasting, who is co-chairman of the television service group and a strong backer of UHF, said the issue raised by the expressed concern for flexibility is "commitment" to UHF. "You can't be committed [to UHF] if you want the flexibility to put in another service."

Mr. Rubin also suggested the group not content itself with filing comments. "We have to do a certain amount of lobbying at the FCC and on Capitol Hill. The deck is stacked against us," he said, asserting that land mobile interests have lobbied in those forums.

Furthermore, he said, television interests cannot be confident of the recommendations of the commission's staff. In these matters, he said, "staff means the chief engineer's office, and we know where they stand"—an allusion to the feeling on the part of some broadcasting interests Chief Engineer Raymond Spence is pro-land mobile and anti-television.

Mr. Rubin's comments were not the only indication last week that technical expertise is not all that is being brought to bear as the U.S. preparations for WARC '79 go forward.

The satellite broadcast service group discussed at its meeting last week a brief paper on the possible need for low-cost, low-power earth stations for transmitting video signals to and receiving them from broadcast satellites. The paper, to be submitted for consideration at a special WARC preparatory meeting in Geneva in October, is by two members of the group, Paul Wells of National Telecommunications and Information Administration and Jerry Freibaum of National Aeronautics and Space Administration.

But the concept is one that has been advanced by a group called the Public Interest Satellite Association (PISA), which says it represents nonprofit organizations such as hospitals and universities that want access to broadcast satellites. The group has not responded to any of the commission's notices of inquiry, nor is it represented on any of the service groups.

However, when a document prepared by NTIA proposing such a service was rejected by a CCIR (International Radio Consultative Committee) screening U.S. papers for the October meeting as being contrary to U.S. policy, PISA contacted Representative Richard Ottinger (D-N.Y.). He in turn wrote to Secretary of State Cyrus P. Vance and NASA officials and NTIA promptly called a meeting to consider the matter. The meeting was described by one observer as an effort "to go the extra mile" for the public interest group, "to be sure it had a fair hearing." Among those attending were representatives of PISA, the FCC, and Glen O. Robinson, who will head the U.S. delegation to WARC. The decision reached was to produce a short paper, neutral in tone, that would try to keep the issue open.

ABC Affiliates

Number-one ABC acts the part in Los Angeles

Affiliates meeting is love feast, with 10% jump in compensation as dessert for record station crowd

What else can a network do when it is first in prime time, first in daytime, first in sports, first in sales and first in the hearts of its affiliates? It can try harder, and that is what ABC-TV promised its affiliates at their 25th annual convention—and second celebration—last week.

Furthermore the network sealed its promise with the kind of kiss that can turn a broadcaster on: a 10% increase in station compensation.

"Things are so good it's scary," said a station manager who had lived through his ABC-TV affiliation during leaner times.

But the romance stopped just short of rapture when the network let it be known that it would take 23 commercial minutes, well above the normal quota of 18, for the three-hour night of boxing built around the Muhammad Ali-Leon Spinks fight next Sept. 15. And it stopped farther short of rapture for central time zone affiliates who were advised that the network wanted to abandon its *ABC Evening News* feed at 5 p.m., central time, and thus dislocate a news block that they have found profitable. (See story, page 26).

In the main, however, there was nothing but good news.

James E. Duffy, the network president, started off the formal sessions last Monday with word that this was the biggest convention yet (832 registered station executives and spouses, 1,800 estimated revelers at the closing gala last Wednesday night). This, said Mr. Duffy, was the year in which ABC-TV "passed the magic number of 200 in our affiliate line-up" and became the first television network "to pass the \$1-billion mark" in network sales. He reminded the affiliates that the original station line-up was 14, but he was discreet enough to omit reference to the first year's billings.

Mr. Duffy also mentioned, without making specifically odious comparisons that ABC-TV was now "the largest single advertising medium in the world." The distinction used to be claimed by CBS.

It was also Mr. Duffy who broke the news of compensation increases, effective next Oct. 2, at a closing business session Wednesday afternoon. The adjustments include a revocation of the compensation reduction that ABC-TV imposed several years ago to offset rises in AT&T charges: (There was a hint that reductions would be reimposed if AT&T received FCC approval for more tariff increases.) Station compensation will also be doubled (from 0.83% of base rate to 1.6%) for each prime-time

COMING JUNE 26

Broadcasting  Business Index

The Top 100

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Advertising closing. June 19.



On his right, on his left. With ABC Inc. Chairman Leonard Goldenson (c) at the network's affiliate meeting last week in Los Angeles's Century Plaza hotel are two of his top television executives—Anthony Thomopoulos (l), president of ABC Entertainment, and Frederick Pierce, president of ABC-TV.

ABC news brief. Undescribed increases in compensation for live clearance of late-night programming were promised. The basic daypart percentages in the standard compensation formula will be increased from 30% to 32%.

Over-all, said Mr. Duffy, the adjustments will represent a 10% gain for stations with a standard contract. The total compensation increase was estimated at \$6.5 million a year. This is in addition to individual increases given 120 stations in the past two years, Mr. Duffy said.

News of the increased compensation came after the affiliates had been exposed to comprehensive presentations, complete with multimedia sound and graphics, asserting the network's strong leadership in everything but news, early morning and late night. There was no mention of comparative ratings in children's programming on weekends.

So solid is the prime time line-up that 84% of the schedule will be retained for next fall. "Most of the shows are in their prime and moving swiftly in the ratings," said Anthony Thomopoulos, president of ABC Entertainment.

As a result, the affiliates were given previews of fewer new programs than annual conventions are accustomed to see. Of the five new series the network has scheduled for 1978-79, the affiliates saw only one complete pilot, for the half-hour *Apple Pie* scheduled at 8:30-9 p.m. Saturday; clips from movie-length versions of *Battle Star Galactica* (8-9 p.m.) and *Vega\$* (10-11 p.m. Wednesday), and short presentation films for *Mork & Mindy* and *Taxi*.

There is still no pilot for *Taxi*, said Mr. Thomopoulos. The series was bought on the strength of a "superb script."

Affiliate reaction was generally favorable, although qualified by the little exposure of the new product. *Galactica*, which is in the "Star Wars" genre, was received enthusiastically by some. One major-market broadcaster predicted it would draw a 60 share on his station,

especially programed as it is at an hour when youngsters are in the audience and against the softer *Mary Tyler Moore* variety show on CBS and irregular *Big Event* on NBC. Another, however, predicted it would be either "the biggest hit or biggest bomb" in the schedule.

An upbeat sales report was given the affiliates by James T. Shaw, vice president, television network sales. ABC-TV, he said, has written 38% of total prime-time network sales in the 1977-78 season. Up-front buying for the new schedule in the fourth quarter has begun, he said, if not in the volume of last year at this time ("Closed Circuit," May 22).

Mr. Shaw reported "a major first-of-the-season renewal from Ralston, a major investment in 'The Sting' [see below] by Chrysler and a major investment in the prime-time Ali-Spinks fight by Anheuser-Busch."

The new *20/20* magazine show, to be carried weekly during the summer, has been sold out, Mr. Shaw said.

The introduction of new products and roll-outs of new brands which have been factors in the recent increase of spot business, said Mr. Shaw, are becoming evident in network as well.

Mr. Shaw said ABC-TV was trying to hold price increases to much smaller increments than last year. An over-all ceiling of 10% was the objective, although the percentage would vary from account to account, he said.

■ ABC-TV affiliates last week were shown a list of blockbuster movies headed for the network in the next season and beyond, including "The Sting," to be played in the fourth quarter of this year. But nothing was said publicly about the network's biggest picture acquisition, "Jaws." Unofficially it was learned that the network had bought TV rights to both the original and "Jaws II" but that Universal had not consented yet to the announcement.

Other acquisitions for future but yet unscheduled presentation were an-

nounced to the affiliates by Edwin T. Vane, vice president and national program director, ABC Entertainment. They included "Saturday Night Fever," "The Goodbye Girl," "The One and Only," "The Spy Who Loved Me," "The Deep," "Coma" and "Grease."

Movies that will be aired in 1978-79, Mr. Vane reported, will include "The Pink Panther Strikes Again," "Walking Tall—Final Chapter," "Shampoo," "Mother Jugs and Speed," "The Little Girl Who Lives Down the Lane," "Gumball Rally," "The Odessa File," "Obsession," "Blume in Love," "Lady Sings the Blues," "Taxi Driver," "Fun with Dick and Jane," "Fortune" and "The Bad News Bears."

Mr. Vane described "The Sting" as ABC-TV's "silver jubilee gift" to the affiliates.

The affiliates were also briefed by Brandon Stoddard, vice president, ABC Entertainment, on movies made for television that the network will play next season. Mr. Stoddard also announced that Carol Burnett had been signed to star in a three-hour movie, "Friendly Fire," based on the book. This will be Miss Burnett's first dramatic role on television.

■ In private sessions with and without network officials last week, ABC-TV affiliates dealt with the nuts-and-bolts problems of network-station relations.

They expressed alarm at what they regard as increasing network expansion of commercial time, as exemplified by ABC-TV's intention to take 23 minutes (out of 28½ minutes allowed by the National Association of Broadcasters code) in the three-hour boxing program surrounding the Muhammad Ali-Leon Spinks fight next Sept. 15. The affiliates left Los Angeles grumbling, although network officials had explained that the fight was expected to get the fall schedule off to a rousing start and that even if all 23 minutes are sold at the asking price of \$300,000 each, the network will lose money. ABC paid a reported \$5 million for rights to the Ali-Spinks bout itself. There will be others on the card.

Affiliates in the central time zone were also disturbed by word that the 5 p.m., central time, feed of the *ABC Evening News* would be discontinued. The feed, instituted as an incentive for station clearance when the *ABC Evening News* was farther behind its rivals than it is now, has benefitted affiliates by giving them a lead-in to local news and its larger station revenue at 5:30 p.m., when there are more homes using television than at 5 p.m. ABC wants to delay its first news feed to 5:30 (6:30 p.m., New York time), as do the other networks and take advantage of larger HUT-figures at 5:30 p.m. CT.

At a meeting with the board of governors of the ABC Television Network Affiliates Association last Thursday, Frederick S. Pierce, president of ABC Television, was said to have given assurances that no change in news feed would be made before June 1979 and that stations would be given adequate notice.



Outgoing, ongoing and incoming. James E. Duffy (c), president of the ABC Television Network, is flanked by the departing chairman of the network's affiliate board of governors, Bill Turner (l) of KCATV Sioux City, Iowa, and the new chairman, Robert Bennett of WCVB-TV Boston.

Rule speaks out on the burdens of Washington

ABC's president calls down government for keeping heavy hand on broadcasting and threatening to destroy fabric of industry

Elton Rule, president of American Broadcasting Companies, last week decried what he called a trend toward excessive governmental regulation that he said endangers "many of the basic principles on which our system of broadcasting is based."

The Carter administration, he said, has created a "new breed of super-regulator."

When the new administration came into office, "we had some reason to be hopeful," Mr. Rule told the annual convention of ABC-TV affiliates in Los Angeles. "The new President was a man with some experience in business, and his campaign had been based in part on the idea that it is possible to have too much government. . . . It is apparent now that some of those hopes were futile."

Mr. Rule expressed concern about the House Communications Subcommittee's forthcoming rewrite of the Communications Act. "Someone should note," said the ABC president, "that under the existing law, this nation has developed a broadcasting system that is undisputedly the finest in the world." ABC favors a more discrete approach, confined to "things which new legislation ought to address" while safeguarding "the essence of the system that now serves us well."

The ABC president singled out several Washington proposals or policies for attack. As he has before, he said members of the Federal Trade Commission were trying to act as "national nannies" in proposing to adopt harsh restraints on television advertising directed to the young. But he also found new reason for alarm in the

reply an FTC economist made to a radio editorial criticizing the children's ad ban proposal. Mr. Rule quoted the FTC economist as saying in a broadcast response: "If you agree that the FTC should help our children who are innocent victims of big business, register your vote by turning to another radio station. And don't turn back to [this station] until big business, in their unrelenting search for profits, is constrained from unilaterally determining the commercial wants and desires of the most innocent victims of big business—our children."

Said Mr. Rule: "The more you think about it, the more frightening that statement becomes. Can anyone regulate fairly and effectively with that strong a bias against the thing he is supposed to regulate?" Although Mr. Rule included no identities in his remarks, elsewhere it was learned that the station was KIOI(FM) San Francisco and the FTC spokesman was Dr. Larry Haverkamp.

"There is," said Mr. Rule, "a recurring notion that a health problem, real or imaginary, can be solved by eliminating some form of television advertising." He cited the proposed ban on saccharin advertising, defeated in Congress last winter, as a case in point.

He said he was concerned about a proposal in energy legislation now before the Congress to repress institutional advertising by utilities. That, he said, could impinge on news and public affairs programming that derives support from institutional accounts.

He was critical of the FCC which, he said, "shows no interest" in addressing the problem of satellite distribution of "super stations" on cable systems. The practice endangers local broadcasting, he said. "What incentive does the broadcaster have to seek out good new programs if another station, in a distant part of the country, can destroy the local value of the program by ricocheting it off a satellite into all the cable homes in the area?"

The current copyright law is also a disin-

centive to local broadcast programming, said Mr. Rule. "Once a producer could sell a show to a station and each could be confident of the market value of what they bought or sold." But present copyright law permits cable to use that program in other markets, "either free or for a negligible royalty," said Mr. Rule. "Now, the better the product, the more likely it is that these two situations will shortchange either the station or the producer or both."

The Justice Department's antitrust suit against the three television networks was also an object of Mr. Rule's criticism. He said that if the networks' ability to experiment with their own productions were restricted, as proposed by Justice, diversity in programming would suffer.

The FCC's network inquiry and cable-economics inquiry and the bill to create a new class of royalties to be paid by broadcasters to record manufacturers and performers were, said Mr. Rule, of a piece with the regulatory expansion that worries him.

The challenge of governmental expansion must be answered by broadcasters, he said, "in actions as well as in words."

ABC's problem: Staying ahead where it is, getting ahead where it isn't

That's how Fred Pierce put it to affiliates last week; news is the next mountain to climb

With primacy established in sports, prime time and daytime, ABC Television faces two challenges, Frederick S. Pierce, president, told ABC-TV affiliates last week. The first is to "maintain the strength and vitality in all those programming areas where we now lead." The second is to achieve leadership in news.

"We cannot be satisfied as the leader in broadcasting without achieving this journalistic leadership as well," Mr. Pierce said. He expressed confidence in the progress of the news department under Roone Arledge (see page 28).

As to staying ahead in programming, where ABC has captured leadership, Mr. Pierce said the network was acquiring rights to programs that have lasting value.

"We have obtained long-term exclusive rights to some of the most popular movies ever made, and many of them on a multiple-run basis," he said. "We also know that there are only a limited number of truly successful major sports franchises. Many of them are on ABC now. And they will stay there—well into the 1980's." To protect its position in series programming, the network is "maintaining the vigorous program development that has brought us so many of our current hits." Additionally, it is signing "exclusive long-term agreements with some of the finest creative

teams in the country."

"Twenty-five years ago," said Mr. Pierce, "the American Broadcasting Co. set out on a long climb. With your help," he told the affiliates, "we have come far." The intention is to go farther. "We possess the most professional, most stable management team in television today," said Mr. Pierce. "We will be leaders for a long time."

Arledge tells affiliates what's up his sleeve

Regional anchors, tougher documentaries and '20/20' magazine show are just some of his plans to make ABC News 'the best... in the world'

Roone Arledge, the sports whiz that ABC is counting on to put its news into contention with CBS and NBC, has his sights set as high as they can go. He told ABC-TV affiliates at their annual convention last week that his commitment was to build "the best broadcast journalism department in the world."

By his accounting, the building process is well under way. Since he became president of ABC News, every executive but William Sheehan, senior vice president who was boss of the department before Mr. Arledge moved into news, has been replaced or reassigned. Of 56 correspondents in the department's table of organization, 25 have been hired or reassigned in the past seven months.

The new ones, Mr. Arledge said, have been attracted to "a young, aggressive, hard-hitting organization that is going to change the face of television news."

In his presentation to the affiliates, Mr. Arledge took pains to disengage himself from the image of razzle-dazzle sports producer. He promised "no gimmicks and no quick fixes." He intends "over the long haul to build respect and loyalty" among television viewers.

It is for journalistic, not theatrical, reasons that the format of the *ABC Evening News* is being changed in July to establish four regional anchors, with Frank Reynolds as the principal in Washington, according to Mr. Arledge. "We are taking the best reporters we have," he said, "and putting them in positions where they can report the news instead of just reading it." The establishment of four anchors in Washington, New York, Chicago and Los Angeles is, he said, the "first significant" change in network news format "since NBC introduced the Huntley-Brinkley format many years ago." (Av Westin, executive producer of the *ABC Evening News*, during later remarks, reminded the ABC-TV affiliates that the introduction of the Huntley-Brinkley dual anchor team was greeted with derision by some critics at the time, as some have greeted ABC's proposed four anchors. Mr. Westin said



Westin

ABC's introduction of four anchors, regionally dispersed, will break "the old Washington-New York axis created in the Huntley-Brinkley era." Mr. Westin expects the "creative tension" that will be inevitable among four regional anchors vying for air time to force the program into broader national coverage than the "Washington-New York axis" stimulates.)

Mr. Arledge said that while the planning for the new *ABC Evening News* has been going on and some of its innovations tested on the present show, audiences have remained remarkably steadfast. ABC-TV, he said, is the only network to gain audience for its evening news in the past year, up 6%. The gain was achieved despite a virtual absence of promotion and tune-in advertising. "We didn't want to promote an old product," Mr. Arledge said. "In spite of that we gained a little audience. I am heartened by that."

Mr. Arledge also said *Close-Up*, ABC-TV's occasional documentary show, was being refurbished. The program, he said, "in recent years had gotten kind of soft." With a new producer, Pam Hill, in charge, it is setting out now to tackle harder subjects. The recent "The American Army: a Shocking State of Readiness" on the questionable ability of the U.S. Army in Europe to withstand a Russian attack started out, Mr. Arledge said, as a "fairly soft" documentary on life in the volunteer Army. "We almost scrubbed it," he said. It was salvaged by changing the focus. As broadcast, the program had impact, he said, and will "cause changes to be made, which is what documentaries are supposed to do."

During the summer, said Mr. Arledge, there will be *Close-Up* documentaries on juvenile crime, torture, the business of arson, terrorism and the "selling of the supernatural." The one on juvenile crime, shot entirely on location without narration, is, he said, "dynamite, memorable and hard-hitting."

The affiliates were also shown a presentation film of *20/20*, ABC News's new magazine program that is to be introduced June 6. Said Mr. Arledge at the outset: "It's not going to be another *60 Minutes*." And if the presentation were an accurate



Arledge

portrayal, he was right. The opening of *20/20*, as shown to affiliates, featured a puppet caricature of Jimmy Carter singing "Georgia on My Mind."

CBS's *60 Minutes*, Mr. Arledge said, has a "set format that is not responsive to the day's or week's news." ABC's *20/20* will be timely. It will open with a "lead story," which is judged to be the biggest story of the week. That will be followed by an investigative report "of national interest." The third segment will be about people and the fourth, as described in the presentation film, will be "our window on all the other subjects in the world." The presentation film also contained a segment named "The Wayward Week" containing short pieces about such diverse occasions as the celebration of "Sun Day" on a cloudy day.

ABC's winning ways in sports

Network trots out statistics to remind affiliates how sweet it is to lead in that category

Executives of ABC Sports were talking in the winner's circle last week in their presentation to the annual convention of ABC-TV affiliates. They also gave the affiliates a list of sports franchises that have been extended into the 1980's, including the four-year contract for professional football on Monday nights.

The affiliates were reminded that last season's football games on Monday night averaged a 21.5 rating and 37 share, their best figures yet. By comparison, Monday night baseball delivers audiences that make ABC affiliates envy the entertainment programming on CBS and NBC, but ABC last week put things in the best light possible. Marvin Mord, vice president, research services for ABC Television, reported that the first four baseball games of this season were drawing bigger crowds than baseball drew in its best year last year, averaging a 13 rating, up from a 12.5 for the same four weeks of 1977.

Among regularly scheduled sports

series, ABC has the first seven shows in popularity ranking, Mr. Mord said. The 17-year-old *Wide World of Sports*, in its Sunday version, continues to be the most popular series on the air and, on Saturday, the second most popular program.

Jim Spence, senior vice president, ABC Sports, reported that rights to the Kentucky Derby have been obtained through 1982, to the Preakness through 1981, to the Indianapolis 500 through 1981, to the U.S. Open golf tournament through 1980 with an option through 1982, to the British Open for the "next number of years," and to the PGA championship through 1982. He also announced that ABC had acquired broadcast rights to the Forest Hills invitational men's tennis championships next July.

Roone Arledge, president of ABC Sports, said two heavyweight fights ABC-TV will carry this year are the "outstanding boxing events of 1978"—the Ken Norton-Larry Holmes bout on June 9 and the Leon Spinks-Muhammad Ali bout on Sept. 15. (ABC's announced intention to place 23 commercial network minutes over the three scheduled hours of the Spinks-Ali fight telecast was not mentioned by Mr. Arledge but was the subject of dispute at a closed meeting the next day [see "Top of the Week."])

Mr. Arledge also displayed to the affiliates the first month's schedule of college football games to be broadcast in this first year of a four-year contract with the Na-

tional Collegiate Athletic Association.

On Saturday, Sept. 16 there will be five regionally telecast games: Penn State at Ohio State, Baylor at Georgia, San Jose State at Stanford, Syracuse at North Carolina State and Idaho State at Northern Arizona.

On Sept. 23, the five regionals will include Michigan at Notre Dame, Yale at Brown, Florida State at Miami (Fla.), Colorado State at Brigham Young and USC at Alabama.

On Sept. 30 there will be six regionals: North Carolina at Pittsburgh, Nebraska at Indiana, Tennessee at Auburn, Washington at Oregon State, Alcorn State at South Carolina State and Boise State at Montana State.

Some improvements for ABC-TV on the fringes

Early-morning making measurable gains, late-night holds its own

There was variable news for ABC-TV affiliates in early-morning and late-night program reports at the affiliates annual convention last week. *Good Morning America* is gaining ground against the entrenched *Today* on NBC-TV and drawing far ahead of the CBS-TV *Morning News*. ABC-TV's late-night line-up still

plays second to Johnny Carson on NBC-TV.

Lewis Erlicht, vice president, programs, East Coast, ABC Entertainment, said *Good Morning America* is making good progress "in the face of viewing habits that are extremely hard to change." It has scored a 28% increase in audience in the past year, while the audience of the leading *Today* has remained "virtually the same" and the CBS audience has been declining, he said.

Among women 18-49—whom Mr. Erlicht called ABC's "target audience"—*Good Morning America* has scored a 37% gain to equal the number in that demographic category that *Today* attracts.

Mr. Erlicht attributed the gains to many factors, including a new emphasis on news. "We are beating *Today* at its own game—getting exclusive news breaks," he told the affiliates.

He added that John Coleman's weather time would be increased on the program. There is one report now at 7:55 a.m. In the new plan there will be two reports, at 7:35 and 8:35. Mr. Erlicht also promised an increase in miniseries within the program, citing as recent examples a five-part look at Hollywood behind the scenes by Rona Barrett and David Hartman's series on problems of the elderly.

Cheryl Tiegs, prominent fashion model who is joining the *Good Morning America* staff after tutoring at the Frank Magid research center in Marion, Iowa ("Closed



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Station

Street Address

City

State

Zip

Circuit," May 8), was presented to the affiliates.

When Mr. Erlicht came to late-night programing, little was said about comparative ratings, although he reported a 7% gain in the 18-49 demographic in the past year. Mr. Erlicht drew comfort from the frequent absences of Mr. Carson from his *Tonight* show. NBC, he said, is becoming "more vulnerable." In the 1978-79 season, Mr. Carson will appear in only 127 out of 260 *Tonight* shows, by Mr. Erlicht's calculation.

Beginning in September, the ABC late-night line-up will be NFL football on Monday, *Movie of the Week* Tuesday, *Police Woman* Wednesday, *Starsky and Hutch* Thursday and *Baretta* Friday. During the summer, as previously announced, *Soap* will be played on Monday and Tuesday at 11:30 p.m. to midnight.

Vane says ABC-TV's specials are just that

About 80 hours of them are slotted for next season

ABC-TV is planning 80 hours of specials in the 1978-79 season as "infusions of excitement" in the schedule, Edwin T. Vane, vice president and national program director, ABC Entertainment, reported to ABC-TV affiliates last week.

Specials are specials to ABC, not "substitutes for inferior series," said Mr. Vane in a poorly concealed allusion to NBC's "event programing." "On ABC we see no need to replace a *Love Boat* with a Pinkey Lee retrospective," he said.

The list of specials Mr. Vane identified: For family and children: *The Gift of Love* starring Marie Osmond in her first dramatic role; *Benji's Christmas*, a half hour starring the dog; *All-Star Family Feud*, a version of the game show featuring celebrities; *Dracula*, about the true-story origins of the character; *The Pink Panther*, a cartoon for Christmas; *Pon-toffel Pock*, *Where Are You?*, a Dr. Seuss cartoon; plus six previously broadcast animation shows.

Four Barbara Walter special interviews will be carried.

ABC's own version of "event programing" includes the academy awards; prime-time Emmy awards; American Music Awards; *The Heroes of Rock and Roll*, a two-hour production by Jack Haley Jr.; *The Top Entertainment Personalities of 1978* with Rona Barrett as host; two new productions of *Battle of the Network Stars* featuring celebrities in athletic competition; *The All-American Girl*, a two-hour finale of a contest for best all-around sportswoman in such events as surfing, diving, skateboarding and frisbee throwing; *The Ohio State Fair*, with major stars appearing at that event; an entertainment event celebrating General Electric's 100th anniversary, with John Wayne as host and such stars as Bob Hope, Red Skelton, Suzanne Sommers, Jimmy Stewart and



How they see it. Bob Shanks (l) executive producer of the new ABC News magazine show *20/20* which premieres in next month, outlined plans for the show at the affiliates meeting last week. Also addressing himself to the subject was Robert Hughes, who will be host for the show with Harold Hayes.



Lucille Ball; a celebration of *Playboy's* 25th anniversary with guest stars; a two-hour review of the 1978-79 television season, and a Christmas-season special live from Opryland in Nashville with country music stars.

ABC Theater has six projects in development, said Mr. Vane: *Private Citizen*, on the right to privacy; *House on Garibaldi Street*, about the capture of Adolph Eichmann by Israeli commandos who spirited him from Argentina to Israel for trial; *The Birth of the Beatles*, a serious study of that musical group's success and influence; *The Seeing Eye*, a true story about a blind woman with a surgical change to regain her sight; *Mothering*, about a young mother doubting her ability to raise an adopted child, and *Rachel and Jackie*, a love story about major league baseball's first black player, Jackie Robinson. ABC said it will also telecast the best original work by a new writer from submissions to the Eugene O'Neill National Playwrights Conference.

Delivering daytime

ABC-TV daytime programing has emerged from a "horse race" with CBS-TV to win the last five weeks in ratings, Lewis Erlicht, vice president, programs, East Coast, ABC Entertainment, told ABC affiliates last week.

In average households, ABC leads CBS by 90,000 and NBC by nearly a million, Mr. Erlicht said. ABC, with 3.3 million women 18-49, is ahead of CBS by 800,000 and of NBC by 1.5 million, he asserted. ABC now has the top five daytime programs among women 18-49.

Jacqueline Smith, vice president, daytime programs, ABC Entertainment, said improved production and script quality were big factors in the advance of ABC ratings. She also reported three concepts for new programs in development: a "living serial" featuring George Hamilton and his former wife, Alana; a new game show called *Name Your Game* with Monty Hall; a "serial form combined with the short story" by Spelling-Cramer, producers of *Love Boat* and the new *Vega\$*.

ABC ups promo money

ABC-TV affiliates were told last week that their network will increase co-op advertising funds by 15% for audience promotion by the stations. They will also be tied into a new facsimile service that the network will use to distribute timely advertising and promotional material during the new season.

The word came from Symon B. Cowles, ABC-TV vice president, creative services, in a short presentation to the affiliates at their annual convention in the Century Plaza hotel, Los Angeles. A special promotion and advertising clinic for all ABC-TV stations will be held June 26 in the same place.

"We're in a real battle for the attention of the viewing public," Mr. Cowles said. But ABC is prepared for it, he said.

During the 1977-78 season, he reported, his department prepared 2,200 different on-air promotional messages and 500 newspaper and magazine ads. He does not expect the volume to diminish.

Mr. Cowles also previewed the on-air promo style to be used in 1978-79. It features a musical theme, "We're the One," that can be arranged to suit styles of music from disco to country, he said.

The details of 1978-79 planning will be unveiled at the June 26 meeting.

Accentuating positive. ABC-TV will send its affiliates a presentation film illustrating how programing for children has changed in recent years. As explained to the affiliates last week by Lewis Erlicht, vice president, Programs, East Coast, ABC Entertainment, the film can be used by station officials in conjunction with speeches addressing their own markets. "We think parents may not recognize the subtle but significant changes made in children's shows," Mr. Erlicht said, "the elimination of personal violence, of racial and sexist stereotypes. They may not be aware of the pro-social themes and messages that are now woven into our children's programing." The film will be sent to affiliates by July.

Railsback, Ringer admit broadcasters have upper hand on performer royalties

At hearing last week congressmen, witnesses read handwriting on wall

The power of the broadcast lobby was an acknowledged presence last week in a House hearing on legislation to create performer royalties. As Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee once again took testimony on the controversial measure witnesses (broadcasters were not among them) and subcommittee members alike reminded one another that broadcaster opposition poses a possibly insurmountable barrier to the bill.

The measure, which would have broadcasters and other users of recorded music pay royalties to record performers and manufacturers, is "politically going to be enormously hard to pass," said Representative Tom Railsback (R-Ill.). "We have all these small radio stations that are right in our districts that are going to be lobbying hard against your concept," he told Barbara Ringer, register of copyrights and assistant librarian of Congress for copyrights. Miss Ringer led off the hearing defending her position that Congress should adopt the measure. But she said she sees the issue boiling down to a "power confrontation" that the broadcasters may be currently winning. (Defeat of the bill is, in fact, the National Association of Broadcasters' number-one goal.) "If that is the case," she said, "then we're probably going through a futile exercise."

But Miss Ringer holds out hope that the performer royalty issue is one whose time is coming, and added that she wonders whether "broadcasters can sustain a completely negative attitude on into the next decade."

"Frankly," she said, "I can't blame the broadcasters. . . . This is a generation of broadcasters that has grown up without paying anything—and why should they lie down and pay?" But the broadcasters' arguments against the bill—primarily that they are already benefitting record firms by giving airplay to their records and that the fees would hurt marginal stations—are not strong enough, she said, to justify withholding copyright protection from a group of artists that deserve it.

Miss Ringer spoke of the "vast . . . unemployment" among live music performers that was brought about by the onset of recording technology and said this measure is needed to help stop the ranks of musicians from dwindling further.

She repeated her contention and that of economic studies contracted by her office (which broadcasters had hotly disputed) that there is no evidence to support radio

broadcasters' assertions that the royalty obligations would so drain their incomes as to force them to cut back on public service programming. The bill under study is not a drastic measure, she said; it offers only a "pittance of protection."

