

94/23

Special report on BPA:
Focus on promotion in St. Paul

Broadcasting Jun 5

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

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JUN 5 1978

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NEWSPAPER



REWARD!

Bring back "Hogan's Heroes" to your market and claim a large captive audience of young adults in fringe time.

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People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!



GAYLORD
Broadcasting Company

One of America's largest privately owned group of radio and television stations.

KTVT
Dallas/Fort Worth

WTVT
Tampa/St. Petersburg

KHTV
Houston

KSTW-TV
Seattle/Tacoma

WUAB-TV
Cleveland/Lorain

WVUE-TV
New Orleans

WVTV
Milwaukee

WKY
Oklahoma City

KYTE-AM/FM
Portland

KRKE-AM/FM
Albuquerque

To get turned on in Tampa/St. Petersburg, get on the Gaylord station

WTVT

Channel 13

WTVT delivers the largest share of audience of any television station in the top 30 markets.¹

WTVT dominates the nation's 17th television market² and that dominance is complete in every demographic category for women and men.³ WTVT's "Pulse" news programs command a 46% share in this seven station market.⁴

WTVT delivers the fast-growing Tampa/St. Petersburg market, the people with sand in their shoes and money in their pockets. Plus the more than 10 mil-

lion tourists annually who depend on TV for weather reports and news of home.

WTVT is the must-buy station because WTVT, one of the nation's leading CBS affiliates, delivers the biggest share in the top 30 markets. In fact, WTVT delivers more households than any TV station in Atlanta or St. Louis.⁵ In the Tampa/St. Petersburg market, people do turn us on. Call your Katz

American representative for details and avails.



A glimpse of the citrus groves that produce some of the nation's finest oranges.



Visitors and exotic animals see eye-to-eye at world-famous Busch Gardens.

¹Arbitron and Nielsen, February, 1978, ADI and DMA, Average Quarter-Hour Estimates, Sunday through Saturday, 9 a.m. to Midnight

²Arbitron, January, 1978, ADI Television Households Estimate

³Arbitron and Nielsen, February, 1978, TSA, Average Quarter-Hour Estimates, Sunday through Saturday, 9 a.m. to Midnight

⁴Nielsen, February, 1978, DMA, Average Quarter-Hour Estimates, Monday through Friday, 6 to 7 p.m. and Sunday through Saturday, 11 to 11:30 p.m.

⁵Arbitron, February, 1978, TSA, Average Quarter-Hour Estimates, Sunday through Saturday, Sign-On to Sign-Off

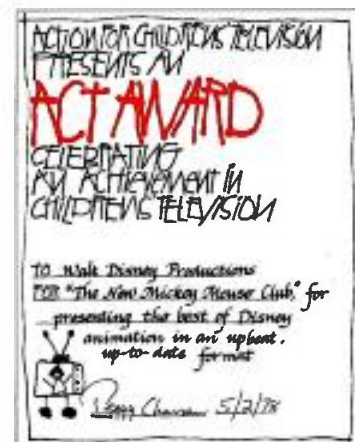
The famed beauty of gulf-side living in St. Petersburg/Tampa.

STAND UP AND TAKE IT LIKE A MOUSE!



When Action for Children's Television selected Walt Disney's "The New Mickey Mouse Club" to receive an ACT award celebrating an achievement in children's television, they were really telling us that the ideals and principles of the Walt Disney organization were of enduring value. That's the kind of contribution that's made Mickey famous for the past 50 years. And made us at SFM and the Walt Disney organization proud to be associated with Mickey.

So, Mickey. The award is all yours. The best mouse won!



SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017
Contact: Stan Moger, John Doscher, Jack Thayer, Gary Lico.

The Week in Brief

SWEEP SWAP □ NBC-TV takes second in May survey with a boost from its specials programing. **PAGE 27.**

CHICAGO NO-SHOWS □ About half the invitees to Sears's summit on TV violence actually make it to the meeting, and most of them go incognito. **PAGE 27.**

TOO MUCH? □ An Action for Children's Television filing with the FCC contends that many stations are exceeding guidelines for the amount of advertising in children's programing. But that may depend on what constitutes definition of children's programing. **PAGE 30.**

PERTSCHUK FOR THE DEFENSE □ The FTC chairman tries to justify the commission's children's advertising proceeding. **PAGE 31.**

ON THE ROAD TO ST. PAUL □ With the BPA set to open its 23d annual seminar in that Midwest city on Wednesday, a special report assesses the status of the broadcast promoter and the importance attached to that position. **PAGE 32.** Here's a look at the high spots of the seminar. **PAGE 33.** And the complete four-day agenda. **PAGE 34.**

ALLBRITTON'S CHOICE □ The Texas financier decides to leave his *Washington Star* publisher post and thus remove his crossownership problems. He is also in the market for more broadcast properties. **PAGE 38.**

HOWELL HOWL □ The National Black Media Coalition protests the FCC's waiver of ascertainment procedures when it renewed an AM-FM in that Detroit-area town. **PAGE 40.**

IN HOT WATER □ The FCC says 19 renewal applicants in California have failed to meet EEO standards. **PAGE 40.**

A-T-O MAKES ITS MOVE □ The new communications subsidiary of the national manufacturer spends \$12 million for WILX-TV Onondaga, Mich., and says it's shopping for other broadcast properties. **PAGE 42.**

LIBERTY QUADRUPLES □ Licensee of Eugene, Ore., TV buys three more stations in Wisconsin for \$8 million. **PAGE 43.**

TV NETWORK SPORTS □ A comprehensive A. C. Nielsen report breaks down how much is paid in the various

fields, time allocated on schedules and who is tuned in. **PAGE 46.**

HEADING WEST □ The AAF will hold its annual convention in San Francisco next week with current regulatory problems high on the agenda. **PAGE 48.**

IT STANDS □ The Supreme Court rejects the NCCB appeal of an FCC decision in 1974 that put product commercials beyond the reach of the fairness doctrine. **PAGE 50.**

CHILDREN'S TV □ NAB's Washington workshops this week will focus on quality programing and how to make it. Some FCC commissioners and Dr. Gerbner are on the agenda. **PAGE 53.**

SCHLOSSER STAYS □ The outgoing president of NBC accepts the offer of an RCA executive vice presidency. **PAGE 55.**

VCR'S CHANCES □ An A. D. Little survey concludes market penetration for home video cassette recorders will be 10% in less than a decade. **PAGE 58.**

LINDEMANN TO CBS □ The ex-NBC executive is back in network sports as successor to Barry Frank. **PAGE 56.**

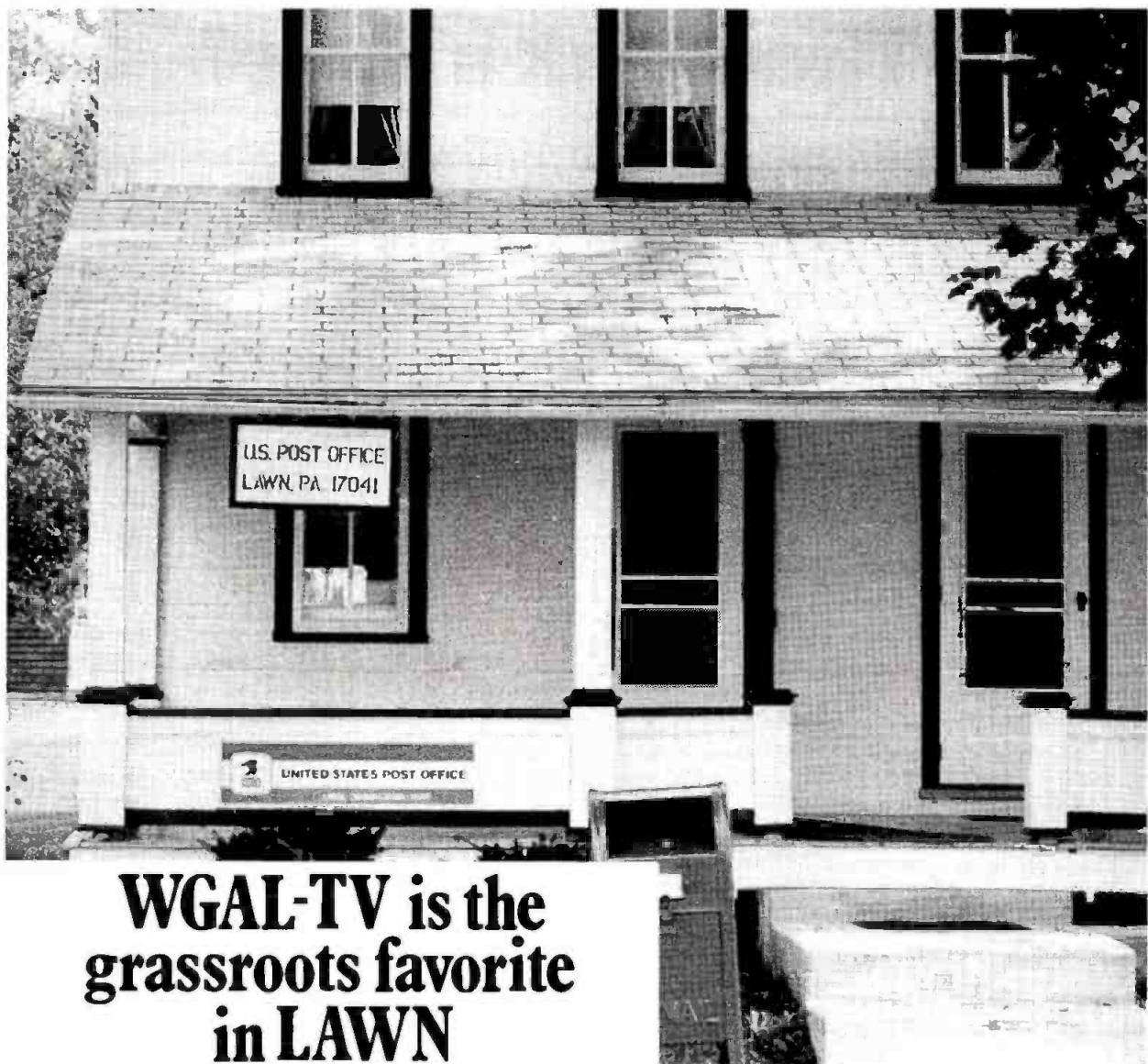
NO SPECIAL PROTECTION □ The Supreme Court, in a case involving a California college newspaper, upholds the right of police with a warrant to search newsrooms. **PAGE 56.**

TWO MORE □ Petitions by the ACLU and a group of three citizen groups are added to the list of those seeking Supreme Court review of the Midwest Video case. **PAGE 59.**

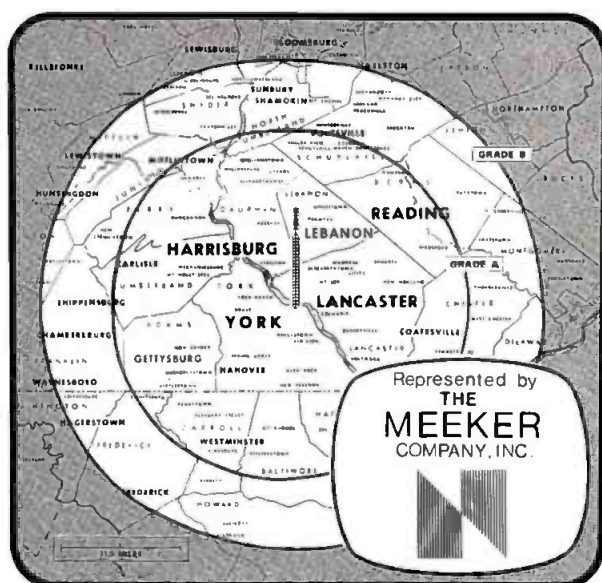
TOO SOON □ A report by a SMPTE study group contends it would be premature to impose strict standards on video disk systems at this time. **PAGE 60.**

MANY WORLDS OF OTTENBACH □ The BPA president typifies the new breed of promoter whose responsibilities have expanded into other spheres of station operation. It's all part of a broadcast career that began in 1962 as a Peoria disk jockey. **PAGE 81.**

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WGAL-TV is the grassroots favorite in LAWN



And this charming Lebanon County community is just one of the hundreds of prosperous Pennsylvania towns and cities in this rich 9-county DMA where WGAL-TV consistently provides strong day-in, day-out coverage at the sales-producing grassroots level. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1977 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence, R.I. - New Bedford-Fall River, Mass.

Closed Circuit®

Insider report: behind the scene, before the fact

Still another

New name in FCC sweepstakes last week was Charlene Hemming, 33, Republican and chicano, who operates marketing consulting business in Washington area. Mrs. Hemming, native of California, has been active in Spanish-American affairs and worked for time as deputy director of Spanish-speaking program at Housing and Urban Development. She is said to be soliciting support for appointment to seat held by Commissioner Margita White.

Idea man

FCC Chief Engineer Ray Spence has offered Chairman Charles D. Ferris some suggestions for eliminating UHF "handicap," but principal one has nothing to do with engineering. Mr. Spence, in private memo to chairman, says UHF's major problem is "public apathy" to UHF stations' programming. His proposed approach: Ask network inquiry staff—which is expected to begin functioning later this month—to check into possibility of requiring television networks to rotate affiliations among all stations—VHF and UHF—in given market. He would limit rotation to stations "with nearly equal coverage contours," to preserve public's viewing choices. Or, he said, set up system under which stations would bid on network programs, as theaters bid on feature films.

One idea he offered does deal with technical problems—what he regards as general lack of quality in UHF home antenna installations. Although installation matter is beyond commission's jurisdiction, Mr. Spence said, agency could prepare "layman's language article" on importance of good UHF antenna installation, "then encourage, perhaps through your office, *TV Guide* to publish and editorially support such an article."

Practical politics

Without publicity, ABC-TV affiliates have built highly organized political action group that maintains regular contact with members of House and Senate Commerce Committees and other key figures on Hill. Affiliates are given one-on-one assignments to specific legislators, can swing into coordinated action on important issues. Group met twice for intensive briefings during ABC-TV affiliates convention in Los Angeles two weeks ago.

Heading political strike force is Eugene Bohi. WGHP-TV High Point, N.C., member of board of governors of ABC Television Network Affiliates Association. He works closely with Everett H. Erlick, senior vice

president and general counsel of ABC-TV parent, American Broadcasting Companies, and Eugene S. Cowen, corporate vice president, Washington.

It pays to wait

Longer Senate Commerce Committee stalls on confirmation of Henry Geller as assistant secretary of commerce to head new National Telecommunications and Information Administration, better it is for Mr. Geller financially. He's making \$47,028 salary now as consultant to Commerce Department in addition to pension of \$20,211 from previous government service (Army, Justice Department, FCC). When he is confirmed, Mr. Geller's salary will increase to \$50,000, but he'll lose pension during period he works for government.

Simon purity?

FCC is gearing up for major meeting this week that could result in reshaping of policies governing noncommercial radio and television. Rulemakings will be considered to deal with complaints about "commercialization" of noncommercial stations—specifically, announcements regarding program underwriters—and about time spent on raising funds through auctions and marathons. In addition, inquiry is expected to be issued to open wide question of standards to be used in determining eligibility for noncommercial license.

One final action expected—and one that Corporation for Public Broadcasting has been urging—would virtually shut down 20 noncommercial FM channels to 10 w stations. Commission staff is convinced they make inefficient use of spectrum, and is recommending that they (1) be required to upgrade their power or (2) move to commercial channel on secondary basis or to new channel 200. If none of these choices is feasible, 10 watter would remain in present band, but on unprotected basis.

City prices

Costs of holding meetings vary widely from city to city, as reflected in National Association of Broadcasters accounting statement for fall meetings last year. It costs nearly twice as much to eat and drink in Chicago as in Atlanta—\$10,000 compared to \$6,000 for reception, luncheon and breakfast. Each city drew roughly same attendance, 250. Atlanta was only site to produce net income to NAB (\$500). San Diego produced net expense of \$6,000; Cambridge, Mass., \$5,000; Chicago, \$4,000; Dallas, \$2,500, and Denver, \$2,000.

Meetings are budgeted to break even

this year, with registration fees equalling projected costs. NAB board is to consider recommendation of membership committee that fees go from \$85 to \$90 for first station registrant, from \$40 to \$50 for each additional. Meetings next fall will be held in Boston, Atlanta, Chicago, San Francisco, Denver and New Orleans.

Language problem

ABC-TV's new magazine show, *20/20*, will be introduced tomorrow night (Tuesday, 10-11 p.m.) with Australian Robert Hughes as co-host—despite protests by ABC-TV affiliates that they couldn't understand what he said in presentation film shown at their convention in Los Angeles two weeks ago. Word is that Rooney Arledge, president of ABC News, put Mr. Hughes on cram course to Americanize his accent. To at least one critic Mr. Arledge was said to have promised: "Don't worry. By the time he gets on, everybody will understand him."

Organizers

Chances are there'll be birth of new broadcasting trade association at Broadcasters Promotion Association seminar opening Wednesday (June 7) in St. Paul (see page 32). BPA subgroup, Broadcast Designers Association, is expected to draw up bylaws, elect directors and like, according to leader Dick Weise, KTVU(TV) Oakland, Calif., art director, who says 50-75 colleagues are expected at convention. He claims to have mailing list numbering 450. Current thought is that group, if established, would continue meeting with BPA through 1979 as membership is built.

Ex parte overdone?

New emphasis by administration and courts on avoidance of ex-parte contacts has made life less interesting for some members and staffers of FCC, although most won't say so out loud. But one who does is FCC dean, Commissioner Robert E. Lee, who after nearly quarter-century of service, laments there now really isn't enough to do.

Until there's clarification—and upcoming implementation of new guidelines—FCC, under its new chairman, Charles D. Ferris, is intent on arms-length relations with those subject to its jurisdiction. Mr. Lee, Republican, who will have served 28 years when his term expires in 1981, longer than anyone in FCC history, feels commissioners cannot be swayed by casual business or social contacts and thinks valuable background accrues from dialogues with experts.

Business Briefly

TV only

Electronic Realty Association

National real estate association buys three TV flights beginning this summer, spending approximately \$2 million. Fromm Inc., Kansas City, Mo., will handle spots in 90-100 markets during news and sports time. Target: men and women, 25-49.

IHOP International House of Pancakes slates third-quarter TV buy, starting in two weeks. Brooks advertising, Oak Lawn, Ill., will seek spots during early fringe time in Midwest markets. Target: adults and children.

Firestone Tire and rubber company kicks off three-month TV campaign in two weeks. Sweeney & James, Cleveland, will buy spots in 100 markets during fringe and prime time. Target: total men.

Toro Equipment manufacturer arranges 14-week TV promotion for its Toro snow thrower beginning in August.

Campbell-Mithum, Minneapolis, will schedule spots during fringe time in about 50 markets. Target: men, 35 and over.

Gillette Appliance division launches third-quarter TV buy late this month. Grey-North, Chicago, will select spots in about 50 markets during fringe time. Target: men and women, 18-49.

Seven-Up Beverage company plans 13-week TV campaign beginning this week for its sugar-free and diet Seven-Up. Trends & Associates, Columbus, Ohio, will place spots in 10 markets during day, fringe and prime time. Target: adults, 18-34 and teen-agers, 12-17.

T.G.&Y. Division of City Products Corp. launches third-quarter TV buy late this month for its T.G. & Y. stores. Grey-North, Chicago, will select spots during all day parts. Target: men and women, 18-49, and teen-agers.

Colgate-Palmolive Dental cream gets third-quarter TV push late this month. Ted Bates, New York, will purchase spots

Rep appointments

- KLUC-AM-FM Las Vegas; WVNJ-AM-FM Newark, N.J.; KINT-AM-FM El Paso; KCOZ(FM) Shreveport, La.; KHNY-AM-FM Riverside, Calif.: Selcom Inc., New York.
- KOIL(AM)-KEFM(FM) Omaha; WLRW(FM) Champaign, Ill.: Pro Meeker Radio, New York.
- WITH-AM-FM Baltimore: Jack Masla & Co., New York.
- WNEB(AM) Worcester, Mass., and WKBK(AM) Keene, N.H.: P/W Representatives, New York (national) and Kettel-Carter, Boston (New England).

in 20 markets during early fringe time. Target: women, 18-49.

S.C. Johnson Deep Woods Off insecticide gets three-month TV buy beginning this week. Foote, Cone & Belding, Chicago, will select spots in Minneapolis and Wisconsin during day, fringe and prime time. Target: women, 25-49.

MJB Company highlights its coffee in 11-week TV campaign beginning in early July. Carlson Leibowitz, Los Angeles, will buy spots in 13 markets during day, fringe and prime time. Target: women, 25-54.

Regina Appliance unit of General Signal plans 10-week spot and network TV buy for its Elektrikbroom starting in September. Spots will run primarily during daytime. Agency is Hicks & Greist, New York. Target: women.

Captain D's Seafood restaurants take two TV flights beginning this week and in early July, running from three to four weeks. Noble Dury & Associates, Nashville, will select spots in eight markets during day, fringe and prime time. Target: men and women, 18-49.

Borden Hi-protein milk and ice cream are subjects of four and five-week TV campaigns that begin in early July. Tracy-Locke, Dallas, will seek spots in 41 markets during day, prime and prime access time. Target: women, 25-54.

Icelandic Airlines Carrier schedules six-week TV push beginning this week. Clinton E. Frank, Chicago, will buy spots during news, late fringe and prime time. Target: adults, 25-49.

Purex Pool products division begins

ACT AWARD

**"For continued excellence
in children's programming"**



For More Information, Write or Phone
THE BEHRENS COMPANY, INC.
 2451 BRICKELL AVENUE, MIAMI, FLORIDA 33129
 (305) 854-4935

WZGG

ATLANTA

Z-93... THE LEADING MASS APPEAL CONTEMPORARY STATION
IN ATLANTA.

Z-93... THE STATION THAT GAINED MORE LISTENERS IN THE
PAST YEAR THAN ANY OTHER.*

Z-93... THE STATION THAT IS #1 LISTENERS 18-49 AND
#2 LISTENERS 12+.*

*Arbitron, Oct/Nov 1977, Total Area, Cume, AQH, Mon-Sun 6AM-12M



Selects

TORBET-LASKER, Inc.

REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

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

THE STORY OF A HOSPITAL THAT GOT SICK AND THE TELEVISION STATION THAT MADE IT BETTER.

St. Elizabeth's hospital for the mentally ill was built on hope. On 320 acres overlooking the nation's capital from a hill in Anacostia.

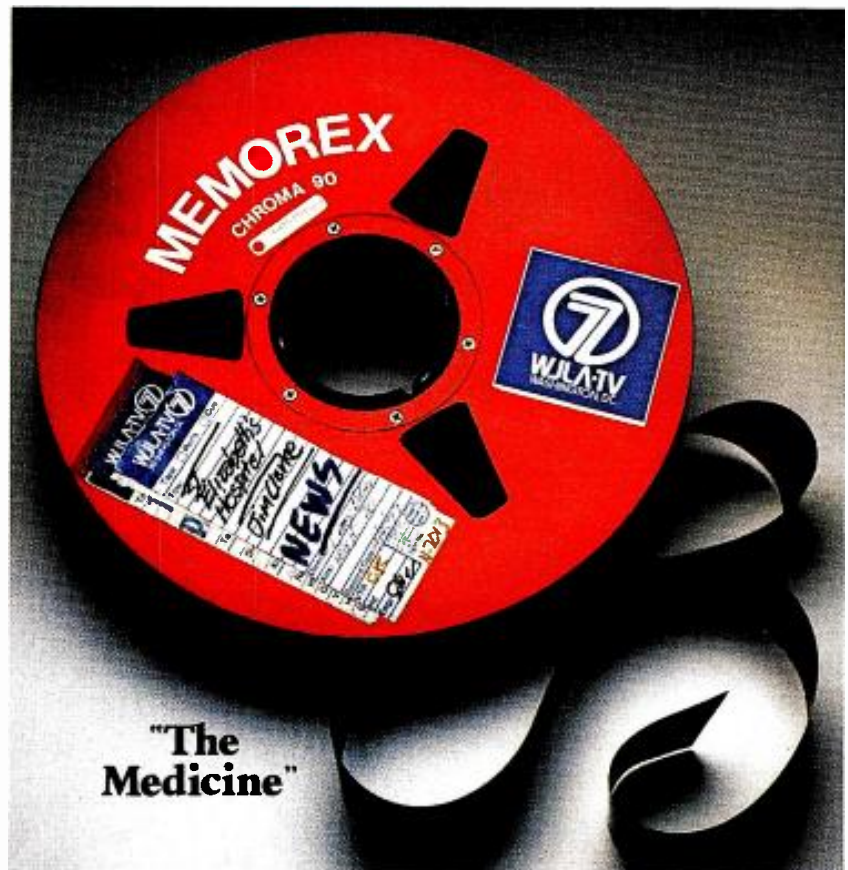
But St. Elizabeth's began overlooking a lot of other things as the years went on. As News 7's award-winning Jim Clarke discovered.

He visited the institution and exposed undreamed of horrors. He learned why it couldn't be accredited. Why it was a staggering waste of money. That three people died because of blatant neglect. And that half the patients weren't sick at all. Just old.

News 7's Special Assignment series, "Inside St. E's," chilled the community that saw it. Five separate investigations resulted. After seeing tapes of the show, HEW Secretary Califano promised that within two months the ill-fated hospital would start to get well. And it did. The after-shock of what happened left the old St. E's in rubble. But morale is building again. Faith is being restored.

Maybe you didn't get to see "Inside St. E's," as many Washington-

nians did. But if you ever visit there, you'll sure see the results.



**Television should be more
than soap operas and situation comedies.
WJLA-TV.**

Nationally represented by Petry Television, Inc.  in Washington, D.C.

six-week TV drive for its pool chemicals in two weeks. American Media Consultants, Los Angeles, will select spots in four markets during fringe, prime and prime access time. Target: men, 35 and over.