Representative Railsback raised a concern often expressed by broadcasters, however—that the rates spelled out in the bill could be expected to go up under future reviews by the copyright royalty tribunal. The administrative costs of distributing the fees to the record companies and artists alone would almost certainly force them to go up, he said. He quoted one estimate that from \$12 million to \$13 million would be needed to administer the bill. "And let's don't kid ourselves. . . . That's going to eat up all the royalties."

The bill, sponsored by Representative George Danielson (D-Calif.), a member of the Kastenmeier subcommittee, would have broadcasters pay record royalties on the basis of total advertising receipts, according to this formula: Radio stations with gross revenues of \$25,000 to \$100,000 would pay \$250 annually; stations with between \$100,000 and \$200,000 would pay \$750; those with \$200,000 or more, 1% of their net receipts. For television stations, gross revenues of \$1 million to \$4 million would incur a \$750 royalty; receipts of \$4 million or more, \$1,500.

Among other witnesses at the hearing were Representatives of the Commerce Department and the National Endowment for the Arts, both of whom supported the Danielson measure. Louise Weiner, special assistant to the secretary of commerce for cultural resources, testified that enactment of the bill probably will be good for broadcasters in the long run. "The broadcasters noted that they rely on recordings for approximately 75% of their programming," she said. "It is probably in their best interest to do all they can to promote a healthy recording industry."

Livingston L. Biddle Jr., chairman of the National Endowment, said he would back the bill, with one change. Instead of simply dividing the royalties 50-50 between record companies and performers, as is presently contemplated, he said he would favor a distribution formula weighted in favor of symphonic, operatic, folk or other musicians involved in record-

ings that are "worthy in themselves," but which don't generate mass sales on the scale matching many pop recordings.

Ferris weighs merits, drawbacks of innovations in telecommunications

In speech at Boston College, FCC chairman cites new services; but he also sees problems which should probably be dealt with through competition, rather than by the government

FCC Chairman Charles D. Ferris returned to his alma mater, Boston College, last week to deliver the commencement address. He took as his text the subject matter of his new job, and while he spoke of the wonders telecommunications technology promises—programming from around the world transmitted directly to the home by satellite and video shopping malls, for instance—he warned also of the "dark side" of that future, of the challenges it poses for democratic government. It comes down, he said, to the question of how a self-governing people can master rather than be mastered by electronic technology.

If the communications revolution is to be consigned to a free marketplace of technology and ideas, he said, how can the freedom of the market be secured? And if government is to have a role, how can it be prevented from determining what citizens think and do by telling them what they can see and hear?

The chairman has some specifics in mind.

For instance, the two-way cable television system—Qube—being tested in Columbus, Ohio, which will provide direct, instantaneous polling on local issues by every television household. Consider the impact of such a system reflecting the views of millions of persons across the country, Chairman Ferris said. "Even Edmund Burke would wonder about the place of judgment in the face of that expressed opinion," he said.

If the early polls showing overwhelming majorities against the Panama Canal treaties had been electronically confirmed by 50 million people, he said, "I doubt that the Senate would ever have ratified the treaties—and the long period of public debate which persuaded a majority of the people to support the treaties might never have taken place."

Privacy presents another problem in the new age. If cable television, telephone or utility wires entering the home can carry mail, provide sensors for burglar and fire alarms and meter energy consumption, he said, "they can become the means for invading our privacy and controlling our lives."

He then asked: Should the individual's

Oops. FCC machinery in the past two weeks routinely renewed the licenses of three CBS radio stations—WCBS-AM-FM New York and KNX(AM) Los Angeles. But on Tuesday, the commission staff recalled those renewals. The reason, an official said, is that the commission normally does not grant renewals of stations when the licensee is under investigation—as CBS is in connection with its coverage of *Heavyweight Championship of Tennis* matches. And in the CBS case, the commission has said it may impose a short term renewal on one or more of CBS's owned stations. Issuance of CBS renewals was chalked up to a slip-up in processing.

privacy be entrusted to the marketplace? Or should government set and enforce standards "to enforce the Bill of Rights during an era when our privacy could fall victim to our own inventive genius?"

"Perhaps the most important problem," he said, "is the protection of our information lifelines from interference by the government itself." He was not talking only of news but also of entertainment shows which "inform us in more subtle ways about our lifestyles, our attitudes and our possibilities."

He said there may be a danger of Americans "becoming a collection of attitudinal clones of Laverne and Shirley and the Fonz—a society without regional differences or ethnic identities." But as he has on other occasions, Chairman Ferris said the proper solution to that problem is not government regulation but "competition and changes in technology."

However, Chairman Ferris, who has spent 17 years in government service—most of it as a top aide to then-Senate Majority Leader Mike Mansfield (D-Mont.)—is not writing off government as a valuable institution. "Government, while imperfect," he said at one point, "is the only counterweight we have to great combinations of narrowly held power in the private sector."

And, he added, "nowhere is government more essential than as the people's voice in the field of electronic communications."

Changing Hands

Announced

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

■ **KDKB-AM-FM** Mesa-Phoenix, Ariz.: Sold by Dwight-Karma Broadcasting Co. to Sandusky (Ohio) Newspapers Inc. for \$4 million. Seller is subsidiary of Natural Broadcasting System Ltd. which is partnership of C. Dwight Tindle and Eric Hauenstein. Natural owns **KNOT-AM-FM** Prescott and **KBWA(AM)** Williams, both Arizona; and recently sold **KEZC(FM)** Truckee, Calif. Buyer is owned by Dudley A. White, his mother, Alice S. White, his brother-in-law, Norman Rau and other members of the immediate family. They publish the *Sandusky (Ohio) Register*, the *Norwalk (Ohio) Reflector*, the *Kingsport (Tenn.) Times and News* and the *Grand Haven (Mich.) Tribune*, daily newspapers and recently acquired **KZAM(AM)** Bellevue, Wash. **KDKB** is 10 kw daytimer on 1510 khz. **KDKB-FM** is on 93.3 mhz with 100 kw and antenna 1,540 feet above average terrain. Brokers: Ted Hepburn Co. for seller; Chapman Associates for buyer.

■ **WLOL-AM-FM** Minneapolis: Sold by Midcontinent Broadcasting Co. to Robert G. Liggett and others for \$1,550,000. Seller is equal partnership of N. L. Bentson, Joseph Floyd and Edmond R. Ruben.

Midcontinent owns **WTSO(AM)-WZEE(FM)** Madison, Wis., and has minority interest in cable system there; **KELO-AM-FM-TV** Sioux Falls, **KDLO-FM** Watertown-**KDLO-TV** Florence, **KPLO-TV** Reliance, all South Dakota. It also owns cable systems in South Dakota and Nebraska. Buyer is principally owned by Mr. Liggett (25.4%) and Megamedia Inc. (19.1%). Mr. Liggett is owner (59%) of Megamedia which owns **WEMK(FM)** East Lansing, **WABJ(AM)-WQTE(FM)** Adrian, both Michigan. Megamedia owns controlling interest in Trimedia Inc. which owns **WBUF(FM)** Buffalo, N.Y., and **WRDD(AM)-WHNN(FM)** Bay City Mich. **WLOL** is 5 kw daytimer on 1330 khz. **WLOL-FM** is on 99.5 mhz with 72 kw and antenna 880 feet above average terrain.

■ **WKNX(AM)** Saginaw, Mich.: Sold by Lake Huron Broadcasting Corp. to Radiocom Ltd. for \$600,000. Seller is owned by William J. Edwards (56.7%) and Howard H. Wolfe (43.3%). It also owns **KENR(AM)-KRBE(FM)** Houston. Buyer is owned by Robert MacVay and his wife, Dana (41% jointly), Keith Gensheimer (15%) and 10 others. Mr. MacVay is principal in **KLIK(AM)-KJFF(FM)** Jefferson City, Mo.; **KBUK(AM)** Portage, Mich.; **WSTL(AM)** Eminence, Ky., and **WIVQ(FM)** Peru, Ill. Mr. Gensheimer is also has interest in **KBUK**, **WIVQ**, **WSTL** and **WKTN-FM** Kenton, Ohio. **WKNX** is 10 kw daytimer on 1210 khz.

■ **WGLI(AM)** Babylon, N.Y.: Sold by Beck-Ross Communications Inc. to Greater Long Island Communications Inc. for \$575,000. Seller is principally owned by Martin F. Beck and George H. Ross. It also owns **WHCN(FM)** Hartford, Conn.; and **WKMF(AM)-WGMZ(FM)** Flint, Mich. Buyer is principally owned by Dennis Israel and Kenneth Knijin. Mr. Israel is currently vice president and general manager of **WMCA(AM)** New York. Mr. Knijin, New York lawyer, has no other broadcast interests. **WGLI** has 5 kw daytime, 1 kw nighttime on 1290 khz. Broker: Blackburn and Co.

■ **KYDE(AM)** Pine Bluff, Ark.: Sold by KPBA Inc. to Smith, Davis and Shields Inc. for \$325,000. Seller is owned by Dan W. Curran (45%), Frank D. Deramus (45%) and Dan D. Moulds (10%), who also own **WKDL(AM)** Clarksdale, Miss. Buyer is equally owned by John J. Shields, Warren B. Smith and Don J. Davis. All are owners of **KGMR(FM)** Jacksonville, Ark. Mr. Shields also owns 51% of **KFLO(AM)** Shreveport, La. **KYDE** is 1 kw daytimer on 1590 khz.

■ **WMAM(AM)** Marinette, Wis.: Sold by Marinette Central Broadcasting to Near North Broadcasting Inc. for \$255,000. Seller is partnership of Frank Russell and Howard Emich who have no other broadcast interests. Buyer is principally owned by Frank Lauerman III who owns **WLST(FM)** Marinette and is concurrently selling **WLST(AM)** Marinette to CJL Broadcasting Inc. for \$122,500. CJL is principally owned by James Callow, Curt Peterson and Leon Felch who have no other broadcast interests. **WMAM** is on 570 khz with 250 watts daytime and 100 watts



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

Company	Period/Ended	Current end change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
American Television & Communications Corp.....	9 m. 3/31	50,034,602	+29.3	4,660,000	+36.3	1.80	38,689,779	3,418,000	1.12
Burnup & Sims.....	9 m. 1/31	81,304,600	+37.2	1,305,800	+30.6	.16	59,260,300	1,000,000	.12
Capital Cities Communications.....	3 m. 3/31	79,655,000	+26.4	10,707,000	+28.4	1.50	63,034,000	8,339,000	1.11
Combined Communications.....	3 m. 3/31	69,467,000	+34.3	4,113,000	+29.5	.80	51,724,000	3,175,000	.48
Comcast.....	3 m. 3/31	3,614,937	+28	231,806	+67.7	.14	2,823,378	138,261	.08
Comsat.....	3 m. 3/31	42,229,000	+66	7,753,000	-61.6	.97	41,953,000	9,697	.98
Conrac.....	3 m. 3/31	30,170,000	-11.4	978,000	-39.7	.45	34,028,000	1,623,000	.76
Cowles.....	3 m. 3/31	3,089,000	+22.6	951,000	+32	.24	2,520,000	720,000	.18
Doyle Dane Bernbach.....	3 m. 3/31	18,050,000	+18.9	1,026,000	+19.9	.58	15,182,000	856,000	.46
Dun & Bradstreet.....	3 m. 3/31	178,493,000	+9.8	15,841,000	+18.8	.56	162,608,000	13,186,000	.47
Fairchild.....	yr. 1/1	460,108,000	+3.8	11,162,000	-10.4	2.06	443,221,000	12,456,000	2.27
Foote, Cone & Belding.....	3 m. 3/31	23,627,000	+35.3	1,451,000	+25.4	.57	17,482,000	1,157,000	.48
Fuqua.....	yr. 12/31	631,733,000	+17.9	16,441,000	+20.5	1.71	535,851,000	13,643,000	1.52
Gannett.....	3 m. 3/26	148,479,159	+25.2	15,155,674	+21.8	.57	118,585,818	12,446,362	.47
General Tire.....	3 m. 2/28	438,719,000	-6.6	18,675,000	-14.4	.82	469,226,000	21,792,000	.96
Harris Corp.....	9 m. 3/31	617,872,000	+38	36,690,000	+33	2.87	447,458,000	27,572	2.15
McGraw-Hill.....	3 m. 3/31	153,584,000	+15.7	10,524,000	+57.4	.43	132,743,000	6,686,000	.27
Marvin Josephson.....	9 m. 3/31	24,205,000	+4.9	3,270,000	-9.5	1.64	23,068,000	3,601,000	1.90
Media General.....	yr. 12/31	216,890,666	+9	13,573,956	-16.1	1.82	199,022,128	18,175,293	2.22
Meredith.....	9 m. 3/31	214,069,000	+20.8	11,530,000	+11.8	3.75	177,183,000	10,309,000	3.36
Metromedia.....	3 m. 4/2	80,613,000	+9.6	6,361,000	+8.3	1.05	73,534,000	5,874,000	.87
Multimedia.....	3 m. 3/31	23,056,774	+16.9	2,788,893	+42	+36.9	19,717,907	2,035,784	.31
Scientific-Atlanta.....	9 m. 3/31	66,484,000	29.8	3,653,000	+1.50	26.5	51,232,000	2,887,000	1.21
Scripps-Howard.....	3 m. 3/31	13,692,000	+26.5	2,709,000	+24.4	1.05	10,823,000	2,178,000	.84
Sonderling.....	3 m. 3/31	8,491,000	+41.8	362,000	+78.3	.33	6,019,000	203,000	.18
Storer.....	3 m. 3/31	23,075,000	+10.7	2,333,000	+16.5	.44	20,841,000	2,002,000	.38
Tech Op.....	6 m. 4/1	39,828,000	-16.7	362,000	+92.5	.27	47,796,000	188,000	.14
Tele-Communications.....	yr. 12/31	52,790,000	+14.5	1,989,000	+97.3	.30	46,078,000	1,008,000	.30
Teleprompter.....	3 m. 3/31	32,095,000	+15.5	1,128,000	+89	.07	27,782,000	1,118,000	.07
Time Inc.....	3 m. 3/31	343,455,000	+28.2	21,433,000	+42.4	1.03	267,960,000	15,045,000	.74

* Change too great to be meaningful.

nighttime. WLOT is a 1 kw daytimer on 1300 khz. Broker for both sales: Chapman Associates.

■ Other station sales announced last week included: KGPA(FM) Pismo Beach, Calif.; WVLY(AM) Water Valley, Miss.; KOPY(AM)-KXMS(FM) Alice, Tex., and KBMF-FM Spearman, Tex. (see page 49).

Approved

The following station sales were approved last week by the FCC: WJBY(AM) Gadsden, Ala.; KEZC(FM) Truckee, Calif.; KPIK(AM) Colorado Springs; WEVE(AM)-WVLA(FM) Eveleth, Minn.; WOWW(AM) Naugatuck, Conn., and WMGL(FM) Pulaski, Tenn. (see page 50).

Supreme Court says OSHA needs inspection warrant

The Supreme Court, in a 5-to-3 decision, has ruled that government agents looking for violations of health and safety laws may not make spot checks of business premises without a warrant. The decision overturned the inspection provision of the 1970 Occupational Safety and Health Act, saying it invades the privacy of the employer in violation of the Fourth Amendment's ban on "unreasonable searches and seizures." However, the court's majority, in an opinion written by Justice Byron White, said that the decision

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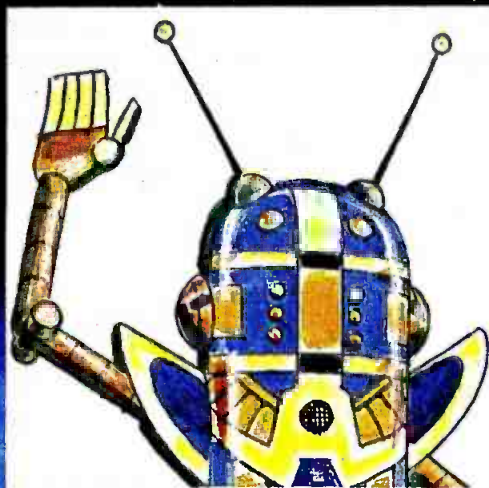
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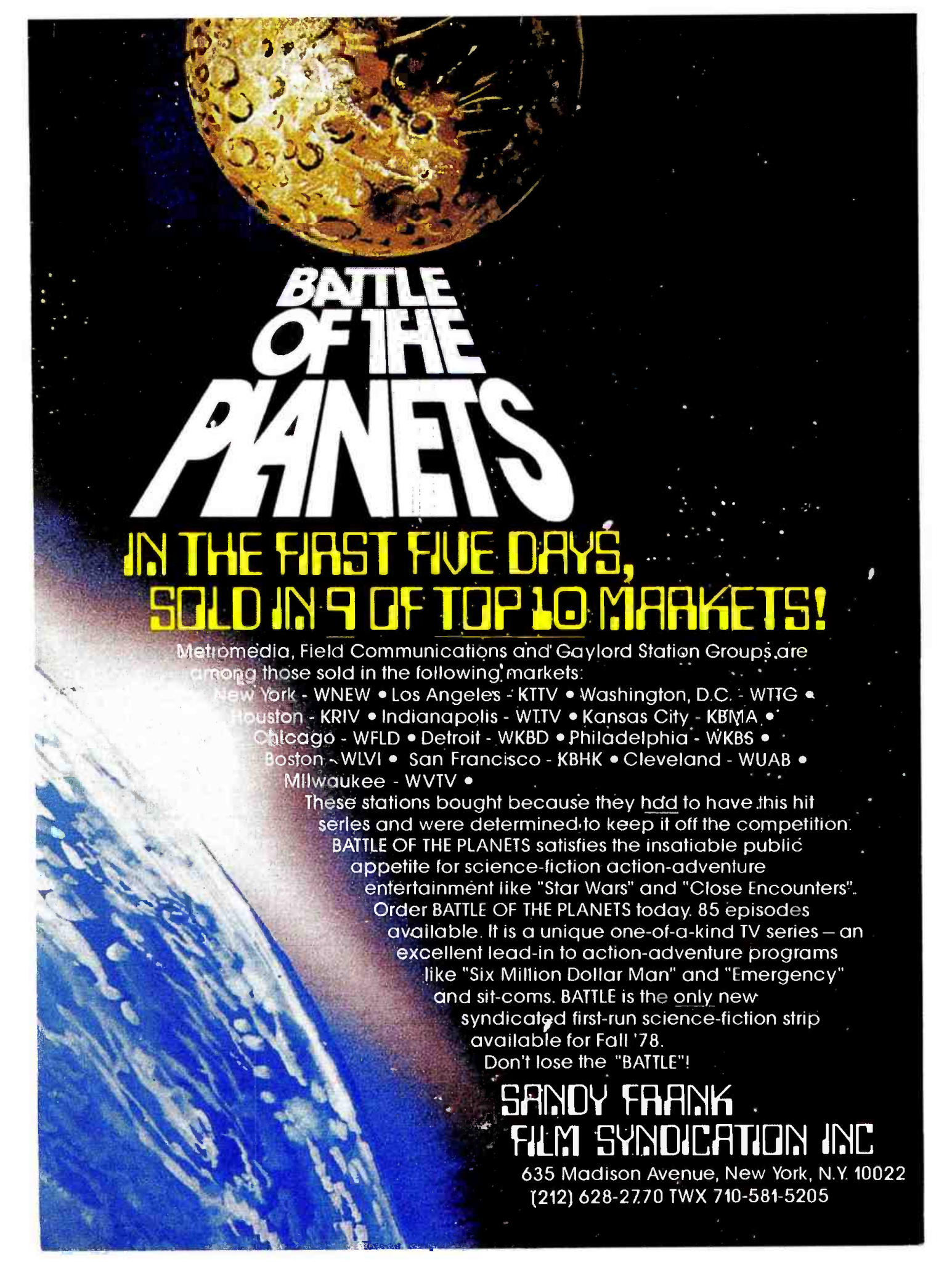
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does not affect provisions of other regulatory laws that permit warrantless searches. The reasonableness of those provisions, he said, depends on specific enforcement needs and privacy guarantees of each law.

FCC employees will vote on unionizing

NTEU representation will be decided in secret balloting next month; professionals have opportunity to go either way

FCC employees will have an opportunity to vote in a secret ballot June 27 on whether they want to be represented by the National Treasury Employees Union. The election will be held under the supervision of the Department of Labor.

Although all commission employees will be covered by the election, professional employees will have an opportunity to express an opinion for or against representation in a unit outside of one representing nonprofessionals, or against union representation for themselves.

Nonprofessionals will be asked only if they wish to be represented by the union. But professionals will be asked two questions—whether they want to be included in a bargaining unit with nonprofessionals and, second, in either case, whether they wish to be represented by NTEU.

If the majority of professionals vote yes on the first question, then all of their ballots will be counted with those of the nonprofessionals to determine if NTEU has been chosen to be the exclusive representative of all commission employees. If the majority of professionals vote no on the first—indicating a preference for a separate bargaining unit—then their ballots will be counted separately to determine if the union will represent the professionals. In that event, the nonprofessionals' votes will be counted separately.

Another union which had expressed an interest in representing the commission's nonprofessional employees—the National Association of Government Employees—has withdrawn from the contest.

The flare-up of activity on the part of unions interested in representing commission employees grew out of the controversy caused by Chairman Charles D. Ferris's abrupt decision, shortly after his arrival in October, to change the commission's official working hours (BROADCASTING, Oct. 31, 1977, et seq.) Commission employees, who have rejected previous efforts by unions to organize them, are currently represented only by an in-house Employees Representation Board.

Media Briefs

It doesn't pay. FCC's seven commissioners and 30 others on commission payroll would be affected by anti-inflation measure House Appropriations Committee

added to \$922-million legislative appropriations bill. Measure would freeze salaries of top government officials and exclude them from cost of living increase due in October. Cut-off point is annual salary of \$47,500. Chairman Charles D. Ferris earns \$52,500, other commissioners \$50,000. Staff members affected are those on fifth step of GS 16 and above—most administrative law judges, bureau and some division chiefs.

Radio concentration. Andrew C. Erish Communications Management, New York, has organized advertising-promotion task force for exclusive service to radio stations. Working with him: Lon Hurwitz, in Detroit, who has been supervisor of sales promotion services at J. Walter Thompson, and, in New York, Frank Nardi, formerly head of broadcast group of JWT public relations, and Patricia Millman, free-lance radio-TV producer.

Art pays. Public station WNET(TV) New York held fund-raising auction May 11-14 that raised record \$906,000 in pledges. In departure from previous auctions, event this year concentrated exclusively on art and antiques instead of wide range of objects. Items included abstract sculpture, gold coins, gold enamel necklaces and paintings. Highest price for single item: \$14,000 for sculpture by Leonard Baskin.

Moved. New headquarters of Oregon Association of Broadcasters: 530 Center Street, N.E., Salem 97301. Telephone: (503) 362-1844.

FCC says 'OK.' Twelve-Forty Inc.'s WGRM(AM) Greenwood, Miss., has survived petition to deny its renewal filed by local citizen groups. FCC held that WGRM had complied with commission's ascertainment requirements and had aired programs to meet local needs, and that station's employment of blacks rebutted allegations that station's minority employment was deficient.

CBS honored. CBS Inc. will receive 1977 Human Resources Development Award of American Society for Training and Development during ASTD's 34th annual conference in Chicago on June 21. In announcing Award, society cited "the management of CBS Inc., under the direction of President John D. Backe" for "its vision and support in creating and implementing the new CBS School of Management."

ABC shuffling. ABC Inc. has reached agreement in principle to sell recorded music rack-jobbing operations of its ABC Record and Tape Sales subsidiary to Lieberman Enterprises Inc., Minneapolis-based rack-jobbing company, for about \$16 million. ABC said sale will result in loss but added that loss will be more than offset by gain resulting from previously announced proposal to sell ABC Theaters to Plitt Theaters Inc. for approximately \$50 million.

A message from the Hill on FTC inquiry into children's ads

House Appropriations Committee allows commission to proceed, but retains amendment blocking implementation of any rule; both sides see action as victory

The Federal Trade Commission's proposed rulemaking on children's advertising has survived a challenge from the House Appropriations Committee. That is, it has and it hasn't. The commission has permission to proceed with its inquiry and hearings, which FTC Chairman Michael Pertschuk announced last week it fully intends to do, but it cannot adopt a rule, at least not in fiscal 1979.

The Appropriations Committee, considering the FTC's appropriation for 1979, upheld the amendment of its subcommittee to prohibit the commission from using any funds for a trade rule limiting the advertising of any food products containing ingredients that the Food and Drug Administration has determined are safe for human consumption. The intended effect of that amendment, according to its author, Representative Mark Andrews (R-N.D.), is to stop the FTC from adopting its staff proposal that would in part ban televised advertising of products that pose "the most serious dental risks" to children under 12, and would also require advertisers of products such as sugared cereals to counter their own claims with health disclosures. The subcommittee action seemed, to proponents of the FTC proposal, to effectively stifle the entire inquiry. (BROADCASTING, May 22).

Last week the Appropriations Committee, by a vote of 34 to 13, defeated an attempt to delete the Andrews amendment, but also adopted the report accompanying the bill, which says the prohibition does not affect "the continuation of the investigatory, comment and hearing stages of such proceedings."

That means that the spadework on the FTC's children's proposal can continue, but, the action indicates, it will not be allowed to culminate with the acceptance in fiscal 1979 of the rule as proposed by the FTC staff. Representative Andrews, after the Appropriations Committee vote, claimed a victory "for Congress and the people of this country over over-regulation...over agencies getting into areas where they don't belong," in the words of one of his staff members. "We said to Mr. Pertschuk that he should change the thrust of his proceeding...get away from any ban."

But on the other side of the controversy, FTC proponents were also proclaiming a victory in the Appropriations Committee



Peacefully assembled. Kathleen O'Reilly, executive director of the Consumer Federation of America (left photo) led a group of demonstrators on the steps of the Capitol in Washington last Monday protesting the May 2 vote of a House Appropriations Subcommittee to deny funds for the Federal Trade Commission's children's advertising inquiry. Joining the CFA were representatives from a number of other citizen groups, including the Citizens Communications Center and the Center for Science in the Public Interest. Also at the protest meeting were (right photo) June Bingham and Kathleen Murphy, wives of New York's Demo-



cratic representatives, Jonathan B. Bingham and John M. Murphy. The rally was called by CFA in an attempt to influence Wednesday's full Appropriations Committee vote on the FTC bill and was attended by between 100 and 150 people—mostly high school students from Rockford, Ill., in Washington on a class trip. Ms. O'Reilly read a telegram from Midge Constanza, assistant to President Carter, saying she supported the CFA's efforts to get an "accurate and complete" picture of the children's advertising question. Mrs. Murphy said she and other congressional wives backed the effort to have the FTC make the inquiry.

vote. "It means," said Peggy Charren of Action for Children's Television, "that our rulemaking procedure can go through" and that the committee demonstrated that it was "concerned with allowing the process to go forward."

FTC Chairman Pertschuk took the action only as a message for the commission to proceed cautiously. "The House Appropriations Committee apparently does not intend to halt the children's advertising inquiry," he said in a prepared statement. "What is also clear is that some members of Congress are genuinely concerned about the difficult issues raised in this inquiry. . . . We at the commission are committed to a full, fair and open inquiry."

Mr. Pertschuk found the committee's apparent concern that the FTC was plunging precipitously into a ban on advertising to be unjustified. He told Representative Andrews in a letter mailed the day before the committee's vote that, under the timetable for the inquiry, the commission would not be ready to consider issuing a rule before October 1979. "You have my personal assurance," he said, "that no rule rising out of this inquiry will be issued

In a separate interview with BROADCASTING, Mr. Pertschuk was reluctant to go beyond that statement, but he said he was "satisfied" with the Appropriations Committee's vote to the extent that it did not tell the commission to stop the inquiry. He said the direction of the project will not change, and at the same time, gave assurances that the commission has an open mind about the proceeding. "The direction of the commission's probe, which is totally open [in its consideration of possible remedies] is the same," he said. "The commission has not in any way committed itself to a ban.

"The only concern that I have is that the proceedings go forward," he continued.

"And unless Congress tells us not to proceed, that's the way it's going to be." during fiscal year 1979."

Because the appropriations bill only extends to 1979, it is not a permanent obstacle to the FTC adopting a rule. But that much of a delay would give Congress time to do its own overview of the children's advertising problem, which in fact it apparently intends to do. Representative Bob Eckhardt (D-Tex.), chairman of the House Consumer Subcommittee, reportedly told several members of the Appropriations Subcommittee that he intends to take up the matter in the future. Mr. Eckhardt was one of six subcommittee chairmen on the Commerce Committee who joined with Commerce Chairman Harley Staggers (D-W.Va.) in protesting the Appropriations Committee's attempt to legislate the issue by appropriation (BROADCASTING, May 22).

There was another part of the Appropriations Committee's action, also introduced by Mr. Andrews, that left people scratching their heads. At the end of the appropriation bill amendment prohibiting the advertising ban, the committee attached the clause: "Provided further, that nothing herein shall be construed as prohibiting or restricting the Federal Trade Commission's authority with respect to false and deceptive advertising." Proponents of the FTC rule proposal saw that as possibly another attempt to stifle the children's inquiry because it makes no mention of "unfair" advertising, which many see as the basic target of the FTC probe.

The Consumer Federation of America, for one, while expressing pleasure that the FTC inquiry will continue, condemned the added clause as "bad news. . . . That language has the practical effect of rewriting the FTC Act," which empowers the commission to monitor unfair advertising.

The "murkiness" of the Appropriations Committee's action, as one congressman characterized it, enabled advocates on all sides to find in it something they like. National Association of Broadcasters President Vincent Wasilewski said he read it as a message to the FTC "that Americans don't want the federal government dictating decisions that should be made by the family. This entire children's advertising controversy is a common-sense issue. The NAB maintains that the American families can make their own decision as to when to buy candy, toys and food."

William Hesse, president of the American Association of Advertising Agencies, while finding the action "hard to understand," said "I suppose we're happy if Congress is beginning to be concerned. . . about the notion of over-regulation. That is what we're seeing here in a generalized way."

CFA said the inquiry will "persuasively demonstrate the need" for eventual rulemaking, and so did Suzie Dicks, wife of Representative Norman Dicks (D-Wash.), a member of the Appropriations Committee who voted with the 13 to delete the children's advertising amendment from the appropriations bill. Mrs. Dicks is also one of eight members of the congressional wives task force which was campaigning the week before for deletion. She said last week that permitting the inquiry to proceed will offer a "good chance to have a little give when people see the statistics" that the probe will produce.

An FTC staffer found still another reason to praise the Appropriations Committee's work. If the effect of the vote is not crystal clear to all involved, at least it has sharpened the nation's focus on the project. "What they've done," the staffer said, "is make this the best-publicized inquiry ever undertaken by the trade commission."

Ferris begins to sound like Pertschuk on children's ads

FCC chairman, on PBS, throws open possibility of all-out ban by FCC

FCC Charles D. Ferris says the Federal Trade Commission's children's advertising proceeding is a "valid" exercise. But he also indicated his own agency might preempt the issue by banning all commercials in programing aimed at children.

Chairman Ferris discussed the issue of children's advertising while being interviewed on Public Broadcasting Service's *MacNeil/Lehrer Report* on May 18. He said the FTC's responsibility is "to correct" cases of deceptive advertising.

But he also said "a case could be made" for the FCC banning all commercials in children's programing. And he said that, in reopening the children's television inquiry, the commission will consider as one of its options "reducing the numbers of minutes of commercials per hour from the existing nine to something far less than that—including going down to zero. I think that would be a possibility."

Another option, as he has stated previously, is clustering commercials at the beginning and end of programs—that is, he said, "if you do have commercials."

On another matter that proved to be related, Chairman Ferris, who spent 14 years on Capitol Hill as a top staff assistant, said that members of Congress are not as likely as they might have been to be influenced in their votes by their broadcaster constituents.

Communicating with constituents is "the life blood of political life," he said, and broadcasters "are the most efficient" in communicating with their representatives in Congress. "So there is a sensitivity there." But, he added, "I don't think many members of Congress would change their views on the basis of how they think the broadcasters will treat them in the local districts."

FTC says eyeglasses can be advertised

Commission says it's considering similar orders for other services

The Federal Trade Commission last week ruled that state professional organizations must permit public advertising in the sale of eyeglasses and contact lenses. The commission also indicated that other professions—medicine, law, dentistry and others—could expect similar rulings in the future.

"The eyeglass rule," said Chairman Michael Pertschuk, "addresses a basic health need in this country, and does it in

a deregulatory rather than a regulatory manner. The rule is meant to work by freeing up those very market forces which benefit consumers most with the least government activity."

Commissioner David A. Clanton called the commission's action "regulatory reform at its best" and said that the "restrictions on advertising of eyeglasses and examination are classic examples of unnecessary regulation—regulation which serves primarily the interest of the regulated rather than the general public."

And Albert H. Kramer, director of the Bureau of Consumer Protection, said that the new rule "marks one of the first major efforts to make the traditional professions more responsive to the needs of the consumer."

Mr. Kramer also put the other professions on notice that as part of the FTC's "deregulation efforts" the commission has been examining the "occupational licensing processes and other practices" of their businesses as well.

"For too long the professions have fostered the image that they are motivated solely by their desire to serve the public. In many cases this may be true, but consumers are coming to realize that the professions, including the vision-care professions, are in business for a profit as well. Our goal has been to provide the consumer with the necessary tools to watch out for his or her own best interests in purchasing vision care goods and services," Mr. Kramer said.

But at least one professional society is not waiting for the FTC to order it to loosen its advertising restrictions. Meeting in Dallas last week, the American Institute of Architects voted to allow its members to purchase "dignified" advertisements in newspapers, periodicals and other print media as of July 1. The new rules bar members from broadcast advertising, however, and from running photographs in print.

Advertising Briefs

Self-regulation sustained. Supreme Courts refusal to review case involving Denver Advertising Council was hailed last week by American Advertising Federation President Howard Bell as giving advertising self-regulation "new life." Suit was brought by reducing salon that charged Denver ad council violated anti-trust laws and 14th Amendment in ruling against salon in false advertising case. U.S. Court of Appeals for 10th circuit had upheld trial court's dismissal of suit, and Supreme Court action last week ends matter. Mr. Bell expressed pleasure at end of four-year battle, during which he said, "local advertising self-regulation programs have been in limbo."

Working/listening. ABC Radio Network research department (using RADAR data from Statistical Research Inc.) has put together study "Demographic Characteristics and Radio Usage Patterns of Working Women." Among conclusions:

Working women make up almost half of age 18-plus women listeners, listen more to radio than nonworking women, have higher weekly reach, view 24% less TV than nonworkers and view 71% less from 10 a.m.-4:30 p.m.

After all these years. For first time in its 60-year history, American Association of Advertising Agencies will hold seminar devoted entirely to media. Two-day closed seminar, which will be given by top professionals in field, will be held in New York at Biltmore hotel June 19 and 20.

Selcom to SRA. Selcom Inc. is joining Station Representatives Association on June 1, becoming 15th spot radio member of SRA.

In Boston. Marv Roslin Inc., New York, has opened Boston office at Statler office building, 20 Providence Street, Park Square, 02116; phone (617) 426-0008. Radio representative firm has appointed Debra Dunlevy, account executive of WTIC(AM) Hartford, Conn., as manager of new office.

Georgia latest state to allow lawyer ads on radio, television

Supreme court there stipulates, however, that commercials not use any hard-sell techniques

The Georgia supreme court has agreed to allow attorneys in that state to advertise on radio and television. But, the court said, lawyer ads may not contain "puffery, self-laudation or hucksterism" and must be "unaccompanied by music or sound effects of any description."

The decision was reached over the firm opposition of the state's bar, which wanted to exclude lawyers from broadcast advertising. After the court's decision, however, the bar issued an announcement that it "will indeed comply" with the decision and do its "utmost to insure the public that our members conform to the standards now set by the court."

In addition to the prohibition on hard-sell techniques, the court said that the lawyer ads may contain only specific information about the attorney and his fee structure, that the lawyer must personally approve all commercials before airing, that commercials must be identified as paid advertisements, that an audio recording of the commercial be "forwarded by the lawyer to the general counsel of the State Bar of Georgia" and that the station broadcasting the ad must be within the general area in which an attorney practices or a significant part of his clientele resides.

The court ruling also left open the possibility of expanding the boundaries of legal advertising in the future: "Because technological change is a recurrent feature of communications forms and because perceptions of what is relevant in lawyer selection may change, lawyer advertising restrictions should not be cast in rigid, unchangeable terms."

Agencies are in no hurry to place their bets on new season

Because the line-ups are so likely to change, ad-executives hesitate to predict, but when they do, they see ABC still on top and expect tough battles on Sunday, Monday

Advertising agency executives were handicapping the three commercial TV networks' new prime-time schedules last week—a process many admen said they felt as if they'd been going through all year. And the feeling seemed to be that, since they'll probably be refiguring the competition all through next year as well, there's no need to get particularly excited about this round.

"There's a great deal of apathy this year," said one executive, who sounded even more jaded than most. "With all the turmoil of the scheduling, there isn't that feeling of 'This is the new season!' We're exhausted—the paperwork alone is monumental. Negotiating has come back now; you're not going to see people standing on line to make buys. It's like the stock market: You don't want to rush in, but when the supply gets scarce, look out."

As reported, the unanimous prediction is that ABC will easily maintain its first-place position next year (BROADCASTING, May 22). That will be true, many admen said, not so much because of the changes in that network's schedule—which many characterized as "conservative"—but because of its basic impregnability to begin with. CBS, the consensus goes, has some strong new shows, but many are scheduled in the wrong time periods. And although NBC-TV programmers say they have beefed up their big events slots with more miniseries and fewer one-shot specials, agencies are still looking for sometimes great, sometimes terrible performances from them, leaving the network with a series line-up generally too weak to carry the load.

Monday night is seen as probably the tightest three-way race of the week. ABC's lead-off hour of *Mork and Mindy* and *Operation Petticoat* may be that network's weakest spot, in the agencies' view, a problem made worse by West Coast delays for football. The agencies are for the most part giving CBS's *People* a mid-20's share until they see how it shapes up—the pilot was "too New Yorkish," many said. A good performance is considered essential for CBS in that time period as a solid lead-in to the network's strong schedule the rest of the night, beginning with the favorably received new show, MTM's *WKRP in Cincinnati*. In any event, NBC's *Little House on the Prairie* takes the time period on everybody's list. ABC's *Monday Night*

Football will turn in its usual solid performance from 9-11 p.m. NYT, the admen believe, with the strength of NBC's movie determining the post-*M*A*S*H* competitive balance on any given night.

There's no question in the agencies' view that ABC's Tuesday night comedy block will again reign supreme, at least until 9:30 p.m., when the new show from the Charles Walters Group, *Taxi*, comes in as an unknown quantity (it was picked up without a pilot). CBS's 8-9 p.m. scheduling of *Paper Chase* was seen by some agency executives as an excellent adult alternative to ABC's *Happy Days/Laverne and Shirley*, while other admen called it a throw-away of a fine program. NBC's *Operation: Runaway* is considered the time period's loser. That may hurt the network's performance the rest of the night, although most admen see an even face-off between NBC's event and CBS's movie, with both eating into ABC's *Starsky and Hutch* as the evening wears on.

On Wednesday, most of the handicappers give ABC's *Eight is Enough* the lead-off time period with solid but not spectacular performance. *The Jeffersons* and *Good Times* are expected to turn in respectable second-place showings for CBS, unless NBC's *Waverly Wonders* breaks loose. After viewing the pilot, agency executives said Joe Namath showed a surprising talent for comedy, but otherwise, they said, the show needs work. *Legs*, on the other hand, is seen as hopeless, a copy of another show that has already failed miserably, *Blansky's Beauties*. The feeling is that the expected failure of *Legs* may hurt Dick Clark, who follows at 9-10 p.m., and that his variety hour could also have trouble shooting for the same audience as ABC's *Charlie's Angels* in that time period. But Dick Clark is respected enough as a producer not to be counted out too easily. *Sword of Justice*, which follows him, is given little chance against ABC's new *Vega\$*, which is generally viewed as one of the strongest new shows and a perfect follow for *Charlie's Angels*. Thus, CBS's movie will come in second to ABC, according to the agencies.

The agencies are divided on Thursday's lead-off hour, with some giving ABC's *Welcome Back, Kotter* and *What's Happening* a slight edge over CBS's *Waltons* and NBC's *Project UFO* on the strength of youth appeal. The rest of the night is also seen as a close battle between CBS's *Hawaii Five-O* and *Barnaby Jones* (two shows the agencies are now hesitant to write off as over the hill, as many did last year) and ABC's *Barney Miller*, *Soap* and *Family*. *Soap*, at least, is considered strong enough to stand on its own without the lead-in from *Three's Company* it enjoyed this year. NBC's new 9-10 p.m. program, *Coastocast*, wins the agencies' nomination as the worst show of the year—one executive called it "an insult to the American public and to the advertising community." Opinion was again divided in *W.E.B.* Some liked its glossy production, while others thought its concept too thin to last. But with *Coastocast* as a lead-in,

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W.E.B.'s chances are generally rated as minimal.

Friday, on the other hand, may be one of NBC's strongest nights, some agencies believe, although there is enough disagreement on the probable standings to indicate another horse race. Most of the admen liked NBC's *Grandpa Goes to Washington*, as the only adult show in the lead-off hour if not as a clear ratings winner. *Rockford Files* and especially *Quincy* should hold up well behind it, they say. CBS's *Wonder Woman* is seen as the lead-off hour's weak sister, but *The Incredible Hulk's* performance this spring encourages most of the agencies to give it the edge over ABC's movie in the 9-10 p.m. time slot. At 10-11 p.m., however, CBS is expected to fall out of contention with *Flying High*, which is written off on all accounts ("a 22 share with a downward bullet," said one executive).

The consensus is that Saturday night belongs to ABC on the strength of *Love Boat* and *Fantasy Island* alone. The lead-off hour is generally given to NBC's *CHiPs*. Both networks lead off with returning shows (*Carter Country* for ABC; *Rhoda* for CBS) which are generally considered too weak to carry the new programs that follow them, which in turn are generally seen as not strong enough to carry themselves (*Apple Pie* for ABC; *Just the Beginning* for CBS). But several admen cautioned that either of those new shows could turn out to be a surprise. CBS and NBC are expected to be fighting for ABC's remnants the rest of the night. There the edge is given to NBC's movie by several agencies because they see *American Girls* as poorly done while *Dallas* is seen as poorly scheduled.

Sunday may be a battle royal as some of the staunchest performers of old and some of the most-promising newcomers face off on the heaviest viewing night of the week. The lead-off hour is an exception to that competitive scenario, when everyone agrees *60 Minutes* will continue to deliver its 40-ish share while ABC's *Hardy Boys* and NBC's *Wonderful World of Disney* divide the rest. Following that, however, is a three-network powerhouse: ABC's *Battle Star: Galactica*, CBS's *Mary* and NBC's *Centennial*. *Galactica* will be the clear winner in the opinion of the agencies. *Mary* is still a question mark—a surprisingly big one, to hear the admen talk—but some said she may prove to be more durable than science fiction in the long run. Many of the agencies don't believe *Centennial* will stay in its current 8-10 p.m. time period, but even if it does, as an epic Western it is expected to be a strong family show, and is given the edge over *Mary* for second place in the time period by a preponderance of the agencies.

The close competition between those shows ought to leave the 9-11 p.m. time period up for grabs by either CBS's strong *All in the Family*, *Alice* and *Kaz* line-up or by ABC's movie, according to the agency projections. Some are leaning toward CBS as the on-average winner in that tug of war, in part because of the performance turned in by Rob Liebman as *Kaz*.

'The Bastard' gets the numbers for OPT stations

Some independents were even beating out all three affiliates in their markets, and all scored satisfying ratings with program

As the ratings results began to come in last week for Operation Prime Time II's *The Bastard*, it was looking as if the success of last year's inaugural OPT venture, *Testimony of Two Men*, not only would be matched but surpassed.

At KCOP(TV) Los Angeles, where normal evening ratings average about 3, the first episode of the two-part MCA TV/Universal production earned a 17.5 rating and a 28 share from Arbitron and a 21/31 from Nielsen, beating out all three network-owned competitors there.

WPIX(TV) New York earned second place for both parts one and two last Monday and Tuesday night against the owned-and-operated stations there, as did WGN-TV Chicago. However when the two-night average for WPIX and WGN-TV was compared to the two-night average for the network stations, the independents came out on top, with Nielsen ratings of 16.3/26 and 17/27 respectively.

The coincidentals that were being publicized also brought *The Bastard* high marks in Washington, independent UHF WDCA-TV was, according to Arbitron, number one for the 10-11 p.m. period surveyed Tuesday, with a 16/30; the 9-10 p.m. slot Monday took second with a 12/23.

WITC-TV Pittsburgh, an NBC-affiliate that pre-empted the network, grabbed a 35/53 in Arbitrons on Monday, and again more than half the shares on Tuesday with a 35/52. WSB-TV Atlanta also dropped NBC and when it went with the first episode on Sunday night earned a 22/43; the following night part two garnered a 26/50.

(The airdates across the country of *The Bastard*—or retitled *The Kent Family Chronicles* in 10 markets—vary. However, most of the 66 network affiliates and 25 independents premiered it last Monday.)

To more than one, a particular competitive test of *The Bastard* was how it would size up against the CBS-TV miniseries *The Dain Curse*. For the hours the two programs were head-to-head in both New York and Chicago, *Dain Curse* won the first night and lost the second. On Tuesday night, however, in both those cities, ABC-TV's 8-10 p.m. average took first place. (Once *Happy Days*, *Laverne & Shirley* and *Three's Company* were over and *Carter Country* began, however, WPIX shows up as number one across the board for Tuesday 9:30-10 p.m. with a 22.4/30).

When a national Nielsen was commissioned by OPT last year for *Testimony*, it turned up an average 16 rating. OPT organizers are expecting that *The Bastard* will do better.

For the three cities with overnight ratings, all have surpassed what they earned from the first and generally highest rated part of *Testimony*. Last May, KCOP earned a 14/20 from Arbitron and a 16/23 from Nielsen; WGN-TV took a 13/19 from Nielsen and WPIX had an 11/16 and 12/17 from Arbitron and Nielsen respectively.

Dollar figures for advertising spots within the program also have reflected the OPT programming. KCOP, cited often as the prime example of the difference *Testimony* made to a station, usually charges between \$400 and \$600 for a 30-second commercial during prime time. For *Testimony*, it charged \$5,000 and for *The Bastard*, \$6,000. At WDCA-TV, *The Bastard's* first run was pulling \$2,000 per 30-second spot. Other programming in the same time period normally draws \$150 for a half-minute commercial.

One view of the state of the art

Norman Lear, while decrying a return to 'mindless' shows, says many of TV's critics are not attacking the problem

Norman Lear deplores what he calls television's return to "mindless" 1950's programming levels but defends the medium against "out of context" attacks. "The context is the society," he told a Boston news conference May 19, "and society's ailing."

The 55-year-old producer, now focusing on films after nearly three decades in television, won the second annual Hall of Fame award given by the Boston/New England Chapter of the National Academy of Television Arts and Sciences. In his acceptance speech, and in informal conversations, he called "sex and violence" too glib a criticism of the medium.

Newspapers and magazines have stressed TV "sex and violence" so often that the public perceives them as equally weighted, he said. "But there's no sex on television, although there is double entendre and innuendo."

As the most visible medium, Mr. Lear maintained television is "too often the whipping boy for many things that are wrong with our society." And "by concentrating on what's wrong with television," he thinks, "we forget what else is wrong with America."

He called the American Medical Association and the Parent-Teachers Association examples of "scatter-gunners shooting from the hip" who should "clean up their own back yard" before attacking others' faults.

"Television is just another example of an industry that doesn't serve the public," he said, later defending networks for doing "as least as well" as America's three largest oil or automobile companies.

"The revolution" in television won't come through yelling, he said but by changing network concentration on "beating someone next Tuesday and thinking

that what sold today will sell tomorrow."

Mr. Lear said his main criticism of TV is what he called its message that "you're a loser if you're not a winner, while 99% of us work simply at doing our best. Success is how much you enjoy your time."

He condemned sponsors who now think it's "fashionable to get publicity by not backing violent shows. Where the hell were they all these years?" He attacks what he calls today's "jiggle-coms," which he links to "mindless" 1950's shows, and charged that such programming—far from having no message—"shouts the message that there's no race problem, no Vietnam, no poor and no elderly, and that the loudest sound in the house is the breakfast food popping."

Mr. Lear said he is turning to films "just to stretch in a different direction." But his companies, Tandem and T.A.T. Productions, may have as many as eight first-run series on television in the fall. Six, including new NBC and CBS situation comedies about, respectively, a couple living together and a young nun, are definitely booked.

He said he will work as a consultant to these shows while struggling with the fear that "I'll never have another idea in my head, although intellectually I know I will."

How does he test his ideas, which are based on the premise that everything from breast cancer to racism has "comedy in there somewhere" which will help boost serious social awareness?

By disregarding the experts.

"If it makes me laugh, I think it will make you laugh. If it makes me cry, I think it will make you cry."

All the experts told him *All in the Family* would never go over in the hinterlands, but he'd just spent eight months in Iowa (making the film satire "Cold Turkey") and was convinced he could accurately gauge grassroots sentiments.

"Testing an idea," said the creator of *Maude*, *Mary Hartman, Mary Hartman* and *The Jeffersons*, is "like raising children. You just do what you think is best."

Wussler sets up his own company

Pyramid Enterprises formed as independent production firm; former CBS Sports chief heads for Europe looking for properties

Robert Wussler, who left the presidency of CBS Sports to go into independent production with CBS backing (BROADCASTING, March 20), has formed Pyramid Enterprises Ltd. and recruited two former associates to join him there.

Martin Cohen, CBS Sports vice president, finance, will be Pyramid's chief financial executive, and Helen Perdreux, a 12-year CBS veteran who was Mr. Wussler's assistant, will be office manager.

Mr. Wussler said last week that Pyramid

would move into temporary quarters at 515 Madison Avenue, New York 10022, on June 5 and into permanent quarters on the 30th floor at the same address the latter part of July. The company, he said, will start with seven employees.

Mr. Wussler planned to leave late last week on his second business trip to Europe in three weeks. He was seeking, he said, one "main event," which he didn't identify, and "looking into two or three others while I'm there." He also said that in New York he was close to a deal that, if made, would put him "in business immediately." He wouldn't disclose it except to say it had to do with "every-day, long-term television" and probably would involve cable as well.

Pyramid, he said, "is going after entertainment and sports events, variety shows, awards shows—shows that deal in facts—and historical things." Under Mr. Wussler's multiple-year arrangement with CBS, the latter gets first call on his productions.

NBC edging out CBS for second in sweeps

ABC leads in first three weeks; final 'Wheels' episode scores big

With three weeks of the May sweep period gone, NBC-TV was beating out CBS-TV for second place in the prime-time ratings averages by just under a half of a rating point. Through May 21, the count was 17.8 for ABC-TV, 16.1 for NBC and 15.7 for CBS.

In week three, CBS-TV turned in its second third-place showing of the sweep and its lowest weekly average since last September, a 15.0 to NBC's 15.4 and ABC's 17.5. NBC got a big push going into the week with Monday's 42 share performance from the final episode of the miniseries *Wheels* (BROADCASTING, May 22). From there the two networks were fairly close, as both ended up with sub-30 share averages for every night except Friday, when *The Incredible Hulk's* 38 share lifted CBS to a 33.2 average, the best of the night.

Both networks had disappointing three-hour specials during the week: CBS's "It's a Mad, Mad, Mad, Mad World" rerun on Tuesday came in with a 15.9 rating and a 27 share, which still beat out NBC's two-hour TV premiere of "The Lincoln Conspiracy" the same night by five share points. On Sunday, NBC ran the highly-promoted *Ziegfeld: The Man and His Women*, from 8-11 p.m. NYT, which came in with a 15.3 rating and a 26 share. ABC's *How the West Was Won* cleaned up that night with a 22.7/39 farewell (until next January) performance, also from 8-11 p.m.

Early ratings for the following week showed that CBS's three-part miniseries, *The Dain Curse*, did not turn out to be the blockbuster the network had hoped. It got off to a strong start on Monday, May 22

(9-11 p.m. on all three nights), scoring a 22.6 rating and a 37 share, crushing the competition on both the other networks. But perhaps the opinions of many newspaper critics that the mystery was too complicated were correct, because on Tuesday *Dain* slipped to a 17.9/30 and local overnight ratings in New York, Chicago and Los Angeles for Wednesday showed an even further decline.

CBS still beat NBC on all three nights, helping it close the gap for the sweep. But with two prime-time National Basketball Association championship games on its remaining sweep line-up, and a three-hour Bob Hope birthday special on NBC's schedule, the lack of a decisive victory by *Dain* seriously hurt CBS's chances to overtake its rival. CBS's second-place position in the season-to-date averages remains secure, however, with the standings through May 21 at 20.2 for ABC, 18.3 for CBS and 17.7 for NBC.

Program Briefs

East Is West. EUE/Screen Gems has opened sales office in New York that will represent western division of film commercial production firm. Named as executive producers in new office are: Frank Coppola, Larry DeLeon and Carol Jack. They will represent West Coast directors and provide agencies with information about facilities, schedules and developments at Burbank, Calif., studios of EUE/Screen Gems.

Up. Home watching public television rose to 46 million in March, Public Broadcasting Service announced last week. Total represents 63.2% of all television households, 5% increase over March 1977. A. C. Nielsen, which conducted PBS survey, said there was 12% increase in prime-time viewing.

Reiner's run. ABC-TV has scheduled five-week summer try-out run of new series, *Free Country*, starring Rob Reiner, formerly of CBS-TV's *All in the Family*. Show, described as "comedic-dramatic saga" that traces history of immigrant family in America in early 1900's, is scheduled to air on Saturdays for five weeks beginning June 24 in 8-8:30 p.m. NYT time period.

Back on Earth. Sandy Frank Film Syndication's animated half-hour *Battle of the Planets*, which already has locked in Metromedia stations in New York, Washington, Los Angeles and Houston for fall start (BROADCASTING, May 22), last week added field stations in Chicago, San Francisco, Philadelphia, Detroit and Boston, as well as Gaylord's WUAB(TV) Cleveland.

MTM makes PTV pilot

MTM Enterprises, Los Angeles, has completed shooting of a one-hour pilot for *Going Home Again*, produced with a

\$375,000 grant from the Corporation for Public Broadcasting. The show, written by Daniel Gregory Brown, is about an American family in the 1960's. Intended as a limited series, according to Grant Tinker, president of MTM, the show examines the life of the family against a backdrop of real events such as the assassination of President John Kennedy.

Mr. Tinker said CPB "had talked to us several times over a couple of years" about doing a public-television program, and when Mr. Brown showed him the script, "I was a willing listener." He said, too, that he did not "think we'd make a career" of producing public television shows.

"We'll be lucky if we break even" on *Going Home*, Mr. Tinker said. But, he added, he was "delighted that MTM is represented in public television" and that he saw "no reason why we shouldn't" continuing exploring other projects for the noncommercial system.

The choice is between quality with commercials or no quality at all: Schlosser

NBC president defends commercial placement in 'Holocaust'; show wins AJC's Mass Media awards

Complaints that there was a tasteless juxtaposition of commercials with subject matter in the NBC-TV miniseries *Holocaust* imply that commercial television shouldn't air quality programs, in the opinion of Herbert S. Schlosser, president of NBC.

Speaking at an awards banquet of the American Jewish Committee in New York, at which he and *Holocaust* producer Herbert S. Brodtkin accepted AJC Mass Media awards, Mr. Schlosser said, "This criticism leads to a curious paradox. It suggests that no serious, highly sensitive television drama should be supported by

advertising. . . If the finest in television is to be denied the advertising support that is needed for these enormously costly [more than \$6 million for *Holocaust*] programs, the likely result would be fewer searching, ambitious and serious productions, and more and more escapist entertainment."

(In fact, NBC was not very confident it would receive the advertising support for *Holocaust* it needed, according to the network's senior vice president of programming, Paul Klein. He revealed at an earlier luncheon of the International Radio and Television Society that after the miniseries *King* bombed in the ratings, "people started to lose faith" in *Holocaust*, and audience projections to advertisers went from an estimated 50 share to a 23 share, one point higher than *King* scored.)

Mr. Schlosser also said that *Holocaust's* success proved that television can have a positive social impact. The program "made its mark—for the good—on American society," he said, "as few television programs have done. The lesson will not be lost. I believe we can expect more achievements of this kind in the future, as television grows to greater maturity."

Mr. Brodtkin, president of Titus Productions, agreed. "Television drama can be intelligent and creative and also capture a large audience," he said. "Television is a powerful tool. It is not too late to employ it properly."

An opinion poll commissioned by the American Jewish Committee, the preliminary results of which were announced at the banquet, showed that *Holocaust's* viewers also felt the program had positive social and educational effects. Conducted by Response Analysis of Princeton, N.J., the poll indicated that three out of five viewers of *Holocaust* said that as a result of watching they understood better what happened to the Jews under Hitler, that 85% of the viewers thought it was a good idea to remind Americans of the Nazi persecution of the Jews and others, and 76% believed the program's portrayal of that persecution was accurate. Also in the poll, 56% of the respondents said they believed there were countries in the world today similar to Nazi Germany, according to the committee's announcement.

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Supreme Court refuses to get involved in Widener-PG&E libel contest

New trial will be held in case where journalist is suing subject of documentary

Talk about a First Amendment libel case, and immediately there is conjured up the image of a beleaguered journalist or broadcast station or newspaper hanging tough against an individual or a company claiming to have been wronged and demanding heavy damages. It's not that way, however, in the case of Pacific Gas & Electric Co. and a one-time documentary producer for NBC-owned KNBC(TV) Los Angeles.

The producer, Donald Widener, is suing PG&E and one of its engineers, James C. Carroll, for millions of dollars. And last week, the U.S. Supreme Court rejected PG&E's appeal that the court get involved in the case.

At issue in the dispute is an interview Mr. Widener conducted with Mr. Carroll in preparing a documentary on nuclear power, broadcast on May 7, 1971, under the title *Powers That Be*. At one point in the documentary, which some regarded as antinuclear, Mr. Widener asked about the safety of construction materials that had gone into a controversial PG&E nuclear power plant near Eureka, Calif.

Mr. Carroll is shown as answering, "I don't think we ought to answer that, it's too lengthy a question." Edited from the film, however, were Mr. Carroll's offer to answer the question in detail but warning it would take 10 minutes and Mr. Widener's comment that there was not enough time.

After reading the transcript following the broadcast, Mr. Carroll wrote a letter complaining of Mr. Widener's tactic to the station's then-general manager, Robert Howard. The letter, which had been reviewed by PG&E executives, said the documentary was "replete with half-truths, innuendos and worse." As for the interview, it claimed that Mr. Widener had "apparently" surreptitiously taped a preliminary conversation between the two men and then spliced portions of it into the documentary.

Copies of the letter—along with covering letters describing Mr. Widener's use of interview material as "chicanerous (if not illegal)"—were sent by PG&E to then-FCC Chairman Dean Burch, Senator Warren G. Magnuson (D-Wash.), who was then chairman of the Commerce Committee, and former Senator John O. Pastore (D-R.I.), then chairman of the Communications Subcommittee, as well as to nuclear trade associations and New York

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Mr. Widener, who charged that PG&E attempted to intimidate the station into withdrawing the documentary, sued (BROADCASTING, Sept. 27, 1971) and a state superior court jury awarded him \$7.7 million in punitive and compensatory damages from the company and \$8,000 in punitive damages from Mr. Carroll (BROADCASTING, Nov. 17, 1975). However, the presiding judge later granted the defendants' motion rejecting the award, on the ground that no evidence was presented that the PG&E executives knew the letter to be false. The judge also ordered a new trial in the event that judgment was reversed.

A California appeals court reversed the judgment and affirmed the order granting a new trial (BROADCASTING, Nov. 14, 1977).

It was that decision PG&E wanted the Supreme Court to review. And the First Amendment argument sounded like the "chilling" one news media often have made in seeking to defend themselves against libel suits. "To permit a citizen and his employer to face the prospect of a multimillion dollar verdict for such an inaccuracy [in the letter]," PG&E's lawyers said, "would undeniably have a chilling effect on citizen participation in the ongoing dialogue which is fundamental to free government." Resolution of the question, they added, "would promote First Amendment freedoms without any corresponding loss to legitimate reputational interests."

The commission asked NBC to comment on Mr. Carroll's complaint. NBC sent a file of correspondence it had had on the subject with Mr. Carroll, and the commission took no further action.

News salaries holding the line after rising steadily in recent years

RTNDA study shows pay scales range to a maximum \$350 per week for TV reporters and \$200 for radio newsmen

The average top salary for a newsmen at a local television station last year was \$350 a week, the Radio and Television News Directors Association announced in its May *Communicator* newsletter. According to the association's survey, salary increases for higher-paid newsmen leveled off last year after sharp boosts in the early seventies.

The highest salaries in radio news departments average \$200 a week at the end of 1977, RTNDA said, unchanged from a year and a half earlier and up roughly one third from 1972.

The association said that on the low end of the scale, the median salaries were \$160 a week for television and \$150 for radio, which translated into roughly 6% raises each year since 1972.

By market size, stations in the largest

ADI's were paying the highest salaries by far—TV news directors in top-50 markets, for example, average \$501 a week whereas the smaller market news directors were in the \$300-\$350 range. Large market radio news directors averaged \$430, as compared to only \$175-\$200 in small and medium markets.

Wald watches, then critiques PBS's news

Former NBC News head would like to see more live and in-depth presentations and a more defined leadership role for PBS

The former president of NBC News has said that the news efforts of the public broadcasting system lack a "sense of immediacy and of power that are necessary to a first-rate operation." In a 21-page report submitted to the board of the Public Broadcasting Service two weeks ago, Richard C. Wald outlined what he felt are the principal problems facing the news and public affairs programming of the noncommercial system and offered a series of priorities which he would like to see the system establish:

- More coverage of live news events.
- An expansion of the system's *MacNeill/Lehrer Report* into a regular daily news program that relies heavily on reports from outside of the present, established news centers.
- The establishment of a regular documentary series.
- And the creation of a weekly program designed to review the news events of the past week or weeks ("Closed Circuit," May 15).