Qwip Systems □ Division of Exxon Enterprises begins four-week TV flight for facsimile machines in mid-July. Creamer Lois/FSR, New York, will schedule spots in 33 markets during news and sports time. Target: men, 25-54.

Wm. Underwood □ Company focuses on its Underwood meat spreads in four-week TV campaign beginning in mid-July. Kenyon & Eckhardt, Boston, will buy spots in 50 markets during day and fringe time. Target: women, 25-49.

Burger King □ Subsidiary of Pillsbury launches four-week TV buy for its Burger King fast food chain this week. J. Walter Thompson, Atlanta, will select spots in about 15 Southern markets during fringe time. Target: children, 2-11 and adults, 18-34.

Rustler's □ Steak house chain begins four-week TV promotion late this month. Lewis & Gilman, Philadelphia, will handle spots in nine markets during fringe, prime and late news time. Target: adults, 18-49.

National Fast Food □ Corporation features its Hoagy's Corner deli chain in four-week TV push starting this week. Cunningham & Root, Los Angeles, will schedule spots in four markets during fringe, prime and prime access time. Target: adults, 18-34.

Ferrero U.S.A. □ Confectionary company starts four-week TV push for its Tic-Tac candy late this month. SFM Media, New York, will select spots during fringe and prime access time. Target: adults, 12-34.

Sunshields □ Sun protector for car gets three-week TV push starting this week. A.



Big Apple radio. More than 900 advertising agency and radio station executives attended the Second Annual Festival of the New York Market Radio Broadcasting Association on May 25 at the Americana Hotel. Among those present were (l to r): Maurie Webster, executive director of NYMRAD; Rick Devlin, vice chairman of association [WOL(AM) New York]; Neil Rockoff, chairman of NYMRAD [WJL(AM) New York] and Larry Divney, festival chairman [WPLJ(FM) New York].

Eicoff & Co., Chicago, will handle spots in 16 markets during all day parts. Target: adults, 18-49.

Cudahy Foods □ Subsidiary of General Host launches three-week TV drive this week. Fulcher & Brownfield, Phoenix, will handle spots in 11 markets during day and early fringe time. Target: women, 18-49.

Beecham □ Company features its Beecham fruit-fresh preservative in three-week TV flight beginning this week. Cunningham & Walsh, New York, will buy spots in about 12 markets during day and fringe time. Target: women, 18-49.

K-Tel □ Corporation starts two-week TV drive for its Master Sharpener this week. Commonwealth Advertising, Minnetonka, Minn., will arrange spots in about 70 markets during fringe, day and prime time. Target: total men and women.

Tender Corp. □ After-bite insect remedy gets two-week TV drive beginning this week. A. Eicoff & Co., Chicago, will buy spots in 47 markets during all day parts. Target: total adults.

Radio only

Carquest □ Auto parts retailer schedules two-week radio push starting this week. Pitluk group, San Antonio, will buy spots in about 20 markets including San Diego, San Bernardino and Salinas, all California. Target: men, 18-49.

Mrs. Smith's □ Pie company starts two-week radio promotion in two weeks. J. M. Korn & Son, Philadelphia, will place spots in about 40 markets including New Orleans. Target: women, 18-49.

Oregon Farms □ Carrot cake gets six-week radio promotion beginning in mid-July. Evans Pacific, Seattle, will select spots in California, Nevada, Oregon and Washington. Target: women, 25-54.

Nair □ Carter products division features its Nair depilatory in five-week radio campaign beginning in late July. SFM Media, New York, will handle spots in markets including Boston, Miami and Los Angeles. Target: women, 12-34.

Radio-TV

Dad's □ Root beer gets 10-12-week TV and radio buy beginning in early June. Paul Yardley, Jacksonville, Fla., will place spots during early fringe and prime access time in Miami and Atlanta. Target: adults, 18-34.

BAR reports television-network sales as of May 14

ABC \$524,962,500 (36.3%) □ CBS \$483,761,600 (33.5%) □ NBC \$435,708,900 (30.2%)

Day parts	Total minutes week ended May 14	Total dollars week ended May 14	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.	171	\$ 1,308,300	2,845	\$ 20,142,200	\$ 17,704,400	+13.8
Monday-Friday 10 a.m.-6 p.m.	1,040	17,026,500	19,261	312,861,000	286,139,500	+9.3
Saturday-Sunday Sign-on-6 p.m.	305	7,725,900	6,322	170,504,200	160,491,800	+6.2
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,254,500	1,939	82,513,300	74,381,400	+10.9
Sunday 6 p.m.-7:30 p.m.	16	888,200	404	25,018,200	22,204,700	+12.7
Monday-Sunday 7:30 p.m.-11 p.m.	419	43,694,800	7,895	745,570,200	674,661,500	+10.5
Monday-Sunday 11 p.m.-Sign-off	227	5,247,800	4,100	87,823,900	86,837,300	+1.1
Total	2,278	\$80,146,000	42,766	\$1,444,433,000	\$1,322,420,200	+9.2

Source: Broadcast Advertisers Reports

Datebook[®]

■ indicates new or revised listing

This week

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

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

June 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. Speakers will include Representatives Lionel Van Deerlin (D-Calif.) and Louis Frey (R-Fla.). 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, Atlan-

tic City.

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

■ **June 11-30**—Tenth Institute for Religious Communications sponsored by the *Catholic Communications Foundation*. Loyola University, New Orleans.

Also in June

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 *Uplstate 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, Wash.

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

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

Major meetings

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

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 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. Buxboro Sheraton.

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

June 18—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.

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 conferences: March 8-12, 1980, Nob Hill complex, San Francisco; Feb. 13-18, 1981, New Orleans.

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 20-26, 1979**—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

■ **May 20-23, 1979**—*National Cable Television Association* annual convention. Las Vegas. 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.

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■ **June 19**—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting, Holiday Inn-University Center, Knoxville, Tenn.

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 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**—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Hilton Airport Inn, Nashville, Tenn.

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

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**—*Tennessee Association of Broadcasters* Emergency Broadcast System meeting. Holiday Inn, Holiday City, Memphis.

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

June 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; Wln 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 28**—Promotion and advertising clinic for *ABC-TV* stations. Century Plaza hotel, Los Angeles.

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

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

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

■ **June 27**—*Association of National Advertisers-Radio Advertising Bureau* radio workshop. Waldorf-Astoria, New York.

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

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

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

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

July

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

July 6-9—*National Federation of Local Cable Programmers* convention, jointly sponsored by the *University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Elber. (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 18-19**—*Wisconsin Broadcasters Association* summer meeting. Fox Hills Resort, Mishicot, Wis.

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

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

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

■ **Aug. 18**—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

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.

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Where Things Stand

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

All-channel radio. Representative John Breckinridge's (D-Ky.) House Small Business Subcommittee last year held antitrust inquiry

into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Sept. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Representative Breckinridge failed to win renomination to House this year, which means end to radio inquiry, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said he will pick up ball, treating issue in his subcommittee's rewrite of Communications Act. There is currently bill pending in House by Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." Systems not involved in the NAMSRC testing have been proposed by Harris Corp. and Kahn Communications. NAMSRC—made up of rep-

resentatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9). At NAB convention workshop, industry people were predicting FCC decision on AM stereo system by beginning of next year (BROADCASTING, April 17).

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

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued only last month, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10).

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

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

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KMND Midland
WWTC Minneapolis
WKRQ Mobile
WNOG Naples
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WKIS Orlando
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WWSW Pittsburgh
WDOS Portland, ME
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WOAI San Antonio
KXRX San Jose
KZST Santa Rosa
WQSA Sarasota
WARM Scranton/
Wilkes-Barre

KIRO Seattle
KBCM Sioux City
KSPO Spokane
WNUS Springfield, MA
WWBA Tampa/
St. Petersburg

KAIR Tucson
KRMG Tulsa
WTOP Washington, DC
KFH Wichita
WILM Wilmington, DE
WSBA York
WBBW Youngstown

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Ask WBBM Chicago:

"We have had stock market reports on Newsradio 78 for many years, but never a succinct, well-written report of up-to-date business news until now. It's a real plus."

John Hultman

Director, News Operations

Ask WEEI Boston:

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Director, News and Programming

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Bob Dalton

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Ask WSOC Charlotte:

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Ask KXRX San Jose:

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services should be eliminated in rural areas, if not altogether (BROADCASTING, Feb. 20).

Broadcasting in Congress. Following House vote last year to open chamber to live daily broadcast coverage, House Rules Committee has recommended that rather than allow pool of commercial and public broadcasting networks to run system, House should set it up and work broadcast controls itself. Recommendation accords with wishes of Speaker Thomas P. O'Neill Jr. (D-Mass.), who has already told staff to prepare contracts for purchase of color cameras. He has said that before instituting coverage, however, he will let House vote on who should control it. Under Rules Committee recommendation, broadcast feed of proceedings would be available to all TV and radio stations after experimental period, length of which is unspecified. Speaker O'Neill says it won't be before end of this year. In Senate, meantime, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step of letting radio in to cover its debate on Panama Canal treaties. National Public Radio carried large portions of that event live (BROADCASTING, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20). On Capitol Hill, Senate Communications Subcommittee had legislation drafted to give cable legislative mandate, but subcommittee's Chairman Ernest Hollings (D-S.C.) postponed its introduction indefinitely, saying he wants to see what House Communications Subcommittee does with cable in its Communications Act rewrite (BROADCASTING, May 8).

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

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

Children's advertising. Federal Trade Commission staff has proposed that commission ban advertising on television to children under age 8, prohibit ads for highly sugared products and require counteradvertising for sugared product spots that are permitted. Commission then voted to institute rulemaking inquiry on those proposals, and reaction from industry was immediate (BROADCASTING, March 13). Comments on proposal are due (Sept. 9).

Strongest reaction to date has come from House Appropriations Committee which amended appropriations bill to prohibit FTC from banning advertising for foods that Food and Drug Administration deems safe. But inquiry is allowed to continue, and will, FTC Chairman Michael Pertschuk says (BROADCASTING, May 29). Action for Children's Television, which got whole ball rolling with petition to FTC, has also gone to FCC with petition urging end of TV ads for children (BROADCASTING, Feb. 27).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

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

Communications Act. Rewrite of Communications Act, project in works at House Communications Subcommittee for going on two years, will emerge this week as bill under sponsorship of subcommittee Chairman Lionel Van Deerlin (D-Calif.) and subcommittee ranking Republican Lou Frey (R-Fla.). Measure's theme is to "open up" entire communications industry—including broadcasting, cable television, satellites and common carriers—to "marketplace determinations by free choice of services," Mr. Van Deerlin says (BROADCASTING, May 29). Indications are that bill will have some deregulatory provisions, especially for radio, but as trade-off would also assess fee from broadcasters and other communications carriers for their use of spectrum. Last provision has been and probably will continue to be heavily fought by broadcasters.

Crossownership (newspaper-broadcast). Supreme Court heard oral arguments Jan. 16 on question of whether FCC should permit common ownership of broadcast stations and newspapers in same market (BROADCASTING, Jan. 23). It is possible, however, that crossownership case will finally be resolved not by Supreme Court but by Congress. Legislation (H.R. 5577) has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media. And, to some extent, events are overtaking courts and Congress. Actions threatening existence of crossowned media have been followed by quickening trend to dissolve crossowned media holdings. Last year, eight transfers or assignments of licenses involving crossowned stations were announced (BROADCASTING, Dec. 12, 1977); two, however—swap of

Multimedia's WFCB-TV, Greenville, S.C., for McClatchy Newspapers' KOVR-TV, Stockton, Calif., and of WJLA-TV Washington for KOCO-TV Oklahoma City plus preferred stock—have been called off (BROADCASTING, March 20, 27).

Crossownership (television broadcast-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. One rulemaking proposal left over from administration of former FCC Chairman Richard E. Wiley which commission under Charles D. Ferris will resolve involves equal employment opportunity rules for cable television systems. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appeared to cast doubt on FCC authority to impose EEO rules on cable systems. Or so FCC general counsel's office under Chairman Wiley had felt. Whether new general counsel will feel the same, after reviewing comments that have been filed in proceeding, remains to be seen. In broadcast EEO area, comments have been filed on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry (BROADCASTING, May 1). As for FCC's internal EEO: It's poor, according to report by Citizens Communications Center, which contended that top jobs are held by white males (BROADCASTING, April 3).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

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

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- ☆ Outstanding Host or Hostess in a Talk, Service or Variety Series
—*Dinah Shore for DINAH!*
- ☆ Outstanding Individual Director for a Variety Program (For a Single Episode, "DINAH! and the Philadelphians")—*Glen Swanson.*



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

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

Indecency. Supreme Court is reviewing appeals court decision that overturned FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, Jan. 16). Broadcast establishment is supporting nonconformist station in briefs filed (BROADCASTING, April 3) and in oral arguments at high court (BROADCASTING, April 24). At same time, commission, which brought appeal in WBAI case, has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25, 1977). Court has complied, but status of rule is uncertain since U.S. Court of Appeals, in case involving cable access rules, has held commission lacks authority to adopt obscenity rules for cable (BROADCASTING, March 6).

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

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in broadcast and cable ownership (BROADCASTING, Feb. 6, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable

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

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

Network standings. Prime time ratings averages, Sept. 5, 1977-May 28, 1978: ABC 20.1, CBS 18.2, NBC 17.7.

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

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

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

over-air pay TV stations currently telecasting: wtvgtv(N) Newark, N.J., and wbsc-TV Corona, Calif.

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

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Mr. Kastenmeier indicated he may hold still more, but has acknowledged that legislation's chances for passage are virtually nil, unless Senate shows some interest—which it has not done.

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no perceptible movement in Congress on issue of televised violence. But controversy, which seems to be shifting from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming offensive to children, has announced a new program to create a school curriculum for teaching young people how to watch television critically, and says it will petition to deny five network-owned TV stations in 1979 if the networks don't cut back on sex and violence. Association has received \$30,000 contribution for project from CBS and has recruited Gene Jankowski, president of CBS/Broadcast Group, to help raise more. Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining amounts of hard-action programming (BROADCASTING, April 3).

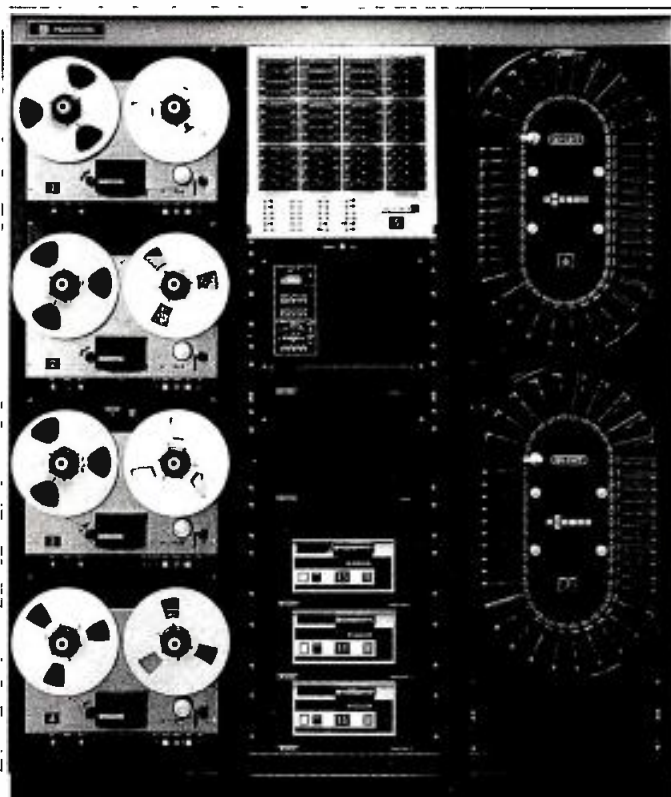
UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, March 14, 1977). Task force has reported to commission that land-mobile pressure for UHF spectrum space can be eased technologically (BROADCASTING, Feb. 6). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20). Commission has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22).

VHF drop-ins. This FCC proceeding, of

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WRMN-AM	KCWM-FM	KNBY-AM
WGEM-AM/FM	WWVA-FM	KHQ-FM
WQCY-FM	WXRO-FM	WXTC-FM
WTAD-AM	WPDR-FM	WGIR-FM
WQFL-FM	KOVE-AM	KBOI-FM
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WMRI-FM	KDRB-FM	WNEZ-FM
KGRS-FM	WAPI-AM/FM	WRTN-FM
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WKYW-FM	WBAM-AM	WMLW-FM
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WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as homestretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international

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

OpenMike®

EDITOR: I would like to comment on Gordon E. Lack's letter ("Open Mike," May 22) concerning employment in a major-market station as opposed to a small-market station.

Sure, everyone out of college and broadcasting school would like a job in a major market because of the fringe benefits. But most of us know that landing a job in a major market right off the bat is next to impossible. The trouble is trying to find a job in a small market. It seems that most general managers and program directors, even ones in smaller markets, will only consider people for employment with two and three years' experience. What I would like to know is how do we get that experience if nobody is willing to give us a chance to prove we can do the job?—*Kevin T. Freeman, Lancaster, Pa.*

EDITOR: Regarding your editorial of May 22, "Still the People's Choice," I agree in part with your conclusion that the turned-off viewer is synonymous with the turned-off television set, which quickly translates into turned-off television advertisers. I think, however, you ignore one very im-

portant economic fact in the broadcasting industry.

Broadcasters live or die by their ability to sell their on-the-air product. It seems to me that if broadcast stations (or the networks, for that matter) have difficulty in finding suitable sponsors for various programs, they will discontinue these programs and replace them with others that are more acceptable in the marketplace.

I think major advertisers, like Sears, can have an impact on the radio and television programming of this country by withholding their sponsorship from programs they deem to have too much sex or violence or to be in bad taste. — *Robert Rouse, general manager, WVTS(FM) Terre Haute, Ind.*

EDITOR: I deeply appreciate your including an excerpt from my impromptu and slightly premature farewell remarks at the CBS-TV affiliates' conference (May 29), but just to keep the record straight—the third word of the second line of the second paragraph of the excerpt was printed by you as “talents” rather than “tolerance.” Of course, all CBS-TV affiliates have, I am confident, extraordinary talents, but what I was talking about was their extraordinary tolerance.—*Richard S. Salant, president, CBS News, New York.*

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The nation's most powerful FM station.

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WJPM-TV GRAND RAPIDS MICHIGAN

WBGM-TV GRAND RAPIDS MICHIGAN

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KMBC-TV Kansas City
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KPHO-TV Phoenix

WFBC-TV Greenville
WTAR-TV Norfolk
KUTV Salt Lake City
WDBO-TV Orlando
WGHP-TV Greensboro
WTVK Knoxville
WROC-TV Rochester
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KMPH-TV Fresno-Visalia
WPSD-TV Paducah
KHQ-TV Spokane
WAPT-TV Jackson, Miss.
WDEF-TV Chattanooga
KITV Honolulu
WHME-TV South Bend
WITN-TV Washington, N.C.
WLEX-TV Lexington
WOLO-TV Columbia, S.C.
WCSC-TV Charleston
KSWO-TV Wichita Falls-Lawton
KAMR-TV Amarillo
KRDO-TV Colorado Springs
WJBF Augusta
WWTW Traverse City-Cadillac
KVAL Eugene
KNDO-TV Yakima
KOMU-TV Columbia, Mo.
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Osmond Productions'
sparkling new
music-variety series
for all America
to enjoy!

The Donna Fargo Show

Monday Memo[®]

A broadcast advertising commentary from Michael D. Moore, VP-director of media management, Benton & Bowles, New York.

Diminishing room to maneuver for the television advertiser

Are you aware that the flexibility of the television medium is an endangered species? In these times of great prosperity when advertising spending is higher than ever and station revenues and profits are setting records, television is on the verge of giving away one of its greatest assets—flexibility.

Recent actions taken by station management, affiliate groups and station representatives have made it more difficult for advertisers to use and work with the medium. And I might add that these actions have been taken unilaterally in many cases, without the two-way dialogue you would expect between interdependent parties.

There are several areas of disappearing flexibility that are of particular concern to advertisers.

■ At the top of the list is the incredible doubling of the cost to the advertiser of cut-ins. The dimension of these unjustified increases will inhibit advertisers from experimenting with the medium, since cut-ins have been a vital tool for copy testing and test marketing. Over the years these functions have served the advertiser as a means of insuring the effectiveness of his advertising message and marketing plans. But the ability to test efficiently has also served the broadcaster because the more effective the advertiser's television activity the more the advertiser will use the medium.

The current high levels of profitability in the television industry are in large measure the result of the confidence that advertisers have in the medium and their ability to harness it effectively. This confidence did not occur overnight; it developed over the years through testing and experimentation. Now that many copy tests and test marketing opportunities are being priced out of the market, experimentation will be reduced and concurrently there will be a loss of confidence in TV and a search for alternatives.

■ Next in the flexibility reduction list is the recent resistance by stations to advertiser experimentation with different commercial lengths. It is understandable that the broadcaster would resist greater fragmentation of commercial time and the erosion of the 30-second spot as the basic unit of sale. In fact, we would support such resistance. On the other hand, when a concept is brought forward that would actually reduce the number of commercials in each break and not increase the amount of commercial time, it is difficult to understand



Michael David Moore, senior vice president and director of media management at Benton & Bowles, joined the agency in 1962 as an assistant buyer. He moved through a number of media positions and was elected vice president and associate media director in 1968. Two years later, he was appointed director of media and programing services and in 1971 he became associate director of media management. In May 1976, Mr. Moore moved to director of media management.

the immediate negative reaction by stations and their representatives without first trying to develop an in-depth understanding of the whys and wherefores.

■ The third item on the list not only limits the advertiser's flexibility but is not in the best interests of the viewing public. I am referring to the growing number of stations that are opting to strip the prime time access period on a five-day-per-week basis with the same program. We acknowledge the sound short-term business rationale for this "if it works once, let's do it five times" scheduling concept and the economic rationale if the program happens to be inexpensive.

But how about the long-range welfare of the medium? We believe it is dependent upon giving encouragement to the maximum number of production resources in the creative community. We fear that by restricting access to a limited number of different programs, the incentive to invest in creativity will be reduced. Given television's ravenous appetite for fresh programming, the medium stands to lose much

of its vitality over the long term if the source of product is pinched off. It is difficult to believe that the FCC had stripped game shows in mind when it opened prime time access to syndicated programming.

■ Not only are stations inhibiting the advertiser's ability to experiment with the medium and the creative community's incentive to program the medium, but they are making it more difficult for the advertiser to use the medium on a day-to-day basis. We are very concerned about the growing trend towards longer cancellation-notification lead time, since one of the most important assets of local broadcast has been its timing flexibility.

We acknowledge that advertisers have occasionally violated the spirit of a station's cancellation policies, but there are surely ways to control the culprit without tarring the entire advertising community with the same brush. It is particularly interesting that schedule flexibility is being cut back by the station manager at the same time that he is most vocal about network usurpation of the advertising dollar. It appears that the station manager is concerned about the network as a competitor for the advertising dollar while at the same time he is taking from the advertiser one of the most essential advantages the station offers vis-a-vis the networks.

It seems to us that this is not an appropriate time for the broadcaster to reduce the attractiveness of his medium to advertisers. Looming just over the horizon are new broadcast technologies that threaten the current commercial broadcast structure. The recent steps to reduce the medium's flexibility will only propel advertisers into the arms of these alternate technologies so that we may continue to experiment with ways to improve the impact of our advertising expenditures. Only by providing this flexibility will the broadcast community enable the advertiser to increase the productivity of the medium's use and thereby offset the spiralling costs of participation.

It is odd that we find ourselves in a climate today where the natural alliance between broadcaster and advertiser is becoming one of confrontation and suspicion. It is a shame that any attempt to change the status quo by the advertiser is looked upon as some kind of a threat to the financial well-being of the broadcaster.

Generally speaking, nothing could be further from the truth. If anyone has as much to gain as the broadcaster from the continued health of the current broadcast structure, it is the advertiser. Only by working together will the value of the medium and its long-term health be enhanced.



The holiday package that's too big to wrap.



It's tremendous! It's phenomenal!
It's fun!

It's everything the whole family
could want from you for the holidays!
It's the SFM Holiday Network!

Yes, SFM has done it again. SFM—the people who brought to television Walt Disney's "Mickey Mouse Club" (both the original and the new!); "The Adventures of Rin Tin Tin;" the innovative "non-network network" Mobil Showcase Presentations of "Ten Who Dared," "When Havoc Struck" and "Between the Wars," in coopera-

tion with Mobil Oil Corporation; and network features like "The Adventures of the Wilderness Family" and "Challenge to be Free."

SFM has now developed an exciting group of family features that will air a week before each of the upcoming holidays!

Fun, fantasy and fairy tales. For the whole family to watch together. Full-length features from major studios like MGM to help them get into the holiday spirit.

They're too big to tell you about

right now. So we're keeping them under wraps.

But we'll keep you posted so you'll have plenty of time to let your audiences and advertisers know all about it.

One thing we can tell you for sure. It's a great gift for the family who has seen everything.

**SFM Holiday
Network**

Top of the Week

Welcoming gift for Silverman: NBC tops CBS in May sweeps

ABC takes first, but old order of second and third is reversed; specials programming does the job

NBC-TV, with a season's worth of third-place ratings to counter, stole second place in the May sweep period from CBS-TV, a moral victory that may help ease some tension when Fred Silverman takes over as NBC president this Friday (June 9).

For the full sweep period covered by both Arbitron Television and A.C. Nielsen Co., May 3-31, the national Nielsen rating averages were 16.9 for ABC-TV, 16.0 for NBC and 15.2 for CBS. Though taken with a substantial grain of salt by advertisers, the local equivalents of those numbers will help stations adjust their fall rate cards from the results of the November and February sweeps this season, both of which were lost by NBC. In November, the national count was 20.6 for ABC, 19.1 for CBS and 18.5 for NBC, while in February ABC finished with a 22.0, CBS had a 19.5 and NBC a 17.8. NBC was the only network to improve its performance over last May's sweep, when ABC had a 16.0, NBC a 15.8 and CBS a 15.2.