Mr. Wald, who was serving as a news and public affairs consultant to PBS prior to his recent appointment as assistant to the chairman of Times Mirror Co. (BROADCASTING, April 3), was especially critical in his report of the "serious lack of communication" between PBS and its members. He also cited the "pettiness in public broadcasting" that, in his opinion, far-and-away exceeds that of the commercial sector.

"Lord knows," Mr. Wald wrote, "the

big commercial companies give ample reason for uneasiness to those who work there. But with all their problems, the men and women who make up those companies seem to have an acceptance of craft that transcends the intrigue. Among public broadcasters, the easy currency of conversation seems to leave no redeeming social value to anyone."

He also pointed out that the often financially strapped local stations "cannot afford to alienate any important possible donor of funds," and that fosters a certain editorial timidity on the stations. "The only thing worse than an unexpected deficit is a program bearing with it the pains of controversy..."

"I think your daily balance has been struck on the side of blandness and shows little sign of moving from there," Mr. Wald said.

In his final criticism, Mr. Wald said that he felt the station program cooperative, whereby PBS affiliates select national programs, is a "difficult way of doing things." He said the cooperative lends itself to a system of selecting only the "broadly acceptable" and more inexpensive programs. As a result, some news programs, which often may not demonstrate their true worth until "after the fact," are subjected to the "tyranny of last year's decisions."

To correct those problems, Mr. Wald suggested, in effect, that PBS become a much stronger entity, even assuming some of the powers of the commercial networks. "PBS is not a network, like the commercial networks, that can dispatch from headquarters your own crews... But excellence comes from doing the work, not just from watching it on the tube. The stations have to accept that it is necessary to maintain some central core of experience, but that does not rule out some sharing in the doing of things."

And following up that line of thinking, Mr. Wald suggested that certain stations in the system be "recognized as specialized talent pools" and that WETA-TV Washington "be given special status"—that it "become the equivalent of a PBS-owned station."

On the expansion of *MacNeill/Lehrer*, Mr. Wald suggested that the nightly program go to a full hour with reports and comments from outside Washington and New York. He also said that the program

Open season. Yet another physical attack on working television newsmen occurred last week, this time in the San Francisco area. KTVU-TV Oakland reporter Michael O'Connor and photographer Jerry Koch were taping the activities surrounding the goodwill visit of the Chilean training ship, *Esmarelda*. When a demonstrator began passing out leaflets protesting alleged torture that reportedly has taken place on the ship in recent years, the newsmen attempted to cover the story. But several men, said to have come from the ship, tried to stop them. They attacked the cameraman, who, with his camera still running, showed them removing a filter from the lens and then attacking the camera itself. Mr. O'Connor said in his report. Although the picture was eventually obscured, Mr. Koch could be heard screaming, "I'm being hit. Mike's being hit." According to Mr. O'Connor's report, "American security people stood with their hands in their pockets" as the attack occurred and when Mr. Koch demanded the arrest of his attackers. Ted Kavanau, KTVU's news director, said Mr. Koch was kicked in the ribs and sustained possible kidney damage in the attack. He said American police made no arrests of the attackers, but 19 protestors were placed in custody. Two Houston TV reporters were attacked three weeks ago in a disturbance in that city (BROADCASTING, May 15).

could inch away from its one-issue-per-show format and "concentrate on those things not now regularly covered by the commercial programs"—areas such as reporting what is happening on the nation's college campuses and examining trends in foreign affairs "before they blow up into the crises that always seem to spring on us from nowhere."

The extended documentary series, Mr. Wald said, could use the work of independent producers as well as foreign programs. He said that PBS should set theme priorities but rely on outside forces to produce the shows with "the PBS stamp" on them.

Finally, Mr. Wald suggested a weekly summary of the news—"all the news that's fit to show." He said the hour-long show could "capitalize on the fact that once newscast is 24 hours old, it gets less expensive" and possibly make arrangements with commercial stations to use old footage for the summary.

NBEA line-up ready

Senator Edward M. Kennedy (D-Mass.) will be the keynote speaker at the National Broadcast Editorial Association's eighth annual convention in Washington, June 21-23. Other notables at the meeting will be former CBS News correspondent Eric Sevareid, House Speaker Thomas P. (Tip) O'Neill (D-Mass.), Senator Henry Jackson (D-Wash.), Transportation Secretary Brock Adams, NBC News's Tom Pettit and FCC Commissioner Margita White.

The opening day of the meeting at the Mayflower hotel will include the appearances of Senator Kennedy, Paul Warnke of the State Department and Mr. Adams. The second day will be devoted to panel discussions and Mr. Sevareid's luncheon comments. Mrs. White will speak on the final day.

Registration before June 10 is \$90, after that date the fee is \$100. Contact: Mary Braxton, WJLA-TV Washington.

Journalism Briefs

All of prime time. NBC News last week announced that *The Family in America* will be subject of its yearly special pre-empting single evening of prime-time programs. As with *Medicine in America* this year and previous three-hour specials, 1979 effort is slotted for January. Stuart Schulberg is executive producer.

Double that. In BROADCASTING's May 15 issue ("Closed Circuit," page 7), item on participation of broadcasters in World Press Freedom Committee fundraising listed Newhouse Corp. as having contributed \$25,000. Correct figure is commitment of \$50,000 in five annual installments.

Another one. Mellet Fund for a Free and Responsible Press, Washington, has established new annual award for distinguished contributions in field of media monitoring and press performance evaluation.

Equipment & Engineering

CBS's VTR facility unused by producers

L.A. operation, with capability for film-style production, will probably spin wheels next year

CBS-TV's one-inch video tape facility for film-style, multiple-camera program production will probably be standing idle at the network's Studio City facilities in Los Angeles next season.

Used last year on two CBS sitcoms, *The Betty White Show* and *We've Got Each Other* (both canceled), the elaborate facility, in which each camera is wired to a Sony BVH 1,000 one-inch VTR, saved the network as much as \$16,000 per episode, according to Joseph Flaherty, vice president of engineering and development. But none of the producers with shows now on the network's prime-time fall schedule has elected to shoot at any of the Studio City facilities, Mr. Flaherty said, and union restrictions prevent CBS from shooting its own shows on the one-inch system.

"The producers really scour the town to make what they consider to be their best deal," he said. "It's really hard to predict." Some independent production houses use similar systems, Mr. Flaherty said, and he estimated that last year about 30% of the prime-time programs on all three commercial networks were produced on tape. He doesn't look for a significant increase in the use of tape until an adequate single-camera system is developed for it. The main hindrance to that is still the lack of an appropriate editing system, according to Mr. Flaherty, and CBS and others are continuing their attempts to have such a machine designed.

NAB wants to get in its two cents worth on AT&T rate case before FCC

The National Association of Broadcasters has asked the FCC for an opportunity to participate in oral argument on how AT&T's advertising and charitable expenses should be treated for rate-making purposes. The date for argument has not yet been set. The commission last year ruled that institutional advertising costs could be considered part of a rate base and, thus, be subject to payment by rate payers. The FCC is now reconsidering that ruling, with the possibility it will conclude that such payments should be charged to stockholders.

NAB will argue in support of the commission's original ruling. It says in its request to the commission that it will show that the rule which disallows inclusion of institutional advertising costs in AT&T rate base "would necessarily immerse the commission in the unlawful regulation of commercial content."

Technical Briefs

Bright idea. N. V. Philips Corp. announced it is developing new digital sound system, called Compact Disc, to compete with standard record and tape systems now used by consumers. Optical pick-up through diode laser will give signal-to-noise ratio and dynamic range of better than 85 db, company said. Plans are to market it by early 1980's.

Remote control. RCA introduced programmable model of its SelectaVision video cassette recorder for consumers. Priced at \$1,200 (\$200 above standard model), new recorder can be programed in advance to record as many as four different programs on different channels over period of seven days. Company also announced new electronic tuning system for its color TV's, said to eliminate need for fine-tuning.

Towering question. FCC has initiated inquiry into question of common use of television towers by UHF and VHF stations. Inquiry results from petition filed by Triangle Telecasters Inc. seeking rule requiring that construction permits for new or changed facilities for VHF stations that involved building or modifying tower be conditioned to permit UHF stations to put their antennas on tower. Commission was not persuaded rule should be adopted, but said proposal warranted investigation in inquiry.

Made in U.S.A. Korean Broadcasting System has ordered \$4.5 million of RCA television studio equipment for seven new TV studios in South Korea. Order includes 14 TK-760 studio/field cameras, seven TK-76 ENG cameras, seven TK-28 telecine islands, seven TR-600 quadruplex video tape recorders, seven HR-1020 portable videocassette recorders, and 14 HR-1060 editing videocassette recorder/reproducers.

Initial order. Harris Corp., Quincy, Ill., has sold its first Cyclotron circularly polarized television antenna to WWL-TV New Orleans to be installed by June 1979 along with Harris BTD-50L2, 50 kw dual transmitter.

For testing. Wavetek Indiana, Beech Grove, Ind., announces new model 3002 signal generator for frequencies of 1 khz to 520 mhz. Wavetek says unit provides 0.001% frequency accuracy and 0.2 ppm/hour stability over entire frequency range. Price is \$3,300.

On line. Public Broadcasting Service added seven stations to new satellite distribution system to make total of 54 public television stations now receiving program via Western Union's Westar communications satellite. As of May 5, PBS announced, FCC has granted construction permits for 138 of 148 ground terminals to be built. Construction has been completed on 78. By January 1979 PBS expects to have more than 270 member stations on line.

The Broadcasting Playlist May 29

Contemporary

<i>Last week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Too Much, Too Little</i> ... □ Mathis & Williams	Columbia
6	2	<i>Shadow Dancing</i> □ Andy Gibb	RSO
4	3	<i>With a Little Luck</i> □ Wings	Capitol
3	4	<i>You're the One That I Want</i> □ Travolta—Newton-John	RSO
5	5	<i>The Closer I Get to You</i> □ R. Flack & D. Hathaway	Atlantic
9	6	<i>Feels So Good</i> □ Chuck Mangione	A&M
2	7	<i>Night Fever</i> □ Bee Gees	RSO
10	8	<i>Disco Inferno</i> □ Tramps	Atlantic
11	9	<i>Imaginary Lover</i> □ Atlanta Rhythm Section	Polydor
13	10	<i>Dance With Me</i> □ Peter Brown	DR-TK
12	11	<i>On Broadway</i> □ George Benson	Warner Bros.
15	12	<i>Dust in the Wind</i> □ Kansas	Kirshner
8	13	<i>Can't Smile Without You</i> □ Barry Manilow	Arista
7	14	<i>If I Can't Have You</i> □ Yvonne Elliman	RSO
14	15	<i>Count On Me</i> □ Jefferson Starship	Grunt/RCA
16	16	<i>It's a Heartache</i> □ Bonnie Tyler	RCA
17	17	<i>Baby Hold On</i> □ Eddie Money	Columbia
21	18	<i>You Belong to Me</i> □ Carly Simon	Elektra
18	19	<i>Baker Street</i> □ Gerry Rafferty	United Artists
20	20	<i>Movin' Out</i> □ Billy Joel	Columbia
25	21	<i>Still the Same</i> □ Bob Seger	Capitol
31	22	<i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
24	23	<i>Love is Like Oxygen</i> □ Sweet	Capitol
22	24	<i>Bluer Than Blue</i> □ Michael Johnson	EMI America
23	25	<i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
19	26	<i>Goodbye Girl</i> □ David Gates	Elektra
35	27	<i>The Groove Line</i> □ Heatwave	Epic
26	28	<i>Only the Good Die Young</i> □ Billy Joel	Columbia
32	29	<i>Take a Chance on Me</i> □ Abba	Atlantic
29	30	<i>Deacon Blues</i> □ Steely Dan	ABC
27	31	<i>Because the Night</i> □ Patti Smith	Arista
28	32	<i>Jack and Jill</i> □ Raydio	Arista
34	33	<i>This Time I'm in It for Love</i> □ Player	RSO
33	34	<i>Emotion</i> □ Samantha Sang	Private Stock
42	35	<i>Fantasy</i> □ Earth, Wind & Fire	Columbia
40	36	<i>More Than a Woman</i> □ Bee Gees	RSO
45	37	<i>You're the Love</i> □ Seals and Crofts	Warner Bros.
46	38	<i>Grease</i> □ Frankie Valli	RSO
39	39	<i>We'll Never Have to Say Goodbye</i> □ Dan & Coley	Atlantic
—	40	<i>Miss You</i> □ Rolling Stones	Atlantic
48	41	<i>Even Now</i> □ Barry Manilow	Arista
36	42	<i>Lay Down Sally</i> □ Eric Clapton	RSO
30	43	<i>Staying Alive</i> □ Bee Gees	RSO
47	44	<i>Every Kinda People</i> □ Robert Palmer	Island
38	45	<i>Werewolves of London</i> □ Warren Zevon	Asylum
49	46	<i>I Was Only Joking</i> □ Rod Stewart	Warner Bros.
41	47	<i>Flashlight</i> □ Parliament	Casablanca
—	48	<i>Thank You for Being a Friend</i> □ Andrew Gold	Asylum
37	49	<i>Heartless</i> □ Heart	Mushroom
—	50	<i>Always and Forever</i> □ Heatwave	Epic

Playback

Gathering no moss. The Rolling Stones are making a strong comeback, after a long silence, with a new single and a new style—disco—to go with it. The single, *Miss You* (Atlantic), bolts to 40 on "Playlist." "They're now the Disco Stones," says Harv Moore of WPHD(FM) Buffalo, N.Y. "They're going like the Bee Gees." Drawn from the not-yet-released album, *Some Girls*, the single has a "big bass beat that goes constantly through the whole song," says Jim English of WDRG(AM) Hartford, Conn. But old Stones fans should not despair. While the song may be a departure from their old sound, it is "still gutsy raunch and roll [with] Mick Jagger's voice up front," says Frank Ragan of KOEO(AM) Albuquerque, N.M. Kris Van Kamp of KYNO(AM) Fresno, Calif., says *Miss You* is a combination of sounds. "It's disco rock and roll. It's got a disco bass drum and bass [but] the Rolling Stones have their own way of doing a record [and] Jagger has a rock and roll voice." Jay Fredericks of WAAY(AM) Huntsville, Ala., says it's reminiscent of "late 60's and early 70's Stones. [It has a] *Honky Tonk Woman* feeling." **Taking off.** According to many music directors—including Craig Johns of WCUE(AM) Akron, Ohio, KYNO's Mr. Van Kamp, and Brady McGraw of WSGA(AM) Savannah, Ga.—Jefferson Starship's new single, *Runaway* (Grunt) is even better than their current success, *Count on Me*. Both singles are from the *Earth* LP. "It's a pretty song [with] a good story line," says Mr. Van Kamp. "It's bright and happy sounding [yet] mellow," says Mark Somers of WNOE(AM) New Orleans. **Summertime.** Donna Summer's *Last Dance* (Casablanca) is "a different kind of disco," says Jeff Blake of WCGO(FM) Columbus, Ga. "It doesn't seem to wear as fast." Chuck Deán of KRIZ(AM) Phoenix says it "starts slow but then gets kicking."

Country

<i>Last week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
2	1	<i>She Can Put Her Shoes</i> ... □ Johnny Duncan	Columbia
17	2	<i>Night Time Magic</i> □ Larry Gatlin	Monument
1	3	<i>Always on a Mountain</i> □ Merle Haggard	MCA
20	4	<i>Cowboys Don't Get Lucky</i> ... □ Gene Watson	Capitol
11	5	<i>Do You Know You are My Sunshine</i> □ Statler Bros.	Mercury
3	6	<i>Gotta Quit Looking at You Baby</i> □ Dave & Sugar	RCA
6	7	<i>Red Wine and Blue Memories</i> □ Joe Stampley	Epic
7	8	<i>Putting in Overtime at Home</i> □ Charlie Rich	UA
5	9	<i>It's All Wrong But It's All Right</i> □ Dolly Parton	RCA
4	10	<i>Georgia on My Mind</i> □ Willie Nelson	Columbia
9	11	<i>No, No, No</i> □ Rex Allen Jr.	Warner Bros.
23	12	<i>Two More Bottles of Wine</i> □ Emmylou Harris	Warner Bros.
12	13	<i>If You Can Touch Her at All</i> □ Willie Nelson	RCA
15	14	<i>Softly as I Leave You</i> □ Elvis Presley	RCA
13	15	<i>Hearts on Fire</i> □ Eddie Rabbitt	Elektra
24	16	<i>This is the Love</i> □ Sonny James	Columbia
10	17	<i>Come on In</i> □ Jerry Lee Lewis	Mercury
8	18	<i>I'll Never Be Free</i> □ J. Brown & H. Cornelius	RCA
14	19	<i>The Power of Positive Drinking</i> □ Mickey Gilley	Playboy
16	20	<i>Every Time Two Fools Collide</i> □ Rogers & West	UA
—	21	<i>I'm Gonna Love You Anyway</i> □ Cristy Lane	LS
—	22	<i>It Only Hurts for a Little While</i> □ Margo Smith	Warner Bros.
—	23	<i>I Can't Wait Any Longer</i> □ Bill Anderson	MCA
—	24	<i>I'd Like to See Jesus</i> ... □ Tammy Wynette	Epic
—	25	<i>I Wish I Loved Somebody Else</i> □ Tom T. Hall	RCA

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes[®]

Media



Biernacki

Robert Biernacki, general sales manager, WABC(AM) New York, appointed VP-assistant general manager, WOR(AM) there.

John T. Reynolds, general manager, WDEE(AM) Detroit, joins WCAR(AM) there in same capacity.

Richard Quackenboss, manager, station clearances, sales service, NBC-TV, New York, appointed director, special services, NBC.

Roger A. Elliot, sales manager, KWIP(AM) Merced, Calif., appointed general manager.

George H. Anderson, VP-general manager, WTLV(TV) Jacksonville, Fla., elected to board of directors.

Raymond A. Mineo, general manager, KTLK(AM) Denver, named VP.

William Sherard, marketing director, The Research Group, San Luis Obispo, Calif., appointed general manager, WKSJ-AM-FM Mobile, Ala.

Jack Magan, president of broadcast consulting firm, Jack Magan Broadcast Sales, San Antonio, Tex., and producer of San Antonio Spurs basketball games, appointed general manager, KONO(AM)-KITV(FM) there.

John Grist, in charge of English regional operations, BBC, London, named director of BBC in America, based in New York.

Walter E. Bartlett, president of Multimedia Broadcasting, Greenville, S.C., elected to board of directors of parent, Multimedia Inc. **James Hart**, VP-general manager of WLWT(TV) Cincinnati, elected to board of directors of Multimedia of Ohio. **Karl M. Wlener**, treasurer, Multimedia of Ohio, named VP-treasurer.

Jay Q. Berkson, VP, Affiliated Broadcasting, Inc. (licensee of WSAI-AM-FM Cincinnati and WFAS(AM)-WWYD(FM) White Plains, N.Y.), Boston, elected president.

William G. Arnold, general manager, KIUP(AM) Durango, Colo., named to station relations staff of Mutual Southwest Radio Network, Dallas.

Russel Hamnett, production director, non-commercial KPBS-FM San Diego, and instructor in communication arts department, Grossmont College there, joins WQED-FM as assistant station manager.

Nell Bassett, community affairs director, WTFM(FM) Lake Success, N.Y., joins WNBC(AM)-WYNY(FM) New York, in same capacity.

Bill Heizer, program director, WTTK(FM) Boston, named operations manager of WTTK and co-owned WACQ(AM) there.

LeRoy Hudson, music director, noncommercial KETR(FM) Commerce, Tex., named operations manager, KGOU(FM) Norman, Okla.



Gregory

Tenclia Gregory, VP and special assistant to president, WGPR-FM-TV Detroit, given additional duties as station manager.

Jay Landers, general manager, noncommercial WUWM(FM) Milwaukee, named station manager, noncommercial WUOL(FM) Louisville, Ky.

Peter M. Garvie, dean of college of fine arts and professor of drama, University of Texas, Austin, appointed station manager, noncommercial WQED-FM Pittsburgh.

Philip G. Hirsch, executive, Price Waterhouse, Phoenix, named business manager, XETRA(AM) Tijuana, Mexico (San Diego).

Officers elected, New Mexico Broadcasters Association: **Jim Gober**, KWYK(AM) Farmington, president; **Ray Moran**, KRZY(AM)-KRST(FM) Albuquerque, president-elect, and **Bob Tobey**, KOTS(AM) Deming, treasurer.

Dr. George E. Lott Jr., director of learning resources, Northern Michigan University, Marquette, elected president of Public Broadcasters Organization of Michigan.

George Fritzinger, president, KFAC-AM-FM Los Angeles, and KROY(AM)-KROI(FM) Sacramento, elected to university board of Pepperdine University, Malibu, Calif.

Donald H. McGannon, chairman of board and

president of Westinghouse Broadcasting, named recipient of New York University's Kappa Tau Alpha award for journalistic excellence.

Calvin Roach, director, ABC's American Contemporary Radio Network, New York, resigns. He will remain as consultant to ABC Radio Network while pursuing other interests.

Broadcast Advertising

David Murphy, associate media supervisor, J. Walter Thompson Co., New York, and **Sylvia Politis**, senior media planner, named VP's.

Clark T. Montgomery, VP-management supervisor, Grey Advertising, New York, appointed senior VP.

John E. Harrison, senior VP, Ogilvy & Mather, New York, named chief financial officer. **Jerome W. Pickolz**, executive VP and chief operating officer of Ogilvy & Mather Direct Response and president of Hodes-Daniel Co. (both subsidiaries of O&M) there, named senior VP and treasurer of parent company.

Richard M. Victor, corporate secretary, Doyle Dane Bernbach International, New York, named senior VP.

Jim Martin, VP and senior producer, Foote, Cone & Belding, Chicago, named executive producer.

Philip N. Baker, director of research, D'Arcy-MacManus & Masius, St. Louis, elected VP. **Herbert D. Condie III**, creative services manager, elected VP and appointed regional account supervisor. **Carl F. Klinghammer**, director of print production, succeeds Mr. Condie as director of creative services and VP.

Jim Boaz, general sales manager, WTOP-TV

Convention's sad note. Stephen Gentry, 37, vice president, programs, West Coast, for ABC Entertainment, and Bruce Geller, 47, a leading independent producer of television shows, were killed Sunday morning, May 21, in the crash of a private airplane. The crash occurred a day before the opening of the annual ABC-TV affiliates convention at which Mr. Gentry was to make a presentation. He was ABC Entertainment's senior executive in Los Angeles.

The plane crashed in the mountains near Santa Barbara, Calif., while on instrument approach to the Santa Barbara municipal airport in fog. The plane was owned by Mr. Geller but was presumably being flown by Mr. Gentry, a one-time Navy jet pilot, who was found in the pilot's seat. The two were friends who often flew together.



Gentry

Mr. Gentry, previously with CBS-TV, joined ABC Entertainment in 1972 as vice president responsible for *Movie of the Week*. The next year he became vice president, prime-time dramatic programs. He was promoted to his last post in October 1976.

Mr. Geller broke into television as a writer of such shows as *Zane Grey Theater*; *Have Gun, Will Travel*; *The Rifleman* and *Dr. Kildare*. He produced the *Dick Powell Show*. In 1966 he developed and produced *Mission: Impossible* and later *Mannix*. More recently he was in motion picture production.

ABC-TV affiliates stood in a moment of silence at the opening of their annual convention at the Century Plaza in Los Angeles.

Mr. Gentry is survived by his wife, Carol, and two sons, Peter, 9, and David B. Mr. Geller's survivors include his wife, Jeanette, and two daughters, Catherine, 23, and Lisa Shulman, 21.

Washington, joins WJLA-TV there as director of marketing.

Jerry R. Colvin, general sales manager, WUHQ-TV Battle Creek, Mich., assumes additional duties of station manager.



Suder

John Suder, national sales manager, WTOG-TV Tampa-St. Petersburg, Fla., named general sales manager. **Cedar Hames**, local sales manager, given additional duties as regional sales manager.

Georgia Ruth Ruiz, member of sales-traffic department, KSD-TV St. Louis, named assistant national sales manager.

Phyllis Johnson, account executive, KFNB(FM) Oklahoma City, named sales manager.

John Zanzarella, account executive, WFAS(AM) White Plains, N.Y., named sales manager.

Jerry Guiltner, sales manager, KFIN(FM) Jonesboro, Ark., named regional sales manager of Arkansas Radio Network. Both are divisions of Snider Corp., Little Rock, Ark.

Sam Consiglio, account executive, WGMA(AM) Hollywood, Fla., named sales manager.

JoAnn Goldberg, national radio spot supervisor, Media Corporation of America, New York, named national sales manager, WLIR(FM) Garden City, N.Y.

Roland Broeman, account executive, WAXY(FM) Fort Lauderdale, Fla., named local sales manager.

Samuel Glickman, account executive, WHLI(AM) Hempstead, N.Y., named local sales manager.

Patrick K. Foy, account representative, ABC Television Network, New York, named local sales manager, WWYD(FM) White Plains, N.Y.

Ed Peters, account executive, WYEN(FM) Des Plaines, Ill., named local sales manager.

Thomas A. Tucker, executive VP-administration, Clinton E. Frank Advertising, Chicago, appointed senior VP and general manager, Campbell-Ewald Advertising, Detroit.

Howard Cohen and **Robert Pasqualina**, partners in Cohen, Pasqualina and Timberman Inc., New York, have closed their five-year-old agency to return to Wells, Rich, Greene Inc. as senior VP's and co-creative directors of WRG-West, Los Angeles, effective June 1.

Tom McElligott, VP-copy chief, Bozell & Jacobs, Minneapolis, named senior VP. **Rich H. Roth**, director of consumer marketing research for Holiday Inns Inc., Memphis, named director of research at B&J.

Sandy Weisberger, media planner, McCann-Erickson, Chicago, named media supervisor. **Dave Kelly**, media estimator, named assistant media planner.

Susan Bielman, from D'Arcy-MacManus & Masius, San Francisco, named media supervisor, Kelly, Nason/Univas, there. **Debra King**, from Bozell & Jacobs/Pacific, Newport Beach, Calif., joins Kelly, Nason as broadcast

production manager.

David R. Sackey, account manager and assistant to chairman of board, W. B. Doner and Co. Advertising, Baltimore, elected director.

Robert G. Lurie, VP-general manager, Frankfurt Communications, New York, named VP-account supervisor, DKG Advertising there.

Roy A. Muro, senior VP-controller, Vitt Media International, New York, elected to board of directors.

Don Wirth, creative director, Noble-Dury, Nashville, named executive VP and director of creative services. Other N-D appointments: **Martha Perry**, associate media director, to media director; **Karen Coffey**, in media department, to media planner-buyer; **Mary Belle Garrett**, account executive, to account management administrator; **Barbara Hance**, office manager, to creative administrator; **Rick Davis**, art director, to senior art director, and **Cecelia Grimes**, from creative department of United Methodist Publishing House, Nashville, succeeds Mr. Davis.

Alice Moroz, copywriter, Norman, Craig & Kummel, New York, joins Waring & LaRosa there in same capacity.

William Hansell, senior broadcast buyer, Air Time, New York, and **Shirley Ward**, market supervisor, William B. Tanner Co., Memphis media buying service, named senior broadcast buyers, Lake-Spiro-Shurman there.

Reynard Corley, VP-general sales manager, WMAR-TV Baltimore, named VP-assistant general manager and director of sales. **John Marks**, assistant general sales manager, named general sales manager. **Susan Mullan**, salesperson, WAYE(AM) there, joins WMAR-TV as account executive.

Jack Davies, account executive, KING-TV Seattle, appointed manager of Avery-Knodel Television's new Seattle office. Company has also opened office in Portland, Ore., and **Ron Hillbury**, account executive, Simpson/Reilly, there, named manager.

Debbie Potolsky, sales assistant, Buckley Radio Sales, New York, appointed assistant director, research and promotion.

David Landau, account executive, Christal Co., New York, joins Air Time there as radio buyer.

Programming

Alan Ladd Jr., president, 20th Century-Fox Pictures, Los Angeles, and member of Fox board of directors, and **Alan W. Livingston**, president, Entertainment Group of Fox there, named corporate senior VP's of 20th Century-Fox Film Corp.

Thomas Spitz, promotion manager, WFLD-TV Chicago, named program manager, KBHK-TV San Francisco. He succeeds Derk Zimmerman, who has named general manager, WFLD-TV (BROADCASTING, April 17). Both are Field Communications stations.

Christine Dale Glidden, production assistant, NBC Sports, New York, named assistant to executive producer.

Lawrence Elhorn, director and producer of various local and prime time programming, ABC Network, New York, named director-producer

of children's entertainment program, *Kids Are People Too*, premiering in fall.

George Grande, news anchor, WTNH-TV New Haven, Conn., named weekend sports correspondent, WCBs-TV New York.

Dave Hopper, senior producer, WLFJ-TV Lafayette, Ind., joins WMAR-TV Baltimore as commercial production producer.

Kathy Banfield, promotion director, WUHQ-TV Battle Creek, Mich., named program director.

Wendy Craver, public affairs director, WTVN-TV Columbus, Ohio, appointed producer-production coordinator. **Ed Littler**, sports director, WTAJ-TV Altoona, Pa., joins WTVN-TV as assistant sports director.

Joseph Gould, partner in Konheim, Gould & Ackerman Advertising, New York, named creative services director, WIXT(TV) Syracuse, N.Y.

Gloria J. Gibson, former creative director for WNBC(AM) New York, joins WITS(AM) Boston in same capacity.

Lynn Helmsteadt, executive producer, WFMJ-TV Youngstown, Ohio, named weekend producer, WGR-TV Buffalo, N.Y.

Shirley Timonere, programming assistant and producer of public affairs program, noncommercial WGTE-TV Toledo, Ohio, named program manager.

Rick Sellers, promotion manager, WMT-AM-FM Cedar Rapids, Iowa, and music director for WMT, named director of operations and programming. **Frank Hanford**, announcer, WMT, named music director.

Wussler In the NATAS chair

Robert Wussler, former president of CBS-TV and CBS Sports, now an independent producer, has been elected chairman of the National Academy of Television Arts and Sciences. The academy's board of trustees voted him successor to the current chairman, Richard Rector, producer of the Public Broadcasting System's series for the elderly, *Over Easy*. Mr. Rector's two-year term expires June 15. Twenty-three trustees, including representatives of most of the academy's 15 local chapters, took part in the election. Academy President John Cannon said the vote was not unanimous, but he declined to name the other nominees. As chairman, Mr. Wussler will conduct future meetings of the board, and will work in tandem with Mr. Cannon to determine policies and to represent the academy at various functions, including its Emmy awards ceremonies. Among those who preceded Mr. Wussler in the unpaid post are Walter Cronkite, Thomas Sarnoff, Rod Steiger and Sonny Fox.

Other officers elected at the meeting were: vice chairman, Don Heald, vice president and general manager of WSB-TV Atlanta; vice president, Frank Kavanaugh, producer with Arie Productions, Washington; secretary, Joe Zesbaugh, station manager of KAET, Tempe, Ariz., and member of the Phoenix Chapter; treasurer, Fred Plant, vice president, advertising for Block Drugs, New York.