"The sweeps do more to bolster the courage than to affect the end rates," said Chuck Kinney, president of the rep firm, Peters, Griffin, Woodward, "but the psychological affect to the stations will be extremely valuable: It will make them a little more bullish."

Presumably the sweep results will have a positive affect within NBC as well. Prior to May, the network has finished third 17 weeks since September, second 15 weeks and first only two. Those two wins came by grace of "The Godfather" in November and *Holocaust* in April, and miniseries have averaged over-all a 22.7 for NBC, a big improvement over its season-to-date average of 17.7 (versus ABC's 20.1 and CBS's 18.2). But Fred Silverman is on record as saying that series are the backbone of a network's schedule, and series remain a problem for NBC: They averaged only a 27 share during the May sweep.

NBC clinched its second-place finish by winning the sweep's final full week, May 22-28, and then by reaping a night-win-

ning 47 share from a three-hour Bob Hope birthday special on Monday, May 29. The network tied with ABC for first place the previous week on the strength of the miniseries, *Wheels*, and came in second for week two. CBS came in third for all but one week of the month, hoping for but not getting a turnaround performance in that final full week from *The Dain Curse*.

As reported, *The Dain Curse* started out strong on Monday, May 22, with a 37 share, but then dropped to a 30 share with its second episode on Tuesday (BROADCASTING, May 29). The third episode on Wednesday also scored a 30 share, giving the network nightly victories on two of the three nights the miniseries ran (ABC, as always, won Tuesday). But from there CBS was hurt by an NBA championship game on Thursday, which pulled a 17 share from 9-11 p.m. NYT, and by mediocre scores from several pilots and from all but its strongest series (*The Incredible Hulk*, *60 Minutes*, *All in the Family* and *Alice*). The result: third-place nightly averages on three out of the four remaining nights of the week.

NBC's week-winning strategy was to run specials from 9-11 p.m. on every night of the week but one—Friday, when the network played its two strongest late-evening series, *Rockford Files* and *Quincy*. NBC came in third that night, but pulled better-than-usual audiences on Wednes-

day with the movie "Rooster Cogburn" (which drew a 30 share), on Thursday with a two-hour episode of the canceled series, *Class of 65* (a 31 share), and especially on Sunday, when Walt Disney's movie "The Young Runaways" and a two-hour *Police Story* starring David Cassidy pulled 33 and 40 shares, respectively, winning the night by a large margin.

The spectacle of CBS and NBC slugging it out helped draw audiences away from ABC on several nights of the week, such as on Wednesday, when *The Dain Curse* and "Rooster Cogburn" left *Charlie's Angels* with a 28 share. ABC was also hurt by several low-rated pilots, specials and sports events, particularly on the two nights of the week when viewing is traditionally at peak levels, Sunday and Monday. On Sunday, the movie "The Vanishing Wilderness" pulled a 21 share, followed by coverage of the Indianapolis 500 auto race, which pulled a 25. On Monday, the occasionally scheduled series *Sugar Time* led off with an 18 share and was followed by a 20-share baseball game. ABC came in third on both nights.

Specials scoring reasonably well for ABC during the week were *Bing Crosby: His Life and Legend*, which pulled a 32 on Thursday, and *The Osmond Brothers*, which filled in for siblings Donny and Marie in Friday's lead-off hour with a 33 share.

It sounds like a fizzle from Chicago

That Sears-PTA meeting of television advertisers takes place on schedule, but the day turns out to be longer on talk than on action

Fifteen representatives of leading television advertisers were said to have gathered in Chicago last Wednesday afternoon (May 31) for a closed-door discussion—sponsored by the national Parent Teachers Association and Sears, Roebuck—on the state of programming.

Beyond identifying Eastman Kodak and Ford Motor Co., neither the PTA nor Sears was willing to reveal the other participants at what PTA President Grace Baisinger characterized as a "dialogue... an informational exchange." Both Mrs. Baisinger and William Young, director of the PTA's TV Action Center, said there were no commitments or game plans lined up for further action.

The secrecy surrounding the other 13 companies was at their own request, Mr. Young said, because various advertising

deals with networks and others are being worked out. He said about 25 invitations had gone out.

According to one source, Procter & Gamble (the largest TV spender) and General Foods had declined; American Home Products had planned to send a representative, as had General Motors.

The call last month for the meeting had come with the Sears announcement that its sex and violence concerns had led to advertising stops in another two programs: *Charlie's Angels* and *Three's Company*.

Among the topics of discussion, Mr. Young said, was "how to determine what the American public finds offensive," not necessarily programs but "component behavioral factors." He said that there was "almost universal agreement" among the advertising representatives that the national PTA's proposed critical viewing skills program for young people should be supported by the television industry.

Another area provoking "a good deal of discussion and interest," Mr. Young explained, was the proposed rewrite of the

179 stations believed

"The crisis no

On April 27, millions of television viewers from coast to coast watched a startling and revealing documentary—

THE 45 BILLION DOLLAR CONNECTION—which explored how U.S. dependence on foreign oil impacts on the American family and lifestyle.

In the process, history was made. The 179 stations that preempted regular prime time programming to air "Connection" became the largest independent commercial television network ever to carry a news documentary.

We at Capital Cities Communications extend our deepest appreciation to the network-affiliated and independent stations that believed, as we did, in the need for the American public to better understand the far reaching implications of a crisis which affects each and every one of us.

**A PRESENTATION OF
CAPITAL CITIES COMMUNICATIONS**

KTXS-TV

Abilene, TX

KTEN-TV

Ada, OK

WALB-TV

Albany, GA

WTEN-TV

Albany, NY

KALB-TV

Alexandria, LA

KCMT-TV

Alexandria, MN

WTAJ-TV

Altoona, PA

KAMR-TV

Amarillo, TX

KTVA-TV

Anchorage, AK

WAGA-TV

Atlanta, GA

WJBF-TV

Augusta, GA

KTBC-TV

Austin, TX

KERO-TV

Bakersfield, CA

WBAL-TV

Baltimore, MD

WVII-TV

Bangor, ME

WAFB-TV

Baton Rouge, LA

WUHQ-TV

Battle Creek, MI

KEZI-TV

Bend, OR

KWAB-TV

Big Spring, TX

WICZ-TV

Binghamton, NY

WBRC-TV

Birmingham, AL

KXMB-TV

Bismarck, ND

WHIS-TV

Bluefield, WV

KTVB-TV

Boise, ID

WEVU-TV

Bonita Springs, FL

WBKO-TV

Bowling Green, KY

WCYB-TV

Bristol, TN

KBTX-TV

Bryan, TX

WKBW-TV

Buffalo, NY

WECF-TV

Burlington, VT

KCRG-TV

Cedar Rapids, IA

WRET-TV

Charlotte, NC

WTVG-TV

Chattanooga, TN

KYCU-TV

Cheyenne, WY

WGN-TV

Chicago, IL

WKRC-TV

Cincinnati, OH

WBOY-TV

Clarksburg, WV

WJKW-TV

Cleveland, OH

WEYI-TV

Clio, MI

KOMU-TV

Columbia, MO

WIS-TV

Columbia, SC

WYEA-TV

Columbus, GA

WBNS-TV

Columbus, OH

KUPK-TV

Copeland, KS

KZTV-TV

Corpus Christi, TX

KDFW-TV

Dallas, TX

WOC-TV

Davenport, IA

WDTN-TV

Dayton, OH

KWGN-TV

Denver, CO

KCCI-TV

Des Moines, IA

KDIX-TV

Dickinson, ND

WDHN-TV

Dothan, AL

KDUB-TV

Dubuque, IA

KDAL-TV

Duluth, MN

ations ved in one believes"

KREZ-TV
Durango, CO
WTVD-TV
Durham, NC
WEAU-TV
Eau Claire, WI
KVIQ-TV
Eureka, CA
WTVW-TV
Evansville, IN
KXJB-TV
 Fargo, ND
KIVA-TV
Farmington, NM
KTVP-TV
Fayetteville, AR
KOAI-TV
Flagstaff, AZ
WTVX-TV
Fort Pierce, FL
KFPW-TV
Fort Smith, AR
WPTA-TV
Fort Wayne, IN
KFSN-TV
Fresno, CA
KREX-TV
Grand Junction, CO
KFBB-TV
Great Falls, MT
WBAY-TV
Green Bay, WI
WNCT-TV
Greenville, NC
WFBC-TV
Greenville, SC

KHAS-TV
Hastings, NE
KTCM-TV
Helena, MT
WGHP-TV
High Point, NC
KITV-TV
Honolulu, HI
KTRK-TV
Houston, TX
WSAZ-TV
Huntington, WV
WYUR-TV
Huntsville, AL
KIFI-TV
Idaho Falls, ID
WISH-TV
Indianapolis, IN
WILX-TV
Jackson, MI
WJTV-TV
Jackson, MS
WJXT-TV
Jacksonville, FL
KAIT-TV
Jonesboro, AR
KMBC-TV
Kansas City, MO
KVEV-TV
Kennewick, WA
KOTI-TV
Klamath Falls, OR
WATE-TV
Knoxville, TN
KLFY-TV
Lafayette, LA

KPLC-TV
Lake Charles, LA
KVTV-TV
Laredo, TX
KLAS-TV
Las Vegas, NV
WLYH-TV
Lebanon, PA
WTVQ-TV
Lexington, KY
KTTV-TV
Los Angeles, CA
WLKY-TV
Louisville, KY
KLBK-TV
Lubbock, TX
KTRE-TV
Lufkin, TX
WCWB-TV
Macon, GA
WMTV-TV
Madison, WI
KEYC-TV
Mankato, MN
WLUC-TV
Marquette, MI
KIMT-TV
Mason City, IA
KOBI-TV
Medford, OR
WMC-TV
Memphis, TN
WPLG-TV
Miami, FL
WITI-TV
Milwaukee, WI

WTCN-TV
Minneapolis, MN
KXMC-TV
Minot, ND
KMOM-TV
Monahans, TX
WCOV-TV
Montgomery, AL
KREY-TV
Montrose, CO
WCIV-TV
Mt. Pleasant, SC
WSM-TV
Nashville, TN
WCVB-TV
Needham, MA
WTNH-TV
New Haven, CT
WDSU-TV
New Orleans, LA
WNEW-TV
New York, NY
KOCO-TV
Oklahoma City, OK
KMTV-TV
Omaha, NE
WFTV-TV
Orlando, FL
WJHG-TV
Panama City, FL
WEAR-TV
Pensacola, FL
WPVI-TV
Philadelphia, PA
KTAR-TV
Phoenix, AZ

KOAM-TV
Pittsburg, KS
WTAE-TV
Pittsburgh, PA
WGAN-TV
Portland, ME
KGW-TV
Portland, OR
WAVY-TV
Portsmouth, VA
WAGM-TV
Presque Isle, ME
WJAR-TV
Providence, RI
KOAA-TV
Pueblo, CO
KOTA-TV
Rapid City, SD
KCRL-TV
Reno, NV
WWBT-TV
Richmond, VA
WSLS-TV
Roanoke, VA
WHEC-TV
Rochester, NY
WTVQ-TV
Rockford, IL
KCRA-TV
Sacramento, CA
KPLR-TV
St. Louis, MO
KSL-TV
Salt Lake City, UT
KMOL-TV
San Antonio, TX

KCST-TV
San Diego, CA
KRON-TV
San Francisco, CA
KNTV-TV
San Jose, CA
KCOY-TV
Santa Maria, CA
WXLT-TV
Sarasota, FL
WGTQ-TV
Sault Ste. Marie
KSTF-TV
Scottsbluff, NE
WDAU-TV
Scranton, PA
KING-TV
Seattle, WA
KMEG-TV
Sioux City, IA
KELO-TV
Sioux Falls, SD
WJBK-TV
Southfield, MI
KREM-TV
Spokane, WA
WWLP-TV
Springfield, MA
KYTV-TV
Springfield, MO
KTVS-TV
Sterling, CO
WTVH-TV
Syracuse, NY
WECA-TV
Tallahassee, FL

WTVT-TV
Tampa, FL
WTWO-TV
Terre Haute, IN
WSPD-TV
Toledo, OH
WIBW-TV
Topeka, KS
WGTU-TV
Traverse City, MI
KOVA-TV
Tucson, AZ
KLTV-TV
Tyler, TX
WUTR-TV
Utica, NY
KWTX-TV
Waco, TX
WTTG-TV
Washington, DC
KAKE-TV
Wichita, KS
KAUZ-TV
Wichita Falls, TX
KXMD-TV
Williston, ND
KAPP-TV
Yakima, WA
WKBN-TV
Youngstown, OH
KYEL-TV
Yuma, AZ
WHIZ-TV
Zanesville, OH

Communications Act, and how it would affect the advertising community. He expects the House Communications Subcommittee work to be examined with interest by the advertisers that attended.

The possibility of an advertiser-sponsored seminar for members of Congress and another for TV critics also was said to have been discussed. Mr. Young claimed "a lot of congressmen" are saying that they are being intimidated by local broadcasters with threats of news blackouts, in effect, if they cross the industry. That will be a subject at a meeting of the PTA's national television commission during the parent organization's national convention this week in Atlanta.

Mr. Young said he brought up the idea of boycotts in the meeting. Mrs. Baisinger, however, said it was not a matter of consideration.

The anticipated formation of a broadcast advisory council of advertisers to advise the national PTA did not happen. Mr. Young said, adding that some advertisers thought such an advisory board might best be handled under the aegis of the Association of National Advertisers.

While the PTA may have been just talking at the Chicago meeting, it was threatening on another front.

It has warned the three networks to expect petitions to deny the licenses of those of their owned-and-operated stations coming up for renewal in 1979 unless it determines that "gratuitous" sex and violence is declining in TV programming. The PTA began monitoring last fall and plans to have its members continue observing into the new season. Among stations that could be targets are ABC's WLS-TV Chicago and WXYZ-TV Detroit; CBS's WBBM-TV Chicago, and NBC's WMAQ-TV Chicago and WKYC-TV Cleveland.

ACT says stations aren't hewing to commercial limits in children's TV

Filing with FCC says both affiliates and independents are exceeding guidelines for nonprogram material; NAB disputes definitions used

Action for Children's Television last week filed a report with the FCC purporting to show that television stations are ignoring guidelines for restricting the amount of nonprogram material in children's programming.

The report, an analysis of programs and commercials in children's weekday and weekend programming, indicates that 16 stations monitored last October exceeded prescribed limits in up to three-fourths of the 61 hours involved. The most serious offenders were said to be independent stations.

However, there is some dispute over definition of children's programming. The study, by Dr. F. Earle Barcus of Boston University's School of Public Communications, was filed in connection with ACT's petition to bar advertising from children's programming. But it includes comedy reruns such as *Gilligan's Island*, as well as *The Flintstones*, while the NAB defines children's programs as those initially designed primarily for children under 12 years of age.

There is also some uncertainty as to what should be regarded as nonprogram material. Dr. Barcus includes some material the NAB does not, but excludes other material the NAB counts. He feels his nonprogram definition "approxi-

mates" that of the NAB.

The NAB and the Association of Independent Television Stations four years ago agreed to limit nonprogram material in children's programs to 12 minutes per hour on weekdays and nine and a half on weekends. The associations' decisions, reached at the urging of former FCC Chairman Richard E. Wiley, were cited by the commission in its policy statement on children's programming as the reason for not adopting a commercial-time rule.

Dr. Barcus monitored the weekend programming of six Boston stations, including the three network affiliates—WBZ-TV (NBC), WCVB-TV (ABC) and WNAC-TV (CBS)—and three independents—WLVI-TV, WSBK-TV and WXNE-TV. They were found to have exceeded the nine and half-per minute limit in 15 of the 31.5 hours of monitoring. The performance of the affiliates and independents in Boston in meeting the nine and a half minute limit were about the same.

But in monitoring 10 other independents across the country, Dr. Barcus found that they exceeded the 12-minute limit in 29 of the 30 hours of monitoring. (Dr. Barcus, who also expressed some uncertainty as to whether the NAB code set more liberal standards for independent stations—he said the standards are either 12, 14 or 16 minutes per hour—found that the independents exceeded the 14-minute level in 16 hours and the 16-minute level in four hours.)

As NAB officials pointed out, Dr. Barcus, in examining compliance with the NAB code, was not using NAB definitions. They also say ACT's only legitimate concern regarding industry self-regulation is stations' compliance with commission policy. And that, they insist, is concerned only with commercial time.

In Brief

American Home Products Corp., New York, has signed for what it believes to be **largest single buy in network history**, calling for two-year sponsorship on **NBC-TV** at cost of \$100 million, starting next fall. Pact was negotiated with NBC-TV by John F. Murray Advertising, New York, in-house agency for client, and includes sponsorship in coverage of Olympic Games and political conventions in 1980. **ABC-TV had turned down** two-year package by American Home; sales executive said it preferred not to be tied down at set prices when there was likelihood it could obtain higher rates in second year.

Department of Justice has filed suit to **force CBS to sell Fawcett Publications Inc.**, publishing company CBS purchased for about \$50 million last year. CBS promptly issued statement asserting that acquisition "does not violate the specific merger guidelines" laid down by Justice and that company intends "to defend itself vigorously against what [it feels] is an unjustified action."

Representative **Robert Drinan** (D-Mass.) introduced legislation Friday to **reverse Supreme Court's decision on searches and seizures** in news offices (page 56). Bill would require warrant showing probable cause that people on premises have committed or are committing crime. Court's ruling was called "**Nazi-like**" by Howard K. Smith, during commentary on *ABC Evening News* last Friday. He called it "worst, most dan-

gerous ruling the court has made in memory" and urged "public outcry for reconsideration."

FCC timetable for making fee refunds has slipped. Commission, in progress report filed with U.S. Court of Appeals in Washington last week, says that, "because of unanticipated difficulties" in resolving problems, it does not expect to begin refunding fees in excess of \$20 until "late fall," some two or three months beyond schedule originally presented. Announcement of proposed refund schedule is now expected "late in August," about two months later than originally planned.

Senator **George McGovern** (D-S.D.), chairman of Senate Subcommittee on Nutrition, has written Senator Ernest Hollings (D-S.C.), chairman of appropriations subcommittee with jurisdiction over Federal Trade Commission, urging **defeat of any proposal to cut off FTC funds for children's ad proposal**. Senator **Lowell Weicker** (R-Conn.) is expected to make such proposal at markup Friday (June 9). McGovern letter was co-signed by Senators **Patrick Leahy** (D-Vt.), **Henry Bellmon** (R-Okla.), **Edward Kennedy** (D-Mass.) and **Donald Riegle** (D-Mich.).

American Association of Advertising Agencies and Association of National Advertisers have appointed Burson-Marsteller, Washington, to handle **public relations campaign against Federal Trade Commission's proposals to restrict advertising to children**. Purpose, AAAA source said, is to "make a positive statement" and put focus on "some of the larger issues," such as what restrictions might follow if FTC succeeds in imposing these.

Pertschuk says FTC has the charter to go after advertising on children's TV

At nutrition conference, he cites precedents for involvement

In his first public speaking appearance since the House Appropriations Committee voted to limit the Federal Trade Commission's children's advertising inquiry, Chairman Michael Pertschuk attempted to answer some of the congressional criticism of his agency last week in a speech delivered to an obviously sympathetic Community Nutrition Institute conference in Washington.

The speech, billed by FTC staffers in advance as a "major policy statement," turned out to be a low-key, theoretical defense of the commission's involvement in the food industry and, by extension, in children's advertising.

"Put simply," the chairman said, "for four decades the FTC has been charged by Congress with express responsibility for policing the integrity of food advertising." Then, after delivering a litany of legal precedents that extended as far back as 1917 when President Woodrow Wilson instructed the FTC "to use the full scope of its powers to investigate broadly the state of competition in the food industry," Mr. Pertschuk embarked on his defense of the commission's present actions.

Answering criticism that the FTC was attempting to ban the advertising of foods considered safe by the Food and Drug Administration, Mr. Pertschuk said, "Even though FDA may determine that a food ingredient is generally recognized as safe,

improper consumption patterns can have adverse consequences. If advertising contributes to these risks, it is FTC's job to step in."

And elsewhere, he said, "nutritional consequences which concern us begin to emerge as the direct (if unintended) by-product of food industry market structure and behavior."

He said, too, that he did not feel that the FTC was attempting to "challenge the authority" of consumers. Rather, it is questioning "the communications environment in which the voices promoting consumption drown out those urging a balanced diet of moderation. . . . Because we do not aspire to dictate the choices of food to be made available in the marketplace, we must demand of the market that it provide that information which is essential to enable consumers to exercise informed choice."

NBC's Chancellor sends up sigh over passing of individual owners

A lot of "journeyman journalists are beginning to worry that their organizations are paying more attention to the bottom line than the headline," NBC News correspondent John Chancellor told the AP Broadcasters at the opening of that association's three-day annual meeting last Thursday (June 1) in Cincinnati.

"The days of the great publishers and owners, people who were personally accountable, are coming to an end," he said. "We now have newspaper chains. Gan-

nett, the Chicago Tribune chain, Newhouse and Knight-Ridder account for 20% of all newspaper circulation. The Sarnoffs have gone from RCA and NBC. Bill Paley will leave CBS some day (against his will)."

Mr. Chancellor noted these changes, he said, "not to criticize the replacements" but to point up the fact that corporate responsibility, responsibility to the stockholders or the stock markets, too often shapes the ethics of news management these days," he said. Yet, he added, "it's their job—to worry about profit figures . . . to make the newsrooms efficient, to beat the opposition, to become more successful, when the profits are counted."

"Then there's the problem of success at all costs," he continued. "The news doctors who did so much to bring fun and games to local television news have been advising newspapers as well. And in too many towns in this country you can turn away in disgust from the cute folks in the studio at channel X, only to find that the local newspaper doesn't have any news in it, either."

And he insisted it's still possible to do a good job in journalism and make a profit.

"The good journalist knows that," he said, "and knows that it can be accomplished through an arrangement which is peculiar to journalism: a special kind of compact between the editorial side and the business side, in which each promises not to damage the other too much."

"What worries me is that these days I see that compact breaking down, being replaced by the values of the corporation. The old way was inefficient, but it worked. The new way is efficient, and it may not work."



Sipes

Donald Sipes, executive vice president, Universal Television, named president, succeeding **Frank Price**, who remains VP and director of parent MCA Inc. Mr. Sipes also is MCA corporate VP. Mr. Price, whose background is production, was characterized by Sid Sheinberg, MCA president and chief operating officer, as having done "superb job" but being "anxious to be relieved." Mr. Sipes has business credentials, once was VP of business affairs and planning at CBS-TV.



Harter

Robert H. Harter, executive vice president and chief operating officer of Palmer Broadcasting Co., Des Moines, Iowa, elected president, succeeding **David D. Palmer**, who died May 24 (BROADCASTING, May 29), as chief executive of station and CATV group (three AM's, three FM's, two TV's, two cable systems).

Daniel Melnick, executive in charge of worldwide production, Columbia Pictures, and former ABC-TV program executive, named president of Columbia Pictures Industries motion pictures division, post vacated by David Begelman in February. TV division presidency, also formerly under Mr. Begelman, remains open.

Six months after start-up, **Warner Cable's Qube** two-way service in Columbus, Ohio, was reported last week to have **more than 20,000**

subscribers—up from 13,000 in February (BROADCASTING, Feb. 13)—with 10,000 other homes subscribing to regular cable service on Qube system. Gustave Hauser, Warner Cable president, said Qube marketing, concentrated until now on Qube-capable homes, will expand shortly to about 69,000 homes that subscribe to neither Qube nor regular cable.

U.S. Court of Appeals in Washington has **sent back to FCC** case in which commission denied renewal of Cosmopolitan Broadcasting Corp.'s **WHBI(FM) Newark, N.J.** Court affirmed commission's decision to extent it held that licensee, which engages in extensive time brokering, failed to retain responsibility for and familiarity with programing, and was guilty of number of other rule violations. However, it said FCC should reconsider Cosmopolitan's assertion that programing—much of it foreign language material—is sufficiently meritorious to warrant renewal.

In separate FCC filings last week, Mutual Broadcasting System and Western Union Telegraph Co. **answered objections to MBS's proposed satellite distribution system** (BROADCASTING, May 1). Comments by National Broadcasting Co. and AT&T that 4 ghz earth stations would interfere with 3.7-4.2 ghz band management were answered by both MBS and WU with technical data supporting contention that stations "will not be susceptible to harmful interference" and that system would be flexible enough to correct any problems that may "materialize after the initial installation."

Dan Cryor, 45, executive assistant to Representative Edwin B. Forsythe (R-N.J.), died May 31 in Washington after heart surgery. Mr. Cryor went to Washington in 1972 as bureau chief for WCAU-TV Philadelphia.

BPA Advance

The broadcast promoter: no longer the last to know, the first to go

It used to be a bottom-rung job at average station; now with ever-tightening competition, it's higher up the ladder and can lead to highest rung

It was a lucky break for Jan Dragin back in 1962 when, fresh out of college, she landed a promotion manager's job at a Savannah, Ga., television station.

On paper it must have sounded impressive, especially for a woman who was just breaking into the broadcasting business. In reality, Ms. Dragin recalled, it wasn't. Now director of information services with CBS-owned WEEI(AM) Boston, she explained that her management clout at the Savannah station probably was equivalent to that of a copywriter.

The fact that Jan Dragin's first full-time TV job carried a promotion manager's title even then might have been unusual—but not all that unusual. Clarence Martin, promotion manager at KYTV(TV) Springfield, Mo., recalled the "old promotion trademark: last to know, first to go." Roger Ottenbach, program manager at KCRA-TV Sacramento, Calif., and president of the Broadcast Promotion Association, can remember when management typically looked at promotion as something to be "done on the side," with the promotion manager "putting a few slides together."

Beginning this Wednesday, Mr. Ottenbach will be leading a record-breaking number of attendees at the 23d annual BPA seminar at the Radisson St. Paul. The fact that Mr. Ottenbach is a program director says something about the difference a few years can make to a segment of the broadcast industry (see "Profile," page 81). The fact that Ken Taishoff, who was supposed to succeed Mr. Ottenbach as BPA president next year, resigned when asked to take over as vice president and general manager of WTVG(TV) Newark, N.J., more than reinforces the same point.

Not that there haven't been former promoters who have risen to the top broadcast echelon. There are Don Curran, president

of Field Communications, and Joel Chaseman, president of Post-Newsweek Stations, to name two. Not that every promotion manager is aspiring to get out of promotion. Far from it. But as promoters explained, more than ever the choice is there.

All's not perfect. Promotion people still complain about salary and clout. But as one veteran put it, there's improvement, "not nearly as much as we would like," but improvement.

Even a quick scan of the agenda can give a good indication of why things are said to be getting better. Take the following workshops: "That's News to Us," "Syndicated Program Promotion" and "Controlling the Uncontrollable" (on station image campaigns).

With tough local news competition, a greater emphasis on syndicated programs and the effort to promote a station's image as well as its programing, the work of a promotion person has become far more an area where revenues can be made or lost.

Lynne Grasz, director of creative services at KMOX-TV St. Louis and immediate past president of the BPA, notes that Entertainment Research Associates, CBS Research, New York Film and Video Tape and McHugh & Hoffman all played a part in the development of the CBS-owned station's current image campaign. A decade ago, Ms. Grasz said, "We would not have spent the money in advance to research the station's [present] image and then build a line around what people think about us."

The line or theme that KMOX-TV played upon was "energy and vitality" of its news team, with spots stressing the station's constant news updates and the staff's professionalism.

Many TV promotion directors will cite local news as their number one priority. Ivan Ladizinsky, director of promotion and publicity, KTVU(TV) Oakland-San Francisco, said that the status of promotion people began rising when local news started to make money.

So much for the major markets. But Ms. Grasz maintained that "the days of the trial and error promotion manager are gone" and that the emphasis on research and advance planning can also be seen at smaller stations.

Roger Ottenbach went even further in noting that there is some questioning among his members whether "the word promotion [is] proper." There are those, he said, who "feel we are marketers, advertising people."

Jim Ellis, manager for creative services at WKRC(TV) Cincinnati, mentioned the "new breed of TV promotion individuals," with "marketing savvy." From

the radio side, Calvin Richards, advertising sales promotion manager at WOWO(AM) Fort Wayne, Ind., talked about stations no longer playing up "individual promotion activities" but rather "doing more campaigns, much the same as advertisers."

Then there's syndication, and as BPA President Ottenbach said, "stations are paying phenomenal money for shows now" and "they really need highly professional promotion" if they are going to earn the return they want on the investment. He's finding now that some promotion managers are having a voice in program selection.

"Image" is far from exclusively television's territory. And for radio, it's often easily translated into community affairs. At WOWO, explained Calvin Richards, all the promotion is a spin-off of the slogan "Fort Wayne: a Great Place To Be." Mr. Richards added that the station's motto subsequently has been adopted by the city and the local Chamber of Commerce.

WEEI, said Ms. Dragin, has its annual "59 [its position on the dial] Fund," for example. Community leaders are brought in for suggestions as to which charity should be chosen; spots are voiced by everyone at the station ranging from technicians to office help in addition to local politicians, and spots are bought on local TV stations.

Community involvement is nothing new, but it is stepped up as competition increases.

Basically, the mission of the promotion person remains the same: to attract audience. But because of changes in research, technology, programing and scheduling and of stiffer competition that mission is more difficult.

Kay Page Greaser, promotion manager at KSTP-TV Minneapolis-St. Paul, recalled that only a few years ago there used to be a "slack period in the spring." Today's scheduling forces a "constant change cycle," with shorter series runs. Said Mr. Ottenbach: "More than ever the promotion manager has to be updated day to day."

Technologically, some promotion managers have found that if they want to take full advantage, it's not enough just to describe their newsroom's electronic news gathering abilities. They should also have access to ENG themselves.

KYTV's Mr. Martin mentioned the increasing production capabilities available as did Ms. Greaser, who not only said that ENG has meant more promotion immediacy but cleaner spots as well.

There are divergences of opinion among promotion managers about the media to use.

At KTVU, Mr. Ladizinsky said he "used to spend a lot of money on newspaper"

but now that medium is used only when saturation is wanted for special events. The emphasis has been redirected to his own stations.

WKRC's Mr. Ellis was emphatic in describing the importance of his own facilities: airwaves: "Take away my print, take away my radio, take away the billboards, but leave me the on-air commitment." He explained that it's the realization of what his station's sales people have been saying all along: The station is the best place to advertise. In particular, he added, this holds true for promotion about "not what's coming up next week" on the station, but "in the next few minutes." (In Mr. Ellis's case, it doesn't hurt that ABC-TV is bringing in larger audiences to begin with.)

There are other vehicles. Harry Honig, director of advertising and promotion at KSD-AM-TV St. Louis, mentioned that

"bus-card advertising in the past two years has been very effective." The KSD-TV *Newsbeat* access show rose from a 7 to a 15 rating in about three months and he gives 240 buses the credit.

Hal Stein, director of advertising and promotion at WHWH(AM) Princeton-WPST(FM) Trenton, both New Jersey, sees more and more small and medium-sized radio stations interested in promotions that go beyond just breaking even, and are actually money-makers. His "Secret Getaway Contest" got a free grand prize to London from TWA by keying into the airline's own promotion work, and spots for the contest were then sold to local sponsors.

Ray McCarty, promotion manager of KRNT(AM)-KRNQ(FM) Des Moines, Iowa, wasn't looking to profit from "The Great Car Give-Away," but the results do reinforce common statements from promoters

promoting themselves. As Mr. McCarty said: "you don't need money" and the promotion person "pays for himself." In the "Give-Away," Mr. McCarty arranged for 12 auto dealers in town to pay \$400 each; for that they got promotion for one of their cars; the contest winner got to pick one of the 12, and the station had \$4,800 to pay for it.

Whatever the promotion, Mr. McCarty brought up another point frequently asserted by his colleagues in the field: "the promotion director is the one person who deals directly with every department." It's a good vantage point from which to step into higher management, or to maintain a stronger influence at the station, promotion people said.

Coming out of college today Jan Dragin likely would have to push a lot harder and a lot longer to gain the title of promotion manager.

BPA heads for its biggest in St. Paul

Promotion association expecting more than 500 for three days of speeches and workshops, including one featuring promotion heads of the three television networks

A record-breaking attendance of more than 500 official registrants is expected this week for "Discovery BPA '78," the Broadcasters Promotion Association's 23d annual seminar opening Wednesday (June 7) in St. Paul.

With 492 registrations in hand a week before promotion activity begins at the Radisson St. Paul, BPA convention organizers' earlier expectations already had been exceeded. The official tally for last year's Hollywood gathering (BROADCASTING, June 20, 1977) was 428.

While seminar chairperson Kay Page Greaser of KSTP-TV Minneapolis-St. Paul was hesitant to project how many will be participating once spouses, drop-ins and others are included, she did say that some 650 rooms had been reserved—a higher number than anticipated, with about one-third of the accommodations to be made in hotels near the Radisson.

Drawing promoters from across the country and Canada are more than 80 speakers and panelists, sessions ranging from "On Air—The Dynamic Graphics" to "Marketing Radio" and the chance for colleague contact. Separate sessions have been scheduled in several cases for the Broadcast Designers Association, a BPA subdivision for graphic artists; about 50 of them are expected at the convention.

There are also the hospitality suites, more than two dozen of them (another record-breaker), with hosts ranging from Metromedia/Metromedia Producers Corp. to Ringling Bros./Barnum & Bailey.

Although Phil Donahue, syndicated talk-show host, has chosen to be MC at

the annual BPA/Michigan State Awards banquet during the seminar, the primary thrust was to attract big names within the promotion industry. Among those names on one panel that BPA organizers expect to be a major highlight are the three commercial network's chief promotion men: Jack Curry, vice president, network advertising, ABC-TV; George Shaver, vice president, advertising, design and creative services, NBC-TV, and Steve Sohmer, vice president, advertising and promotion, CBS-TV.

Representing the noncommercial side is Lawrence K. Grossman, president of the Public Broadcasting Service. Mr. Grossman, a former promotion/advertising man, will deliver a major address; as will Gene F. Jankowski, president of the CBS/Broadcast Group; Stephen B. Labunski, executive director of the International Radio and Television Society, and Rick Sklar, vice president, programming, ABC Radio division.

Others who have been locked in for workshops and sessions range from consultant Frank Magid to WNBC(AM) New

York program director Bob Pittman.

In addition to the Radisson program (at some points there are six simultaneous workshops), side trips also have been arranged to tour some of the Twin Cities' broadcast facilities, at KSTP-AM-FM-TV, WCCO(AM) and WTCN-TV.

At the business session, members will vote on nominations for four BPA officer posts and five seats on the board of directors. While nominations can be taken from the floor, those already entered (and expected to be approved) are Terry Simpson of WTTV(TV) Indianapolis, president; Tom Dawson of CBS Radio, president-elect; Gail Morrell of CFCF-TV Montreal, vice president; Gene Davis of WMAQ-TV Chicago, secretary, and Clarence Martin of KYTV(TV) Springfield, Mo., treasurer.

Board nominees are Hunter Low Jr. of Eastman Kodak (for one-year associate position; Barry Barth of WPLG(TV) Miami, Philip Bandy of WOTV(TV) Grand Rapids, Mich., and incumbents Ray McCarty of KRNT(AM)-KRNQ(FM) Des Moines, Iowa, and Richard Wright of WHNT-TV Huntsville.



The BPA agenda: Four days in St. Paul

Wednesday, June 7

Registration. Noon-6 p.m.

Reception. 7-8 p.m. Sponsored by General Mills and International Multifoods.

Dinner and opening night party. 8 p.m.-conclusion. Castle Royal. Sponsored by Land-O-Lakes and the Pillsbury Co.

Thursday, June 8

Registration. 7 a.m.-5 p.m.

Breakfast buffet. 7:30-8:30 a.m. Plaza East. Co-sponsored by Yongestreet Productions and Lexington Broadcast Services. "Rap tables"—a chance to visit the people who will conduct the day's workshops.

General session. 8:45-9:45 a.m. Minnesota Ballroom. Welcome: Minnesota Governor Rudy Perpich. Audio-visual presentation: "Fresh Aire," by Sound Recorders, Omaha. Address: "Discovering Yourself," by Barbara Holt, Barbara Holt Associates, New York.

Six concurrent workshops. 10-11:30 a.m.

The Oculometer. Capitol Room. Introduction to the machine that measures what the viewer "sees" in a TV commercial or promo. Moderator: Jerry Ohlsten, Cunningham & Walsh, New York.

Going by the Books. Wabasha South. Jim Mocarski, Arbitron, and Bill Miller, A.C. Nielsen, tell how to read rating books and how promotion can use them to advantage.

Here Ye, Hear Ye—Who's Listening? Wabasha North. The basics of Arbitron Radio. Moderator: Sam Paley, Custom Audience Consultants.

Big Voice for a Small Market. Senate Suite. Promoting the small market radio station. Moderator: Sandra Scott, WJBC(AM) Bloomington, Ill. Panelists: Rob Sherwood, WBCI(AM) Duluth, Minn.; Howard Johnson, WZY0(AM) Frederick, Md.

On Air—the Dynamic Graphics. Indian Suite. Techniques for producing expensive-looking graphics in-house. Participants: Larry Viviano, WWJ-TV Detroit; Ann Aiken, WTOP-TV Washington; Bob Casazza, WMAO-TV Chicago.

Time Management: an Art and a Science. Pioneer Suite. Moderator: Barbra Holt, Barbra Holt Associates, New York.

Lunch. Noon-1:45 p.m. Plaza East. Welcome: St. Paul Mayor George Latimer. Keynote speaker: Gene F. Jankowski, president, CBS/Broadcast Group.

General session. 2-3:15 p.m. Minnesota East Ballroom. "Get the Message?" Leading experts in the field review a sample reel of promos and print ads. Moderator: Sheryl Gold, Corinthian Broadcasting. Panelists: Jack Curry, vice president, network advertising, ABC; George Shaver, vice president, advertising design and creative services, NBC; Steve Sohmer, vice president, advertising and promotion, CBS.

Six concurrent workshops. 3:30-5 p.m.

The Oculometer. Capitol room. Repeat of earlier session.

Syndicated Program Promotion. Wabasha North. Moderator: Gary Lico, SFM Media Service Corp., New York. Panelists: Janet Radeck, SFM; Ginny Weissman, *Chicago Tribune's TV Week* magazine; Frank Fletcher, WUAB-TV Cleveland; Hal Cranton, MCA TV; Floyd Adelman, Empire Crown Auto, Minneapolis.

Time Management: an Art and a Science. Pioneer Suite. Repeat of earlier session.

Sales Presentations—Do Them Right, Do Them Quick. Minnesota West. Moderator: Steve Sohmer, CBS.

Press On. Wabasha North. How to keep radio on the radio-TV page; a technique for transferring TV numbers to radio numbers will be demonstrated. Participants: Ellen Manowitz, WMAL(AM) Washington; Claude Hall, *International Radio Report*.

What's New in Sets. Indian Suite. TV designers show and discuss two

different types of set design and construction. Moderator: John Fogler, WCCO-TV Minneapolis. Panelists: Ken Philo, Westington Corp., and Jim Stringer, KGO-TV San Francisco.

Exhibitors, hospitality suites, BPA swap shop open. 3:30-6 p.m. Plaza West.

Friday, June 9

Registration. 8 a.m.-3 p.m.

Breakfast. 7:30-8:30 a.m. Entertainment: 3-M Music Makers. Guest of honor: Marlin Perkins of *Wild Kingdom*. "Rap tables."

General session. Minnesota East Ballroom. Speaker: Lawrence Grossman, president, Public Broadcasting Service. Presentation: What to expect at BPA '79 in Nashville.

Special sessions. 10-11:30 a.m.

Who's Watching Whom—Radio. Wabasha South. Discussion of the legal aspects of radio with Bill Perry of Dow, Lohnes & Albertson, and Dick Wycoff, assistant general council, National Association of Broadcasters.

Who's Watching Whom—TV. Minnesota West. Discussion of the legal aspects of TV with Art Stambler of Stambler & Shrinsky, and Hank Roeder, manager of the NAB Washington Code Authority office.

Four concurrent workshops. 10 a.m.-noon.

How Do You Tell People That TV Is for Learning? Indian Suite. For public television people. Participants: Sharon Jasa, Iowa Educational Television; Carolyn Kowalski, KAET(TV) Phoenix.

PTV Station Guide Magazines. Indian Suite. Participant: Corrine Kunz, WMVS(TV) Milwaukee.

News Sets I Have Known and Loved. Pioneer Suite. Panel of news-set designers show their work and explain their approaches and techniques. Moderator: Gil Cowley, WCBN-TV New York. Panelists: Larry Viviano, WWJ-TV Detroit; Dick Weise, KTVU(TV) Oakland, Calif.

Around Our World in 90 Minutes. Capitol Room. International broadcasters discuss their methods of promotion. Moderator: Gail Morrell, CFCF-TV Montreal. Panelists: Don Rowe, TVW Ltd., Australia; Martin Martinez Rioz, Mexican Radio Association; Terence Smith, Radio City 194, Liverpool, England; Marcel Labelle, Quebec French Television.

Exhibitors, BPA browse boards and swap shop open. 11:30 a.m.-noon. Plaza West.

Luncheon. Minnesota East Ballroom. Showcase: Opryland USA. Speaker: Stephen B. Labunski, executive director, International Radio and Television Society.

Six concurrent workshops. 2-3:30 p.m.

Around Our World in 90 Minutes. Capitol Room. Repeat of earlier session.

Independent TV Workshop (PBS Too). Indian Suite. A discussion of what independent station promotion managers can do to make their station stand out against network affiliates. Moderator: Jill Krasner, WTTG(TV) Washington. Panelists: Beryl Spector, WMHT(TV) Schenectady, N.Y.; Linda Stone, KPHO(TV) Phoenix; Michael Davis, New York Film and Video Tape.

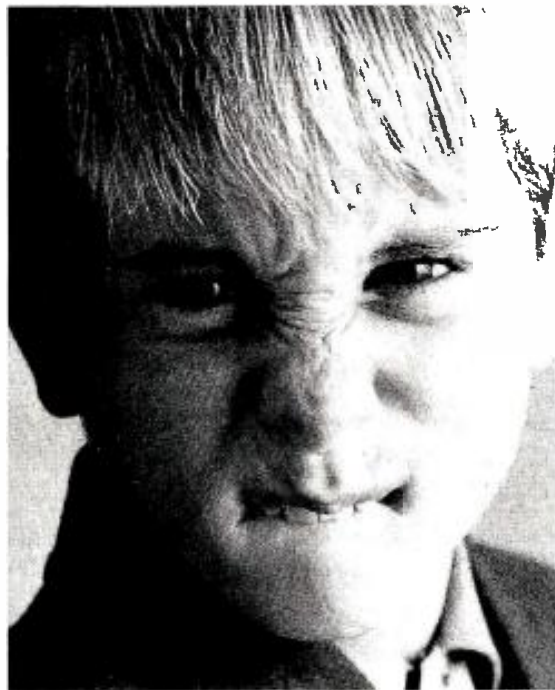
Board Casting Broadcasting. Minnesota West. Effective outdoor broadcast advertising. Participants: Wells Wright, Naegle Outdoor Advertising, Minneapolis-St. Paul; David S. Odegard, Naegle-Lamar-Dean Cos., Minneapolis-St. Paul.

Better Uses of Arbitron Radio. Wabasha North. Participant: Sam Paley, Custom Audience Consultants, Washington.

How To Deliver a More Effective Presentation. Senate Suite. Moderator: Larry Venable, 3M Co.

What They See Is What You Are. Pioneer Suite. TV designer discusses the importance of design to station image and ratings. Moderator: Dave Bauman, KTCA-TV St. Paul. Panelists: William Korbus, Nebraska Educational Television; George McGinnis, Image Factory, New York; Christopher Pullman, WGBH-TV Boston.

YOU CAN'T KID KIDS



They know the difference between just a show and a show for kids. And we've got the numbers to prove it. Who did kids love in February? Tom and Jerry. Of all syndicated cartoon shows in the ARB February summary, **Tom and Jerry was #1 among children.** Who did Tom and Jerry beat? Some old favorites like Bugs Bunny, Popeye, The Flintstones, Woody Woodpecker and Porky Pig. You can't argue with the numbers. Just like you can't kid kids.



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MGM TELEVISION

Source: ARB Nov. 1977, Feb. 1978.
Audience estimates subject
to qualifications on request.

The BPA agenda *continued*

Annual business meeting. 3:30 p.m.-conclusion. Minnesota West Ballroom.

Receptions and tours of Twin Cities broadcast facilities. 6-8 p.m. KSTP-AM-FM-TV, WCCO(AM), WTCN-TV.

Broadcast Designers Association business meeting. Author's suite. 7:30-10 p.m.

Saturday, June 10

Breakfast. Plaza East. Entertainment: a satire on broadcast promotion by WCCO(AM) Minneapolis personalities. "Rap tables."

General session. 8:45-9:45 a.m. Wabasha Hall. "Controlling the Uncontrollable." Bob Klein, Milt Klein and Mark Rasmussen of Klein & ... discuss the importance and effectiveness of radio and television station-image campaigns.

Special session. 10-11:30 a.m.

That's News to Us. Capitol Room. News professionals discuss the state of the art of news promotion. Moderator: Ken Taishoff, WTVG(TV) Newark, N.J. Panelists: Michael Davis, New York Film and Video Tape; Ron Handberg, WCCO-TV Minneapolis; Lee Hanna, NBC; Ron Magers, KSTP-TV Minneapolis; Frank Magid, Frank N. Magid & Associates.

Marketing Radio. Wabasha Hall. Moderator: Claude Hall, *International Radio Report*. Panelists: Andrew Erish, Communications Management, New York; Harvey Mednick, RKO Radio; Bob Pittman, WNBC(AM) New York.

Public Television Workshops. Indian Suite. 10 a.m.-12 noon.

Development and Public Information: Working Together. Participants: Tim Conroy, KTCA-TV St. Paul; Beryl Spector, WMMT(TV) Schenectady, N.Y.

On-Air Promotion on Public TV. Moderator: Lance Webster, Public Broadcasting Service.

Broadcast Designers Workshops. Pioneer Suite. 9:30-12 noon.

Print for Television. News director discusses the importance of interpreting the news to improve the impact of news graphics. Moderator: John Freeborn, KSPS-TV Spokane, Wash. Participant: Louis Bartone, WBZ-TV Boston.

The Best in News Graphics. Pioneer Suite. Panel of TV art directors shows and discusses techniques and shortcuts to better news graphics. Moderator: John Ferlaine, WCAU-TV Philadelphia. Panelists: Gil Cowley, WCCB-TV New York; Lee Strausland, NBC News.

11 a.m.-noon. Exhibits. Plaza West.

Lunch. Minnesota East Ballroom. Noon-2 p.m. Entertainment: Charlie Bush and John Hines of KSTP(AM) Minneapolis. Speaker: Rick Sklar, vice president, programming, ABC Radio.

Hospitality suites, exhibitors and browse boards. 2-5 p.m.

Four concurrent workshops. 2:15-3:45 p.m.

Drawing a Line of Communication. Minnesota West Ballroom. Joint workshop—TV promotion managers and TV art directors discussing ways to be effective through better communications. Moderator: Dick Weise, KTVU(TV) Oakland, Calif. Panelists: Lee Minard, WFAA-TV Dallas; Ken Philo, Westinghouse; Jim Stringer and Dennis Fitch, KGO-TV San Francisco.

The Olympics of Promotion. Capitol Room. Four promotion managers discuss their best-ever promotions. Participants: Clarence Martin, KTVU(TV) Springfield, Mo.; Roger Ottenbach, KCRA-TV Sacramento, Calif.; Dick Wright, WHNT-TV Huntsville, Ala.; Borden Macdonald, Atlanta Television System.

Radio Promotion Without a Budget. Wabasha South. Moderator: Calvin Richards, WOWO(AM) Fort Wayne, Ind. Participant: Howard Johnson, WZYQ(AM) Frederick, Md.

Speed Reading—How It Can Help You. Wabasha North. Moderator: Robert Armstrong, Evelyn Wood Reading Dynamics, Bloomington, Minn.

Five concurrent workshops. 4-5:30 p.m.

Animation and Graphics. Capitol Room. Reels from around the country will be shown and discussed. Moderator: Larry Lamb, freelance artist of Minneapolis. Panelists: George McGinnis, Image Factory, New York; Lee Minard, WFAA-TV Dallas.

Why an Agency? Why Not? Wabasha North. The merits of using an ad agency for radio and TV promotion. Moderator: Lee Lynch, Carmichael Lynch Advertising. Panelists: Steve Goldstein, Carmichael Lynch; Al Fahden, D'Arcy, MacManus & Masius; Martha Stanville, WCCO-TV Minneapolis.

Radio Community Involvement. Wabasha South. Participants: Rick Sellers, WMT(AM) Cedar Rapids, Iowa; Harold Stein, WWHM-AM-FM Princeton, N.J.; By Napier, WCCO(AM) Minneapolis.

Promotion and the Automated Radio Station. Pioneer Suite. Moderator: Ron Nickell, TM Programming, Dallas.

Speed Reading—How It Can Help You. Indian Suite. Repeat of earlier session.

Cocktail party. Plaza East. 6:30-8 a.m.

Awards banquet. Minnesota Ballroom. 8 p.m.-conclusion. Master of ceremonies: Phil Donahue.

BPA hospitality: where the latch strings are out

ABC-TV

1330 Avenue of the Americas, New York 10019
Personnel: Andre Gebstaedt, Don Norris.

BPA Spouse House

Information Center
Personnel: Barbara Krause.

BPA Swap Shop

Information Center
Personnel: Joe McDermott.

Broadcasting Magazine

1735 DeSales Street, N.W. Washington 20036
Personnel: Win Levi, Jay Rubin, David Whitcombe.

Busch Gardens

Box 9158, Tampa, Fla. 33674
Personnel: Rick Hensler.

Phil Donahue Show

2501 Bradley Place, Chicago 60618
Personnel: Dorothy Gallub

Embe Productions

1154 Plaza Circle, Joppatowne, Md. 21805
Personnel: Mark Ritter, David Horak.

Gavin/Conner Productions

420 Lexington Avenue, New York 10017
Personnel: Otis Conner, Suzy O'Daniel, Quigg Lawrence.

Image West

845 North Highland Avenue, Hollywood 90038
Personnel: Brian Ross, Bill Grant, Tom Hayes, Henrietta Jordan, George Hayward, Carnig Er-moyan, Patrick Kimbley.