News and Public Affairs

Al Chambers, director, news, Asia, NBC News, Hong Kong, named to newly created position of director of editorial planning, NBC News, New York. **Ed Planer**, news producer, NBC News's *Today*, named director of editorial assignments, replacing **Mark Lendeman**, named director of news, Europe (BROADCASTING, May 15).

Bill Redeker, correspondent, ABC News, Los Angeles, assigned to Tokyo.

Nancy Coffey, news director of Group W's KDKA(AM) Pittsburgh, appointed news corres-



Coffey

Myers

pondent, Group W, Washington bureau. **Lyn Myers**, editor, ABC Radio News, New York, succeeds Ms. Coffey as news director, KDKA.

Susan S. Campbell, from WTNH-TV New Haven, Conn., named weekend weatherperson and weekday reporter, WCAU-TV Philadelphia.

Bob Sherwood, news anchor, WRIT(AM) Milwaukee, and host of news and public affairs program on noncommercial WMVS(TV) there, named director of news and public affairs, KFBB-TV Great Falls, Mont.

H. Colleen Wei, weekend weather reporter and general assignment correspondent, WBAL-TV Baltimore, joins WTOP-TV Washington in same capacity.

Wes Sarginson, anchor, WWJ-TV Detroit, named reporter-anchor, WSB-TV Atlanta.

Mike Brown, reporter, KGTV(TV) San Diego, joins news team, KSD-TV St. Louis.

Daniel Abernathy, news director, WWL(AM) New Orleans, named news director and director of public affairs, WHN(AM) New York.

Wes Moore, news director and anchor, KDLA(AM) Oakland, Calif., named news anchor and general assignment reporter, WMAL(AM) Washington.

Jim Smith, managing editor, KATC(TV) Lafayette, La., named news producer, WDSU-TV New Orleans.

Two more to Wiley's team. Willard R. (Randy) Nichols, acting special assistant to FCC Chairman Charles D. Ferris, and Dan Adams, special assistant to chief of commission's Common Carrier Bureau, will join Washington office of Kirkland & Ellis next month. Mr. Nichols will be renewing relationship with Richard E. Wiley, managing partner in Kirkland & Ellis, whom he had served as special assistant when Mr. Wiley was FCC chairman.

Bill Hollander, reporter, WFIE-TV Evansville, Ind., appointed news director.

Bruce Berlinger, reporter, WDBO-TV Orlando, Fla., joins WGAN-TV Portland, Me., as anchor.

Karen Kallish, consumer reporter, WLS-TV Chicago, appointed to head investigative unit.

Chuck Ely, newscaster, WBNS-TV Columbus, Ohio, named correspondent, WWAGA-TV Atlanta.

Francesca Vanegas, associate producer of Hispanic affairs program, WBZ-TV Boston, named reporter for Spanish newscast, WNAC-TV there. **Maria de Los Angeles Dowd**, host of Spanish public affairs series, given additional duties as director of community relations for WNAC-TV.

Kim Hood, general assignment reporter, WOTV(TV) Grand Rapids, Mich., joins WISH-TV Indianapolis as reporter. **Mark Volgtmann**, graduate, University of Missouri-Columbia School of Journalism, and **Randall Sipe**, graduate, Purdue University, West Lafayette, Ind., named news photographers.

Denny J. Brand, reporter, KIII(TV) Corpus Christi, Tex., joins WFIE-TV Evansville, Ind., in same capacity.

Bernard Maluri, reporter, Connecticut Radio Network, New Haven, named news and public affairs producer, Connecticut Public Radio, Hartford. **Ellen Kraft**, anchor, WHPN(AM) Hyde Park, N.Y., named reporter for CPR.

Robert J. Grossfield, news director, WVIC-AM-FM East Lansing, Mich., joins KOB-AM-FM Albuquerque, N.M., in same capacity.

Kryn Peter Westhoven, editor, *Challenger Press*, Howell, N.J., named news director, WJRZ(FM) Ship Bottom, N.J.

Barry Keefe, news director, KCRG(AM) Cedar Rapids, Iowa, joins news department of WCUZ(AM)-WMLW(FM) Grand Rapids, Mich.

Shelly Adler, from WNEW-AM-FM New York, joins WFAS(AM) White Plains, N.Y., news department. She succeeds **Gary Schonman**, who leaves station to become writer, ABC Radio Network, New York.

Carole Phillips, assistant VP and special projects director of trust division of Provident National Bank, Philadelphia, named financial correspondent, KYW(AM) there.

Cable

Janet L. Stewart, office manager, Continental Cablevision, Springfield, Ohio, system, joins company's Miami Valley system, Dayton, Ohio, in same capacity.

Sandra Booton, marketing manager, American Television & Communications Corp., Orlando, Fla., appointed general manager of Pioneer Valley Cablevision systems in Palmer, Mass., area.

Grant Killingsworth, installation supervisor, Liberty TV Cable, Beaumont, Tex., named midwest region technical director for company's Adrian, Mich., office.

Elected officers, Cable Television Administration and Marketing Society: **Trygve Myhren**, VP-marketing, American Television & Communications, Englewood, Colo., president; **Tom Joynson**, VP, Daniels & Associates, Denver, president-elect **Andy Goldman**, direc-

tor of advertising, Teleprompter, New York, secretary, and **George Sisson**, president, Colony Communications, Providence, R.I., treasurer.

Equipment and Engineering

Richard C. Taylor, assistant manager, Sears, Roebuck & Co., Jamestown, N.Y., named Western regional sales manager, C-COR Electronics, State College, Pa.

Lex Rodgers, commercial manager, Audio Specialists, Phoenix, joins Fisher-Burke Professional Audio there as president of engineering.

Fred Fitzpatrick, telecommunications products manager, Amphenol, Chicago, named telecommunications marketing manager, Switchcraft, there.

Jack Wilde, former Marine Corps officer, joins Phelps Dodge Communications as regional sales supervisor for Southeast, based in Leeburg, Fla. **Jerry Black**, with Decibel Products, Dallas, joins Phelps Dodge as regional sales supervisor for Southwest, based in Hurst, Tex.

Allied

Blaine Baker, VP-sales, and member of board of directors, Motion Picture Laboratories, Memphis, elected president. He succeeds Frank M. McGeary who died May 11 (see page 49).

Alfred R. Stern, former board chairman of Warner Cable Co., New York, and now consultant to that firm, named president of Film Society of Lincoln Center in New York, which devotes itself to study, evaluation and encouragement of films and film-making.

Marianne McDermott, VP-broadcast and legal affairs, Ketchum, MacLeod & Grove, Pittsburgh, named president of Pittsburgh Radio and Television Club.

Jay I. Mitchell, station manager and national program director, Beck-Ross Communications, Rockville Centre, N.Y., forms Mitchell Communication Services, Hartford, Conn., radio programing consultancy.

Rudolph V. Lutter Jr., attorney, FCC, Washington, elected president of Volunteers for Visually Handicapped there.

Newly elected officers, Joint Council on Educational Telecommunications, Washington: **Eileen Cooke**, director of Washington office of American Library Association, president; **Chalmers H. Marquis**, VP for national affairs, Public Broadcasting Service, Washington, VP; **James A. Fellows**, president of National Association of Educational Broadcasters, Washington, treasurer, and **Sidney Tishler**, director of telecommunications office for Maryland Center for Public Broadcasting, Owings Mills, secretary.

Deaths

Edward R. Hitz, 77, who retired as VP and general sales executive for NBC-TV in 1961 after NBC career that spanned 33 years, died of heart attack at his home in Tequesta, Fla., on May 13. He had been VP in charge of sales for Midwest division of NBC-TV from 1954 to 1960. Surviving are his wife, Dorothy; son, Jeffrey, and two daughters, Susan Magnuson

and Sally Volkert.

Rafael Perez Perry, 66, radio and television pioneer in Puerto Rico, died May 10 of heart condition. Mr. Perry owned American Colonial Broadcasting Corp., licensee of WKBM-TV Caguas, WSRU-TV Ponce and WKVM-AM-FM San Juan, all Puerto Rico.

Frank M. McGeary, 63, president of Motion Picture Laboratories, Memphis, died May 11 of

heart attack in Rochester, N.Y. He was fellow and governor of Society of Motion Picture & Television Engineers and past president of Association of Cinema & Video Laboratories. Survivors include his wife, Odell Hewett McGeary, and two daughters.

Dick DiOrio, 60, manager of program budgets and planning, NBC, New York, died May 17 of pneumonia at Mount Sinai hospital there. He is

survived by his wife, Sue.

Janice A. Buchanan, 48, associate director with Greg Garrison Productions, Los Angeles, died of cerebral hemorrhage at Verdugo Hills hospital in Pasadena, Calif., on May 17. She is survived by two sons, Douglas and Eric; two sisters and her mother. She formerly was married to Michael A. Buchanan, director of press information, CBS Entertainment, Hollywood.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period May 15 through May 19.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ **Haleyville, Ala.**—Haleyville Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 238 ft. Address: PO 805, Hiway 5, North Haleyville 35565. Estimated construction cost \$78,079; first-year operating cost \$36,500; revenue \$45,000. Format: Standard pop. Applicant is owned by John L. Slatton who owns 42.5% of WLAY-AM-FM Muscle Shoals, Ala., 100% of WMSL(AM) Decatur, Ala. Ann. May 5.

■ **Ozark, Ark.**—Valley Communications Inc. seeks 96.7 mhz, 3 kw, HAAT 178.3 ft. Address: P.O. Box 168, Springdale 72763. Estimated construction cost \$4,500; first-year operating cost \$12,000; revenue \$18,000. Format: C&W, standards. Principal: Dewey Johnson is 100% owner of applicant. Valley also owns KZRR(AM) Ozark. Mr. Johnson also owns (100%) KRMO(AM)-KKBL(FM) Monett, Mo.; is 50% owner of KSPR(AM)-KCIZ(FM) Springdale, Ark. Ann. May 12.

■ **Somers, Conn.**—Somers Jr.-Sr. High School seeks 89.7 mhz, 10 w. Address: Ninth District Rd., Somers 06071. Estimated construction cost \$1,310; first-year operating cost \$370. Format: variety. Applicant is public school. Robert S. Child, student/technical director; Jerome A. Auclair, principal. Ann. May 12.

■ **Wilmington, Ill.**—Viking Broadcasting Corp. seeks 105.5 mhz, 3 kw, HAAT 274 ft. Address: P.O. Box 188R, Romeoville 60435. Estimated construction cost \$83,280; first-year operating cost \$30,152; revenue undetermined. Format: easy listening. Principals: Applicant is owned by Eugene L. Christensen, his wife, Virginia; Bosko Protich and his wife Stella (equal partners). None has other broadcast interests. Ann. May 12.

■ **Heidelberg, Miss.**—New Laurel Radio Station Inc. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: 441 North Magnolia, Laurel 39440. Estimated construction cost \$78,322; first-year operating cost \$68,520; revenue \$72,000. Principals: Owned by Dave A. Matison Jr. (46.2%), his sister, Bobette Mattison New-

man (23.14%) and three others. Applicant owns WAML(AM) Laurel, Miss. Mr. Matison has in the past owned several stations in Mississippi. Ann. May 12.

■ **Forsyth, Mont.**—Gold-Won Radio Corp. seeks 101.3 mhz, 100 kw, HAAT 1025 ft. Address: P.O. Box 1250 Forsyth 59327. Estimated construction cost \$15,000; first-year operating cost \$54,453; revenue \$78,797. Format: Station will duplicate KIKC(AM), add standard and classical. Principals: B. Dean Holmes (26%), Michael J. Dorris (26%), Clarence Hekkel (10%), Elmer Heberle and John Stockhill (6.5% each) and five others (5% each). None has other broadcast interests. Ann. May 12.

■ **Brockport, N.Y.**—State University of New York (SUNY) seeks 88.9 mhz, 8.6 kw, HAAT 151 ft. Address: State University at Brockport 14420. Estimated construction cost \$9,190.15; first-year operating cost \$35,000. Format: variety. Applicant is public university. Patrick Smith, vice president of student affairs. SUNY is licensee of 10 other New York educational FM's and has been granted CP for another. Ann. May 12.

Licenses

■ The FCC has granted licenses for the following stations:

KKAP(AM) Aptos-Capitola, Calif. (BL-14,422); KVL(AM) Lake Isabella, Calif. (BL-14,353); KRZ(AM) Wray, Colo. (BL-14,438); KANY-FM Ankey, Iowa (BLH-7662); KCLY-FM Clay Center, Kan. (BLH-7621); *KINF(FM) Dodge City, Kan. (BLED-1748); WNK-R-FM Falmouth, Ky. (BLH-7668); KLQQ-FM Sulphur, La. (BLH-7622); *WMEN(FM) Presque Isle, Maine (BLED-1744); WFNN-FM Escanaba, Mich. (BLH-7625); *KDXL(FM) St. Louis Park, Minn. (BLED-1747); KYBS-FM Livingston, Mont. (BLH-7619); *WSCS(FM) Sodus, N.Y. (BLED-1758); KINI-FM Crookstown, Neb. (BLH-7646); *KZUM(FM) Lincoln, Neb. (BLED-1750); KWK-FM Aztec, N.M. (BLH-7623); *WDNR(FM) Chester, Pa. (BLED-1732); KQIZ-FM Amarillo, Tex. (BLH-7200); KAGC(AM) Bryan, Tex. (BL-14,421); KAWS(AM) Hemphill, Tex. (BL-14,449); KNEU(AM) Roosevelt, Utah (BL-14,430).

Ownership Changes

Applications

■ **KYDE(AM)** Pine Bluff, Ark. (AM: 1590 khz, 1 kw-D)—Seeks assignment of license from KPBA Inc. to Smith, Davis, Shields, Inc. for \$325,000. Sellers: Dan W. Lorrain (45%), Frank D. Deramus (45%) and Dan D. Moulds (20%) who also own WKDL(AM) Clarkdale, Miss. Buyer: owned by John J. Shields, Warren B. Smith, Don J. Davis (equal partners). All are principals in KGMR(FM) Jacksonville, Ark. Mr. Shields is owner (51%) of KFLO(AM) Shreveport. Ann. May 3.

■ **KIQQ(FM)** Los Angeles (FM: 100.3 mhz, 58 kw)—Seeks assignment of license from Cosmic Communications Inc. to The Outlet Co. for \$4.5 million. Seller: Owned by W. John Driscoll (35.52%), L.E. Chenault

(23.21%), Philip T. Yarbrough aka Bill Drake (23.21%) and six others. Mr. Chenault owns KYNO-AM-FM Fresno, Calif. and has option to buy 10% of buyer of KCBS-FM San Francisco. Messrs Chenault and Yarbrough are equal partners in Drake-Chenault Enterprises, program production and syndication company. Buyer: Recently acquired WTOP(AM) Washington, owns WJAR-AM-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio. Ann. May 10.

■ **KPGA(FM)** Pismo Beach, Calif. (FM: 93.5 mhz, 1.75 kw)—Seeks assignment of license from KPGA Radio to KPGA Inc. for \$6,000. Seller: Jack Gale (51%) and Charles A. and Kent his wife, Patricia (49%). Mr. Gale's ill health necessitates his leaving the area. Mr. and Mrs. Kent are equal partners in buyer. Both have extensive broadcast experience, most recently as news director and news commentator, respectively, for KPOL-AM-FM Los Angeles. Ann. May 12.

■ **KILO(FM)** Colorado Springs, (FM: 93.9 mhz, 83 kw)—Seeks assignment of license from Western Broadcasting Co. to KILO Broadcasting for \$302,074. Seller: is seeking assignment because of advanced age. Western is owned by David P. Pinkston, who is also owner of KDAU(AM) Lubbock, Tex. has sold subject to KPIK(AM) Colorado Springs. Buyer is owned by Colorado businessman Robert D. Telmosse (51%) and James L. Pinkston (49%), office manager of KPIK and KILO. Ann. May 10.

■ **WLCO(AM)** Eustis, Fla. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Barringer Broadcasting Corp. to C-S Broadcasting. Seller: Artimesa Barringer (50%) and her children Davis H. and Carol Ann (25% each). Buyer: principally owned by Peter Clark and Wilbur Steger, Philadelphia investors with no other broadcast interests. Ann. May 15.

■ **WKNX(AM)** Saginaw, Mich. (AM: 1210 khz, 10 kw-D)—Seeks assignment of license from Lake Huron Broadcasting Corp. to RADIOCOM Ltd. for \$600,000. Seller: Owned by William J. Edwards (56.7%) and Howard H. Wolfe (43.3%). It also owns KENR(AM) and is parent corporation for owner of KRBE(FM) both Houston, Texas. Buyer: Principally owned by Robert and Dana MacVay (41%) and Keith Gensheimer (15%) and ten others. Mr. MacVay is principal in KLIK(AM)-KJFF(FM) Jefferson City, Mo.; WBUK(AM) Portage, Mich.; WSTL(AM) Eminence, Ky. and WIVQ(FM) Peru, Ill. Mr. Gensheimer is also owner in WBUK, WIVQ, WSTL and WKTN-FM Kenton, Ohio. Ann. May 3.

■ **WLOL-AM-FM** Minneapolis (AM: 1330 khz, 5 kw-D; FM: 99.5 mhz, 72 kw)—Seeks transfer of control of BFR Broadcasting Corp. from N.L. Benson, Joseph Floyd and Edmond R. and Evelyn H. Ruben (100% before; none after) to Robert G. Liggett et al (none before; 100% after). Consideration: \$1,550,000. Principals: Seller owned by Mr. Benson, as trustee, Mr. Floyd and Mr. and Mrs. Ruben (equal partners). Messrs. Benson, Floyd and Ruben are equal partners in WTSO(AM)-WZEE(FM) Madison, Wis., and minority owners of CATV system there. Parent corporation for above is Midcontinent Broadcasting Co., licensee of KELO-AM-FM-TV Soix Falls, KDLO-FM Watertown, KDLO-TV Florence, KPLO-TV Reliance, all South Dakota. It is also owner of numerous CATV systems in South Dakota and Nebraska. Buyer: Principally owned by Robert G. Lig-

Call letters

Applications

Call	Sought by
New TV's	
*WPBH	Connecticut Educational Television, Middlefield
KSTU	Springfield Television of Utah, Salt Lake City
Existing AM's	
KGAM	KGEE Bakersfield, Calif.
WNN	WFGP Atlantic City, N.J.
KXVQ	KOKN Pawhuska, Okla.
WRTR	WOTC Two Rivers, Wis.
New FM's	
WZZX	Pubicast Communications, Jeffersontown, Ky.
WTMS	RAM Enterprises, Presque Isle, Maine
WALZ	Washington County Broadcasting, Machias, Maine
WKLT	Meredith C. Johnston, Carthage, Miss.
KIOK	KALE Inc., Richland, Wash.
Existing FM's	
WLLV	WTAI-FM Melbourne, Fla.
WTKX	WBOP-FM Pensacola, Fla.
WCUA	WTWC Urbana, Ill.
WKHG	WMTL-FM Leitchfield, Ky.
WXIE	WMSG-FM Oakland, Md.
WAXC	WERM Wapakoneta, Ohio
KTLS	KFIL Oklahoma City
KAGO-FM	KAGM Klamath Falls, Ore.
KUMA-FM	KTAS Pendleton, Ore.

Grants

Call	Assigned to
Existing AM's	
WROL	WRYT Boston
KVEG	KBMI Las Vegas
WIBG	WSTL Ocean City, N.J.
New FM's	
KJCO	Cen-Ten Productions, Yuma, Colo.
WBZ	Benzie County Communications, Franfort, Minn.
*KRPC	Pillsbury Baptist Bible College, Owatonna, Minn.
WKNZ	Covington County Broadcasters, Collins, Miss.
KTTN-FM	Luehrs Broadcasting, Trenton, Mo.
KKIC	Kilbro Broadcasting, Ashland, Ore.
Existing FM's	
WBIL-FM	WVNS Tuskegee, Ala.
KBXL	KBXL-FM Caldwell, Idaho
WCZY	WLDM Detroit
WWUN	WWUN-FM Batesville, Miss.
KLCM	KLCM-FM Lewistown, Mont.
*WCVF-FM	WJOL-FM Fredonia, N.Y.
WIEZ	WONT Oneonta, N.Y.
WOOS-FM	WHLO Canton, Ohio

gett (25.4%) and Megamedia Inc. (19.19%). Mr. Liggett owns 59% of Megamedia, licensee of WEMK(FM) East Lansing, WABJ(AM)-WQTE(FM) Adrian, both Mich. Megamedia owns controlling interest in TriMedia Inc. which owns WBUF(FM) Buffalo, N.Y. and WRDD(AM)-WHNN(FM) Bay City, Mich. Ann. May 3.

■ WVLY(AM) Water Valley, Miss. (AM: 1320 khz, 500 w-D)—Seeks transfer of control of Tri-Lakes Broadcasting Co. from Jimmy, Jim and Lilia Martin (100% before; none after) to Leon Buck (none before; 100% after). Consideration: \$30,450. Principals: Seller is owned by Jimmy Martin (51%), his son Jim (25%) and his son's wife, Lilia (24%). None has other broadcast interests. Buyer is Leon Buck who also owns majority of stock in WTVL(FM)-WVLI(AM) Monticello, WFDT(FM) Columbia City, both Indiana; KBIB(AM) Monette, Ark. and has sold, subject to FCC approval, WSTL(AM) Eminence, Ky. Ann. May 12.

■ KOPY(AM)-KXMS(FM) Alice, Tex., (AM: 1070 khz, 1 kw-U; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from Norman Broadcasting Corp. to MS

Broadcasting Inc. for \$10,000 plus assumption of \$273,000 in liabilities. Seller: 100% owned by R.N. Aylin, as are KSWA(AM)-KWQK(FM) Graham, Tex. Buyer: Owned by Don Magee (75%) and Kenneth R. Saralla (25%) Mr. Magee is Texas oil man, Mr. Saralla, present general manager of KODY-KXMS. Ann. May 3.

■ KBMF-FM Spearman, Tex. (FM: 98.3 mhz, 3 kw)—Seeks transfer of control of Hansford Broadcasting Co. from Boy Palmer (100% before; none after) to Cardiff Industries Inc. (none before; 100% after). Consideration: \$25,000. Seller: 100% owned by Coy Palmer, who wishes to retire from broadcasting. Buyer: Patrick T. Pogue (32%), Stanley M. Searle (31%) his brother, Robert A. Searle, (2.4%) and 53 others. Messrs. Pogue and Searle are equal partners in CATV systems in Missouri and Oklahoma, principal stockholders in Soda Springs, Ind. CATV systems. Cardiff is owner of four CATV's systems. Ann. May 12.

Grants

■ WJBY(AM) Gadsden, Ala. (930 khz, 5 kw-D)—Boman Broadcasting Inc. granted assignment of license to Gadsden Broadcasting Co. for \$360,000 plus \$100,000 covenant not to compete. Seller: is principally owned by Charles F. Boman who has no other broadcast interests and wishes to devote time to other interests. Buyer: is owned by Kerry Rich (40%), Gordon Henderson (30%) and Niel Hinton Mitchem (30%). Mr. Rich is member of Alabama House of Representatives and salesman-announcer at WJBY. Other parties are Georgia businessmen. Action May 15.

■ KEZC(FM) Truckee, Calif. (101.7 mhz, 1.25 kw)—Secret Mountain Laboratory Inc. granted assignment of license to Lake Tahoe F.M. Inc. for \$135,000. Seller: Wholly owned subsidiary of Natural Broadcasting System Ltd. which also owns Dwight-Karma Broadcasting Co. Natural is licensee of KDKB-AM-FM Mesa, Ariz.; Conconino Media Inc., permittee of KBWA(AM) Williams, Ariz. and 20% if stock of Parkell Broadcasting Inc., licensee of KNOT-AM-FM Prescott, Ariz. Buyer: Carroll E. Brock, (51%), is businessman and industrialist with no other broadcast holdings. Charles S. Gratner (20%) has worked as an account executive and program director for two California stations. Marvin B. Clapp (14.5%) is chief engineer for KEBR(FM) Sacramento, Calif. Carl J. Auel (14.5%), is manager of KEBR, president and 50% owner of KEWQ(AM) Paradise, Calif. Action May 15.

■ KPIK(AM) Colorado Springs (1580 khz, 5 kw-D)—Western Broadcasting Co. granted assignment of license to Area Broadcasting Corp. for \$350,000. Seller: David P. Pinkston, principal owner, selling because of advanced age also owns KILQ(AM) Colorado Springs (see "Applications" above) KDAV(AM) Lubbock, Tex., and application for Lubbock, Tex. FM. Buyer: George L. James, Laurence C. Lively and Bruce E. Shepard each owns 33.3%. Mr. James is general manager and chief engineer at KPIK and KILQ. Mr. Lively is operations manager and bookkeeper there. Mr. Shepard is Colorado Springs real estate manager and developer. Action May 15.

■ WOWW(AM) Naugatuck, Conn. (1380 khz, 5 kw-D, 500w-N)—Granted assignment of license from Sound Communications Corp. to Naugatuck Valley Radio for \$235,000. Seller: principally owned by Frank G. Stisser who also owns WEST(AM)-WLEV(FM) Easton, Pa. Buyer: owned by Albert T. Primo, owner of Greenwich, Conn., news service. He has no other broadcast interests. Action May 16.

■ WEVE(AM)-WVLA(FM) Eveleth, Minn. (AM: 1340 khz, 1 kw-D, 250w-N; FM: 100.1 mhz, not yet on air) Granted transfer of control of Mesabi communications systems from Carl Bloomquist (100% before, none after) to Iron Range Broadcasting (none before, 100% after). Consideration: \$215,000 plus FM building costs. Principals: Mr. Bloomquist, sole owner, is retiring. He has no other broadcast interests. Buyer: is new Minnesota corporation owned (100%) by Lewis M. Latto who also owns WAKX-AM-FM Duluth, Minn. Action May 5.

■ WMGL(FM) Pulaski, Tenn. (98.3 mhz, 3 kw)—Granted assignment of license from SBG Enterprises to Charles Solomon, Benjamin Irvin and Roger Wright to Medium Rare Inc. for \$250,000. Seller: is owned by Messrs. Solom (47.36%), Irvin (47.36%) and Wright (5.28%), who, for tax purposes, are filing above application simultaneously. None has other broadcast interests. Buyer: is 50% owned by Robert Henry Lochte held jointly with wife, Kate B. and 50% by J. D. Austin and wife, Grace Osgood. Mr. Lochte is producer/director at WTCT-TV Chattanooga; Mrs. Lochte is assistant to director of Hunter art museum, Chat-

tanooga; Mr. Austin is Nashville banker and Mrs. Austin is social services coordinator for Nashville seasonal farm workers. None has other broadcast interests. Action May 8.

Facilities Changes

FM applications

- KRQQ Tucson, Ariz.—Seeks CP to change TL and SL; install new ant. and change HAAT. Ann. May 12.
- KNX-FM Los Angeles—Seeks CP to install new aux. ant. Ann. May 12.
- WCAU-FM Philadelphia—Seeks CP to reclassify aux. trans. as alt. main trans. Ann. May 12.
- WVAE Charleston, West Virginia—Seeks CP to install new ant. change transmission line and change TPO. Ann. May 12.

TV actions

- KAIL-TV, Fresno, Calif.—Granted mod. of permit to change ERP to visual and change type ant. and granted extension to Nov. 10. Action May 10.
- *Middlefield, Conn.—Connecticut Educational Television Corp. granted mod. of permit to change name of permittee to: Connecticut Educational Telecommunications Corp. Action May 16.

AM actions

- KWHN Fort Smith, Ariz.—Granted mod. of license to add remote control.

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Summary of broadcasting

FCC tabulations as of April 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	6	24	4,525	43	4,568
Commercial FM	2,975	1	65	3,041	114	3,155
Educational FM	920	0	31	951	76	1,027
Total Radio	8,390	7	120	8,517	233	8,750
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	243	3	14	260	7	267
VHF	93	1	8	102	4	106
UHF	150	2	6	158	3	161
Total TV	6	4	16	986	63	1,049
FM Translators	214	0	0	214	74	288
TV Translators	3,506	0	0	3,506	437	3,943
UHF	1,097	0	0	1,097	252	1,349
VHF	2,409	0	0	2,409	185	2,594

*Special temporary authorization

**Includes off-air licenses

- WYSE Inverness, Fla.—Granted CP to reduce height of tower. Action May 2.
- WRBD Pompano Beach, Fla.—Granted mod. of permit for extension of completion date for changes to November 1. Action May 16.
- WMRO Aurora, Ill.—Granted license covering permit for changes.
- WCMR Elkhart, Ind.—Granted CP change hours of operation; install DA.
- WOOP Danville, Ky.—Granted mod. of permit for extension of completion date for new station to Nov. 10. Action May 16.
- WJRO Glen Burnie, Md.—Granted mod. of permit for extension of completion date for changes to Oct. 30. Action May 16.
- WTRX Flint, Mich.—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 16.
- WKWM Kentwood, Mich.—Granted mod. of permit for extension of completion date for new station to Nov. 1, 1978. Action May 16.
- WHND Monroe, Mich.—Granted mod. of permit for extension of completion date for changes to Nov. 1, 1978. Action May 16.
- WBRB Mt. Clemens, Mich.—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 16.
- WSGW Saginaw, Mich.—Granted license covering permit for changes. Action May 12.
- KPRM Park Rapids, Minn.—Granted mod. of permit for extension of completion date for changes to July 30. Action May 12.
- WEVD New York—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 16.
- WEBO Owego, N.Y.—Granted mod. of permit for extension of completion date for changes to Aug. 15. Action May 16.
- WCTM Eaton, Ohio—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 16.
- KAKC Tulsa, Okla.—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 16.
- WTJS Jackson, Tenn.—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 16.
- WAKI McMinnville, Tenn.—Granted license covering permit for changes. Action May 12.

FM actions

- WOGL-FM Butler, Ala.—Granted mod. of permit for extension of completion date for new station to Oct. 4. Action May 16.
- *KUSF San Francisco—Granted license covering permit to change ERP and ant. height. Action May 12.
- KGRE Greeley, Colo.—Granted license to change

ERP and ant. height. Action May 12.