Jerry Smith Studios

205 West Highland Avenue, Milwaukee, Wis. 53203
Personnel: Jerry Smith.

ITC Entertainment

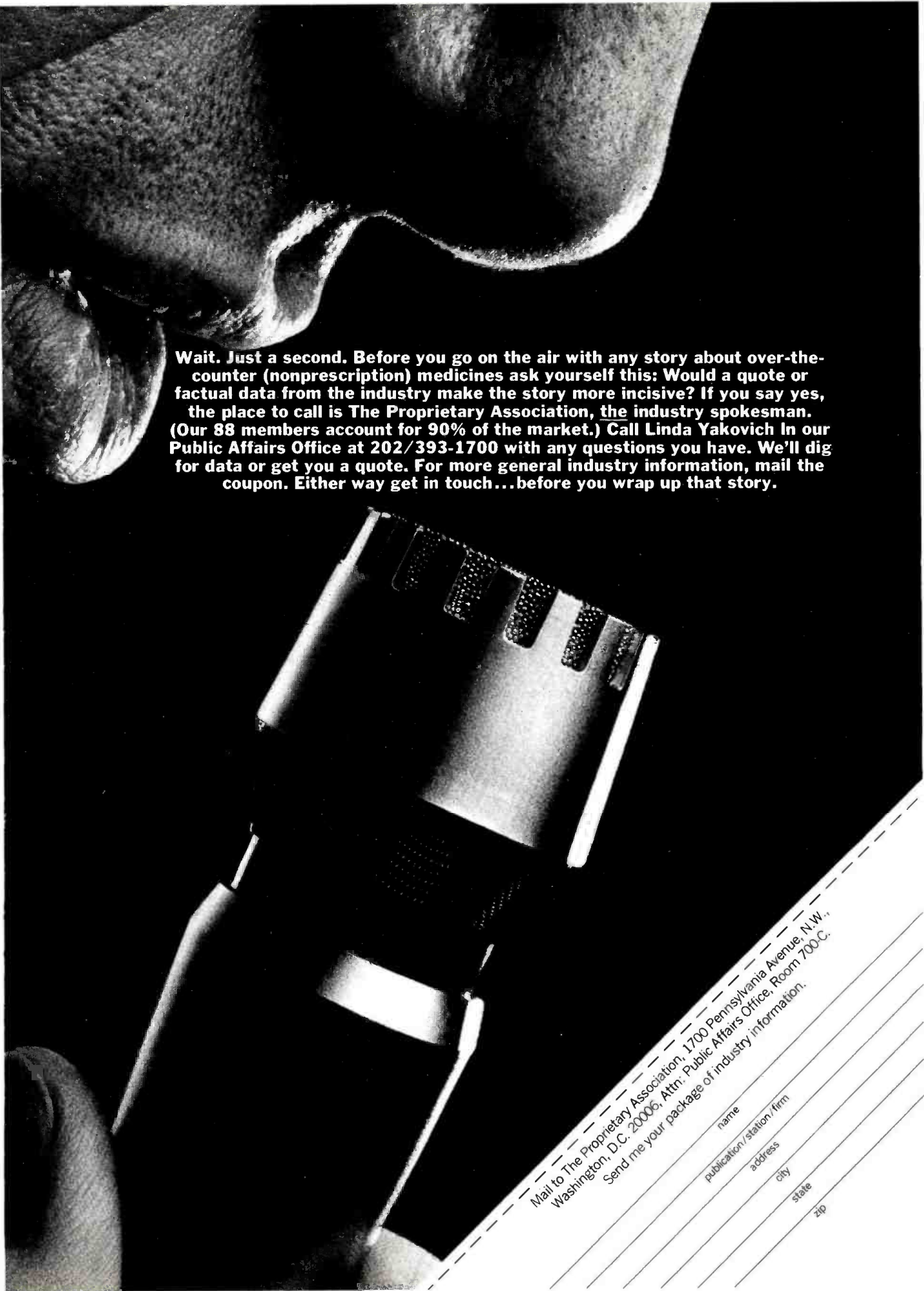
115 East 57th Street, New York 10022
Personnel: Joe Fusco, Murray Horowitz, Robert Mandel.

King Communications

Box 52, Wellesley, Mass. 02116
Personnel: Jack Ing, Alan Andrews, Rich Hendry.

Lexington Broadcast Services

800 Third Avenue, New York 10022
Personnel: Henry Siegel, Heather Regan, Louise Grinell.



Wait. Just a second. Before you go on the air with any story about over-the-counter (nonprescription) medicines ask yourself this: Would a quote or factual data from the industry make the story more incisive? If you say yes, the place to call is The Proprietary Association, the industry spokesman. (Our 88 members account for 90% of the market.) Call Linda Yakovich in our Public Affairs Office at 202/393-1700 with any questions you have. We'll dig for data or get you a quote. For more general industry information, mail the coupon. Either way get in touch...before you wrap up that story.

Mail to The Proprietary Association, 1700 Pennsylvania Avenue, N.W.,
Washington, D.C. 20006, Attn: Public Affairs Office, Room 700C.
Send me your package of industry information.

name

publication/station/firm

address

city

state

zip

Masscasting

423

18 Newbury Street, Boston 02116

Personnel: Neal Cortell, Julie Berk, Janet Baker, Don Hill.

MCA TV

102

445 Park Avenue, New York 10022

Personnel: Hal Cranton, Debby Battin.

Metromedia/MPC

1215

485 Lexington Avenue, New York 10017

Personnel: Mort Slakoff, Phylliss Safir, Cherry Russbult, Jill Krasner, George Gould, Pat Stiphout, Roy Adkins, Dick Paradise, Annette Campbell, Bill Doty.

Mike Douglas Show

602

Independence Mall East, Philadelphia

Personnel: George Sperry, Ken Filo, Don Spagnolia, Owen Simon.

Mutual of Omaha/Wild Kingdom

Governors

Bozell & Jacobs, 10250 Regency Circle, Omaha 68114

Personnel: M. Perkins, C. Mead Chamberlain, A. Swisher, R. Rasmussen, John Bull, Jim Sparks.

NBC-TV

1901

30 Rockefeller Plaza, New York 10019

Personnel: Arthur Badavas, Larry Miller, Richard Gentilcore, Edward Antonoli, Owen Comora.

Peters Productions

2102

8228 Mercury Court, San Diego 92111

Personnel: Ed Peters, Lee Hanson, Ken Alfrey.

Ringling Bros/Barnum & Bailey

202

Box 6733, Houston 77005

Personnel: Michael D. Franks, Arthur L. Ricker, David Rolenwasser, Larry Kellogg.

Sound Recorders

108

206 South 44th Street, Omaha 68131

Personnel: Jerry Smithers, John Boyd, Chip and Carol Davis, Ron Ubel, Ron Agnew.

Telesound

111

Box 1900, San Francisco 94101

Personnel: Karl Sjodahl, Scott Deal.

TV Log

1701

1 East Wacker Drive, Chicago 60651

Personnel: Eddie Chase, Joseph Hill, Gene Shaw, H. Bakkar.

Twentieth Century-Fox

523

Box 900, Hollywood 90213

Personnel: Fifi Booth.

Viacom

1801

1211 Avenue of the Americas, New York 10036

Personnel: James Ferris, Susan Swimer.

Walt Disney World

223

Box 40, Lake Buena Vista, Fla. 32830

Personnel: Larry McCoy, Larry Pontius, Jeff Bryant.

Allbritton cuts ties with 'Star' and begins to eye station acquisitions

He resigns publisher's post, ending crossownership problems, and indicates he's out to increase his holdings in broadcasting

Joseph L. Allbritton, the Texas financier who arrived in Washington four years ago to save the *Washington Star*, has now decided to stay on in the nation's capital as a broadcaster. And not only does he intend to remain as owner of WJLA-TV Washington, and two other Washington Star Communications Inc. television stations, he is in the market for additional broadcast properties.

As for the *Star*—its financial viability, he says, restored and now presumably secure as one of Time Inc.'s properties—Mr. Allbritton cut his last ties with the newspaper last week. He resigned as publisher, chief executive officer and director in order to comply with the FCC's media crossownership rule.

The resignation, announced at a press conference at the *Star* on Wednesday, on few hours' notice, lacked something of the bombshell quality some of his previous announcements have had—the subsequently aborted sale of WJLA-TV to Combined Communications in what was estimated to be a \$100 million deal, for instance, or the sale of the *Star* to Time Inc. for \$28 million (BROADCASTING, Feb. 6). Speculation that Mr. Allbritton would give up his post at the *Star* began circulating after he called off the deal with CCC, ostensibly because of the uncertainty cre-

ated by a court challenge to the CCC agreement that had been mounted by several citizen groups (BROADCASTING, March 27).

The commission had made it clear in an order a few weeks earlier reaffirming approval of the WJLA-TV sale that the media crossownership rule refers to control as well as ownership and therefore would apply to Mr. Allbritton as publisher of the *Star* in the event the WJLA-TV sale was not completed. It said he would require a waiver of the rule to remain owner of WJLA-TV and publisher of the *Star*. (Mr. Allbritton last week said this had come as a surprise—that he had been advised by counsel that the rule would not apply to him as a publisher who had no ownership interest in the newspaper).

Mr. Allbritton had assumed the post of publisher on the sale of the *Star* to Time several months ago. He then said that under the terms of his agreement with Time, he was to remain as publisher and chief executive officer "for at least five years." However, last week Mr. Allbritton said the agreement also provided him with an escape hatch in the event his association with the *Star* caused him problems with the commission.

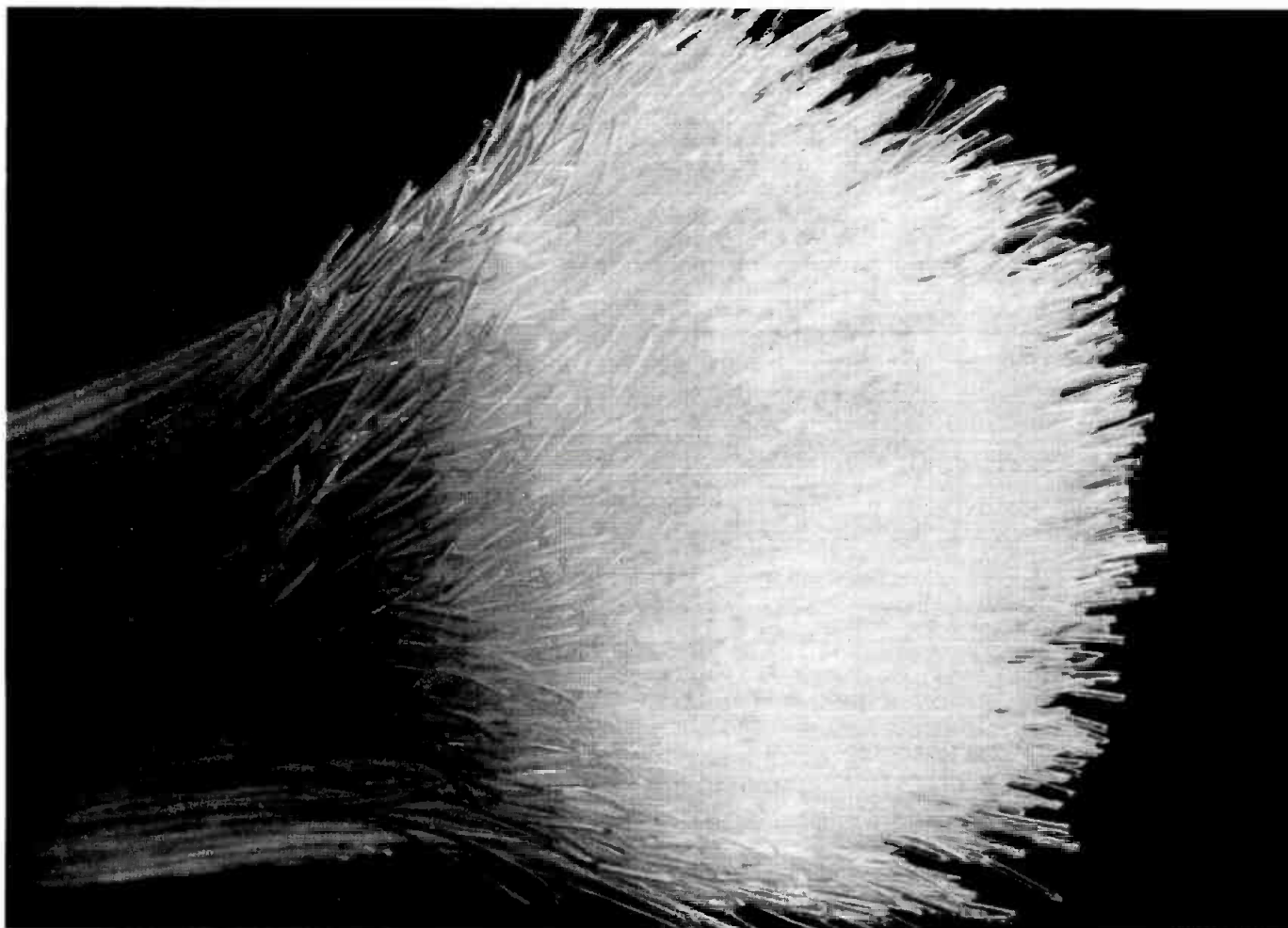
The arrangement with Time apparently was not a formal one. A spokesman for Time said Mr. Allbritton had not had a contract as publisher and that he had not made a formal commitment to remain with the *Star*. However, the spokesman also said Time was "sorry" to see Mr. Allbritton leave. "He did a fine job at the *Star*. We wish he could stay on." In any event, Time saved on a publisher's salary during Mr. Allbritton's tenure. A man concerned with buying and selling properties in the multimillion-dollar class, he "just never signed up to draw a paycheck."

Mr. Allbritton's announcement came as broadcasters and newspaper publishers across the country were waiting for the Supreme Court to hand down a decision on the media crossownership rule. But he



Allbritton says goodbye.

For thousands of Americans with kidney disease, these are the threads of life.



Hollow fibers that are part of an artificial kidney made with a chemical developed by Phillips Petroleum.

Most doctors agree, the best treatment for a patient with severe and permanent kidney failure is the surgical transplant of a healthy kidney from a donor.

But some patients are just not suited for a transplant. Others may need time to recover from the trauma of their kidney failure before they are ready for surgery. Or they must be maintained until a suitable donor is found.



Disposable, artificial kidneys can take over when human kidneys fail.

So for thousands of people whose kidneys have failed, an artificial kidney machine is the only hope for survival.

At the heart of these remarkable

machines is a unique, disposable "kidney", that's made with a chemical developed by Phillips Petroleum. It consists of thousands of fine, hollow fibers, specially designed to remove excess fluid and impurities from the blood stream.

These fibers are so effective, a patient's entire blood supply can be purified by spending just a few hours on an artificial kidney machine, two or three times a week.

So thousands of hospital-based outpatients who are waiting for a healthy kidney from a donor can now lead full and productive lives.

Developing lifesaving chemicals while we make fine products for your car. That's performance. From Phillips Petroleum.

The Performance Company



indicated that fact did not loom large in his thoughts.

The timing of his decision—reached on Tuesday, he said—was dictated at least in part by the fact that license-renewal applications for Washington stations were due to be filed on Thursday, June 1. He said he wanted to file “a clean, unspoiled” renewal application. He did not want it complicated with the petition for waiver that would have had to be granted by January 1979.

When it approved the takeover of WSCI in January 1976, the FCC directed Mr. Allbritton to come into compliance with the media crossownership rules within three years. At the time, the *Star*, the object of his concern, was losing \$1 million a month, and the broadcasting properties were heavy profit makers.

But in time, Mr. Allbritton sold WSCI's WMAL-AM-FM Washington to ABC for \$16 million, and WLVA(AM) Lynchburg, Va., commonly owned with WLVA-TV (now WSET-TV), for \$660,000. With the sale of the *Star* for \$28 million (including \$8 million in obligations), Mr. Allbritton has earned more than the \$34 million he paid for WSCI. However, he said last week he had also invested another \$30-plus million in keeping the *Star* afloat.

Mr. Allbritton said that, with the *Star*'s purchase by Time Inc. and in view of the “superby quality” of the newspaper, his purpose of “keeping the nation's capital a competitive, two-newspaper city ... has been accomplished.” He also said the *Star* showed a profit in May, though he declined to predict whether it would end up in the black for the year.

Why not stay with the newspaper and follow through on the original plan to dispose of WJLA-TV? Mr. Allbritton said he has come to enjoy broadcasting. But to a financier—he owns a life insurance company in Los Angeles and a small bank in Houston—he is also taken with the economics of the business.

Mr. Allbritton expressed the view WJLA-TV is the most profitable station in Washington; he said that, as an ABC affiliate, it is riding the crest of ABC's popularity with a 400% increase in profits in the last four years. Selling the station, even at a substantial profit, would cost him 40% in capital gains taxes, unless he could reinvest in another station.

Mr. Allbritton is not, he said, in response to a question, negotiating for the sale of WJLA-TV. “I have no desire to sell the station, and no intention of selling it,” he said.

What about purchasing additional properties? “If you know of any that are available,” he told a questioner at the press conference, “see me when this is over.” He said he was at the ABC affiliates meeting in Los Angeles two weeks ago (BROADCASTING, May 29), and that that talk of possible station sales among those present was intense: “It was like trying to trade baseball cards.” Yes, he said, “I'm very much interested in buying more stations.” He noted that with three VHF's in his portfolio—WCIV(TV) Charleston, S.C., is the third—he could acquire two more. He

could also acquire a full complement of seven AM and seven FM stations.

While Mr. Allbritton several times said he is determined to comply with commission rules, he left no doubt he questions the wisdom of the rule requiring him to dispose of the WSCI properties he had sold. The purpose of the rule, he noted, is to assure diversification of media ownership. But its effect “would appear to be the antithesis” of diversity. He noted that the Washington radio stations were sold to ABC and the newspaper to Time Inc. And if the WJLA-TV sale to CCC had been consummated, he said, the station would be owned by the “second largest” newspaper company in the country—a reference to the announcement last month that CCC was to be merged into the Gannett Co. (BROADCASTING, May 15).

“At least,” he said, “we'll have the locally owned television station here.”

FCC ascertainment waiver for Howell stations protested

NBMC says commission is already experimenting with removal of requirements for small markets and should determine its effect first; don't stop there, says NAB

The FCC has been asked to reconsider the waiver it granted B&H Broadcasting, licensee of WHMI-AM-FM Howell, Mich., of the rule requiring formal procedures in ascertaining and documenting community problems, needs and interests. The National Black Media Coalition says that before granting such a waiver, the commission must conclude an experiment now under way of exempting some stations from the rule, and determine the advantages, if any, of such a policy.

The National Association of Broadcasters, on the other hand, not only has urged the commission to reject the NBMC petition; it also says the commission should grant waivers “whenever a small market station can show it is not a ‘bedroom’ suburb of a large city.”

Under what the commission described as an “experiment” begun in February 1976, stations in communities of less than 10,000 population that are outside any Standard Metropolitan Statistical Area have been exempt from the formal requirements of the ascertainment rule.

Howell has a population of 5,000, but is within the Detroit SMSA. Accordingly, the B&H stations are not exempt. But, acting out of sympathy for the “burden” they felt the rule imposed on the licensee as a result of what Commissioner Abbott Washburn called “a quirk of geography,” the commissioners granted the exemption (BROADCASTING, April 10).

But NBMC said the stations have offered no evidence to support the contention that the ascertainment and recording requirements are burdensome. Further-

more, it noted the experiment is still under way and said the commission must analyze the data collected to determine if the exemptions are to be discarded or written into the rules. “If the commission intends to exempt certain licensees,” NBMC said, “it must come forward and reformulate its ascertainment rules; rules cannot be defined by exceptions.”

EEO programs get Calif. stations in hot water

FCC finds 19 outlets that don't measure up; conditions renewal on filing of progress reports

Nineteen California radio and television license renewal applicants have failed to measure up to the statistical standard the FCC uses for determining the effectiveness of equal employment opportunity programs. As a result, they have been directed to submit periodic EEO progress reports. Some were also asked to develop minority or female hiring goals.

The statistical standards against which the commission measures stations' full-time employment of minorities and women are 50% of their presence in the available work force over-all and 25% in the top-four job categories—officials and managers, professionals, technicians and sales workers.

The commission said that since the stations failed to meet the standard, their EEO programs must be evaluated to determine whether they were making reasonable and good faith efforts to seek qualified minority and female applicants for job openings. The commission said that the stations' program deficiencies in most cases centered on failures to use specialized recruitment sources to seek out minority and female employees routinely.

The stations involved are KBBQ(AM)-KBBY(FM) Ventura, KCBQ(AM) San Diego, KCKC(AM) San Bernardino, KCOY-TV Santa Maria, KDON-AM-FM and KTVM(AM), Salinas, KEZY-AM-FM Anaheim, KFTV(TV) Hanford, KGEE(AM)-KGFM(FM) Bakersfield, KLIV(AM) San Jose, KMIR-TV Palm Springs, KMST(TV) Monterey, KTYD-AM-FM Santa Barbara, and noncommercial KVCR-TV San Bernardino.

The commission found the lack of female or minority employment at six of the stations to be sufficiently serious to require the stations' submission of employment goals before their renewals could be granted, and, thereafter, the filing of periodic reports on progress toward the goals. The stations are KEZY-AM-FM, KMST(AM), KBBQ(AM), KBBY(FM) and KMIR-TV.

The commission said that if there were no further problems, the stations' renewal applications would be granted in the near future, but would be conditioned on the filing of the EEO progress reports.



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A-T-O makes its move with Michigan buy

Founded last year with \$30 million to spend on broadcast properties, it purchases first, WILK-TV Onondaga

Established late last year and budgeted with \$30 million for the acquisition of broadcast properties, A-T-O Communications Inc. came on the ownership scene last week with the \$12 million purchase of WILX-TV Onondaga, Mich., from the Television Corp. of Michigan, subject to FCC approval. A subsidiary of A-T-O Inc., a publicly traded heavy equipment and electronics instrument manufacturer headquartered in Willoughby, Ohio, A-T-O Communications is based in Los Angeles and headed by Saul L. Rosenzweig, former vice president of KPLR-TV St. Louis.

According to Mr. Rosenzweig, the purchase is the first of possibly several. The firm has its eye on "TV and radio primarily, cable possibly."

WILX-TV, an NBC affiliate, was owned by Howard E. Wilson and members of his immediate family (57%), Lansing Broadcasting Co., licensee of WILS-AM-FM Lansing, Mich. (40%), and William J. Hart, who will remain as station manager (3%). WILX-TV is on channel 10 with 309 kw visual, 61.7 kw aural with an antenna 907 feet above average terrain.

Changing Hands

Announced

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

■ WILX-TV Onondaga, Mich. sold by Television Corp. of Michigan to A-T-O Communications Inc. for \$12 million (story this page).

■ WKOW-TV Madison, WISN-TV La Crosse and WAOW-TV Wausau, all Wisconsin, sold by Horizons Communications Corp. to Liberty Communications Inc. for \$8 million (see story opposite page).

■ WLOB-AM-FM Portland, Me.: Sold by Donald L. Wilks and Michael E. Schwartz to Newport Communications Inc. for \$800,000. Sellers own WIXY(AM) East Longmeadow-WAQY(FM) Springfield, Mass., and WPET(AM)-WRQK(FM) Greensboro, N.C. Buyer is principally owned by Peter W. Kuyper, former vice president of Paramount Pictures Corp.; Peter G. Mangone Jr., vice president of Paine Webber Jackson & Curtis, stock brokerage, and four others. Newport owns WADK(AM) Newport, R.I. WLOB is on 1310 khz with 5 kw full time. WLOB-FM is on 100.9 mhz with 30 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ KILQ(FM) Colorado Springs: Sold by Western Broadcasting Co. to KILQ Broad-

casting for \$302,074. Seller is owned by David P. Pinkston, who owns KDAV(AM) Lubbock, Tex., and recently sold KPIK(AM) Colorado Springs (BROADCASTING, May 29). Buyer is owned by Colorado Springs furniture retailer Robert D. Telmosse (51%), and James L. Pinkston (49%), office manager of KPIK and KILQ. KILQ is on 93.9 mhz with 83 kw and antenna 2,110 feet above average terrain.

Approved

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

■ KZAM-AM-FM Bellevue, Wash. Sold by Bellevue/Eastside Ltd. to Bellevue Radio Inc. for \$1,620,000. Seller is principally owned by A. Stewart Ballinger, who has other broadcast interests. Buyer is wholly owned subsidiary of Sandusky Newspapers Inc., family-owned publishing company headed by Dudley A. White of Santa Ynez, Calif. SNI is publisher of *Sandusky* (Ohio) *Register*, and, through subsidiaries, of *Norwalk* (Ohio) *Reflector*, *Grand Haven* (Mich.) *Tribune* and *Kingsport* (Tenn.) *Times-News*. SNI recently bought KDKB-AM-FM Phoenix-Mesa, Ariz. (BROADCASTING, May 29). KZAM is on 1540 khz with 5 kw full time. KZAM-FM is on 92.5 mhz with 100 kw and antenna 1,100 feet above average terrain.

■ KDBF(AM) Eugene, Ore.: Sold by Mattco Inc. to Jayar Communications Inc. for \$700,000. KYJC(AM) Medford, Ore., and KOOK(AM) Billings, Mont.: Sold by Mattco to Matthias Enterprises for \$400,000. KBOM(AM) Bismarck-Mandan, N.D.: Sold by Mattco to Bismarck-Mandan Communications for \$260,000, plus \$150,000 covenant not to compete. Sales represent steps in liquidation of Mattco, owned by Russell H. Matthias (75%) and his son, William W. Matthias (25%). Buyer of KDBF is owned by Jayar Securities Corp., (50%), Charles R. Skinner (25%), Peter L. Townsend (12.5%) and Jeannette T. Brophy, housewife (12.5%). Jayar Securities, New York financial investment firm, is owned by Daniel Reeves family trust. Mr. Skinner owns media analysis firm, Mr. Townsend is vice president and owner (14%) of KEZY-AM-FM Anaheim, Calif. Mrs. Brophy is a housewife. Buyer of KYJC and KOOK is owned by William, Robert C. and Russell H. Matthias Jr., brothers. KBOM's buyer, Bismarck-Mandan, is principally owned by Wesley E. Haugen, salesman of KOTA-TV Rapid City, S.D., and three Bismarck, N.D., associates: Charles L. Tibor, night club proprietor; Myron Atkinson Jr., attorney, and Henry O. Nybo, real estate broker and developer. KDBF is on 1280 khz with 5 kw day and 1 kw night. KYJC is on 1230 khz with 1 kw day and 250 night. KOOK is on 970 khz with 5 kw full time. KBOM is on 1270 khz with 1 kw day and 250 w night.

■ WOKO(AM) Albany, N.Y.: Sold by Area Radio Inc. of Cleveland to October Mountain Broadcasting Co. for \$785,000. Seller is subsidiary of Welcome Radio Inc., owner of KTLK(AM) Denver and WSLR(AM) Akron, Ohio. Cleveland attorney, Harrison M. Fuerst, is president and principal



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owner of seller. Buyer is principally owned by Anthony B. Mason, Emerson, N.J., former president of North Street Capital Corp., small business investment firm and subsidiary of General Foods Corp. WOKA is on 1460 khz with 5 kw full time.

■ Other station sales approved last week include: WJOE(AM)-WGCv(FM) Port St. Joe, Fla.; WDMV(AM) Pocomoke City, Md., and WBRV(AM) Booneville, N.Y.

Liberty buys three Wisconsin TV stations

Horizons' Madison, LaCrosse U's and Wausau V go for \$8 million

Sale of three Wisconsin TV stations—all ABC-TV affiliates—by Horizons Communications Corp. to Liberty Communications Inc. (KEZI-TV Eugene, Ore.) for \$8 million cash was consummated last week, subject to FCC approval.

The stations are WKOW-TV Madison (ch. 27); WXOW-TV La Crosse (ch. 19) and WAOW-TV Wausau (ch. 9). The stations were acquired by Horizons in 1970 from Midcontinent Broadcasting Co. of Wisconsin Inc. for \$3 million.

Horizons, of which Jerome R. Feniger is president, retains ownership of its five radio stations: KRE-AM-FM Berkeley, Calif., and WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Principal owners, along with Mr. Feniger, are Edward W. Wood, William W. Mulvey and Tipton (Tippy Stringer) Huntley, candidate for the Republican nomination for the House from Bozeman, Mont., and widow of the late Chet Huntley.

Liberty Communications is principally owned by Durwood L. Boyles and Donald E. Tykeson. KEZI-TV, acquired in 1972, is an ABC-TV affiliate and is on 29 CATV's with nearly 70,000 subscribers, plus 24 translators. Ted Hepburn, Cincinnati, negotiated the transaction.

One portion of Denver diary case wrapped up

Two former employees of KLZ(AM) Denver have pleaded "no contest" to felony conspiracy charges involving alleged tampering with Arbitron ratings diaries.

Daniel William Davis, KLZ's former morning drive personality, and Hal S. Widsten, the station's former program manager, both received two years probation. Actual sentencing on the charge was postponed for the duration of that period under Colorado's "deferred judgment" process.

Charges against Mr. Davis's wife, Paula, were dismissed, but similar indictments are still outstanding against two current employees of KHOW(AM) Denver, Program Manager Harold Moore and News Director Bud Elliot Stambaugh. A trial date of Oct. 3 has been set in their cases (BROAD-

CASTING, Feb. 6, et seq.).

Denver District Attorney Dale Tooley and Mr. Widsten's lawyer, Gary Lozow, disagreed on the meaning of the "no contest" plea, which leaves the defendants not technically convicted of a crime. Mr. Widsten and Mr. Davis were accused of obtaining blank Arbitron diaries from Mr. Davis's former wife, who had been chosen at random by Arbitron to participate in its survey, and of filling them out to inflate the ratings of KLZ and of Mr. Davis's program.

Mr. Lozow characterized the outcome from his client's point of view as a "successful resolution" that would allow Mr. Widsten, without admitting any guilt, to pursue his professional radio activities without the financial and psychological burdens of a pending trial. Under Colorado law, after the probationary period has ended (which may occur as early as six months from now), the defendant may ask the court to withdraw the formal charges, Mr. Lozow said.

District Attorney Tooley, on the other hand, called the no contest pleas a tacit admission of guilt. "It's the same as pleading guilty for purposes of punishment," he said. "The judge would not accept a [no contest] plea if someone maintains their innocence, and our standard policy is that if someone maintains their innocence, we go ahead and prosecute." Either side in the case could have demanded that a trial be held, according to Mr. Tooley, but he said

he decided to accept the plea because he felt the sentences would not be likely to exceed probation in any case and because his main objective was to put members of Denver's radio community on notice that diary-tampering would be taken seriously. "Frankly, I suspect there's a greater reluctance about tampering with diaries in Denver now than anywhere else in the country," he said.

Mr. Widsten has been working as a consultant to radio stations outside Colorado since being replaced at KLZ, his attorney said, and hopes to return to a management position at a station within the state. Mr. Davis, a well known broadcast personality in Denver, is said to be accepting freelance jobs there in radio, TV and commercials.

NAB fears restrictions on telephone surveys

The National Association of Broadcasters last week asked the FCC to consider carefully a proposal now before the commission that would ban so-called "junk" and unsolicited telephone calls. NAB urged the commission to "distinguish at the outset" the difference between the two types of calls and not to adopt any rules "that would limit the ability of broadcasters to use the telephone in serving the public."

NAB said it "strongly opposes" any

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Company	Period/Ended	Current end change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
ABC.....	3 m. 3/31	437,292,000	+15.7	29,903,000	+58.2	1.26	377,997,000	18,901,000	1.05
Acton Corp.....	3 m. 3/31	22,636,000	+23.0	599,000	+9.3	.25	9,833,000	548,000	.20
Adams-Russell.....	6 m. 4/2	5,820,000	+40.4	320,000	+35.5	.26	4,145,000	236,000	.19
Chris-Craft.....	6 m. 2/28	39,946,000	+2.2	2,687,000	-5.2	.43	39,105,000	2,832,000	.52
Cohu.....	3 m. 3/31	4,297,847	+0.5	79,893	-32	.05	4,295,563	117,234	.07
Harte-Hanks.....	3 m. 3/31	38,434,000	+20.0	2,742,000	+19.2	.60	32,034,000	2,301,000	.51
Interpublic Group.....	3 m. 3/31	63,917,000	+26.7	2,392,000	+132.7	.39	50,463,000	1,028,000	.27
J. Walter Thompson.....	3 m. 3/31	43,998,000	+16.6	537,000	+201.9	.18	37,740,000	178,000	.06
Jefferson-Pilot.....	3 m. 3/31	165,895,000	+10.7	19,329,000	-4.6	.83	149,847,000	20,263,000	.84
Kansas State Network.....	6 m. 2/28	8,171,000	+7.8	856,000	+4.4	.46	7,578,000	820,000	.45
Lee Enterprises.....	6 m. 3/31	50,106,000	+30.4	8,504,000	+70.9	1.73	38,420,000	4,977,000	.99
MCA.....	3 m. 3/31	236,402,000	+19.4	21,380,000	+33.5	1.15	197,939,000	16,018	.86
MCI.....	9 m. 12/31	54,511,000	+19.8	4,553,000	"	.20	45,489,000	(170,000)	(.04)
MGM.....	6 m. 2/28	167,128,000	+13.5	17,822,000	+30.0	1.22	147,189,000	13,710,000	.92
3M.....	3 m. 3/31	1,084,000,000	+15.9	119,300,000	+37.6	1.03	935,200,000	88,700,000	.75
Ogilvy & Mather.....	3 m. 3/31	38,875,000	+24.3	1,776,000	+3.0	.89	31,286,000	1,377,000	.72
Outlet.....	yr. 1/31	247,561,000	+66.8	9,502,000	+76.9	3.53	148,458,000	5,370,000	2.08
Post Corp.....	3 m. 3/31	11,112,526	+55	556,950	+22.6	.62	7,165,621	454,312	.51
RCA.....	3 m. 3/31	1,504,000,000	+9.5	54,900,000	+13.2	.69	3,729,000,000	48,500,000	.61
RSC.....	yr. 12/31	7,147,000	-5	801,000	+51.4	.33	7,528,000	529,000	.21
Reeves Telecom.....	3 m. 3/31	528,134	-6	15,123	-7.78	.01	531,375	68,201	.03
Rockwell.....	6 m. 3/31	2,771,400,000	-8	83,800,000	+27.6	2.19	793,500,000	65,500,000	1.73
Rollins Inc.....	9 m. 3/31	209,908,358	+15.2	16,463,428	+2.2	1.23	182,177,505	16,109,295	1.20
Rust Craft.....	yr. 2/26	94,379,000	+6.9	3,835,000	+15.1	1.53	88,324,000	3,333,000	1.35
Schering-Plough.....	yr. 12/31	940,859,000	+8.0	166,652	+6.1	3.08	871,537	157,094	2.91
United Cable Television.....	9 m. 2/28	15,628,000	+21.7	1,403,000	-4	.70	12,844,000	1,459,000	.73
Viacom.....	3m. 4/1	18,097,000	+34.4	1,556,000	+34.1	.38	13,462,000	1,180,000	.29
Video Corp.....	6 m. 12/31	3,929,000	+78.3	308,000	+53.2	.31	2,204,000	201,000	.20
Walt Disney.....	6 m. 3/31	307,026,000	+18.3	36,381,000	+22.9	1.12	259,525,000	29,614,000	.91
Washington Post.....	3 m. 4/2	112,806,000	+19.3	7,063,000	+40.7	.86	94,559,000	5,019,000	.57
Wometco.....	3 m. 3/25	56,104,000	+24	2,775,000	+13.1	.30	45,214,000	2,453,000	.27
Weather.....	yr. 12/31	32,552,000	+29.2	1,380,000	-11.3	.61	25,190,000	1,555,000	.69
Zenith.....	3 m. 3/31	213,900,000	-7.6	1,100,000	-81.7	.06	231,400,000	6,000,000	.32

¹ Includes first quarter gain on sale of Mankato TV station of approximately \$2,600,000.

² Reduced by \$.21 per share for expenses applicable to the produced merger.

rule that could, by banning or curtailing unsolicited phone calls, limit the use of polling or surveying techniques employed by broadcasters. "Telephone surveys, when unlisted telephones are used," NAB said, "provide the best economically viable tool for sampling a broad cross-section of the entire population."

The association said that it was "particularly important" that the commission not forbid the making of unsolicited calls to unlisted numbers.

Media Briefs

Fairness roster. Scheduled to testify at Senate Communications Subcommittee's June 7 hearing on Senator William Proxmire's (D-Wis.) bill to repeal fairness doctrine and equal time: Mr. Proxmire; FCC Chairman Charles Ferris; Henry Geller, assistant secretary-designee of commerce to head National Telecommunications and Information Administration; Bill Leonard, CBS Washington vice president; Ernie Schultz, of KTVY(TV) Oklahoma City, president, Radio Television News Directors Association; Herbert Hobler, Nassau Broadcasting Co.,

Princeton, N.J., chairman of National Association of Broadcasters First Amendment committee; Ralph Jennings, United Church of Christ Office of Communication; Reed Irvine, Accuracy in Media; and Donald McGannon, Westinghouse Broadcasting Co.

Who's Where. ABC Radio Network Research has issued booklet showing cities and ADI's in which radio affiliates of ABC, CBS, NBC and Mutual are located. Fifty-page booklet, which reveals network radio's coverage values within 211 Arbitron Television ADI's plus Hawaii and Alaska, can be obtained by writing Bill McClenaghan, director of Research, ABC Radio, 1330 Avenue of Americas, New York 10019.

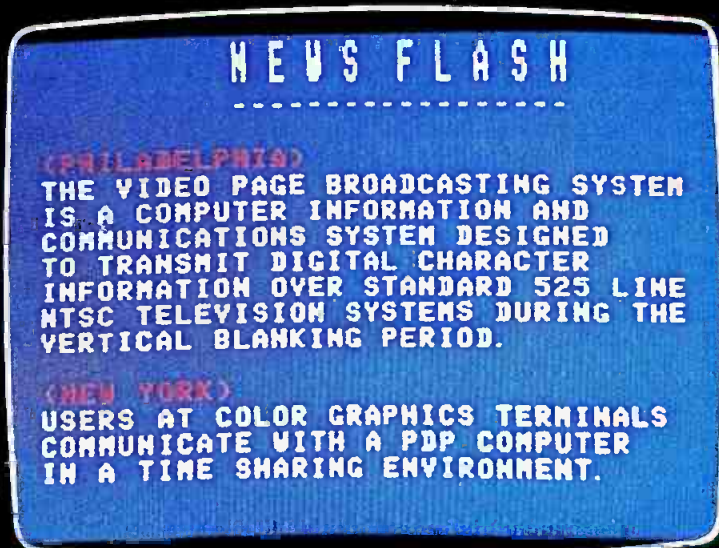
Hill status. Senator Walter Huddleston (D-Ky.), former broadcaster, easily won renomination to second term in Senate. But Representative John Breckinridge, also Kentucky Democrat and chairman of subcommittee that is studying allegations of unfair pricing of automobile radios with FM, lost.

Same as before. FCC, after "objectively" reviewing record, reaffirmed its denial of renewal of license for Faulkner Radio

Inc.'s WLBB(AM) Carrollton, Ga. (BROADCASTING, May 22). Commission three years ago had denied renewal on ground Faulkner executive, Robert Thornburn, had filed strike petition aimed at delaying granting of Radio Carrollton's application for new AM station in Carrollton, and had been guilty of misrepresentation during resulting proceeding. Court sent case back to commission last year because of "presumption of veracity" favoring testimony of two Radio Carrollton executives simply because they were lawyers (BROADCASTING, June 6, 1977). Commission said re-examination of record bore out original decision.

Just in case. National Association of Broadcasters in July will begin offering new group casualty insurance program to its members covering loss to station property (buildings, equipment, personal property); automobile fleet; liability, including libel, slander and defamation of character, and loss of income in event of business interruption. Broadcasters participating in Broadcast Financial Management Association plan, group with which NAB has made arrangement, received 18.4% rebate on premiums in 1976-77 policy year.

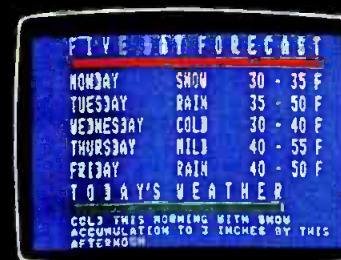
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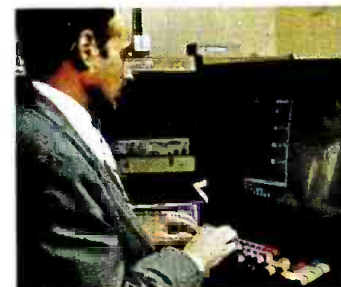
Letters, words, symbols and graphics can be transmitted during the vertical blanking period of the TV signal, without interfering with the primary program material. The signal is fed into the system by a special Info-Text* computer. It is extracted and displayed on standard TV receivers through a special decoder connected to the receiver's antenna terminal.

Micro TV, Inc. is now ready to accept orders for early delivery of the necessary Info-Text* computers and decoders. Please call or write to arrange to attend our first public over-the-air demonstration, June 26-29.

Demonstration at Holiday Inn—City Line, Philadelphia, Room 1101.
For invitation or information call or write to Mr. William Gross.



ART WORK



INFO-TEXT* ENCODER TERMINAL

Micro TV, Inc.

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TV network sports: how much is paid for what and to reach whom

Comprehensive Nielsen report gives amounts paid in various fields with C-P-M's, amounts of times allocated in schedules, and some insights on viewers that note women are watching more

Advertisers paid the three commercial television networks an average of \$23,600 for each 30-second spot placed in a sports program in 1977, an increase of 19% over 1976 prices and 42% more than in 1973. The average cost-per-thousand viewers jumped more than 16%, from \$2.81 in 1976 (not counting the Olympic games) to \$3.27 in 1977.

Those figures are part of a recently completed A. C. Nielsen report on sports programming trends in network TV over the past year, based on the rating service's audience measurements and cost estimates

supplied by Broadcast Advertisers Reports.

The report covers some 1,175 hours of sports television, which itself represents an increase of about 9% over the total hours of sports broadcast by the three networks in 1976, again not counting the Olympic games.

The highest priced 30-second spot in sports was in professional football, which commanded an average of \$45,600 per spot, a 23.9% gain over average prices in 1976. In terms of cost-per-thousand, however, professional football came in at \$3.68, as compared to the \$4.75 C-P-M for the most expensive buy, golf (horse racing and tennis also exceeded football in C-P-M's, at \$4.74 and \$3.73, respectively).

Of the networks' regular season football series, ABC-TV's *Monday Night Football* was the most expensive buy both in terms of 30-second cost and C-P-M's, pegged by the report at an average \$62,000 and \$4.01, respectively. Thirty seconds in CBS-TV's Sunday professional football games sold for an average of \$40,800, delivering a C-P-M of \$3.48, while NBC-TV's football spots averaged \$36,500 and delivered C-P-M's of \$3.71.

Average costs of 30-second commercials in other sports broke down as follows: tennis, \$10,600 (the cheapest 30-second buy), up 24.7% over 1976 prices; bowling, \$11,400, up 10.6% with a C-P-M of \$2.33

(the lowest C-P-M of all sports shows); multiple-sport package shows, \$17,000, up 19.7% with a C-P-M of \$2.84; professional basketball, \$17,500, up 11.4% with a C-P-M of \$2.96; college basketball, \$17,600, up 25.7% with a C-P-M of \$3.21; golf, \$20,100, up 11.6%; baseball, \$25,000, up 26.9% with a C-P-M of \$2.72; college football, \$38,800, up 15.7% with a C-P-M of \$3.20 and horse racing, \$36,600, up 32.6%.

The average duration of a sporting event in 1977 was 127 minutes, one minute longer than in 1976. Of the total 1,175 hours of sports telecast, the networks devoted 323 hours to football, 174 hours to baseball, 162 hours to multiple-sports package shows, 156 hours to basketball, 123 hours to golf, 111 hours to tennis, 32 hours to boxing, 29 hours to bowling, 28 hours to "challenge" sports and 37 hours to miscellaneous events.

In terms of average audiences delivered, trends shown in the report were generally gradual rather than startling. ABC's Saturday and Sunday *Wide World of Sports* programs both continued four-year ratings declines, the former being off an average of a rating point for the year to end up with an 8.8 ratings average, while the latter dropped from a 13.2 average in 1976 to a 12.4 in 1977. CBS's *Sports Spectacular*, meanwhile, kept inching upward, from a 5.6 average in 1976 to a 6.4 in 1977

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Broadcasters trust McMartin NEWBREED equipment to meet the highest industry standards of performance and reliability.

Now McMartin introduces two remote pickup units for mobile or remote fixed-base operations.

The RPU-1150 operates on a specified frequency in the range of 150-170 MHz with a continuous power output rating of 50 watts. The RPU-1430 operates in the 450-455 MHz range with a continuous power output of 30 watts. The units are identical in size and appearance and utilize the same accessories except antennas.

Both produce a signal having high audio quality.

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Sure bet. State lotteries are taking a plunge on television. The Television Bureau of Advertising reported last week that 13 operating systems have increased their TV advertising from \$2.9 million in 1975 to \$6.9 million in 1977. Chips Barrabee, TVB marketing sales executive, said in preparation for a talk before the National Association of State Lotteries on June 16 in Hartford, Conn., that lottery sales are "based heavily on impulse and emotion." He noted that by using TV's "unique emotional quality as the focal point of their ad campaigns, lotteries are discovering how to appeal to that impulsiveness while creating good will and attracting new customers."

Ever upward. John Blair & Co.'s 14th annual *Statistical Trends in Broadcasting* projects comfortable increases for both television and radio in 1978. Blair estimates that total TV advertising in 1977 grew by 13.5% to \$7.6 billion and predicts a 12.1% increase in 1978 to \$8.5 billion. The rep firm places total radio spending in 1977 at \$2.6 billion, up 11.8%, and projects a 10.5% jump in 1978 to almost \$2.9 billion. FM radio outlook is particularly bright, with Blair anticipating an increase of more than 40% over 1977, to \$825 million.

(NBC's *Sportsworld* premiered in 1978).

Another ABC sports series trailing off consistently was the *Pro Bowlers Tour*, which was down from an 8.3 average in 1976 to a 7.1 in 1977. The network's Monday night baseball coverage picked up two-tenths of a point for a 12.5 average rating, while NBC's Saturday baseball interrupted a four-year decline by holding steady last year with a 6.7 average, the same as 1976. CBS's National Basketball Association games were back up in the ratings with a 7.2 average, compared to a 5.8 for the 1975-76 season, and the network's NBA championships coverage last year also gained over the previous year's 11.5 average by posting a 12.7.

Over-all, tennis audiences for the various tournaments offered by the three networks appeared to decline most consistently except for NBC's Wimbledon and World Team Tennis coverage, both of which gained slightly. Down by varying degrees were ABC's Alan King tournament, Robert F. Kennedy Pro Pro Celebrity tournament, World Invitational tournament and L'eggs Women's tournament, and NBC's Italian championships, World championships and Family Circle tournament.

One trend that did not appear in the Nielsen data was a significant growth in sports viewing among women. Network sports executives have been talking about the potential for new audiences opened up by the women's and fitness movements, but Nielsen's three-year sports demographics analysis shows the audiences still about two-to-one male with no indication of even a gradual shift in progress. For all

One household can hurt you more in the courtroom than it ever could in the ratings.

As a broadcaster you worry about each household where ratings are concerned. But let one household take you to court with a libel suit and you may have something to really worry about. A typical settlement today could cripple your business.

That's why you need Broadcasters Libel Insurance protection from ERC—especially in this age of jumbo liability suits. We've been providing libel and copyright coverage for more than 40 years and today our policy doesn't have a single exclusion. You're even covered for punitive damages.

Although the incidence of claims is increasing our coverage continues to be comparatively inexpensive. But regardless of cost, not to have the coverage when you need it could be a real catastrophe.

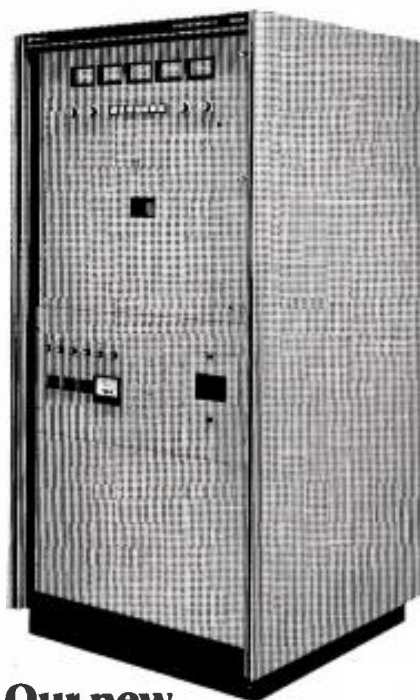
If you (or your insurance representative) will mail us this coupon, we'll respond by mail with all the details. Do it today. It's a policy a broadcaster can't afford to be without.



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Our new 5-kW AM transmitter is music to your ears.

It's Rockwell-Collins new 828E Power Rock[®] AM transmitter. And it's music to the ears of any AM station that's looking for crisp, clean sound and exceptional performance in a cabinet the size of a 1-kW unit.

Power Rock[®] features high-efficiency switching modulation, the time-proven technique that Collins patented in 1968. Also a new high-efficiency RF amplifier. The result — lower power costs. And the advanced Q-Taper[®] output network for improved frequency response, phase linearity, and reduced adjacent channel cross-modulation interference.

Power Rock[®] also features automatic control of both power output and modulation. 125% positive peak modulation capability. Built-in diagnostic aids. Plus other features that anticipate the day of automatic transmitter operation.

Sound like your kind of AM transmitter? You bet it is. Contact your Rockwell-Collins man. Or Collins Broadcast Marketing, Commercial Telecommunications Group, Rockwell International, Dallas, Texas 75207. Phone 214/996-5574 or 5424.



**Rockwell
International**

...where science gets down to business

sports broadcasts, 38.3% of the adult audience was female in 1976, as compared to 37.7% in 1976. The women's audience came closest to matching the men's in the bowling, tennis and "challenge" sports (ABC's *Superstars* and CBS's *Celebrity Challenge of the Sexes*) categories.

AAF heading west for 73d convention

The American Advertising Federation will hold its 73d annual convention next week in San Francisco. The four-day meeting, June 17-20 at the St. Francis hotel, will take up a number of advertiser-related topics—ranging from current regulatory matters to the changing values and buying habits of the American middle class. Some

400 delegates are expected to attend.

Monday morning's keynote session will include an address by Burt Manning, vice chairman of J. Walter Thompson Co., on "The Communications Cancer"—the problem of illiteracy, said to be a growing concern to advertising. Mr. Manning's comments will lead a panel discussion on the subject and its threat to media, particularly print, and advertising. Arnold Grisman, executive vice president at JWT, will lead that discussion.

Federal Trade Commissioner David A. Clanton will address Monday's luncheon on the current regulatory climate in Washington and what advertisers can expect.

Jerry Ohlsten, vice president and director of research at Cunningham & Walsh, will analyze the significance of his agency's new research project on the standard



Diamond



Johnson



Loevinger



Jencks

The pros and cons. Should the Federal Trade Commission ban advertising on children's television? That was the issue argued on the Public Broadcasting Service's *The Advocates*, courtroom-style debate program. For the FTC: Nicholas Johnson, former FCC commissioner and now head of the National Citizens Committee for Broadcasting. For the opposition: media critic Edwin Diamond of the Massachusetts Institute of Technology. Mr. Johnson charged that it's the "corporate profits of broadcasters" that are the issue in the FTC ad-ban proceeding, not "their freedoms." Mr. Diamond countered that the rulemaking is the first step toward the elimination of broadcasters' First Amendment rights; first children, then teen-agers, then "gullible adults" may come under the FTC's jurisdiction, he said. Backing up Mr. Johnson was Tracy Westen, deputy director of the FTC's Bureau of Consumer Protection and a prime mover behind the rulemaking. He said that the money being spent by the commission in the children's TV proceeding was less than the cost of the commercials in an average hour of television programming. As witness for Mr. Diamond, however, attorney Lee Loevinger, another former FCC commissioner, said "this inquiry is a phony" and a waste of taxpayer money—a device to build up the FTC's bureaucratic clout. Also defending the FTC action was Joan Gusow, chairman of the nutrition program at Teachers College of Columbia University, who said it's not realistic to expect parents to monitor all their children's viewing when the "advertising barrage is almost unceasing." But former CBS/Broadcast Group President Richard Jencks said that only 15% of children's viewing takes place during the times the FTC might regulate advertising primarily directed to those under age 8. He also claimed that in some countries where sugared-product advertising is prohibited, sugar consumption is higher than in the U.S.