- *KQED San Francisco—Granted mod. of permit for extension of completion date for changes to Nov. Action May 16.
- *KEPC Colorado Springs—Granted mod. of license covering change in name of licensee to: Pikes Peak Community College. Action May 16.
- KLIR-FM, Denver—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 16.
- WJEE Jacksonville, Fla.—Granted mod. of license change SL. Action May 12.
- WVOH-FM, Hazlehurst, Ga.—Granted license covering permit change ERP and ant. height. Action May 12.
- KJOT Boise, Idaho—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 12.
- WCBW Columbia, Ill.—Granted license covering permit to change ERP and ant. height. Action May 12.
- WAZY-FM Lafayette, Ind.—Granted license to change SL, ERP and ant. height. Action May 12.
- *WTUK New Orleans—Granted license to change ERP and ant. height. Action May 12.
- *KDSA Wichita, Kan.—Granted mod. of permit for extension of completion date for new station to November 4. Action May 16.
- *WCML Alpena, Mich.—Granted mod. of permit for extension of completion date for new station to October 4. Action May 16.
- WLWL-FM, Minneapolis—Granted mod. of permit for extension of completion date for changes to Nov. 24. Action May 16.
- KIDA-FM, Moorhead, Minn.—Granted mod. of CP for extension of completion date for changes to Nov. 1. Action May 16.
- KEEY-FM, St. Paul—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 12.
- KOOZ(FM) Great Falls, Mont.—Granted license covering permit to change ERP and ant. height. Action May 12.
- WLUF Gouverneur, N.Y.—Granted license covering permit to change ERP and ant. height. Action May 11.
- WSOC-FM, Charlotte, N.C.—Granted mod. of license to add remote control. Action May 16.
- WFCB-FM, Chillicothe, Ohio—Granted mod. of permit for extension of completion date for new station to Aug. 14. Action May 16.
- WEDA-FM Grove City, Pa.—Granted CP to install new ant. Action May 10.
- WOTB(FM), Middletown, R.I.—Granted mod. of CP to make changes in ant. system, change TPO, ERP and ant. height. Action May 12.
- WSIM(FM), Red Bank, Tenn.—Granted mod. of permit to add remote control. Action May 12.

- WSEV-FM, Sevierville, Tenn.—Granted mod. of permit for extension of completion date for changes to Nov. Action May 16.
- KQXY(FM), Beaumont, Tex.—Granted license covering permit to change ERP and ant. height. Action May 12.
- *KAMU College Station, Tex.—Granted license to change ERP and ant. height.
- WHGC(FM), Bennington, Vt.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 16.
- WCPI(FM), Wheeling, W.Va.—Granted permit to change ERP and ant. height. Action May 12.

In Contest

Procedural rulings

- Atlanta—WIGO Inc. (WIGO[AM]) **Revocation Proceeding:** (Doc. BC 78-53) ALJ John H. Conlin continued hearing from July 11 to July 12 in Atlanta. Action May 11.
- Lakewood, N.J. Mid-State Broadcasting Co. (WHLW [AM]) **Renewal Proceeding:** Doc. 20610 Chief, Office of Opinions and Review granted motion by Norman Mesnikoff, receiver of Mid-State, and extended to June 5 the time for filing exceptions to initial decision released March 2. Action May 16.
- Cleveland—SJR Communications, Inc. (WQAL[FM]) **Renewal Proceeding:** ALJ David I. Kraushaar set certain procedural dates and rescheduled the hearing from June 20 to September 12 there. Action May 12.
- Actions
- Baton Rouge, La.—Commission renewed license of WAIL(AM) to June 1, 1979 (remainder of term for Louisiana stations). Station had been granted short-term renewal because of concern over nondiscrimination employment rules. Action May 18.
- Brockton, Mass. Commission granted Massasoit Community College of Brockton CP for a new 10-watt education FM on 90.5 mhz, rejecting petition to deny filed by WGAL Television Inc., licensee of WTEV(TV) New Bedford, Mass. Action May 10.
- Commission ordered reduction in UHF receiver noise figure from 18db to 14db effective Oct. 1, 1981. Reduction to 12db tentatively set for 1982. Action May 19.
- Harrisburg, Va.—ALJ David I. Kraushaar, in summary decision, granted application of Radio Blue Ridge Inc. for new FM on 104.3 mhz; denied contentions by Radio Harrisonburg Inc. Action May 1.

Fines

- WLMD(AM), Laurel, Md.—Notified of apparent liability for \$250 for repeated failure to perform and log calibrations of antenna monitor at specified intervals. Action May 10.
- WDAI(FM) Chicago—Notified of apparent liability for \$7,000 for inaccurate logging of commercial announcements for a "Super Bowl of Rock" promotion. Action May 18.
- WCIR-AM-FM Beckley, W.Va.—Notified of apparent liability for \$3,200 for the following repeated violations: operating with an improperly licensed operator on duty; failing to log weekly transmitter inspections; failing to transmit and log weekly EBS tests; failing to make required entries in the operating log; operating with excessive power; operating with full power or with PSA power earlier than the time authorized. Southern has 30 days to either pay the fine or contest the forfeiture. Action May 18.

Cable

Action

- Goodland Cable TV for Goodland, Kansas—Granted 90 day extension of special temporary authority to add replacements for regularly carried signals. Action May 17.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Manager Wanted for small market station in Midwest. Stock option open. Salary open. Send full resume. Box F-114.

General Sales Manager for Florida major market high-power FM. Experienced, energetic self-starter with great track record to totally organize and manage sales division. EOE. Resume, including references, salary history and expectations, Box F-116.

South Texas FM station needs person to take over. Manage sales and all other facets reporting only to owner. A golden opportunity for someone with drive and imagination. Our format is Contemporary and we are automated although the person hired must have a Third Class License and on air experience. An Equal Opportunity Employer. Write Box F-141.

Station Manager for successful small market Rocky Mountain AM/FM. Must have growth record and sales leadership. Only the best of references considered. Sound growth newspaper and radio company. Send details, salary requirements to Box F-172.

Fabulous Opportunity in this newly opened Sales Manager's position for the proper person. If you're a young man or lady that wants to work in a top western market where living is great and opportunity abounds, we want to speak to you! Retail selling and agency experience preferred. Must know difference from paper and real money. Know value of good collections and excellent service. Ability to sell, plus motivate sales staff and design ingenious promotions. This is not a desk job! Career position with top company that promotes all from within and offers profit sharing, company car, over-rides and the best insurance possible. We start young managers at \$18,200.00 base. Call Mr. Lightfoot at 208-344-8661 or send resume to P.O. Box 8087, Boise, ID 83702.

HELP WANTED SALES

Experienced Radio Sales person wanted for Southern California "Country" AM and "Rock" FM operation. Call or write Mike Thomas, KBBQ/KBBY Radio, Box 5151, Ventura, CA Equal Opportunity Employer.

Immediate opening for gentleman or lady that is experienced street fighter that preferably has agency experience. Person applying must have motivation to make money and to help others make money by properly advertising. Career position with top young company that's suffering from growing pains. Company car and great benefits in this solid growth position. Box F-107.

Top Money for Outstanding Producer with management, ownership goals. WHNN No. 1 ARB, Flint, Saginaw, Bay City. 97,000 watts over eastern Michigan. 17,100 average quarter hour ARB—Monday-Sunday, 6 a.m.—midnight. Cume—235,000 weekly. Pulse: "Most listened-to FM in U.S." Can you turn this ammunition into \$12,000—\$20,000 monthly billings? Great future if you can. Dan Stewart, Box 96, Saginaw, MI 48606. 517-892-9528. Proven track record necessary. Tri-Media Inc.—Equal Opportunity Employer.

Sales Manager—Florida. Opportunity to buy in. Carry key list and build department. Growth market. Call 305-783-8660 after 7 p.m.

Fresno, Cal. Dominant beautiful music station has immediate opening for local sales person. Start with good list, including leading agencies. Should be self-starter with outstanding record; minimum three years experience. EEO employer. Send resumes and references to KKNU, P.O. Box 4261, Fresno, CA 93744.

Join a team of aggressive pros. Carolinas. Thorough training. Constant station promotion. Medium market. Contemporary. EOE. Box F-121.

Excellent career opportunity for bright problem solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Mid-West Family group seeks eager sales person on the way up to fill openings in two of our markets. We'd like to interview outstanding recent grads and sales people with 1, 2 years experience, excellent records. All management and stockholders drawn from within our group. Phil Fisher, Box 2058, Madison, WI 53701 EOE.

A Great Job. The living is good, the money is good and the future is bright. We are looking for our first Sales Manager. The job requires a person with the ability to sell, create promotions, recruit and train a sales staff and organize the Sales Department in a professional manner. Contact Bill Scott, KWEI, Weiser, ID.

Sales Representative—for a great Contemporary station in one of America's glamour Western cities. Experience preferred. Please contact: Jon Waldman, General Sales Manager, KIMN Radio, Box 14008, Denver, CO 80214. KIMN is an Equal Opportunity Employer.

Twin Cities best sales opening in years. See Liggett display.

New Radio Station in Queen Anne's County, Maryland, area needs self-starting personnel with radio sales experience for major market. Only serious need apply. Write WAQA, Box 399, Stevensville, MD 21666.

Local Sales. Outstanding "Street Fighter" ... great station, great deal. Minimum 5 years experience. KRUI, Santa Barbara, CA 93101. 805-963-1831.

Development Director, KANU, University of Kansas. Designs and implements fund-raising, public relations, advertising, audience research and related activities. Expanding department with freedom to be creative. Proven record of public and corporate support give strong base on which to build. BA in Communications, Business, Radio-TV, Journalism or related field required. Knowledge of public broadcasting, public relations, sales and fundraising highly desirable. Salary \$13,000—\$18,000 annually. Send resume by June 26 to Howard Hill, KANU, Broadcasting Hall, University of Kansas, Lawrence, KS 66045. KANU is an equal opportunity/affirmative action employer. Applications are sought from all qualified persons regardless of race, religion, color, sex, disability, veteran status, national origin, age, or ancestry.

Southwest city of 40,000—need enthusiastic, well organized, self starting sales person with FM AOR experience. Equal Opportunity Employer. Send resume to KKQQ, Box 1890, Clovis, NM 88101.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Wanted by Colorado Regional 5000 Watt Radio Station. Strong responsible Announcer and Production Person with PD. potential, capable any shift, varied format. Your experience will get a workout in a quality station. Send tape and resume to General Manager, Box 890, Lamar, CO 81052.

Personality wanted minimum two years experience for nights 7 to midnight. Send resume and air check, no phone calls, to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46515. An Equal Opportunity Employer.

Wanted Now ... three announcers to do board work and production at Wyoming station. First ticket a must. Box F-160.

Experienced announcer with FCC First Class license. Duties include on the air announcing shift, announcing style suitable to MOR format, including authoritative news delivery; commercial production and recording; and assisting chief engineer in technical maintenance. Send tape and resume to WGBR Radio, P.O. Box 207, Goldsboro, NC 27530. An equal opportunity employer.

WLKW, Providence, one of nation's leading Beautiful Music stations, seeks tapes and resumes immediately from experienced staff announcers. Must have moderate to heavy voice with friendly one-to-one delivery. Salary open. Send to Tony Rizzini, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. EOE. No phone calls.

South Florida MOR Contemporary needs a Pro with 5 years minimum experience. Announcing, production and news skills essential. Top flight facilities. Professional staff. Lovely area on Florida's Golf Coast. Five figure salary plus benefits. Equal Opportunity Employer. Box F-104.

Immediate opening. Announcer with First Phone. Afternoon air shift on full time Contemporary station. Some experience needed. Opening due to promotion. Send resume and tape to Manager, WCMD, PO Box 1665, Cumberland, MD 21502. EOE.

AM/FM/TV facility in Midwest medium market looking for mature personality. Excellent longterm spot with good pay and benefits. Send tape and resume to Don Guthrie, WKBN, Youngstown, OH 44501. An Equal Opportunity Employer.

Immediate opening. Sign on personality. Not just time and temperature. Qualified? Send tape, resume to Jerry Collins, WASK, Box 880, Lafayette, IN 47902. EOE.

Major Market Beautiful Music station looking for mellow voiced on air/production persons. Equal Opportunity Employer. M.F. If you're interested in moving up, can take direction, and want to join a major communications firm, send resume and salary requirements to: Box F-162.

Still Looking for experienced 7 to midnight announcer who can communicate in a highly competitive market. We are ARB No. 1 12+ and 18+ and want to stay that way. Here's your chance to join an excellent staff. Send tape and resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE.

Mature sounding announcer to assist in operation of a beautiful music, automated FM station. Send tapes, resumes and salary requirements to C. Rosse, WQMC, P.O. Box 1230, Charlottesville, VA 22902. An equal opportunity employer.

First Phone Production Pro for Adult Suburban MOR live/automated. Excellent facilities. Respond to General Manager, WPVL, Painesville, OH. Minorities are encouraged to apply.

Coastal Maine country station looking for announcer—promotion director. Must be strong in both with good production and experience. Send tape, production samples, resume and references to WKXA, Box 900; Brunswick, ME 04011. EOE.

Twin Cities. We pay for ratings! See Liggett Display Ad.

Immediate opening for experienced air personality. Possible sales. New progressive country WDZD-FM on North Carolina coast. 919-754-8171.

Experienced commercial radio. Easy listening. Drive time and evenings. WVOS Liberty NY. Lubin 914-292-5533. EOE.

Experienced Jock for Night-time Country shift. Tapes and resume to Personnel Director, WSM, inc., Box 100, Nash., TN 37202. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

Morning Air Personality needed for 100,000 watt Florida East Coast Station. Are you witty, charming, lovable? Great long term opportunity for air personality with stable background. Pros only, please. Production skills essential. Good pay, great living in this growing ocean community. Send resume and tape with air check and production samples Jim Lord, WOVB, Box 3192, Fort Pierce, FL 33450. Phone 305-464-1400. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer. All new automated excellently maintained Class C. Overnight hours, pleasant folks, quality standards. Start 10K. K106-FM, Beaumont TX. 713-769-2852.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities. Equal Opportunity Employer. Send resume to Carl Smith, KRAV-FM/J, PO Box 746, Tulsa, OK 74101. 918-585-5555.

Chief Engineer/Air Personality ... Virginia AM-FM with new facilities seeks excellent chief with air abilities. Must be strong in both areas. Security and five figure income. Resume to Box F-74.

Chief Engineer, 5 Kw, DA, New Hampshire. Good salary, benefits. Career position. Must have broadcast engineering experience. EEO/AA. Resume to Box F-77.

Chief Engineer for San Francisco area FM station. Capable person needed for studio and transmitter maintenance. Send detailed resume, references and salary requirements to Box F-85.

Outstanding Opportunity as Chief Engineer with non-commercial 70,000 watt. Top trouble-shooter with First Ticket, minimum 3 years experience including FM Stereo, SCA, Micro-Wave, Proofs, maintenance and repair. Will be involved with construction of network satellite receiving station. Ability to maintain basic TV production equipment desirable. Great place to live near lakes and mountains. Application deadline June 1, position open July 1. Send resume and salary requirements to Personnel Office, Box 24070A, East Tennessee State University, Johnson City, TN 37601. An EEO-AA Employer, M-F.

Looking for assistant engineer to work and grow with young powerful AM-FM stations. Southeast. Experience preferred, but not necessary. ... Equal opportunity employer. Send resume to Box F-117.

Help Wanted ... Chief engineer, capable of maintaining AM-FM Directional. Must be well versed in solid state as well as tubes. Excellent facilities and equipment. Good salary. Excellent benefit plans. Only experienced need apply. Mid-Atlantic state medium market. Box F-138.

Chief Engineer for Arkansas directional facility. Excellent location, friendly personnel. Looking for a Chief who enjoys good compensation, has pride in his work, and is looking for a management that appreciates a dedicated Chief Engineer. Equal Opportunity Employer M/F. Reply, sending resume and stating salary requirements to Box F-143.

Immediate opening for a full-time Chief Engineer. Must know directional antennas. Only experienced applicant apply. Best of references required. E.O.E. Box F-150.

First class engineer for Idaho AM/FM. Good growth opportunity for one who wants to get ahead. Send references and salary requirements to Box F-173.

KVMT, Vail seeking Engineer/Announcer with First. Some experience needed. Person must be able to ski. Good benefits, plus free skiing at Vail. Rush credentials to Box 2179, Vail, CO 81657. 303-476-5868. EOE/MF.

Engineer-Announcer, combination for 5 Kw DT AM, 3 mhz, FM, possible automation, maintenance. Some air work. Good small town living in Deep South. Call Collect, Fred Vice 1-601-773-3481.

Chief Engineer needed to provide complete engineering support for public radio station (NPR member), 5kw AM, 100 kw FM. Will plan and coordinate station expansion, maintain and repair transmitters plus studio and remote equipment, set standards for and supervise assisting staff, work closely with operating staff, consult with college faculty and staff on electronic equipment. Must have FCC First and five years experience in broadcast engineering or equivalent. Electrical engineering degree desirable. Experience in digital, analog and solid state circuits helpful. Salary 14K to 17K. Contact Paul F. Peterson, Manager, WCAL/WCAL-FM, St. Olaf College, Northfield, MN 55057. Equal opportunity employer.

Twin Cities 100kW FM. Competitive engineers see Liggett display ad.

FM 97—Pop/Adult—Oklahoma City is in need of a full time Announcer/Engineer with First Phone to head Engineering at the station. Great opportunity for the right person. Send tape & resume to Dwayne Allan—Program Director FM 97—Box 686, Edmond, OK 73034. Phone: 405-341-8440.

Chief Engineer Minimum of 5 years experience with one employer. KRUZ, Santa Barbara, CA 93101 805-963-1831.

Chief Engineer, 1000 day, 250 night non-directional. Must have 1st Class FCC License, complete maintenance background. Knowledge FCC regulations. Call or write WIGO, 1422 W. Peachtree Street, Atlanta, GA. 30309. 404-892-8000.

Ch. Eng. Exc. loc. in N.E. Good opp. Directional Ant. Call 203-878-5915 or WFIF, Milford, CT 06460.

HELP WANTED NEWS

50 KW Major Market stations seeking experienced talk and news personality. Equal Opportunity Employer, F/M. Send resume to Box F-81.

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, IA.

Immediate Opening—Morning Drive Anchor/Editor. Must have strong background in Broadcast Journalism and pleasing voice. Tape and resume to Jerry White, News Director, WBT, No. 1 Julian Price Place, Charlotte, NC 28208. No Drop-ins, please. An Equal Opportunity Employer.

WASK, Lafayette, IN seeks experienced News Reporter to join staff of five. Tape, resume and writing sample to Mike Piggott, Box 880, Lafayette, IN 47902. E.O.E.

News Director. Top Radio Contemporary station in Norfolk/Newport News, Virginia market with long tradition for outstanding news. Present director retiring. Director supervises staff of three. Station celebrating its 50th anniversary. Offers good salary and benefits. Send tape and complete details to Ambert Dail, WGH, Newport News, VA 23607.

Sports Director ... Full-time person to do over 100 p-b-p football, basketball, hockey, baseball games. High school and college. Prepare and present several sports shows, do interviews, commentary, and represent station at local sports functions. Applicant must have impeccable personal and professional recommendations, have strong desire to cover local sports scene. Send complete resume, edited tape, salary requirements to Mike Diem, WJON Broadcasting Co., St. Cloud, MN 56301, one of America's four great radio stations. EOE.

Sr. Producer, News and Public Affairs for major public radio operation. Direct staff producing unique daily telephone call-out program. Supervise and participate in the production of heavy schedule of newscasts. Two years public radio experience preferred. Must have excellent air sound and leadership ability. Starting salary commensurate with background and abilities to \$15,715. Send resume, air check to Donald Forsling, Associate Manager, WOI-AM-FM Iowa State University, Ames, IA 50011. EOE.

Southeast. Leading contemporary in top 150 metros. No. 2 position in 3 person staff. Afternoon anchor plus street work and evening meetings. E.O.E. Box F-119.

\$13,000 per year as starters. News Director of award-winning, news-oriented station. Midwest. Are you good enough? Box F-129.

News Director—Wanted for 5KW news leader in Missouri market of 16,000. Experience, references, resume, and personal interview required. Box F-140.

Top Rated Adult Contemporary station in Southwest needs a strong authoritative Anchor who knows what Morning Drive News is all about. Solid news judgement, a sound knowledge of community affairs, tight writing and good production a must to join aggressive Medium Market news operation. Salary negotiable. Equal Opportunity Employer. Resume to Box F-146.

Free lance radio journalists wanted to do taped interviews on education in ten largest US cities. Contact City School News, 250 West 57th, Suite 1502, New York, NY, 10019. 212-757-9714.

News-caster/Reporter. Immediate need for aggressive broadcast journalist with good sound, solid reporting and writing ability. Good salary and benefits. Please send tape and resume to Rich Hansen, WNLC/WLYQ, Box 1350, Norwalk, CT 06852. Phone 203-853-2603. EOE.

Combination News and Sports person wanted for Small/Medium Market station in the Rockies. Play by Play football and basketball plus three sports shows daily. Send tape and resume to General Manager, KVOC, PO Box 2090, Casper, WY.

News Director. Must be aggressive, experienced, able to run 4 person department committed to local news. Tape & resume to Arnold Lerner, WLLH, Lowell, MA 01853. E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director/Announcer for AM Contemporary. Great opportunity for bright, aggressive, person w/ leadership qualities. Send resume, tape, & requirements to General Mgr., WILS 600 W. Cavanaugh Rd., Lansing, MI 48910. EEOE.

Major Market Midwest Country music powerhouse looking for dynamic program director who is a top air talent, and production person. This exceptional opportunity can allow you to move up and earn good money. Reply in full confidence. Box F-161.

Twin Cities. Competitive, Production/Copy genius wanted. See Liggett display.

KTOO-FM radio station is looking for a Music Director. Duties include ordering, shelving, cataloging and coding of all albums received, compiling play lists, and covering some shifts. Applicant must have FCC Radio/Television Third Class License with Broadcast Endorsement, previous radio experience, especially in community oriented type media, and should have good knowledge of many types of music. Salary \$1100 monthly plus benefits. Send resume and references to Bruce Theriault, Station Manager, KTOO 240 Main Street, Juneau, AK 99801. Application period closes May 22, 1978. KTOO is an Equal Opportunity Employer.

Minnesota Public Radio seeks VP for Programming. Responsible for the development, selection and presentation of programming on MPR's six-station public radio network based in St. Paul. Reports to President. News Director, Music Director and special projects directors report to this position. Experience in or knowledge of public broadcasting; background in broadcast news; demonstrated knowledge and interest in the arts; experience in administration; creativity and ability to stimulate program staff. Salary \$20-25,000. Send resume and letter of interest to Programming, c/o Tom Kigin, MPR, 400 Sibley St., St Paul, MN 55101 before June 16, 1978. AA/EEOE.

SITUATIONS WANTED MANAGEMENT

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.

SITUATIONS WANTED MANAGEMENT CONTINUED

32 year old salesman ready for sales management, but nowhere to go in present situation. Would like to hear from viable stations in major and large middle markets. Box F-94.

GM/GSM presently Central California ... 20 years all phases broadcasting seeks like position with growing organization with end result of making \$\$\$\$\$\$ for both of us. Interview at my expense. Broadcasting Box F-95.

Aggressive, Determined, hard-working Account Executive, seven years Top Ten Market experience seeks Sales Management opportunity. Box F-111.

General Manager/19 Years experience all aspects of Radio. Heavy Sales—Programming—Management—FCC. Will Lead—Motivate—Co-ordinate. Cost—Bottom Line Conscious. Total Community involvement. Box F-124.

Manager of Major Market public radio with 29 years in industry desires position as manager, program or news director in warmer climates due to wife's health. Box F-133.

Broadcast Executive, including former ownership. AM FM CATV. Sales, Programming, Acquisition, Finance. Available Now. Box F-153.

Operations-Program Director. 14 years Contemporary experience plus complete understanding of all facets of station operation. Box F-166.

15 year radio veteran experienced all phases. 9 years with the same company, last 6 years as manager. Have outgrown present position. Looking for a challenging situation with potential and security. Box F-168.

Ready For Management in small market. Seasoned. Versatile. Wayne Sorge 214-657-2627.

SITUATIONS WANTED SALES

You want more Money. I can make it for you. Radio or TV. Major or medium market. Anywhere. College grad. Box F-33.

Eight Years Sales and announcing experience, any format, any Market. 1st Phone. (No revolving door operations need respond.) Box F-131.

Retail and Agency Sales. Top Pro. Top Biller in top five market. Heavy experience. Proven record. Want to relocate in Sun Belt or West Coast area. Not looking for just a job, have one now but want to find a good place to work, opportunity to advance and a good market. You will be getting the best and am looking for the same. Box F-156.

Experienced salesman with unique air talents. Looking for morning air shift with sales opportunity in medium or major market. Send for tape and references. Box F-159.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd Endorsed looking for first job. Phone weekdays. 716-834-4457.

DJ, 3rd Endorsed, tight production/board, good news/commercial delivery, ready now anywhere. Box F-31.

Experienced and Employed—3 years/3rd phone seeking AOR/MOR gig. DJ plus News, Production and some management background. Call Joe, 215-922-2797 or Box F-41.

8 yrs. Contemp. MOR Oldies Jock would like to continue in an MOR format with warm and friendly approach. 30, single 1st Phone. Box F-47.

Steve Allen, Hawthorne, Dave Garraway have nothing on me. Radio Entertainer, 1480 6th N.W. Salem, OR 97304, 503-581-5508.

Experienced announcer, AM-FM-TV. First phone. Seeking weekends, South Florida. Currently employed transmitter maintenance. 305-434-1234, evenings.

Eager broadcasting school grad with "live" experience and 3rd. Available immediately anywhere. 507-437-6681, Ext. 50.

Experienced male announcer with MOR and Top 40 preference. Tight board, good voice, and knowledgeable regarding contemporary music history. Seeks full-time employment in Mid West. Resume, tape. 517-487-4496.

Male age 19 Third Endorsed, expertly trained seeking first break in Radio. Available immediately, will relocate anywhere. Tape and resume available upon request. Call 312-247-7099 between 6 am til 2 pm or write Rich Dobbs, 4832 So. Ridgeway, Chicago IL 60632. AOR.

Experienced Baseball Play-by-Play, 3rd Endorsed, 21, enthusiastic, ready to travel. Frank Guillaume, 11 Grandview Avenue, Cohoes, NY 12047. Call: 518-237-0392, after 4 PM.

Personality Pro, No. 1 Top 40 contemp nite Jock looking for move to top 50 market. PM drive exp., too. 5 yrs. exp. 1-413-739-5254.

Production worker—Anncr. Self starter. 1st/office/news exp./30 Mos./207-882-7395.

Five Years At My Last job. Adult Contemp. jock looking for stable operation—First phone, capable engineer and news, too. Current TSA 1,000,000+. Great references. Help! Box F-130.

D.J. with One Year Small Market experience, and hard working, looking for Small or Medium MOR in Midwest—Tape with resume, good references. Box F-134.

Experienced—Announcer, P.D., Production, M.D. No objection to automation—Love It! Prefer Northern California. Consider all areas. Family man. First phone. Box F-148.

First Phone, good voice, looking for FM Rocker. Beginner. Box F-155.

Experienced Black Announcer with R&B, Country, and Gospel background 3rd Endorsed. Tape and resume upon request. If offer is right, will relocate. Box F-175.

Air/Sales Combo. Young, aggressive, experienced announcer: BS-Communication/Marketing. Strong Contemporary Music background. Relocation no problem. Available immediately. Tom Mulligan, 801 South Fourth Street, Terre Haute, IN 47809.

Recipe for a top flight announcer: Mix first ticket with experience. Add good voice, knowledge of music, news, production. Sprinkle with excitement. Fills all formats. Call after 7 pm. Alana 215-848-7299.

A.O.R. Morning Team seeks Major Market position. Excellent ratings. We mix humor, news, and music. Box 7713, San Diego, CA 92107.

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 til 9 p.m. 312-673-3000 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

Broadcast School Trained. Third Endorsed. Some experience DJ work. Will cover summer vacations or work entire summer anywhere. Likes travel. Andrea Seaman, Pittsburgh, PA. 412-462-3241.

Experienced First Phone seeking midnight shift within 70 miles of Los Angeles. 602-428-6262.

Experienced Announcer in Small Market with Major internship. Currently program, news, sports, and music director. First Ticket. Single, Excellent voice, and proven dependability. Call Randy at 402-245-2453 or 402-245-2448. Medium and Major Markets only.

SITUATIONS WANTED TECHNICAL

Young chief engineer wants career, 5 years experience AM/FM, 3 as chief. Familiar with latest technology. 3 years college. Currently employed, available September. Box F-40.

Well qualified engineer seeks position as part of a heads up management team. Experienced in audio, automation, studio, construction, rf installation, STL's, directional arrays, FCC rules and more. Highly educated, superb references. Box F-73.

Chief Engineer. Mature, college. Skilled corrective maintenance gig-shooter. Rules, patterns, proofs. South Florida. Walt MacTammany 305-721-1539.

Engineer, mature, experienced as Chief, 20 years all phases, 5 to 50Kw. Prefer S.E./East. Box F-145.

Miami chief, experienced (AM/FM/DAS, construction) ready to move up. Box F-163.

Sober efficient Chief. 25 years electronic maintenance. Prefer Mid or South U.S. Consider North. C. L. Sweet 318-238-0059.

SITUATIONS WANTED NEWS

News Oriented Announcer, 3rd Endorsed, seeks first broadcasting position. Male, 28, college degree, graduate credits, photographic experience. Desires Pacific Northwest area but will relocate elsewhere. Box F-28.

Thoroughly Professional, experienced News Director for multiple-member news department. Aggressive. Box F-44.

Sports Director six years experience all play by play, looking for medium market, available in September. Call 305-666-3615.

Sports Director. Excellent PBP credentials. Veteran of six years. BA in communications. Seeking full time position in Radio or TV. Available immediately. Box F-63.

Sportscaster seeking move up to sports minded station from small market. Five years PBP of all sports, local sportscasts with emphasis on actualities, telephone-talk, college degree. Box F-65.

Major Market Sports Director 4 years, PBP of Big Ten basketball and football, called 70 games last year, award winning documentaries. Change in format has completely eliminated sports department. Seeking medium to major market position. Box F-70.

Major Market News—Talk pro wants full-time sports job. Solid background, including some P-B-P. Willing to consider good sized Medium Markets. Box F-93.

Woman—4 years commercial experience performing every job in radio and television newsrooms, management included. Excellent academic background. Am a strong street reporter, serious about no-nonsense news. Let's talk. P.O. Box 31724, San Francisco CA 94131.

Sex—now that I have your attention: an experienced and dynamic play-by-play sport's announcer, who does his homework, looking for a move up. Nobody will work any harder. Box F-120.

Anchor-News Director. Now major market O & O. No problems, tired of politics. Family man, non drinker, licensed pilot. Market size of less importance than stability and area. Suitcase full of awards, but I don't hang 'em. Sound has been described as "Authoritative, warm and intelligent". Box F-125.

3rd Endorsed Newsmen, on-air experience BA., self-starter, will relocate. Tapes/resume available, Patrick Blake. 716-885-4923 or Box F-137.

Farm Director, top awards, ratings, 20 years experience. Midwest orientation. For resume, tape write Box F-152.

Sports Director, 7 years including major market, 3 years network correspondent, needs similar position in major or medium market. Also PBB, Color experience, able to relocate now. Box F-164.

Experienced Medium Market ND seeks new challenge in Major, Upper-Medium Markets. I can provide field experience, leadership. Patient with beginning reporters. Box F-165.

12 years of experience in news, sports, and DJ. Strong news and PBP in football, basketball, hockey. Wants to relocate to Western Medium to Large Market. Box F-167.

Female broadcast journalism major graduating June, seeks news position. Have had practical experience. Unafraid hard work. Teresa Laird, 625 Offenauer West, BGSU, Bowling Green, OH 43403, telephone, 419-372-6188.

SITUATIONS WANTED NEWS CONTINUED

Experienced Newswoman: Good news gathering and writing skills, nice voice. Interested in working hard for a station that shares my enthusiasm for news, FCC 3rd Endorsed. Lisette DuPre 301-329-6043.