We interrupt this magazine

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2. Broad choice of products. In addition to our own Generation 4[®] FM transmitters and our all-new Power Rock 5-kW AM transmitters (the cleanest,

to bring you all you need in broadcast equipment.

brightest, loudest AM in town), we carry products from the largest team of respected specialty vendors available anywhere from a single source — from ADC to UREI, with nearly a hundred other such leaders in between. If we don't have what you want, chances are we can get it for you. Fast.

3. Flexible financing arrangements. If it's under \$1000, you can use your own or your company's Master Charge. For larger orders, take your choice of time-purchase (up to 5 years) or lease plans.

4. Unbeatable customer support. Your emergency is our emergency. We're ready to respond — without delay — 24 hours a day, 365 days a year.

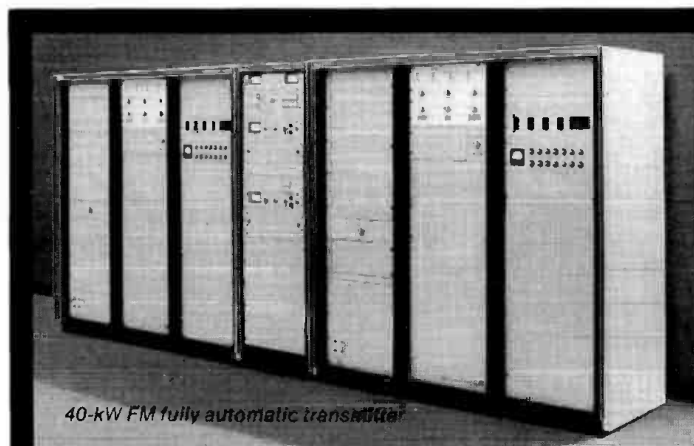
See the cities listed below for the representative nearest you — and call him for one-stop shopping, Rockwell-Collins style. Ask him for a copy of our new brochure, or contact: Collins Broadcast Marketing, Commercial Telecommunications Group, Rockwell International, Dallas, Texas 75207. Phone: 214/996-5424.



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Generation 5 super power antenna

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Tokyo 478-1278 or 478-1279 • Toronto (416) 252-3761 • Jeddah 54600

of living and expectations for the future of this country's new middle class. The Tuesday morning session, "The Shape of the Future for Middle America," will serve as the basis for a panel discussion involving anticipated changes in buying habits, advertising content and economic and social values.

Also on Tuesday, there will be a general discussion on the "Impact of Two-Way TV on Advertising," billed as a special look at Warner Cable's new Qube system in Columbus, Ohio.

Although the real business of the convention will not start until Monday morning, early goers may watch, on Saturday, the final judging of the 1978 AAF National Student Advertising Competition, the association's sixth consecutive contest among college advertising students who have devised advertising campaigns, marketing strategies and media plans for Coca-Cola USA's Sprite soft drink. An AAF member sponsors the competition each year.

Latest from Arbitron

Arbitron Radio will introduce a new service, Intermediate Market Measurement, covering 33 medium-sized and small markets, starting with the April-May survey.

Officials said the reports will contain uniform demographics, dayparts and estimates across all markets. Sample objectives will be 250 homes. This will be the

first time, they said, that Arbitron Radio has offered a uniform report concept beyond its regular syndicated service.

Markets to be covered are Alexandria, Lake Charles and Monroe, all Louisiana; Battle Creek, Mich.; Casper and Cheyenne, both Wyoming; Chico and Redding, both California; Clovis, Las Cruces and Roswell, all New Mexico; Fort Pierce and Gainesville, both Florida; Fort Smith, Ark.; Grand Junction and Greeley, both Colorado; Idaho Falls; Kileen-Temple, Texarkana, Longview, Midland and Odessa, all Texas; Lawton, Okla.; Missoula, Mont.; Provo, Utah; Rapid City, S.D.; Richland-Pasco-Kennewick, Walla Walla and Wenatchee, all Washington; Roseburg, Ore.; Springfield, Ill., and Springfield, Mo.

A moving story

The Radio Advertising Bureau will move into its new New York headquarters today (June 5), but not without more than the usual amount of anguish—some already experienced, some to come.

Past trouble stemmed from the fact that RAB had expected to move early in April but was delayed by a strike of electricians in New York—after the new address had been imprinted on much of its stationery. This has resulted in a great deal of reply mail being sent to—and having to be picked up at—the as yet unoccupied headquarters at 485 Lexington Avenue, 10017. "We've had to run a shuttle service to retrieve mail," said President Miles David.

Anticipated anguish centers around RAB's switching from a single-number telephone system in the old quarters to a Centrex system in the new, where each executive will have his own number. There'll be a central Centrex number—(212) 599-6666—for people to call if they don't know the number of the person or department they want. But this number "could easily be flooded" at the outset, until callers get acquainted with individual numbers, "and should be avoided if at all possible," RAB said, "since its capacity to take incoming calls is limited."

Some of the main department numbers will be (all in area code 212): member service 599-6698; co-op information 599-6697; national sales 599-6660; meetings 599-6676; research 599-6661; library 599-6659; accounting 599-6681.

President David, who announced all this, will be at 599-6688; Robert Alter, executive vice president, at 599-6691.

Wording spelled out for political plugs

FEC guidelines, which must pass FCC muster, offer procedures to cover four situations

The Federal Election Commission, in an action that must also be approved by the FCC, has authorized wording that will be

acceptable in identifying sponsors of political commercials and their candidates.

The FEC and FCC have dual jurisdiction in the area of political ID's. The FCC requires that any broadcast paid for by a particular person or group must include an announcement to that effect and that anyone furnishing matter for a political or controversial broadcast must also be identified. The FEC requires that political broadcasts must identify whether the candidate involved has authorized the broadcast.

The rule adopted by the FEC deals with four situations:

(1) A broadcast communication authorized by or financed by the candidate or the candidate's authorized committee must include an announcement saying "paid for by," or "paid for and authorized by," or "sponsored by," or "furnished by" the candidate or committee.

(2) A broadcast communication that is authorized by the candidate or committee but paid for by a third party must say "paid for by [name of the third party] and authorized by [name of the candidate or committee]" or "sponsored by ... and authorized by ..." or "furnished by ... and authorized by ..."

(3) A broadcast communication financed by a third party but not authorized by the candidate must identify who "paid for," "sponsored," or "furnished" the commercial, and include the phrase, "and not authorized by any candidate."

(4) In addition, if a commercial solicits political contributions, the sponsoring campaign organization must announce that "a copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C."

Supreme Court rejects appeal of FCC policy on commercials and fairness

The FCC decision four years ago to put product commercials beyond the reach of the fairness doctrine is now final. The Supreme Court last week denied a petition to review the opinion of the U.S. Court of Appeals in Washington, issued last November (BROADCASTING, Nov. 14, 1977), upholding the commission's action. The petition was filed by the National Citizens Committee for Broadcasting.

The decision regarding product commercials was contained in the commission's 1974 Fairness Report, issued following a five-year inquiry into the doctrine and how it was being shaped, the first such review since the doctrine was adopted in 1949.

The inquiry itself was prompted in large part by concern over the direction in which decisions by the commission and the courts were taking the commission, partic-

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WILLIAM F. DWYER
Vice President and
Assistant to the President

June 5, 1978

Dear Broadcaster:

You probably noticed that HEW and FTC have formally petitioned FCC to reconsider its decision of last October to allow licensees to set standards for public service announcements.

HEW said it "believes PSAs can make an important contribution to the success of its programs...such as its campaign to better inform the public on the health dangers of smoking."

Maybe so, but that feeling flies in the face of findings reported this March in the American Journal of Public Health. The journal published a review of 126 reports on the results of smoking education programs.

Analyzing campaigns that have used mass media advertising methods, the author found "none of these campaigns has produced significant change in smoking behavior."

HEW and FTC want your prime time. Before you're forced to give away more of it to anti-tobacco activists, we felt you should know how their claims rely more on fancy than fact.

Our information and views are available to you in writing or -- better yet -- from our spokesmen live or on the phone.

Sincerely,


William F. Dwyer

AEI PUBLIC POLICY FORUMS: Names and Issues Your Audience Knows

LABOR LAW REFORM?



From left, Peter G. Nash, former General Counsel, NLRB; Sen. Orrin Hatch (R-Utah); John Charles Daly, moderator; Sen. Harrison A. Williams, Jr. (D-N. J.); Thomas R. Donahue, Executive Assistant to AFL-CIO President.

RISING COSTS IN EDUCATION: The Federal Response?

Panelists: Sen. Bob Packwood (R-Ore.)
Ernest Boyer, U.S. Commissioner of Education
John Ryor, President, National Education Association
Thomas Sowell, Professor of Economics, UCLA
with John Charles Daly, moderator

TAX CUTS AND TAX REFORM: The Quest for Equity

Panelists: Rep. Al Ullman (D-Ore.)
Rep. Barber Conable (R-N.Y.)
Robert Carswell, Deputy Secretary, U.S. Treasury
Herbert Stein, Professor of Economics,
University of Virginia
with John Charles Daly, moderator

These are just three of 48 one-hour panel programs on a wide range of public policy issues produced by the American Enterprise Institute and distributed without charge as a public service to commercial and public television stations, radio stations, and cablevision systems.

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Mr. Robert C. Doyle
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ularly in connection with product commercials. Indeed, the effect of the commission's report was to overrule its 1967 decision applying the doctrine to cigarette advertising. The commission had attempted to restrict the ruling to cigarettes; it cited the unique danger to health involved. But the appeals court later extended it to commercials for high-powered automobiles and leaded gasoline and for a department store during a strike by its employees.

The commission, in its report, held that ordinary product commercials do not make a meaningful contribution toward informing the public on any side of a controversial issue of public importance. But it said it would apply the doctrine to commercials that are devoted "in an obvious and meaningful way to the discussion of public issues."

The lower court rejected two principal arguments in affirming the commission. One was that, since statements opposing views presented in commercials are, like the commercials themselves, protected by the First Amendment, the commission must require its licensees to broadcast them. The other was that commercials contribute meaningfully to public debate and, therefore, the commission's refusal to subject commercials to the fairness doctrine is unconstitutional. NCCB made similar arguments in petitioning the Supreme Court to review the case.

Researchers find TV's drug ads not addictive to children

The heavy use of television by children does not lead to their heavy use of medicines that are advertised on television, researchers at the University of Pennsylvania's Wharton School have concluded.

Spurred by a since-denied petition from 19 state attorneys general seeking an FCC ban on medicine advertising from 6 a.m. to 9 p.m., three Wharton professors from the Center for Research of Media and Children undertook the study two years ago to see whether TV advertising causes children to want over-the-counter drugs. Their conclusion, based on interviews with children in grades three, five and seven, and with their mothers, is that there is "little evidence" of a link between TV watching and the taking of aspirins and cold remedies—primarily because of the parents "mediation."

The researchers found some evidence that highly anxious children are more receptive to taking drugs advertised on TV than other children, but "even those subgroups of children do not show indiscriminate or excessive requests for proprietary medicines," they said.

The study was sponsored by the National Science Foundation and was performed by Professors Thomas S. Robertson, John R. Rossiter and Terry C. Gleason.

NAB accents the positive at workshops on children's TV

Washington meeting this week will focus on quality programing and how to make it; Gerbner and some FCC commissioners to appear

About 200 people, two thirds of them broadcast general managers, program managers and producers, have signed up for this week's National Association of Broadcasters children's television program conference, a two-day meeting in Washington on improving local children's television.

The emphasis is on programing. Scheduled sessions include an opening one that tries to answer the question "What Is Children's Programing?" and workshops exploring use of the minicamera in creative productions, how TV is being used as a teaching tool and budgeting for children's programs (including a session exploring whether federal funding is a good idea).

Some 40 broadcast stations are submitting clips of their local programs, to be segregated according to market size, for screening during the program. The idea behind that, said Jane Cohen, NAB vice president for television, is to enable stations to easily find examples of programs that can be done within their budgets.

The attendee looking for discussions of controversial issues such as the Federal Trade Commission's proposal to restrict television advertising to children won't find much of that at this meeting. The emphasis instead is making programs that children will find educational and entertaining. NAB wants to show that "we really do care" about quality programing for children, Ms. Cohen said. "We are doing things. And we want to do it better."

The program does light on at least one topic that is the subject of national debate, however, in a session on violence in television with two TV violence researchers: Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications and Roger Wagner of Bi Associates. In addition, a "working lunch" has been scheduled for Tuesday with FCC commissioners and their staff members. The commissioners who had accepted invitations by midweek last week were Abbott Washburn, Margita White and Tyrone Brown.

Bill Monroe of NBC's *Meet the Press* will moderate many of the sessions during the children's program. And entertainment will be provided at the Monday luncheon by the Paul Ritts puppets.

Following is the schedule of the children's TV conference; all sessions will take place at the Hyatt Regency hotel.

Sunday, June 4

Registration. 3-6 p.m. Regency foyer.
VIP reception. 5:30-7:30 p.m. Regency ballroom.

Monday, June 5

Registration. 8 a.m.-5 p.m. Regency foyer.
Opening session. 9-10 a.m. Regency ballroom. *Welcome and opening remarks:* Kathryn Broman, Springfield Television Corp., Springfield, Mass., chairman of the NAB television board. *"How to attend this conference:* Jane Cohen, NAB vice president for television. *What is Children's Programing?:* Moderator: Bill Monroe, NBC *Meet the Press*. Panelists: Sally Williams, executive director, Committee on Children's Television and Brenda Fox, NAB assistant general counsel.

Four concurrent workshops. 10-10:45 a.m. *Creative Production Using the Minicam.* Concord A. Moderator: George Heinemann, NBC vice president, children's programs. *Beyond Sesame Street.* Lexington B. Moderator: Roy Danish, director, Television Information Office. Panelists: Dr. Gordon Berry, associate professor, graduate school of education, University of California, Los Angeles; Squire Rushnell, vice president, children's and early morning television programing, ABC Entertainment, and Bruce Marson, program manager, WCVB-TV Boston.

The CBS Television Reading Program. Bunker Hill C. Moderator: Lynne Williams, director, CBS Television Reading Program.

Coffee break. 10:45-11 a.m. Regency foyer.

General session. 11-11:45 a.m. Regency ballroom. *Socko Saturdays? Prime-Time Crime?* Moderator: Bill Monroe. Panelists: Dr. George Gerbner, professor and dean, University of Pennsylvania Annenberg School of Communications, and Roger Wagner, president, Bi Associates.

Three concurrent workshops. 11:45 a.m.-12:30 p.m.

See Spot Run, Hear Spot Bark. Concord A. Moderator, Charles Keller, vice president and general manager, Capital Cities Television Productions.

TV as a Teaching Tool. Lexington B. Moderator: Karen Klass, National Education Association. Panelists: classroom teachers Rosemary Potter, Elaine Sklar, Lynne Garek and Camille Faith.

Parent Participation Workshops. Bunker Hill C. Moderator Gloria Kirschner, Teacher's Guides to Television.

Cash bar. 12:30-1 p.m. Regency foyer.

Luncheon. 1-2:30 p.m. Regency ballroom. The Paul Ritts Puppets featured.

Workshops. 2:30-3:15 p.m.

Three Perspectives on Budgeting for Children's Programing. Concord A. Moderator: Lynn McIntyre, manager, broadcast standards and practices, Post-Newsweek Stations. Panelists: Bernice Coe, Coe Film Associates; Linda DesMarais, programing manger, WJLA-TV Washington, and Paul Wischmeyer, president and general manager, KRON-TV San Francisco. *Is it Pre-School or Elementary?* Lexington B. Moderator: John Dimling, NAB vice

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president for research. Panelists: Dr. Sherry Graves, department of psychology, New York University; Sally Gelbard, director of programming, Romper Room Enterprises Inc., and Bob Chenault, executive producer, ABC Circle Films, MGM Studios.

Children Look at Children's TV Bunker Hill S. Moderator: Nathaniel Pelikan, producer, National Zoo. Panelists: children.

TIO presentation. 3:30-4 p.m. Regency ballroom. "Children, Television and Change," a film on the growing use of television as an adjunct to classroom teaching, narrated by Michael Landon, actor, director, producer.

General session. 4-4:30 p.m. Regency ballroom. *Federal Funding for Children's Programming?* Moderator: Bill Monroe. Panelists: Dr. Nicholas Van Dyck, executive director, National Council for Children and Television, and Gene Mater, vice president and assistant to the president, CBS/Broadcast Group.

Additional screening time. 5-7 p.m. First floor.

Tuesday, June 6

General Session. 9-9:30 a.m. Regency ballroom. *Positively Powerful Programming.* Moderator: Bill Monroe. Panelists: FCC Commissioner Abbott Washburn and Susan Futterman, manager, children's programs, ABC broadcast standards and practices.

Three concurrent workshops. 9:45-10:30 a.m.

Producing a Children's Program. Concord A. Moderator: Joyce Hughes, director, of children's programming, WLBT(TV) Jackson, Miss. *Developing Educational-Instructional Segments for Children's Programs.* Lexington B. Moderator: Sally Gelbard.

Creative Production Using the Minicam (repeat from Monday). Bunker Hill C.

Three concurrent workshops. 10:45-11:30 a.m. *See Spot Run, Hear Spot Bark* (repeat from Monday). Concord A. *Beyond Sesame Street* (repeat from Monday). Lexington B. *Children Look at Children's TV* (repeat from Monday). Bunker Hill C.

Three concurrent workshops. 11:45 a.m.-12:30 p.m. *Producing a Children's Program* (repeat from 9:45 a.m.). Concord A. *TV as a Teaching Tool* (repeat from Monday). Lexington B.

Parent Participation Workshop (repeat from Monday). Bunker Hill C.

Cash Bar. 12:30-1 p.m. Regency foyer. **Luncheon.** 1-2 p.m. Regency ballroom. **Additional screening time.** 2-4 p.m. First floor.

CBS sets up swap meet on children's television

Programers from network's affiliates will get together in New York to exchange ideas

Program directors and children's television producers from 24 CBS-TV affiliates are scheduled to participate in a CBS workshop on children's television to be held July 10-14 in New York.

Robert Keeshan and the *Captain Kangaroo* creative team will be hosts for the sessions, described by Gene F. Jankowski, president of the CBS/Broadcast Group, as providing "an exchange of ideas and information that will enhance [affiliates'] local children's product."

There will be daily seminars and workshops on subjects ranging from producing and writing for children to finance, talent, promotion, studio technique and research. Guest instructors will include Dr. Roger Fransecky, children's television consultant to CBS; Dr. Gordon Berry, associate professor of the Graduate School of Education at the University of California at Los Angeles; Lynne Williams, director of the CBS Reading Program; Joel Heller, executive producer of CBS News's *In the News*, *Razzmatazz* and *30 Minutes*, and Steve Sohmer, CBS Entertainment vice president, advertising and promotion.

In addition, luncheon forums will be scheduled daily. Guest speakers already set include Nancy Carey, assistant to FCC Commissioner Abbott Washburn; Peggy Charren, president of Action for Children's Television, and James Rosenfield, president of CBS-TV.

CBS-TV officials said attendance was restricted to maintain an intimate atmosphere but that plans for expanding it in the future were being considered. The sessions will be held at the CBS Broadcast Center.

Program Briefs

Boycott results. A.C. Nielsen reports that national TV boycott sponsored by Morality in Media May 24 to protest sexual content in programming had no apparent effect on prime-time viewing. From 7:30 to 11 p.m. NYT, homes using television levels were off .00035% compared to previous Tuesday and to other nights of that week. Figures for full day are not yet available.

New dates. With buyers and sellers finding sales being locked in earlier in year, National Association of Television Program Executives has moved 1981 New Orleans conference up month to Feb. 13-18, with possibility that San Francisco meeting, March 7-12, 1980, may also be rescheduled for February. Next year, however, remains firm in Las Vegas, March 10-14.

Going EveryDay. Group W Productions reports 45% clearance so far and expects 70% by fall for its syndicated *EveryDay*, 60-minute daily entertainment-information series. Latest to sign are CBS-owned WCBS-TV New York (scheduled 9-10 a.m.) and KNXT(TV) (3:30-4:30 p.m.) Los Angeles. Debut is Oct. 2.

'Better Homes' readers express dissatisfaction with television fare

Readership poll finds majority think programs mediocre at best, parental control of set ineffective

Middle-class Americans may watch a lot of TV, but—according to one study—they're not thrilled with what they see. Television programming rates "mediocre" to "poor" in the opinion of 84% of respondents to a *Better Homes and Gardens* survey.

The magazine (part of the publishing group of Meredith Corp., which also owns four TV stations and six radio stations), conducted a survey called "What's Happening to the American Family"; it questioned 302,000 families on subjects ranging from marriage to the energy crisis. The survey was conducted among the magazine's readers (median income \$20,125), who mailed in a published questionnaire—a factor that effects its scientific standing in that respondents were self-selected rather than random.

Over-all TV quality was rated "mediocre" by 51%, "poor" by 33%, "good" by 14%, and "very good" by 1%. Violence "greatly concerned" 67% of the respondents, sex "greatly concerned" 56% and quality "greatly concerned" 61%.

The amount of television children watch is not effectively regulated by parents, said 72%. And the quality of programs children watch is not regulated either, said 65%.

What effect does TV viewing have on family life? According to the survey, 15% said it's good, 25% said it's bad and 57%

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saw no effect at all. Second only to parents themselves, television emerges in the survey as the greatest influence on the general development of children under 12.

SAG's Nolan blasts TV portrayal of women

At quarterly meeting with AMPTP, guild president says movies are doing better, but television's roles for females are 'disheartening'

The image of the American woman portrayed by television was attacked as "disgraceful trash" by Kathleen Nolan, president of the Screen Actor's Guild, during a meeting with the Association of Motion Picture and Television Producers in Los Angeles last month.

"We have a responsibility to depict the American public realistically," Ms. Nolan said. "Women have been gratified to see a growing change in roles in feature films but are desperately disheartened to be faced in 1978 with the disgraceful trash which is being transmitted to the television public in the guise that this is the American woman."

The meeting at which Ms. Nolan made her remarks was the first of four quarterly discussions, provided for in the most recent contract between SAG and AMPTP, on the problems of women and minority actresses and actors. Chester Migden, national executive director of SAG, and Joseph A. Adelman, executive vice president of AMPTP, both said the meeting was "positive and cooperative."

Mr. Migden announced during the proceedings that SAG has begun surveying its members to gather information for a computer data bank which would hold information on performers categorized by sex, ethnic group, skills and special abilities. Mr. Adelman called the computer project "a most positive action [that] will be of tremendous value to the casting efforts of association companies, especially if it is easily retrievable from the guild's computers."

Also in the works at SAG, but just in the formative stages, is a project to monitor the image of women and minorities portrayed on television next season.

Schlosser stays

Exiting NBC president opts to accept RCA offer as head of video disk software project

Herbert S. Schlosser, who honored RCA President Edgar H. Griffiths's request that he stay on as NBC president until Fred Silverman arrives to take over, last week accepted Mr. Griffiths's offer of an executive vice presidency of RCA, NBC's parent company.

Mr. Griffiths made the offer last Janu-

Nielsen's overview. A. C. Nielsen Co. has issued 23d annual report on basic dimensions and viewing patterns of television audience in U.S. Titled *Nielsen Television '78*, booklet places television households at 72.9 million (98%) of total, estimates 76% of homes have color sets and reports that average household watches TV more than six hours per day. It is available free of charge from Nielsen at its various offices.

ary, when he announced that Mr. Silverman would become NBC's president and chief executive officer when his contract with ABC expires (BROADCASTING, Jan. 23). Mr. Schlosser had considered going back into law practice, perhaps on the West Coast, but opted for the RCA post ("Closed Circuit," May 29).

"I am delighted," Mr. Griffiths said in announcing the decision, "that Mr. Schlosser has accepted our offer of an important management position with RCA. His initial assignment will be to develop a comprehensive software program for the RCA Selectavision video disk project. This is a major challenge that must be overcome before we can decide whether to market this new system."

"To overcome it, Mr. Schlosser is exceedingly well equipped by his gifts and varied experience as the head of a television production and distribution company,

a program creator, the operating head of a television network and the chief executive in charge of one of the three network companies."

Mr. Schlosser said last week he did not know how long this assignment would take. He said he planned to have "a little vacation," then get down to the new job. He saw it as involving, first, an examination of all the potential sources of disk programming, then meeting with all the companies involved in these areas, both in the U.S. and abroad, and finally "coming up with some recommendations."

He did not indicate what subsequent RCA assignments might involve.

While he was cleaning out his NBC office on the sixth floor of the RCA Building in New York, getting ready to move to his RCA office on the 53d floor, associates at NBC were recalling some of his contributions to network TV programming.

Most recently, they said, he had given his support to the new concept, *Saturday Night Live*, and before that to such new ventures as *Tomorrow*, *Midnight Special*, and *Weekend*. He committed NBC investments in such major programming as *Jesus of Nazareth*, *King*, *Wheels*, *Centennial* and *Holocaust*—and its \$85-million investment in rights to the 1980 Moscow Olympics.

In his new post—to which he is due to be elected by the RCA board on June 7—Mr. Schlosser will report to Mr. Griffiths. He will work with Richard W. Sonnenfeldt,

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RCA staff vice president, who will remain in charge of the video disk project development.

Mr. Silverman is expected to take over as president and chief executive of NBC on June 9, the day after expiration of his contract as president of ABC Entertainment.