Snoop with good sources. Cross between spy and storyteller. Communicator who reproduces scenes with sound. If what you want is Relevance; Information; Innovation; Entertainment—I'm your woman. Writer, producer, interviewer, organizer, distinctive on-air personality with knowledge of music. News—It doesn't have to be a tune-out. Alana 215-848-7299 after 7 pm.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Troubleshooter: Heavy programming experience turning losers into winners, from ground up or fine tuning. Country, top 50 markets preferred. Available now. Dave Donahue 901-362-0862.

12 Year Pro, wanting stability and above average income for above average programming in Medium or Major market. Impressive credentials. Box F-86.

Experienced, Successful, Small-Medium Market PD looking for Midwest station. Prefer Country or other soft format. When you call we'll talk opportunity—not money. Dick 1-307-265-0122.

Ambitious, Talented, Promotion-Minded individual seeks greater challenge. Presently employed but looking for position in Operations. Three years experience in all aspects of Radio. Good voice. Strong writing skills. Editing, production, remotes, traffic, public relations. Third endorsed. Excellent organizational ability. For tape and resume call or write: Glenn Potkova, 149 Wolf Road, Orchard Park, NY 14127. 716-649-2246.

12 Year A.O.R. Pro seeks Medium-Major Market programing position. Box 7713, San Diego, CA 92107.

Biting Big Apple. Experienced announcer and creative writer/producer desires full or part-time position in NYC or vicinity. P. Miller, 211 W. High, Urbana, IL 61801. 217-351-1625.

TELEVISION

HELP WANTED MANAGEMENT

Traffic Manager needed for fast growing group ABC affiliate in northeast; prefer experience; must be take charge person; good with detail; M/F E.O.E. Send resume to Box F-106.

Account Executive to join an aggressive local sales staff of a group ABC affiliate in Northeast; prefer broadcast sales background; M/F E.O.E. Send resume to Box F-106.

Station Manager Broadcast Group is looking for a TV Station Manager. Some radio experience helpful but not essential. Looking for person with management experience who would like to grow with our organization. You'd be located in a middle market in the Midwest. Good pay, fringes, and work environment. All replies confidential. Equal Opportunity Employer. Send resume to Broadcasting Box F-112.

Assistant Director, Television. Responsible for formulating, evaluating, and reviewing policies concerned with TV program/production; representing the TV broadcast stations in conferences and meetings; establishing and administering the organizational and personnel policies of TV program/production areas. Assists in the development of funding plans. Requirements: Background in and knowledge of all phases of broadcast and closed-circuit instructional programming. Knowledge of FCC regulations desirable. Previous experience is necessary. Salary Range: Minimum \$17,160. Deadline Date: June 5, 1978. Reply to: Elizabeth L. Young, Director, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210.

HELP WANTED SALES

New V.H.F. in Wyoming needs experienced, self motivating, Sales Manager to develop new market. Contact Doug Kehrig, P.O. Box 9, Rock Springs, WY 82901.

Account Executive needed immediately for rapidly growing TV station in top 10 market. Must have broadcast experience, be professional and aggressive. Excellent opportunity and benefits. Equal Employment Opportunity, M/F. Send resume to Broadcasting Box F-123.

HELP WANTED ANNOUNCERS

Staff announcer with excellent commercial production voice, plus on-air experience. Potential for news position. Equal Opportunity Employer. Contact Meyer Davis WTAJ-TV Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Video Operations and maintenance engineer needed for a major market TV station production facility. Extensive experience in setup and operation of broadcast cameras, quads time code editing, etc. Excellent salary and benefits—An Equal Opportunity Employer M/F. Send resume and salary requirements to Broadcasting Box F-96.

Microwave Field Technician needed to maintain intercity relay system in beautiful Idaho. First phone required. EEO employer. Resume to Vaun McArthur, KAID, Boise State University, Boise, ID 83725.

Control Room Operator—First Phone. Responsible person for unsupervised on-air operations. Excellent starting position. M/F E.O.E. Send resume to Box F-128.

Want to Relocate? Los Angeles VHF Broadcast/Production facility. Ampex Quad equipped, needs experienced Videotape Editors, a Quad Videotape Maintenance Engineer and a general Studio Maintenance Engineer, all with minimum 3 years experience in Broadcast/Production facility. Top salary for top skills. Equal Opportunity Employer. Send Resume to Box F-157.

Television Broadcast Technician. Available immediately. Maintain studio and transmitter equipment, including cameras, 2" Quad VTR, 3/4" VCR, switchers and monitors. First Class license required, previous experience mandatory. Salary negotiable. Address resume and salary requirements to: Chief Engineer, WTVG, P.O. Box 296 West Orange, NJ 07052. An Equal Opportunity Employer.

KUAM-AM/FM/TV on Tropical Guam needs ambitious and competent chief engineer. Salary \$20K or more to start, plus living allowance. Reply to P.O. Box 68, International Airport, San Francisco, CA 94128.

Mature First Class Engineer to work midnight shift at Savannah's only 24-hour TV station. 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.

TV Transmitter and Microwave Maintenance Technician. First class FCC license. Associate's degree in electronics or equivalent plus two years broadcast transmitter and microwave maintenance experience required. Considerable in-state travel required, vehicle furnished. Ability to perform under minimum supervision in all seasons at various remote transmitter and microwave sites. Excellent fringe benefits. Salary range: \$10,572 to \$16,428; normally starting salary not to exceed \$11,856. Send complete resume with a contact phone number no later than June 16, 1978, to Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824. AA/EEO.

Technical Operator. Must be experienced in air switching, videotape, camera and transmitter operations. First Class license. Salary negotiable. Address resume and salary requirements to: Chief Engineer, WTVG, P.O. Box 296 West Orange, NJ 07052. An Equal Opportunity Employer.

Maintenance Engineer. Experience in microwave radio and/or quad VTR maintenance and repair. FCC First Phone. Contact Bob Gibb, Ohio Educational Television Network, Columbus, OH. 614-421-1714.

Chief Engineer, immediate opening, group owned CBS affiliate in Rocky Mountains. Strong VTR background required. Call Bob Blauvelt, KKTU, Colorado Springs, CO. 303-634-2844. EOE.

CCTV Engineer. Position available July 1, 1978 with well-equipped and highly regarded Dental School Media Center. Requires high school, some college and/or completion of a program in electronics and television maintenance at an accredited institute, and preferably, several years experience in maintenance and operation of color CCTV or Broadcast equipment, including FCC 1st Class. Employee benefits are excellent. \$12,700 to start. Write or call: John Kichi, 666 W. Baltimore St., Balto., MD 21201. 301-528-7082.

Technical Operator, Part Time, vacation Relief. Needed immediately. Experienced in air switching, videotape, camera and transmitter operation. Must have First Class license. Salary negotiable. Address resume and salary requirements to: Chief Engineer, WTVG, P.O. Box 296, West Orange, NJ 07052. An Equal Opportunity Employer.

HELP WANTED NEWS

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.

Investigative Reporter for ENG documentary unit needed immediately. Must be sharp TV field reporter and perceptive interviewer. Aggressive self starter who writes and thinks fast in the field. Good on-camera appearance and voice. TV news experience and degree required. Send resume and cassette to: Linda Hunt, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Wanted: On air Sports Director. Contact Bill Moore Area Code 713-833-7512. An Equal Employment Opportunity Employer.

Need aggressive News Director for exciting news market. Contact Richard Grimm, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814.

Major university news bureau wants producer-reporter for ENG operation. Full campus news, feature, sports coverage. Bachelor's degree, two years broadcast news experience required. Strong news sense, initiative, ENG know-how essential. \$13-\$14,000. An equal opportunity employer. Box F-170.

Weekend sports anchor/weekday news reporter. Must have degree in broadcast journalism and proven ability to write, report, and shoot 16mm film. Will request videocassette of work. Steve Grissom, WBBH TV, Fort Myers, FL. 813-936-0195. E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Faculty Position. Beginning Fall 1978 semester. Teaching areas: introduction to mass communication, broadcast fundamentals and specialized areas, filmmaking, film history/criticism. Master's or terminal degree in appropriate discipline. Teaching and media experience. Salary commensurate with qualifications and experience. Send detailed resume, three references to David A. Haberman, Chairman, Dept. of Journalism & Mass Communication, Creighton University, Omaha, NE 68178. AA/EEO.

Production Manager—For medium size market TV station. Must have experience in film, photo, tape and ENG. Must be able to administer production department with staff of 20. Send resume to Box F-136.

Promotion Director. Top 50 TV Station in the Midwest needs a Promotion Manager with savvy and solid credentials and sales promotion, on-air production, advertising and supervision. Creative flair and instinct for what's right—important. Equal Opportunity Employer M/F/H. If you're looking for a challenge, send resume to Box F-171.

Coordinator of Instruction Telecommunications for KETC-TV in St. Louis, Missouri, to handle all contacts with elementary, secondary and higher education institutions; develop contacts for broadcast and non-broadcast information services to small user groups. Apply to: Coordinator of Instructional Telecommunications, P.O. Box 24130, St. Louis, MO 63130 by June 9, 1978. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Expanding South Florida station with commitment to quality production looking for an experienced, self-starting day director. Growing company with excellent fringe benefits and state-of-the-art equipment. Send resume and salary requirement to Personnel, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE.

On-Air Talent. An exciting career opportunity available soon in Sacramento (The 23rd Market) for the right persons to host a new local program series on KXTV, the CBS Affiliate. If you have strong on-air experience and want to work with an energetic and imaginative group of professionals, send resume, video cassette and salary requirement to Cal Bollwinkel, 400 Broadway, Sacramento 95818. An equal opportunity employer.

Graphic Artist for leading independent station with ability to create camera ready advertising layouts, original designs for various types of title and logo art work. Good record keeping, extremely accurate spelling and ability to type at least 40 wpm. Experience in television or related advertising fields necessary. Portfolio and resume required. For further information contact Joseph Shaffer, KMPH TV, 2600 Mooney Blvd., Visalia, CA 93277, phone number 209-733-2600. M/F E.O.E.

Capital Community Broadcasting, Inc. is recruiting for a Program Director for its new public television station (KTOO-TV). The person filling this position will create and implement station program schedules; select, order and schedule non-local programs; design and oversee traffic procedures; coordinate creation of and schedule locally produced programs; and assist General Manager in representing station in national and regional organizations. Applicants should have a minimum of five years of broadcast experience beyond a basic four-year degree; familiarity with public television productions; familiarity with national organizations in public broadcasting; ability to write and edit scripts, reports, and proposals; previous public television experience preferred. Application deadline May 26, 1978. Position open July 1, 1978. CCBI is an equal opportunity employer. Send resumes to General Manager, CCBI, 240 Main Street, Juneau, AK 99801.

WLCY-TV needs an aggressive, self-starting News Producer capable of assisting with assignments and enterprize story ideas, supervising reporters and producing an action newscast. Three years of television news experience preferred, one year of news producing a must. Contact Rod Challenger, News Director, WLCY-TV, P.O. Box 14000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

Wanted: Director of Creative Services to administer total image concept for TV station. Requires supervision of Promotion Manager and Production Manager. Will direct all creative activity, control budget for both departments. Send resume and/or demo tape to Tally Simpson, WCHS-TV, 1111 Virginia St. E., Charleston, WV. An equal opportunity employer.

Assistant Program Manager/Executive Producer WTOP-TV, Washington, DC. An important career opportunity for a strong administrator who is ready to assume responsibility for the content of local programming on this community-oriented station. A minimum of 5 years experience preferred with 3 years experience in the production/direction of public affairs, news or issue-oriented programming. Research or promotion knowledge helpful. Equal Employment Opportunity. Send inquiries to Pat Brown, WTOP TV, 4001 Brandywine St., N.W., Washington, DC 20016.

Production Director—To produce and direct TV programs in professional color studio for state network and local cable distribution. Doctorate preferred, master's required. Responsible for production, budget, studio scheduling and liaison on behalf of TV center. Limited teaching in broadcasting and other R-TV areas. Rank and salary based on qualifications. Position open. Letter of application and resume to Dr. Jack Wilson, Head, Department of Communications, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

We are the world's top broadcasting think-tank and we're expanding our staff. We're looking for a top creative thinker with a background in news, programming, promotion or production. If you have ideas, we have a job. Send your resume to: Richard Sabreen, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

SITUATIONS WANTED MANAGEMENT

I've handled everything from production to ascertainment, ratings to Traffic Management, payroll to union negotiations, cable to FCC reports in a top-ten Radio-TV combine. Let's talk. Box F-115.

President Radio-TV National, International level. Exceptional record of achievement. Box F-174.

SITUATIONS WANTED TECHNICAL

Are you looking for someone with Heavy maintenance, Production, and if required, Management ability? Contact Box F-97.

Are you having Maintenance problems with Switchers, Cameras, Tape machines, or transmitters? If so, my past history says to contact Box F-109.

SITUATIONS WANTED NEWS

News and/or sports reporter. Two years experience in large and medium markets. Journalism degree. Hungry. Matthew, 315-797-5220.

Experienced Producer wants Top 40 newsroom now. If you want a competitive professional, write Box F-78.

Major Market Reporter, network and O&O experience. Aggressive, young, goodlooking. Tape available. Box F-91.

Broadcast Professional with over 12 years of news, editorial, reporting, writing, on-air and management experience looking for right anchor or news director position. Desire to relocate. 714-247-7797 or 245-8635. Ask for Roger.

Woman—4 years commercial experience performing every job in radio and television newsrooms, management included. Excellent academic background. Am a strong street reporter, serious about no-nonsense news. Let's talk. P.O. Box 31724, San Francisco, CA 94131.

Magazine Host. 15 year professional. Solid background in news, sports & weather. Strong interviewer. Now in top 30. Box F-110.

Sex—now that I have your attention: an experienced radio sport's announcer looking for a television job. If possible, I would still like to do some radio play-by-play. Box F-122.

Meteorologist. Enthusiastic, creative, interesting. I also have production experience. Will consider any size market. Box F-144.

Foot-in-door spot sought by aspiring TV reporter, 28, who recently underwent career objective change. Summer or longer. Journalism B.A.; partial M.A. Extremely bright, resourceful, personable, and tireless worker. Good skills; eyes and ears. Am no dummy. NYC-NJ-CT area hopefully. Box F-147.

Aggressive, creative small market TV-radio news director/anchor/administrator. Want medium market challenge (with or without anchor) or medium/large market as reporter/assignment editor. Box F-149.

Sharp, Aggressive, Black reporter wants major market work. Eight years experience. Hard news my forte. Presently employed. Box F-151.

Seasoned Resourceful news director available for small market. Wayne Sorge 214-657-2627.

Sports director with six years radio and TV experience. Talk show host and accomplished photographer. Active, thorough, and accurate. 701-839-5159.

Skilled newfilm and documentary film editor seeking summer or vacation relief position enabling experience editing ENG VTR. Hard worker, fast learner. Salary secondary to opportunity. Will relocate. Resume, references, sample reel: Joe, 301-239-7855.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Associate Producer: for public affairs or news program. Knowledge of ENG, studio production, interviewing, good writing skills. Top 10 market experience. Female MS in B.J. Prefer East Coast. Katherine Dawkins, 650 Monroe St., B'klyn, NY 11221, 212-491-5525.

Production Assistant: Intern with year's experience in small market TV available immediately. Audio, Lighting, Camera, ENG, more. 507-433-6000.

Production Manager, 20 years in television. Dedicated professional will organize and train dynamic creative department. Box F-127.

Studio Director/Announcing experience, 14 years all phases of television production, now earning 18K desires to relocate with a progressive production oriented station in the West. (Other areas considered). Box F-158.

Assistant Director with top ten market experience seeks producing/directing position in smaller market. No geographic preference, Masters Degree in Broadcasting, excellent references, tapes and resume available. 201-224-3467.

CABLE

HELP WANTED TECHNICAL

Cable TV Technicians. Here's chance to grow. New system - small town. AM/FM Radio Affiliation. Earn 12G plus 5-digit commissions. Stock options after trial. Must be either ... Top electronics with credentials or good management potential with references first or good management potential with references first letter. Write: Q. P. Coleman, Box 400, Mobridge, SD. 57601.

ALLIED FIELDS

HELP WANTED TECHNICAL

Sound Recording Technician: Position requires thorough knowledge of sound recording techniques with sufficient technical expertise to maintain quality control of completed recordings. Since the College includes a large music department, a person with a strong musical background is desirable. Duties include the recording, editing and duplication of audio tapes for instructional purposes and routine maintenance and alignment of equipment. Salary range: \$8,000-\$12,500, depending on qualifications. Respond by June 22 to: Dr. John P. Malcolm, Director, Instructional Resources Center, State University College, Fredonia, NY 14063. AA/EO Employer.

TV Maintenance Engineer—Aggressive, young video production company located in the San Francisco Bay Area is looking for a top maintenance engineer with at least 5 years experience in the set up and repair of studio and ENG color cameras, 3/4" and 1" VTR's, TBC's and editing systems. This is an excellent growth opportunity. Send resume and salary history to Video Production Services, 1442 San Pablo Avenue, Berkeley, CA 94702.

HELP WANTED PROMOTION

Major Texas daily wants promotion director. Prefer radio, TV and/or agency promotion and advertising background. Must be idea person, imaginative, aggressive, with managerial and organizational ability. Salary commensurate with talent, ability and experience. An equal opportunity employer. Resumes welcome. Box F-92.

HELP WANTED INSTRUCTION

Broadcaster to teach radio and television in a small Midwestern College. \$11,700 starting salary. Write Box F-142.

WANTED TO BUY EQUIPMENT

55 or 60 KW UHF transmitter. Please give age, condition, price. Big Country TV, 1469 Woodland, Abilene, TX 79605. 915-692-2118.

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.

Want good used 1000/250 watt AM transmitter. Prefer Bauer/Sparta 707. Call Paul Gregg 916-383-7821.

Wanted to buy ... LP's, Big Band, Male and Female Vocals, Vocals, Vocal groups, popular 1935-1970. Submit titles and condition. WMIB Marco Island, Florida, 813-775-3321, 950 Manatee Rd., Naples, FL 33942.

Want to purchase 400 ft to 450 ft self-supporting tower. Will dismantle and remove from your site. Contact Charles P. Harper, Assistant to the President, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. 606-299-6262.

Want Kensol Hot Press, Model 52A or 12A, related items and useable type. Phone 517-321-8225 or write: J. Grubb, P.O. Box 25031, Lansing, MI 48909.

FOR SALE EQUIPMENT

5" Air Heliix—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.

Used Carousel and reel. Call 404-487-9559 Broadcast Communications

Schafer 903 Automation System ... 4 Audiofiles 6 Revox A77 Playback Units ... Encoding System. Excellent Condition. Robert Hill, Station Manager, KJCS/KEEE, Box 1111, Nacogdoches, TX. 713-564-1230.

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.

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.

For Sale-Six PC-70s Norelco camera, one PCP-70 Norelco, audio, monitors, custom 35-ft. Gerstenslager mobile unit with distribution, etc. We are expanding to triax and a trailer. Also one PCP-90 with film-lens adapter, one VR-300, one DMI disc. All equipment well maintained by one of most highly regarded technical staffs in US. Jefferson Productions, Charlotte, NC, 704-374-3823.

VR-2000-B, interfaced to operate with CMX 340, completely rebuild in 1976. Equipped with Mark III Editor, 2000 Editec, Velcomp, Auto Chroma, A.F. Assoc 15 Hz frame pulse gen/color fromer and 09 servo. Available July 1, 1978 from major market production house. Price is \$55,000.00 Box F-118.

VR-1200-B, interfaced to operate with CMX 340, with Mark III editor, Velcomp, V.H.O., Auto Chroma and 09 servo. Available June 1, 1978 from major market production house. Price \$45,000.00 Box F-113.

Never used 5K FM Transmitter, and stereo exciter. Still in carton at factory. Both for \$14,000. Call 203-235-5747.

IVC 9000, 7000, 240, CVS 520A, Used Little, very reasonable, other items. 408-739-4262.

For Sale—Gates BC-IT, 250W - 1000W Transmitter, located at KFLI, Mountain Home, Idaho, \$1,500. FOB Mountain Home. Call Bill Abbott 712-322-4041.

Pair Discriminate Audio Processor Model 310/Stereo Interconnect. Make offer 714-729-5945.

Nikkor 50-300 mm f 1.8 zoom lens B mount. 609-227-8007.

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.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

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.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Time Salesman! 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!"

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

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. 703-373-1411.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

JOBS in Broadcasting—FCC 3rd, 2nd, 1st Class Licenses and Performance Training - Job Getting Techniques transcend the usual - Veterans Benefits - Eligible Institution Federal Grants - Loans Programs - Accredited - AAB, 726 Chestnut, Phila, 19106 person-to-person Collect 215-922-0605 "Karen".

RADIO

Help Wanted Sales

Account Executive

Do you want to move up to a major market, major facility, and a major list? WLKW AM & FM, No. 1 in Providence, has an account executive opening now. Our last three A/Es have doubled their income in one year. Send resume ASAP to Pete Vincelette. EOE.

ACCOUNT EXECUTIVE

KMET has its first opening in almost 3 years. Successful applicant must be a proven professional with demonstrated abilities in broadcast sales. Effective communications both written and oral is a prerequisite. Minorities and women are encouraged to apply. In strictest confidence, send complete resume and letter requesting appointment to: Howard Bloom, General Sales Manager, KMET, Metromedia Square, 5746 Sunset Boulevard, Hollywood, California 90028. No phone calls. An Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer

Group owner of an AM-FM Major Market Facility has an immediate opening for a top notch individual for our AM station. We need excellent transmitter and studio maintenance experience. Must be well qualified to handle an automated facility. Quality audio as well as RF experience essential. An excellent growth opportunity for individual desiring a promising future.

Apply to Box F-154.
Equal Opportunity Employer M/F

V-P SALES \$35K

30 years in business has made us the largest Radio Station, Sales Promotional Co. in North America. Sales Group to be formed needs an effective leader, who can hire, train, manage and out-sell his people. \$35K per year is minimum and the sky is the limit. You will be trained in our successful sales operation. Send resume and references to: Marvin Nudelman, Exec. V.P. Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, IL 60611.

Help Wanted Management

TEAM BEING ASSEMBLED FOR ASSAULT ON MINNEAPOLIS-ST. PAULI

- Fall FCC approval means our 8th: 100kW-FM/5kW-U-AM
- Looking for top people to join present staff and continue to build markets finest operation. AM-Country. FM-Contemporary.
- We offer professionals opportunity to realize full potential. You'll have best facilities, full management support. Top producers earn top incentive rewards. No rest home! We aim to win big!
- Women, minority applicants encouraged for all positions:

MANAGEMENT + SALES + PROGRAMMING + TECHNICAL + NEWS

Confidential personal interview, references required. You must have pride in your past and confidence in your future. This will be a well considered, career move for both of us. You are now working in a good job, but you want an opportunity enough to write:

Robert G. Liggett, President
185 E. Grand River Ave., Williamston, Michigan 48895

**ALSO OPENINGS FOR WINNERS IN SAGINAW, FLINT, LANSING, BAY CITY
AND BUFFALO!**

Help Wanted Announcers

OKLAHOMA STATEWIDE AM C/W STATION

Seeking adult announcer. Salary commensurate with abilities. Contact Dennis Randall PO Box 640, Norman, Okla 73070 or (405) 329-0640. An equal opportunity employer.

Help Wanted Programing, Production, Others

EXPANDING TO 50 KW.

Outstanding opportunities available immediately in news, programming, production and sales.

- NEWS REPORTER
- ANNOUNCER
- SALES
- PRODUCTION CHIEF

WBYG is moving to maximum power this summer and has a number of expansion openings. We are looking for sharp people to grow with a rapidly expanding operation just South of Chicago. We will not necessarily hire the most experienced, just the best. ABC affiliate, Stereo Adult Contemporary. E.O.E.

Resume and complete material to:
Manager
WBYG
Box 183
Kankakee, IL. 60901

Situations Wanted Management

Sales Management

Richard Roslow-Former President Pulse Inc. Radio's most experienced research oriented sales person. seeks station sales management affiliation—17 years broadcast sales experience. Known in every U.S. Agency. R. Roslow, 24 Harwich Lane, Purchase, N.Y. 914-946-7751 after 6PM. 212-758-2323 7AM-5PM.

Situations Wanted Announcers

MORNING KILLER

All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call Now! 314-727-8721.

TELEVISION Help Wanted News

KGBT-TV SOUTH TEXAS

Sports reporter with basic experience in television reporting and the use of ENG equipment. Some anchor, some radio play-by-play possible. Tapes and resumes should be sent to Personnel Director, P.O. Box 711, Harlingen, TX 78550. We are an equal opportunity employer.

STREET REPORTER

... heavy TV/News experience ... aggressive, mature journalist who likes to work and dig and who can turn out polished film and ENG pieces as part of a small staff ... top ten Eastern market—Send resume to P.O. Box F-108, EOE M/F

WSRE—ITV

REPORTER—for nightly in-depth news. Degree required, ENG experience helpful. Salary: \$11,460.80. Send resume and an audition tape with field reports. Position officially begins October 1, 1978. Earlier beginning is negotiable.

PRODUCER/DIRECTOR II—Responsible for producing and/or directing cultural/community affairs programs for college-affiliated PTV station. Five years experience in television production or college degree in television production or related field and three years experience as television producer/director. Position funded by CPB grant; available immediately, subject to renewal October 1, 1978. Salary: \$11,460.80

TELEVISION WRITER—Responsible for researching and writing documentaries, ITV programs for college-affiliated PTV station. Requires B.A. degree in broadcasting, English, journalism, or closely related field. Full-time experience in broadcast writing may be substituted on a year-for-year basis for college. Position funded by CPB grant; available immediately, subject to renewal October 1, 1978. Salary: \$10,400.00

Application deadline, for all of the above, is: June 19, 1978. Contact Personnel Department, Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. Positions are funded under grants and are subject to renewal annually.

AN EQUAL EMPLOYMENT INSTITUTION

Help Wanted News Continued

METEOROLOGIST

Weather Reporter wanted for major Radio/Television station in Syracuse, N.Y. Excellent on-air opportunity for experienced, effective, articulate meteorologist in challenging, weather-conscious market. Must be creative and personable. Excellent working conditions and benefits. Send resume, salary requirements and 3/4" audition tape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203. AN EQUAL OPPORTUNITY EMPLOYER.

TV NEWS PEOPLE

Sunbelt television station is building a number one news team. We're looking for experienced anchors, producers, reporters and photographers. Send resume to Box E-186.

Help Wanted Technical

VTR Editor

VTR Editor with good credentials. CMX or CDL system experience required. Position open immediately. Contact Morgan Martin, Metromedia Television, 5746 Sunset Blvd., Los Angeles, CA., 90028. Phone 213-462-7111 ex. 1222 EOE, M/F

Illinois Farm Bureau

The Illinois Farm Bureau, headquartered in a progressive medium sized Central Illinois city is seeking a broadcast assistant for television. The major responsibilities of the position are as follows:

- Operate film and video tape camera and video tape recording equipment.
- Assume responsibility for all technical functions involved in the production of Farm Bureau television features and programs.
- Edit film and video tape for use in broadcast television programs.
- Supervise all dubbing (copying) of video tape material.
- Manage a distribution system for providing copies of Farm Bureau produced materials to television stations.

The successful candidate will have a minimum of 1 years experience as a cameraperson at a commercial TV station and experience in operating ENG video tape equipment.

We offer an excellent benefit package and a salary commensurate with education and experience.

If interested and qualified, please submit a complete resume, salary requirements and a 3/4" video tape or 16mm sound film sample of your work to:

Jack Fowler
Director of Employment
Illinois Farm Bureau
1701 Towanda Avenue
Bloomington, Illinois 61701
An Equal Opportunity Employer

BOOKS

- 430 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING** by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. 224 pages. **\$8.95**
- 423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- 454 TALK-BACK TV: TWO-WAY CABLE TELEVISION**, by Richard H. Velth. An expose of recent developments in two-way TV for those concerned with future personal convenience and security! The book covers electronic mail, video games, at-home shopping and banking; news at the push of a button (or turn of a dial); computer-assisted instruction, home security alarm monitoring services, meter reading—plus entertainment programs and the usual TV fare. Learn how many of these services are already being provided in some areas and what the future holds for the TV viewer who wants to talk back! 238 p. **\$9.95**
- 441 YOU'RE ON THE AIR!** by Sam Ewing. A practical do-it-yourself guide to a career in radio and TV for the student and beginning broadcaster. 224 pages. **\$7.95**
- 405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- 452 THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
- 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated **\$12.95**
- 437. RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages. 8 1/2" x 11" **\$10.00**
- 434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$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 _____

Help Wanted Technical Continued

TV CHIEF ENGINEER

Group-Owned Affiliate

This is an important career opportunity for a well-qualified television engineer.

The station is located in a desirable Southwest market.

The successful candidate will have broad experience in all areas of station technical operations, including ENG. Technical experience must be supported by proven leadership ability, and administrative strength.

Resume, please, plus compensation history. All responses will be held in strict confidence.

Box F-176 BROADCASTING
An Equal Opportunity Employer

TV ENGINEERING MAINTENANCE SUPERVISOR

TV Engineering Maintenance Supervisor, major Southwest network affiliate. College degree preferred. Thorough knowledge of digital technology. First class license. Minimum five years experience at TV station or related industry. Highly qualified on maintenance of 2" tape, film chains, electronic news gathering equipment (TBC's, microwave and tape) and VHF transmitters. Operating experience also desirable. Individuals should be self motivated with the ability to train and assist others in proper maintenance procedures. Salary commensurate with abilities. Equal opportunity Employer. Reply in confidence to Box #F-2.

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.

Help Wanted Programing, Production, Others

TV PRODUCER

Experienced TV Producer wanted for new, innovative children's program. Must have thorough background in news, production, show formatting and editing. Minimum three (3) years actual television experience required. Send resume and tapes to Box 6236, Washington, D.C. 20016. EOE, M/F

Help Wanted Management

A CALL TO SERVE

We have continuing and varying needs for experienced Producers, Researchers, Writers; also news, management, engineering and other production personnel. More professional people are wanting to make their lives and talents count for something worthwhile with eternal consequences. If you feel a call to serve and can be happy with hard work, sacrifice and modest remuneration, you could become a part of one of the world's most exciting happenings. Send resume to Personnel Division, Drawer B, Christian Broadcasting Network, Virginia Beach, VA 23463. CBN, producer of "The 700 Club," is an Equal Opportunity Employer.

TV ANNOUNCER

If you are a successful commercial radio announcer, looking for a chance to break into TV, this could be your opportunity. Top rated network affiliate is looking for a booth announcer with on-camera potential. Send resume, audio tape to TV Program Manager, WSM-TV, Box 100, Nashville, Tennessee 37202. An Equal Opportunity Employer.

Help Wanted Announcers

CO-HOST—MORNING TALK SHOW FORMAT

Highly successful (38 share) morning talk/magazine format requires co-host with the following qualifications:

Versatile interviewer able to explore controversial to light subjects. Ability to conduct on location interviews and demonstrations.

Effective on-air personality with sense of humor.

Additional versatility required for noon weather slot.

WKBW-TV is owned by Capital Cities Communications, Inc. and is highest rated station in the market. Submit resume, salary requirements and 3/4 inch video cassette audition to Alan Bennett, WKBW-TV, 1420 Main St., Buffalo, New York 14209. All replies held in strictest confidence. An equal opportunity employer.

Situations Wanted News

ANCHOR & PLAY BY PLAY SPORTSCASTER

If your situation requires an experienced anchorman or sports reporter who must run with the best on major college or pro PBP lets talk: Journalism grad utilizes facts, plus analysis, opinions and commentary to grab the viewers. Big 10, SEC, & NFL credentials. TV, Radio or Freelance PBP Top References. Box F-126.

TELEVISION NEWS ANCHORMAN

15-years Major Market Anchor. Available now to improve your newscast, your ratings, and your demo's. Excellent, mature, journalist, with solid news judgement. Criminology degree, former police commissioner. Proven ratings record. Top markets, or Medium Market Anchorman*News-Director combination. Call Jim Steer 913-631-1494.

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...Included in each series



PROGRAM DISTRIBUTORS
11 Vista Drive
Little Rock, Arkansas 72210
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. 33084 (305) 782-3400
SORRY, NO PETS

Wanted To Buy Equipment

WANTED TO BUY

CLEAN, USED AMPEX 601,
602 or PR-10

Steve Nelson
Box 8888, Universal City
CA 91608

For Sale Equipment

FOR LEASE OR LEASE-PURCHASE

Working tele-van. Now active in Major West Coast market. Three cam. Custom-built, ideal for broadcast, sports, mobile or fixed location. Specs, details available. Box F-169.

For Sale Equipment Continued

**This May Be
Your Last
Chance to Buy
Harris' New
Criterion 90
at 1967 Prices!**

**30-Day Free
Trial Offer**

**Call Don Winget
217/222-8200**



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

An Equal Opportunity Employer M/F

OVERSTOCKED

Save on Harris
AM LIMITERS

~~\$1045~~ \$784

FM LIMITERS

Mono: ~~\$1045~~ \$627

Stereo: ~~\$1905~~ \$1250

AGC AMPLIFIERS

Mono: ~~\$1008~~ \$756

Stereo: ~~\$1979~~ \$1500

Contact Don Winget,
Harris Corporation
Broadcast Products

Division

Box 4290,

Quincy, Ill. 62301

217/222-8200



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

An Equal Opportunity Employer M/F

Wanted To Buy Stations

WANTED TO BUY

FM station capable of reaching
Salisbury, Md.—Ocean City—
Rehobeth Beach, area. Contact: Box
768 Stevensville, Md. 21666

WANTED TO BUY

FM station in the Baltimore
Metropolitan area. Contact:
Box 768
Stevensville, Md. 21666

For Sale Stations

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

W. John Grandy Broadcasting Broker

773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

SMALL MARKET AM/FM

Growing midwestern market of over 20,000 population sports the idea opportunity for an owner/operator. Combo is on target for \$150,000 year. More billings available in adjacent city of over 25,000. \$225,000. Terms available at 8% interest.

Magruder Media Associates

Media Brokers
One Lemmon Park North, Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 528-1020

MEDIA BROKER, APPRAISER... 318-865-8668

Are you considering selling a broadcast property? Do you want a maximum of secrecy? Would you like to receive the true market value? Talk to your accountant and then call me for a very, very, confidential, no obligation conversation. John Mitchell & Associates, 318-865-8668.

**JOHN
mitchell**
P.O. Box 1065 Shreveport, LA 71163

Books for Broadcasters

- 304. AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. **\$10.00**
- 333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages. 5 1/2" x 8 3/4". 200 halftones, 40 diagrams, appendix, index. **\$18.50.**
- 332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages. 5 1/2" x 8 1/2". 234 diagrams, glossary. **\$14.50.**
- 305. BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Revised. 1978 edition. Covers all basics of radio-television news writing style techniques—for student and practicing professional. 160 pages 6 1/8" x 9 1/4". **\$7.95.**
- 312. THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout, to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages. 1,160 illustrations, bibliography. **\$14.50.**
- 358. VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing. (Library of Image and Sound Technology). 320 pages 6" x 9". graphs, diagrams, bibliography, glossary. **\$18.50**

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

SW	Small	AM	\$125K	29%
S	Small	FM	\$130K	\$25K
S	Small	FM	\$250K	SOLD
W	Small	AM/FM	\$375K	\$108K
NW	Small	AM/FM	\$275K	\$175K

Atlanta, Boston, Chicago,
Dallas, Los Angeles

CHAPMAN ASSOCIATES
nationwide service

1835 Savory Dr., N.E., Atlanta, Ga. 30341

- 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 NW Alabama. Good buy. \$175,000. Terms.
- Fulltimer in Northeast Alabama. Includes real estate. \$360,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. 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.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

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 • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

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, Cable or Allied Fields; 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.

Stock Index

	Stock symbol	Exch.	Closing Wed. May 24	Closing Wed. May 17	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	49 3/4	51 5/8	- 1 7/8	- 3.63	51 5/8	35 3/8	9	18,152	903,062
CAPITAL CITIES	CCB	N	69 1/4	71	- 1 3/4	- 2.46	71	44 3/4	13	7,426	514,250
CBS	CRS	N	54	53 5/8	+ 3/8	+ .69	62	43 7/8	8	28,100	1,517,400
COX	COX	N	40 1/4	41	- 3/4	- 1.82	41	25 1/2	11	6,185	248,946
GROSS TELECASTING	GGG	A	19 7/8	19 5/8	+ 1/4	+ 1.27	19 7/8	13 5/8	9	800	15,900
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	34 1/4	36 3/4	- 2 1/2	- 6.80	36 3/4	16 1/2	11	2,745	94,016
MOONEY*	MOON	O	4	4			4	1 7/8		425	1,700
RAHALL	RAHL	O	21 1/4	20 1/4	+ 1	+ 4.93	21 1/4	8 5/8	23	1,264	26,860
SCRIPPS-HOWARD	SCRIP	O	45	45			45	30 1/2	10	2,589	116,505
STARR	SBG	M	12 3/4	12 3/4			13 1/8		12	1,487	18,959
STORER	SBK	N	30 1/4	29 5/8	+ 5/8	+ 2.10	31 1/2	19 3/8	11	4,876	147,499
TAFT	TFB	N	43 1/2	44 7/8	- 1 3/8	- 3.06	44 7/8	24 5/8	9	4,119	179,176
TOTAL										78,630	3,789,586

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 7/8	9 3/8	- 1/2	- 5.33	9 3/8	3 3/4	10	1,229	10,907
JOHN BLAIR	BJ	N	25 7/8	25 3/4	+ 1/8	+ .48	25 7/8	11 1/8	7	2,427	62,798
CHRIS-CRAFT*	CCN	N	9 1/4	9 1/4			10 1/4	4 1/2	23	4,451	41,171
COMBINED COMM.	CCA	N	42 1/4	45 1/8	- 2 7/8	- 6.37	45 1/8	19	13	6,920	292,370
COWLES	CWL	N	24	23 1/4	+ 3/4	+ 3.22	24	12 1/2	27	3,969	95,256
DUN & BRADSTREET	DNB	N	32 7/8	32 7/8			32 7/8	26 1/4	16	26,339	865,894
FAIRCHILD IND.	FEN	N	25	28 3/4	- 3 3/4	- 13.04	28 3/4	9 1/2	15	5,708	142,700
FUQUA	FOA	N	11 1/2	11 7/8	- 3/8	- 3.15	13	8	7	9,396	108,054
GANNETT CO.	GCI	N	43	44	- 1	- 2.27	44	32 3/4	17	22,430	964,490
GENERAL TIRE	GY	N	26 1/2	26	+ 1/2	+ 1.92	29 1/4	22 3/8	5	22,692	601,338
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.*		O	16	16			16	8	7	475	7,600
HARTE-HANKS	HHN	N	39 1/4	39	+ 1/4	+ .64	39 3/8	26	14	4,477	175,722
JEFFERSON-PILOT	JP	N	30 1/2	30 1/4	+ 1/4	+ .92	32 3/8	26 5/8	10	23,946	730,353
MARVIN JOSEPHSON*	MRVN	O	14 3/4	14 3/4			17 1/4	10 1/4	7	1,978	29,175
KANSAS STATE NET.	KSN	O	12 1/8	12 3/4	- 5/8	- 4.90	13 1/4	4 3/4	11	1,727	20,939
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 1/8	28 1/8			29	18	8	6,762	190,181
MCGRAW-HILL	MHP	N	23 1/4	23 3/8	- 1/8	- .53	23 3/8	15 5/8	12	24,682	573,856
MEDIA GENERAL	MEG	A	18 3/4	19 1/2	- 3/4	- 3.84	20	13 5/8	9	7,451	139,706
MEREDITH	MOP	N	34	35 1/4	- 1 1/4	- 3.54	35 1/4	17 3/8	8	3,074	104,516
METROMEDIA	MET	N	51 1/4	54 3/4	- 3 1/2	- 6.39	54 3/4	25 1/4	11	6,630	339,787
MULTIMEDIA	MMED	O	25	27 1/4	- 2 1/4	- 8.25	27 1/2	16 1/4	14	6,594	164,850
NEW YORK TIMES CO.	NYKA	A	27 3/8	25 1/2	+ 1 7/8	+ 7.35	27 3/8	15 3/4	11	11,422	312,677
OUTLET CO.	OTU	N	25 1/2	26 1/4	- 3/4	- 2.85	26 5/8	16 5/8	9	2,290	58,395
POST CORP.	POST	O	32	30 1/4	+ 1 3/4	+ 5.78	32	16 1/4	10	893	28,576
REEVES TELECOM	RBT	A	3 1/8	2 7/8	+ 1/4	+ 8.69	3 1/8	1 3/4	52	2,381	7,440
ROLLINS	RDL	N	18 5/8	18 3/4	- 1/8	- .66	24 1/4	14 7/8	10	33,000	614,625
RUST CRAFT*	RUS	A	24 1/2	24 1/2			24 1/2	8 1/2	14	2,297	56,276
SAN JUAN RACING	SJR	N	11 3/8	11 3/4	- 3/8	- 3.19	11 7/8	7 5/8	17	2,509	28,539
SCHERING-PLOUGH	SGP	N	32 3/4	34 5/8	- 1 7/8	- 5.41	44 3/4	26 3/8	10	54,084	1,771,251
SONDERLING	SDB	A	19 1/2	19 1/2			19 7/8	8 3/8	9	1,105	21,547
TECH OPERATIONS	TO	A	5 1/4	5 3/4	- 1/2	- 8.69	5 3/4	2 3/8	21	1,344	7,056
TIMES MIRROR CO.	TMC	N	29 3/8	30 1/8	- 3/4	- 2.48	30 1/8	20 3/4	11	34,760	1,021,075
WASHINGTON POST CO.	WPO	A	43 5/8	42 1/2	+ 1 1/8	+ 2.64	43 5/8	21 3/4	12	8,476	369,765
WOMETCO	WOM	N	15	15 3/4	- 3/4	- 4.76	15 3/4	10 7/8	10	8,554	128,310
TOTAL										364,174	10,240,250

Cablecasting

ACTON CORP.*	ATN	A	9 1/4	9 1/4			10 1/2	3 1/8	10	2,710	25,067
AMECO*	ACQ	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	44 1/2	49	- 4 1/2	- 9.18	49	19 3/4	22	3,863	171,903
ATHENA COMM.*		O	3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	5 1/2	5 1/2			5 1/2	3 1/8	25	8,370	46,035
CABLE INFO.*		O	1 1/2	1 1/2			1 1/2	1/2	8	663	994
COMCAST		O	11	11 1/2	- 1/2	- 4.34	11 1/2	3 3/4	19	1,651	18,161
COMMUN. PROPERTIES	COMU	O	14 1/4	14 5/8	- 3/8	- 2.56	14 7/8	3 5/8	26	4,839	68,955
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	27	28 5/8	- 1 5/8	- 5.67	28 5/8	17 5/8	10	7,508	202,716
GENEVE CORP.	GENV	D	13 3/4	14 1/4	- 1/2	- 3.50	14 5/8	7 1/2		1,121	15,413
TELE-COMMUNICATIONS	TCOM	O	17 3/4	17 5/8	+ 1/8	+ .70	17 3/4	2 7/8	89	5,281	93,737
TELEPROMPTER	TP	N	12 1/4	13 1/8	- 7/8	- 6.66	13 1/8	6 3/4	28	16,922	207,294
TEXSCAN*	TEXS	O	1 1/2	1 1/2			2	1 1/4	9	786	1,179
TIME INC.	TL	N	42 7/8	48 3/4	- 5 7/8	- 12.05	48 3/4	31 3/4	10	20,371	873,406
TOCOM*	TOCM	O	8 1/2	8 1/2			8 1/2	2 1/4	18	894	7,599
UA-COLUMBIA CABLE	UACC	D	34 3/4	35	- 1/4	- .71	35	15 1/2	23	1,679	58,345
UNITED CABLE TV*	UCTV	O	18 3/8	18 3/8			18 3/8	3 7/8	33	1,915	35,188
VIA	VIA	N	22 3/8	23 1/2	- 1 1/8	- 4.78	23 1/2	9 1/2	17	3,764	84,219
TOTAL										86,641	1,914,433

	Stock symbol	Exch.	Closing Wed. May 24	Closing Wed. May 17	Net change in week	% change in week	1977-78 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programing											
COLUMBIA PICTURES*	CPS	N	19	19			20 1/2	7 3/8	8	6,748	128,212
DISNEY	DIS	N	40 3/8	40	+	3/8	47 5/8	32 1/2	16	32,380	1,307,342
FILMWAYS	FWY	A	12 7/8	13 1/4	-	3/8	13 1/4	6 7/8	10	2,579	33,204
FOUR STAR			1 1/4	1 1/8	+	1/8	1 1/4	3/4	13	666	832
GULF + WESTERN	GW	N	17 3/8	14 5/8	+	2 3/4	18 3/8	10 1/4	7	48,215	837,735
MCA	MCA	N	49 1/2	50	-	1/2	50	32	11	18,558	918,621
MGM	MGM	N	34 1/4	34 3/4	-	1/2	36 3/4	16	15	14,609	500,358
TRANSAMERICA*	TA	N	16 1/4	16 1/4			16 1/2	13 1/4	6	66,781	1,085,191
20TH CENTURY-FOX*	TF	N	32 1/4	32 1/4			32 1/4	10	5	7,786	251,098
VIDEO CORP. OF AMER*	O		6 1/4	6 1/4			6 1/2	3 1/2	12	973	6,081
WARNER	WCI	N	41 1/2	41 1/4	+	1/4	41 1/2	25 3/4	9	14,458	600,007
WRATHER	WCO	A	11 1/4	11 1/2	-	1/4	11 5/8	4 1/2	11	2,243	25,233
TOTAL										215,996	5,693,914

Service

8800 INC.	BEDO	O	33 3/4	34 1/4	-	1/2	-	1.45	34 1/2	22 1/2	10	2,513	84,813
COMSAT	CQ	N	41 3/8	44	-	2 5/8	-	5.96	44	28 3/4	11	10,000	413,750
DOYLE DANE BERNBACH*	DOYL	O	21 1/2	21 1/2					22	16 3/4	7	1,776	38,184
FOOTE CONE & BELOING	FCB	N	21	21 1/8	-	1/8	-	.59	21 1/4	14 3/4	9	2,304	48,384
GREY ADVERTISING	GREY	O	29	31 1/2	-	2 1/2	-	7.93	34	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	33 3/8	34 1/2	-	1 1/8	-	3.26	39 1/4	22 1/2	10	2,387	79,666
MCI COMMUNICATIONS	MCIC	O	4 7/8	4 5/8	+	1/4	+	5.40	4 7/8	7/8	54	20,137	98,167
MOVIELAB	MOV	A	1 1/2	1 1/2					3	1	10	1,410	2,115
MPO VIDEOTRONICS	MPO	A	5 7/8	5 1/4	+	5/8	+	11.90	9	4	7	520	3,055
A. C. NIELSEN	NIEL8	O	26 1/4	28	-	1 3/4	-	6.25	28	18 7/8	13	10,832	284,340
OGILVY & MATHER	OGIL	O	51 1/4	52 1/4	-	1	-	1.91	52 1/4	31	10	1,805	92,506
J. WALTER THOMPSON	JWT	N	26 3/4	26 5/8	+	1/8	+	.46	26 3/4	15 1/8	9	2,649	70,860
TOTAL											57,049	1,236,604	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 5/8	7 5/8			8 1/4	2 3/8	8	1,672	12,749		
AMPEX	APX	N	14 3/4	15 1/4	-	1/2	-	3.27	15 1/4	7 3/8	14	10,928	161,188
ARVIN INDUSTRIES	ARV	N	22 1/4	21 3/8	+	7/8	+	4.09	22 1/4	14 1/2	5	5,959	132,587
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3	897	560	
CETEC	CEC	A	5 3/8	5	+	3/8	+	7.50	5 3/8	1 3/4	16	1,654	8,890
COHU	COH	A	4	4				4 1/2	2 1/8	13	1,779	7,116	
CONRAC	CAX	N	23 3/4	25	-	1 1/4	-	5.00	27 1/4	19 1/4	8	1,803	42,821
EASTMAN KODAK	EASKD	N	54 1/4	54 3/4	-	1/2	-	.91	86 3/4	42	14	161,370	8,754,322
FARINON	FARN	O	12 1/2	12 3/4	-	1/4	-	1.96	13 1/2	8	13	4,635	57,937
GENERAL ELECTRIC	GE	N	52 3/4	54 1/8	-	1 3/8	-	2.54	56 5/8	44 1/2	11	184,581	9,736,647
HARRIS CORP.	HRS	N	53 1/4	58 3/8	-	5 1/8	-	8.77	58 3/8	28	14	12,236	651,567
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	2 5/8	1 7/8	+	3/4	+	40.00	2 5/8	1/4		2,701	7,090
MICROWAVE ASSOC. INC	MAI	N	41 7/8	41 7/8				41 7/8	20 1/4	16	1,320	55,275	
3M	MMM	N	53 3/4	55 3/8	-	1 5/8	-	2.93	57	43 1/2	15	115,265	6,195,493
MOTOROLA	MOT	N	46 1/4	49 1/2	-	3 1/4	-	6.56	56 7/8	34 1/4	14	28,544	1,320,160
N. AMERICAN PHILIPS	NPH	N	28 1/2	28	+	1/2	+	1.78	36	24 3/4	6	12,033	342,940
OAK INDUSTRIES	OAK	N	31 1/4	29 7/8	+	1 3/8	+	4.60	31 1/4	9 5/8	35	1,716	53,625
RCA	RCA	N	28 1/8	28 5/8	-	1/2	-	1.74	31 3/4	22 3/4	9	74,810	2,104,031
ROCKWELL INTL.	ROK	N	33 1/2	33 3/4	-	1/4	-	.74	36 3/4	28 1/4	7	33,600	1,125,600
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	28	29 1/2	-	1 1/2	-	5.08	29 1/2	16 3/4	15	2,426	67,928
SONY CORP.	SNE	N	7 3/4	7 3/4				10 3/8	7	12	172,500	1,336,875	
TEKTRONIX	TEK	N	41 1/2	44	-	2 1/2	-	5.68	68 1/2	28 1/4	14	17,804	738,866
TELEMETRON*	TLMT	O	2	2				2 1/4	1/2	2	1,050	2,100	
VARIAN ASSOCIATES	VAR	N	17 1/8	17 5/8	-	1/2	-	2.83	21	14 3/4	10	6,838	117,100
WESTINGHOUSE	WX	N	21 5/8	21 1/4	+	3/8	+	1.76	22	16 1/4	7	87,329	1,888,489
ZENITH	ZE	N	15 1/2	16	-	1/2	-	3.12	28	11 3/8	20	18,818	291,679
TOTAL										967,438	35,222,736		
GRAND TOTAL										1,769,928	58,097,523		

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.

BBDO's Crawford: mixing money, management, arts

Bruce Crawford, president and chief executive officer of BBDO International Inc., New York, is generally pleased with the caliber of network television programs, but has one suggestion.

"I'm firmly against advertisers and agencies getting involved in programing," he says. "But as a viewer and a citizen, I think it might be a good idea for each of the networks to devote some part of the schedule in nonprime time—and I emphasize that—to programs involved with the arts, including opera, theater, ballet and so forth.

"I know it makes no economic sense to have such a program in prime time. The Public Broadcasting Service, of course, can devote prime segments to such programing, but there should be some exposure of cultural offerings on commercial networks too."

It will come as no surprise to people who know Mr. Crawford that he projects such a proposal. He is an opera buff who is a member of the board of directors of the Metropolitan Opera Association in New York.

In fact, ever since he was a youngster, Bruce Edgar Crawford (he has never used his middle name or initial) has been fascinated by both the arts and business. "I was interested in many areas of culture but always was interested in making money," he says. "I guess you might say that the practical side won out." (His 1977 compensation: \$240,608.)

Mr. Crawford is a tall, trimly built man of 49 with a quiet, unruffled manner. He is economical in speech, and in fact, Tom Dillon, chairman of BBDO International, calls him "downright parsimonious, not only in speech but of his time." Mr. Dillon attributes Mr. Crawford's rapid rise to his skill at management.

"In the advertising business, we don't train professional managers," Mr. Dillon observes. "Creative people aren't comfortable with it and account people seem to get immersed in marketing. Bruce is that rare combination of the professional advertising man and professional manager."

Mr. Crawford's yen to earn money led him to the Wharton School of Finance and Commerce at the University of Pennsylvania, where he earned a BS degree in economics in 1952. He remained at the school for two years in a placement and fund-raising capacity, but decided that advertising would be the proper field to satisfy both his cultural and financial drives.

In 1954 Mr. Crawford signed on with Benton & Bowles, New York, as a management trainee and subsequently worked as an assistant account executive there on



Bruce Edgar Crawford—president and chief executive officer, BBDO International Inc. and Batten, Barton, Durstine & Osborn Inc., New York; b. March 16, 1929, West Bridgewater, Mass.; BS, economics, Wharton School of Finance and Commerce of University of Pennsylvania, 1952; placement and fund-raising officer, Wharton School, 1952-54; management trainee and assistant account executive, Benton & Bowles, New York, 1954-58; vice president and account supervisor, Ted Bates & Co., New York, 1958-61; advertising manager, Chesebrough-Pond's Inc., New York; with BBDO since 1963 as vice president and management supervisor, 1963-68; senior vice president, 1968-69; president of international division, 1969-75; executive vice president, of BBDO International Inc., 1972-75; president, BBDO International, 1975 and chief executive officer, 1977; president and chief executive officer, Batten, Barton, Durstine & Osborn, 1978; m. Christine Amelung of Montclair, N.J., 1958; stepson, Robert, 26.

various Procter & Gamble products, including Tide and Camay. In 1958 he moved to Ted Bates & Co., New York, as vice president and account supervisor, shifted to Chesebrough-Pond's in 1961 as advertising manager and settled in at BBDO in 1963 as a vice president and management supervisor.

Mr. Crawford was handed an opportunity to demonstrate his management and financial skills in 1969 when he was appointed president of BBDO's International Division, then a fledgling and struggling operation billing only \$17 million. The division now bills about \$320 million in offices in 14 countries: Australia, Belgium, Brazil, Britain, France, Germany, Hong Kong, Italy, Mexico, The Netherlands, New Zealand, South Africa, Spain and Sweden.

As if the burgeoning international activities weren't enough, in 1974 Mr. Crawford assumed responsibility for the

parent agency's financial and internal operations at the time BBDO went public. In 1972 Mr. Crawford was named an executive vice president of the parent company while shepherding the international operation. In 1975 he became president of the parent, BBDO International, and last year assumed the chief executive officer role relinquished by Mr. Dillon.

Earlier this year, in a well publicized power struggle within the agency, James Jordan resigned as president of the domestic subsidiary, Batten, Barton, Durstine & Osborn Inc., and Mr. Crawford was given this additional title and responsibility.

Mr. Crawford is understandably proud of the progress BBDO has achieved during the past five years in terms of income and profit. He noted worldwide billings have climbed from \$436.3 million in 1973 to \$707 million in 1977 while net income has increased from \$5.5 million to \$9.3 million last year. Domestic billings in 1977 amounted to \$446.9 million, of which more than 70% is in broadcast.

Mr. Crawford operates on a whirlwind schedule to stay on top of both domestic and overseas activities and is often away from his New York base three days a week. He arrives at his office at about 8:30 a.m. and remains until 6:30 p.m. and he often squeezes in dinner with clients when he's in New York.

"We are proud of our clients who have been with us for years," he says. "It's a good sign when an agency has a record of longevity. Clients who have been with us for 50 years or close to it include Armstrong Cork Co., General Electric Co., Du Pont, Hammermill Paper and George A. Hormel & Co."

During his many years in account supervisory work, Mr. Crawford said, he learned to appreciate the selling prowess of television. Nevertheless, he continues, he shares the sentiments of other agencies and advertisers regarding television's escalating costs.

"TV seems to be charging what the traffic will bear," he says. "This forces agencies and advertisers to find equally effective and economical ways without relying on television."

Mr. Crawford lives in an apartment at the United Nations Plaza, a short walk to his Madison Avenue office, and finds little time for other forms of exercise. His outside avocations center on his twin interests in the arts and money. When schedule permits he attends the opera and is fond of the German repertory.

In addition, he is an avid devotee of thoroughbred racing. "Ever since my late teens," he says, "I enjoyed going to the race track." He now owns and races several horses at New York-area tracks.

Broadcast statesman

When Frank Stanton retired as the operating head of CBS Inc. in 1973, he took with him the unofficial status of broadcasting's foremost statesman. He hadn't sought the title; it was thrust upon him for his scholarly and forthright counsel willingly dispensed to Presidents, congressional committees, the FCC and in numerous other qualified forums.

Others have sought to inherit the mantle but none has succeeded—yet. The role is apart from the presidency of the National Association of Broadcasters, the full-time senior lobbyist and spokesman for the all-inclusive trade association. Vincent T. Wasilewski has spent his entire professional career with the NAB, from junior attorney in 1949 to the presidency in 1965, and is largely responsible for its growth in stature, prestige and membership during those critical years.

In recent months, there has emerged a highly motivated, self-effacing executive who just might fit those Stanton shoes. Julian Goodman, 56, chairman of NBC and a director of RCA, is in constantly greater demand for public appearances. Just two weeks ago, he used the forum of the Federal Communications Bar Association in Washington to answer FCC Chairman Charles D. Ferris's call for new vistas of competition in keeping with technological progress (like fiber optics and drop-ins, we suppose) without interference from vested interests (meaning the networks and incumbent licensees, no doubt). Mr. Goodman said television had no fear of competition if the government lets the marketplace decide and doesn't throw up regulatory roadblocks.

One, or even a dozen, bold confrontations or erudite lectures do not a statesman make. But Mr. Goodman's credentials are optimum, and the timing excellent. NBC's incoming president, Fred Silverman, is about to take over. He will be preoccupied with rebuilding NBC's programing toward the goal of ratings and bottom-line leadership. It doesn't behoove him to become embroiled in Washington regulatory affairs.

Mr. Goodman has never veered from the lessons he learned as a newsman. He believes in the tenets of ethical journalism—a field in which he spent most of his 33 years with NBC. He is even-handed, knowledgeable and personable. For these reasons, in the current legislative and regulatory climate that envelops Washington, Mr. Goodman could succeed to the envied status thrust upon Dr. Stanton in the last generation.

Legitimate success

The television stations banded together in the cause of Operation Prime Time showed once again last week that a network does not always have to be the large, complex, impersonal organization that the word often calls to mind. It can also be a bunch of stations, ready to put up their money for a program they think is right, and a production company ready to share a part of the risk, all led by some hard workers and all out to do the best job they can.

The ratings for OPT's *The Bastard*, which some stations preferred to present as *The Kent Family Chronicles*, are far from complete at the time of this writing. Those that are available, however, are impressive: The first episode led its time period in Los Angeles, virtually tied for first in Chicago, came in second in New York, scored a 43 share in Atlanta, a 53 share in Pittsburgh. With that sort of start, the two-part production on the full 91-station line-up may well surpass the success of OPT's initial venture, *Testimony of Two Men*, a year ago.

Whatever the ratings finally prove to be, they will have been ac-

complished against stiff competition. This is the May sweep period, and all three of the conventional networks have fattened their schedules for the occasion. The networks naturally will not enjoy OPT's success. Almost three-fourths of the OPT stations are their affiliates, pre-empting four hours each of network programming for the first run alone.

If the conventional networks were losers, however, they should be the only ones. The OPT stations gained in audience and prestige and, we hope, in revenues more than enough to offset their contributions to the kitty. MCA TV/Universal, the producer, stands to make up its deficit—and, let us hope, turn a profit—through sales overseas. The surest winners, of course, at least in the 91 markets, were the viewers who thus were given a rare shot at something new and different.

Rafshoon to the rescue



The return of Gerald Rafshoon to the elbow of Jimmy Carter as his full-time communications strategist is of greater significance to broadcasters than to other media practitioners—even though they may have given the news greater editorial play (as in this Herblock cartoon from the *Washington Post*). Mr. Carter is the President in distress, tobogganing downhill in the polls. Mr. Rafshoon is the sagacious advertising executive who just two years ago deployed the broadcast media in the successful presidential bid to defeat an incumbent President.

It has been evident for weeks that the presidential establishment needed shoring up. Jody Powell, the White House press secretary, has been quarrelsome with the working press and hostile to columnists and commentators. It becomes increasingly apparent that the White House communications assignment—including press relations—is too much for one top executive. Thus the split-level structure devised by the Nixon administration and adopted by President Ford.

Mr. Carter's rapport with the news corps began deteriorating in the past year. He passed up the traditional presidential appearances at both the White House Correspondents and the White House Photographers dinners last month and this. But he did attend the Radio-Television Correspondents dinner last March.

We have no doubt that Mr. Rafshoon—an expert in the broadcast media—will rely heavily on broadcast exposure for his telegenic chief. In the 1976 campaign, all stops were out, from network news conferences to radio talk shows. In an interview with *BROADCASTING* after the elections (*BROADCASTING*, Jan. 3, 1977), Mr. Rafshoon said that, dollar for dollar, television has become the candidate's "best bet."

But now the circumstances are different. Mr. Carter isn't a candidate to succeed himself—yet.

President Carter's number-one adviser, Charles H. Kirbo, the Atlanta lawyer, doubtlessly had his hand in the recall of Mr. Rafshoon to take charge of long-range planning. The *BROADCASTING* interview ended with the observation that, come 1980, if Mr. Carter runs for re-election, Mr. Rafshoon "will likely have a chance to improve on the lessons of 1976." The call comes two years ahead of schedule.



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Top row l. to r.: Donn Winther, Vice President/Manager, Chicago • Barbara Crooks, Vice President/Manager, Dallas • John Wilson, Vice President/Manager, Atlanta. Middle row l. to r.: Linda LaPlant, Vice President/Manager, New York • Bill McHale, Executive Vice President, New York • Lynn Picadio, Vice President/Manager, San Francisco. Bottom row l. to r.: Jim Forrer, Vice President/Manager, Detroit • Andy Rainey, Vice President, Research/Sales Promotion Director, New York • Bill Smither, Senior Vice President, Director West Coast Operations, Los Angeles.