Mr. Schlosser has been NBC president since 1974. He joined NBC in 1957 as attorney for California National Productions, then an NBC subsidiary, of which he became vice president and general manager in 1960. In 1961 he was named director (later vice president) of talent and program administration for NBC-TV. In 1966 he was made vice president in charge of programs, West Coast, and in 1972 was promoted to executive vice president, NBC-TV. A year later he was named NBC-TV president, and less than a year after that, in April 1974, was named president and chief operating officer of NBC, adding the chief executive's responsibilities in January 1977 (BROADCASTING, Jan. 10, 1977).

A bullish report on VCR chances

A. D. Little survey puts market penetration at 10% in less than decade; among the obstacles: competition from video disks

Viewers in one of every 10 American households could own home video cassette recorders by the mid-1980's, according to a market study and opinion poll conducted by the research firm of Arthur D. Little Inc.

The prediction was based partly on the high consumer awareness of the new product found among respondents to the Little poll: 80% said they had heard of the VCR's, while 20% mentioned Sony's three-year-old Betamax specifically. Price, on the other hand, was seen as one of four critical issues affecting the market: One-fourth of the respondents expressed interest in owning a VCR, but only 8% were interested enough to pay as much as \$795 for one, Little said. Discount retail prices are currently hovering in that area.

Other critical issues Little identified as facing VCR manufacturers are standardization, availability of affordable pre-recorded programming and potential competition from video disks.

The director of the study, a Little vice president, Ellen T. Curtiss, said she expects video disks to be "aggressively" marketed within the next two years at prices in the \$500 range. Programming for the nonrecording disk should also be low priced relative to VCR programs, she believes, perhaps coming in under \$13 for a two-hour pre-recorded disk as compared to \$18 for a blank two-hour video cassette. "Many potential buyers may forgo recording capability if the price differential between VCR and video disk hardware and software is large enough," Miss Curtiss said.



Seeing is believing. San Franciscans were able to watch a little radio during what was billed as the first simulcast to originate from radio stations. KIOI(AM-KIOI(FM) there presented a 12-hour program, also broadcast on channel 26 KTSF-TV. The show was produced and directed by Michael Lincoln, the radio stations' manager, who also owns and operates a television production company. Mr. Lincoln turned the radio facilities into a miniature television studio, complete with three color cameras. While Sam Van Zandt (shown above on television monitors) and the other disk jockeys played records, listeners/viewers were taken on live behind-the-scenes tours and introduced to the stations' staffs. The adult contemporary music was visually enhanced by such special effects as audio-modulated color patterns and scenes from inside the studio superimposed on aerial views of the city.

Lindemann back in network sports at CBS

Ex-NBC executive replaces Barry Frank as vice president

Carl Lindemann Jr., who was vice president, sports, NBC-TV, for 14 years until his resignation in March 1977, returned to the executive fold last Thursday (June 1) as vice president, programs, CBS Sports.



Lindemann

CBS said that Mr. Lindemann will assume virtually all the responsibilities relinquished by Barry Frank, who resigned last month as senior vice president, CBS Sports, to rejoin the International Management Group, New York, a sports management company, as a senior corporate vice president (BROADCASTING, May 22).

Mr. Lindemann had served NBC continuously since 1948, beginning as a student engineer and moving upward to associate producer, director of daytime programs, vice president in charge of program sales and, starting in 1963, vice president, sports, NBC-TV. Since leaving NBC, Mr. Lindemann has been an independent producer and has served the National Hockey League as executive producer of its hockey telecasts.

Supreme Court upholds right of police with a warrant to search newsrooms

Press has no special protection in this instance, justices rule in 'Stanford Daily' case

The Supreme Court last week gave broadcast and print journalists reason to believe it regards them as no more, if no less, worthy of constitutional protection against unannounced police searches than citizens generally. In a decision that dismayed some of the press, the court ruled that the police need only a warrant to search a newsroom even when there is no indication anyone in the newsroom is guilty of any wrongdoing.

The ruling, adopted by five of the eight participating justices, prompted the president of the Radio Television News Directors Association, Ernie Schultz, of KTVY(TV) Oklahoma City, to issue a statement warning that the ruling is subject to abuse. It would, he said, produce "open season" on reporters and editors. He also called on journalists to document and publicize future uses of search warrants in the hope of securing a legislative remedy.

The Reporter's Committee for Freedom of the Press, called the decision "a constitutional outrage," said the *Stanford Daily* action was not an isolated incident but part of "a new and increasingly popular police tactic against the press."

The Supreme Court's decision overruled decisions of a district judge in California and the U.S. Court of Appeals for the Ninth Circuit in a case involving a police search of the newsroom of the *Stanford Daily*, an independent college newspaper in Palo Alto, Calif., in 1971. The police were looking for photographs of a clash involving demonstrators and police at a hospital site that could be used as evidence. The search was fruitless.

The lower courts held that the police, armed only with a search warrant, had violated the Fourth Amendment protection against unreasonable search and seizure. The district court, in an opinion adopted by the appeals court, said that "third parties," those not involved in a crime, must be given considerable protection from unreasonable searches, particularly if they are journalists.

But the Supreme Court majority, in an opinion written by Justice Byron White, disagreed. He said the lower courts were redefining the Fourth Amendment as it had been read by the courts over the years. "Courts may not, in the name of Fourth Amendment reasonableness, forbid the states from issuing warrants to search for

evidence simply because the owner or possessor of the place to be searched is not then reasonably suspected of criminal involvement," he said. The critical question, he said, is not whether the owner of the premises is suspected of a crime but whether there is "reasonable cause to believe" the items being sought are on the property.

As for the lower courts' argument that the press is entitled to special protection—among other things, unannounced searches would disrupt newsroom activity, cause confidential sources of information to dry up, and deter reporters from recording and preserving information for future use—Justice White noted that the framers of the Constitution provided for no such special protection in writing the Fourth Amendment. Furthermore, he said, previous cases involving the question "do no more than insist that the courts apply the warrant requirements with particular exactitude when First Amendment interests would be endangered."

Twelve news-media organizations—including the National Association of Broadcasters and the Radio Television News Directors Association—had entered the case as a friend of the court in behalf of the *Stanford Daily*. They did not claim immunity to searches, but said that law-enforcement authorities should seek subpoenas. This would afford the news organization involved the opportunity to appear in court and contest the seizure on First Amendment grounds.

However, the attorneys general of 17 states who entered the case on the other side—and whose position was supported by the Department of Justice—argued that such a procedure is slow and cumbersome, and would interfere with law-enforcement efforts. And the majority of the court agreed. "The delay involved in employing [the subpoena]," Justice White wrote, "offering as it does the opportunity to litigate its validity, could easily result in the disappearance of the evidence, whatever the good faith of the third party."

"Properly administered," he said, the preconditions of a warrant—probable cause, specificity with respect to the place to be searched and the things to be seized, and over-all reasonableness—should afford sufficient protection against the harms that are assertedly threatened by warrants for searching newspaper offices."

Chief Justice Warren Burger and Justices Harry A. Blackmun, Lewis F. Powell and William H. Rehnquist joined in Justice White's opinion.

Justice Potter Stewart, in a dissent in which Justice Thurgood Marshall joined, said it seemed "self-evident that police searches of newspapers offices burden the freedom of the press. They disrupt the newsroom operation and raise the possibility of disclosure of confidential information."

On the other hand, he said, a subpoena would "afford a newspaper itself an opportunity to locate whatever material might be requested and produce it."

And, in a passage reflecting his view, ex-

pressed in other writings, that the press is entitled to special protection, he said that may be that, as a matter of abstract policy, a newspaper office should receive no more protection from an unannounced police search than, say, the office of a doctor or the office of a bank. But, he said, "we are here to uphold a Constitution. And our Constitution does not explicitly protect the practice of medicine or the business of banking from all abridgement by government. It does protect the freedom of the press."

Justice John Paul Stevens also dissented. He said "the only conceivable justification for an unannounced search of an innocent citizen is the fear that, if notice were given, he would conceal or

destroy the object of the search." And there was no evidence that was the situation at the *Stanford Daily*, when police entered the premises, he said.

Although a college newspaper was the focus of the suit, the problem is one with which a number of broadcasters are familiar. The news media's brief listed three broadcast stations that were entered by police armed with search warrants—WJAR-TV Providence, R.I., and Pacifica Radio's KPFA(FM) Berkeley, Calif., and KPFK(FM) Los Angeles. In addition, in December, police entered four San Francisco stations—KRON-TV, KTVU(TV) KGO-TV and KPX(TV)—seeking unused film of a clash between deputies and residents of a houseboat community.

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RTNDA top honor goes to Monroe

Moderator of NBC's 'Meet the Press' to receive Paul White Award; also announced are 31 winners in association's station competition



Monroe

The Radio Television News Directors Association announces today (June 5) that NBC newsmen Bill Monroe will be the 21st recipient of RTNDA's annual Paul White Award, the association's top honor.

Mr. Monroe is moderator and executive producer of NBC's *Meet the Press*. He went to NBC in 1961 from WDSU-TV New Orleans, where he was news director and, in that year, president of RTNDA. He was NBC's Washington bureau chief and later Washington editor of the network's *Today* show.

Mr. Monroe will be presented with the silver bowl symbolizing the Paul White Award at the final banquet of the RTNDA convention, to be held Sept. 20-22 in Atlanta.

■ RTNDA has also announced 31 regional winners in its annual station awards process. The national winner in each of the four categories in which the association honors station efforts in journalism will also be presented at the Atlanta convention.

The winners, in radio and television divisions, in each of four regions for each of four categories (in parentheses):

Radio

Midwest: WASK(AM) Lafayette, Ind. (Edward R. Murrow Documentary Award); WIND(AM) Chicago (spot news); WTLC(FM) Indianapolis (investigative reporting); no

award was given in the editorial/commentary category.

West: KOY(AM) Phoenix (Edward R. Murrow and spot news); KBIG(FM) Los Angeles (investigative reporting); KNX(AM) Los Angeles (editorial/commentary).

Northeast: WCBS(AM) New York (Edward R. Murrow and editorial/commentary); WMAL(AM) Washington (spot news); no award for investigative reporting.

Southeast: WKY(AM) Oklahoma City (Edward R. Murrow); KLOL(FM) Houston (spot news); WSGN(AM) Birmingham, Ala. (investigative reporting); WKIX(AM) Raleigh, N.C. (editorial/commentary).

Television

Midwest: WCCO-TV Minneapolis (Edward R. Murrow); WLS-TV Chicago (spot news); KTVI St. Louis (investigative reporting); WMAQ-TV Chicago (editorial/commentary).

West: KGO-TV San Francisco (Edward R. Murrow and spot news); KOA-TV Denver (investigative reporting); KRON-TV San Francisco (editorial/commentary).

Northeast: WBAL-TV Baltimore (Edward R. Murrow); WTAE-TV Pittsburgh (spot news); WCBS-TV New York (investigative reporting); WTOP-TV Washington (editorial/commentary).

Southeast: WSM-TV Nashville (Edward R. Murrow); WWL-TV New Orleans (spot news); KPRC-TV Houston and WCKT-TV Miami (tied for investigative reporting); WCKT-TV (editorial/commentary).

NBC sued by maker of bug-control device over news report

Solara Electronics Inc., based in Costa Mesa, Calif., has sued NBC for \$11 million, charging that a March 29 report on the *NBC Nightly News* left the "distinct impression" that the company's electromagnetic pest control product, "Nature Shield," was ineffective and banned from

the marketplace by the Environmental Protection Agency."

Solara said its "device is registered with the EPA" and that "NBC's distorted statements have severely damaged our company and also detrimentally affected the public welfare in this nation." Also named in the suit, filed in Orange county (Calif.) superior court, were KNBC(TV) Los Angeles, co-anchor David Brinkley and correspondent George Lewis.

According to NBC, however, "there is no merit to the suit." A spokesman said that the story talked about the "effectiveness of those products in general and did not say Solara's had been found to be ineffective." After a complaint from Solara, the spokesman said, the network ran a clarification the next night.

Best in business

Noncommercial stations are heavy winners in economic understanding competition sponsored by Dartmouth

Six prizes in television categories have been presented in the 1977 Media Awards for the Advancement of Economic Understanding. First prize was \$5,000 and second prize was \$2,500.

In the television network and nationally distributed programing classification, first prize was shared by a WGBH-TV Boston team (Austin Hoyt, Elizabeth Deane, Gerald Lange, Bruce Shah, Janet Krause, Ben Wattenberg) for *There's No Business Like Big Business*. Sharing second prize were Bill Berg, Mindy Cameron and Erich Korte of WXXI(TV) Rochester, N.Y., for *Even the Desert Will Bloom*. WGBH-TV and WXXI are public stations.

The first-prize winner in markets one to 25 was reporter Patrick Clawson of KTVI(TV) St. Louis for a series, *The Co-op Conspiracy: Pyramid of Shame*. Second prize went to a team from WCCO-TV Minneapolis (Ken Rees, Bernadette DeBour, Tim Hawthorne and Nancy Mate) for *The Last American Cowboy*.

In markets 26 to 100 the first prize was won by Daniel Miller and John Leien-decker of KDIN-TV Des Moines, Iowa, for *Farm Digest: Ag Land Trust*. No second prize was given.

The first-prize winner for television markets below the first 100 was Larry Makinson of KAKM(TV) Anchorage for *Inside The Budget: A Taxpayer's Eyeview*. No second prize was awarded.

The awards are given to improve the quality and increase the quantity of economic reporting in the various media. No awards were given in 1977 in the radio categories because, in the opinion of the judges, none of the entries met the desired standards of excellence. A total of \$87,500 was awarded during ceremonies at the Hotel Pierre in New York. The awards are administered by the Amos Tuck School of Business Administration of Dartmouth College, Hanover, N.H.



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Sauve says cable in Canada is at the turning point

Communications minister notes medium is about at saturation while costs continue to increase and subscribers resist rate hikes; new services and new technology may be the answer, she says

In a country where more than half of all the households are connected to cable television systems and 70% are passed, Canada's cable industry is beginning to feel "the pinch of subscriber saturation, increasing maintenance and capital costs, consumer price sensitivity and, in some areas, unused capacity," said Minister of Communications Jeanne Sauve last week in Montreal. Speaking before the 21st annual convention of the Canadian Cable Television Association, Mme. Sauve said that the industry that has made Canada the most cabled country in the world "may be in for some leaner days in the future."

Many cable systems, the minister said, especially those in the larger urban areas, "have reached a mature level, a plateau, at which point further growth is likely to be slow." Although she said she remains "confident" in cable's prospects in the coming years, Mme. Sauve said, too, that it has "come to a fork in the road" that demands some tough decisions soon.

Lower cable penetration in the U.S. and the lower value of the Canadian dollar, she pointed out, have prompted some operators "to export technology and expertise as investments in foreign markets."

And new services—including pay TV—that are not currently allowed on Canadian systems, were also cited as a means of expanding Canada's cable market. "These new services . . . should be introduced in a planned and orderly fashion so that the impact on the public will not prove disruptive and will generally have as healthy an effect as possible on the entire cable, telecommunications and broadcasting industry."

Mme. Sauve also spoke on the changing technology of the industry. She specifically singled out fiber optics—"the light wave of the future." She said it was likely "that the ordinary home telephone, an unlimited number of television channels and all sorts of data communications will be carried on that hair-thin string of glass."

From a regulatory point of view, Mme. Sauve said, "the big question is who will own those fibers."

Another growth option, the minister cited, was in the area of programing—which Canadian systems, unlike their American counterparts, are allowed to produce. "If this is a desirable option," the minister said, "the cable industry should be prepared to increase its contribution to the Canadian program production industry."

Cable Briefs

Fiber's latest. Belden Corp., Geneva, Ill., major manufacturer of cable hardware, has announced formation of new fiber-optics development and marketing group. Company will introduce full line of 1,2,6, 12 and 18 fiber cables "offered off-the-shelf at competitive prices." John W. McCarthy, corporate marketing manager-electronic products, assumes added duties as marketing and sales manager of fiber group.

Justice agrees. Department of Justice is supporting petition of group in Sussex county, Delaware, asking FCC to deregulate cable television in state, where no television stations are located. Result of commission rules protecting broadcasters in Maryland and Pennsylvania, Justice said in petition filed with FCC, is that Delaware viewers' options have been curtailed. Justice, which has supported similar petition filed by residents and officials of New Jersey, also urged commission to heed Sussex county group's request that it help Delaware obtain its first in-state broadcast service. Justice said commission should consider initiating engineering survey and evaluation of means for increasing "the level of broadcast services in Delaware."

ACLU, citizen groups join FCC in seeking Supreme Court review of Midwest Video case

The Supreme Court has received two more petitions seeking review of an appeals court decision overturning the FCC's rules requiring cable television systems with at least 3,500 subscribers to provide public access channels.

One petition was filed in behalf of three citizen groups—Citizens for Cable Awareness in Pennsylvania, the Philadelphia Community Cable Coalition and the National Black Media Coalition—by the Citizens Communications Center. The other was filed by the American Civil Liberties Union.

Earlier, the FCC had petitioned for review, contending that the U.S. Court of Appeals for the Eighth Circuit, in a case involving Midwest Video Corp., had erred in ruling that the commission lacked the authority to adopt the access rules (BROADCASTING, May 15).

The citizen groups also argued the commission has the necessary authority to adopt the rules, and add that the rules work to advance communications and free speech objectives by promoting program diversity and increasing the number of

From the editors of Sales & Marketing Management Magazine

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Mike Edwards

revenues, normally, we never use 'outside' promotions", said KORN general manager, Mike Edwards, Mitchell, South Dakota, in a letter to CCA president John C. Gilmore.

"We've got to be mighty careful of our clients", Edwards continued. With

25 new accounts in CCA (\$32,130.00), we're more than pleased with our revenues which average-out to over \$1.75 per-person, based on population. With four turn-ins completed, advertiser-results are just fine. I'm, now, more than willing to talk with or recommend Community Club Awards to any broadcaster!

Your telephone conference-call with my CCA Director and myself, today, was appreciated. We look forward to doing CCA again, next-year, first-quarter", Edwards concluded.

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ACLU focused largely on the lower court's discussion of the First Amendment implications of the case. The court, while not ruling on the issue, expressed the view that the access rule violates the First Amendment rights of cable systems.

ACLU, noting that the case presents the high court with an opportunity to rule on where cable television fits into the First Amendment system of freedom of expression, argued that there are important distinctions between cable systems and newspapers—the systems' service, for instance, depends on broadcast signals—and technical similarities between cable and telephone systems, which are regulated.

HBO finds money is not there for 'News Plus'

**It gives up on proposed news and
information service, citing lack
of advertiser, subscriber support**

Home Box Office, finding the "time is not right," has stopped development on *News Plus*, a 24-hour cable news and information service it had hoped to launch this fall ("Closed Circuit," April 24).

In letters to cable operators that had expressed interest in the proposed service, HBO cited both financial and technical hurdles it didn't think could be overcome.

Primarily, the problem was dollars. According to a spokesman, Time Inc.'s pay-cable programming arm found it "pretty clear that really significant national advertising dollars are not here now." Furthermore, the potential universe of cable subscribers interconnected by satellite was said not to be large enough to command sufficient revenues.

As for technology for the slow-scan system, HBO had reservations about the development, availability and cost of decoders. There were also said to be problems, for example, in finding a way to "colorize" news photos. However, had the revenue base been there, it's understood that HBO would have pursued the hardware.

WTG across the water

An FCC rule permitting cable systems in smaller television markets to carry the programming of foreign language television stations without restriction proved useful to Cable TV Puerto Rico (CTPR) in adding the satellite-transported signal of WTG(TV) Atlanta to its system in San Juan. CTPR's proposal to add the signal was opposed by four Puerto Rican television stations. But the commission said that since San Juan is a smaller market than Atlanta and since English is classified as a foreign language in CTPR's service area—only four percent of the population speak it as a primary language and about half do not understand it—the system's carriage of the Atlanta station is in compliance with the rules.

Equipment & Engineering

Too soon to tell

**It would be premature to put strict
standards on video disk systems,
says SMPTE study group report**

The fledgling video disk industry is still too undefined to warrant consideration of a standardized system. In fact, the types of systems in development and the potential uses for them are so varied that a single format may never evolve.

Those were the basic conclusions of a report compiled by consultant Bob Paulsen, chairman of a Society of Motion Picture and Television Engineers study group on the disk industry. The group was formed last summer to take stock of developments in the field and to provide an industrywide forum for discussion of possible technical standards for the new technology.

Mr. Paulsen's report states that the consensus in the industry is that "the market won't develop unless and until standards have been established." But after analyzing the results of a survey questionnaire distributed by the study group to potential disk users and manufacturers, Mr. Paulsen concluded, "What the prospective manufacturers propose to supply as functional hardware capability is not what the responding users are looking for as operational systems capabilities... What it establishes is that the initiation of discussions about 'standardization' at any level is meaningless at this time."

For example, 100% of the potential users responding said they wanted still pictures as a function of the disk player, but only 48% of the responding manufacturers indicated that capability as part of their development plans. Similarly, 65% of the potential users said they wanted a data channel with the picture, a feature being developed, apparently, by only 29% of the suppliers.

Another possible problem, Mr. Paulsen believes, is the evolving new uses to which consumers may be putting their television sets in the next decade. If predictions that the set will eventually become the display terminal for a home computer center come true, then "this dictates the conclusion that there cannot be a significant market for a 'consumer' entertainment video disk player... which is incompatible with video disks for education, information or business."

Thus, Mr. Paulsen sees a sort of "chicken or the egg" situation emerging which, he said, will probably result in the gradual development of several standards "segmented by application."

Mr. Paulsen estimates that there are as many as 35 different systems in the works, of which possibly 20 belong to "companies of substance." About 30 persons have attended the SMPTE study group meetings, he said, while 41 of the group's questionnaires were returned from a mailing of 131.

COMING JUNE 26

Broadcasting  Business Index

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

First annual compilation of facts and figures on the fortunate hundred public companies that have cast all or a significant part of their business lots with broadcasting and the allied arts. Including:

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Advertising closing. June 19.

The Broadcasting PlaylistTM Jun 5

Contemporary

Last This week week	Title □ Artist	Label
2 1	Shadow Dancing □ Andy Gibb.....	RSO
1 2	Too Much, Too Little... □ Mathis & Williams..	Columbia
3 3	With A Little Luck □ Wings.....	Capitol
4 4	You're the One That I Want □ Travolta/Newton-John..	RSO
6 5	Feels So Good □ Chuck Mangione.....	A&M
5 6	The Closer I Get to You □ R. Flack & D. Hathaway..	Atlantic
10 7	Dance With Me □ Peter Brown.....	Drive
16 8	It's a Heartache □ Bonnie Tyler.....	RCA
7 9	Night Fever □ Bee Gees.....	RCA
11 10	On Broadway □ George Benson.....	Warner Bros.
19 11	Baker Street □ Gerry Rafferty.....	United Artists
17 12	Baby Hold On □ Eddie Money.....	Columbia
9 13	Imaginary Lover □ Atlanta Rhythm Section.....	Polydor
25 14	Use Ta Be My Girl □ O'Jays.....	Phila. Intl.
13 15	Can't Smile Without You □ Barry Manilow.....	Arista
22 16	Two Out of Three Ain't Bad □ Meatloaf.....	Epic
18 17	You Belong to Me □ Carly Simon.....	Elektra
8 18	Disco Inferno □ Tramps.....	Atlantic
21 19	Still the Same □ Bob Seger.....	Capitol
27 20	The Groove Line □ Heatwave.....	Epic
24 21	Bluer Than Blue □ Michael Johnson.....	EMI America
31 22	Because the Night □ Patti Smith.....	Arista
23 23	Love is Like Oxygen □ Sweet.....	Capitol
15 24	Count on Me □ Jefferson Starship.....	Grunt/RCA
14 25	If I Can't Have You □ Yvonne Elliman.....	RSO
29 26	Take a Chance on Me □ Abba.....	Atlantic
12 27	Dust in the Wind □ Kansas.....	Kirshner
28 28	Only the Good Die Young □ Billy Joel.....	Columbia
37 29	You're the Love □ Seals and Crofts.....	Warner Bros.
33 30	This Time I'm in It for Love □ Player.....	RSO
32 31	Jack and Jill □ Raydio.....	Arista
— 32	Copacabana □ Barry Manilow.....	Arista
30 33	Deacon Blues □ Steely Dan.....	ABC
41 34	Even Now □ Barry Manilow.....	Arista
38 35	Grease □ Frankie Valli.....	RSO
26 36	Goodbye Girl □ David Gates.....	Elektra
40 37	Miss You □ Rolling Stones.....	Atlantic
35 38	Fantasy □ Earth, Wind & Fire.....	Columbia
— 39	Almost Summer □ Celebration.....	MCA
— 40	Runaway □ Jefferson Starship.....	Grunt/RCA
— 41	Last Dance □ Donna Summer.....	Casablanca
20 42	Movin' Out □ Billy Joel.....	Columbia
46 43	I Was Only Joking □ Rod Stewart.....	Warner Bros.
44 44	Every Kinda People □ Robert Palmer.....	Island
45 45	Werewolves of London □ Warren Zevon.....	Asylum
49 46	Heartless □ Heart.....	Mushroom
— 47	Wonderful Tonight □ Eric Clapton.....	RSO
34 48	Emotion □ Samantha Sang.....	Private Stock
47 49	Flashlight □ Parliament.....	Casablanca
43 50	Staying Alive □ Bee Gees.....	RSO

Playback

"Cruise-Ing" up the charts. It looks like smooth sailing for Pablo Cruise with its new single, *Love Will Find a Way* (A & M). Just under "Playlist" at 52 this week, the song "sounds like a hit," says Michael O'Malley of WONS(AM) Tallahassee, Fla. "It could fit all contemporary formats: AOR, adult contemporary and top 40." Reggie Blackwell of WLOF(AM) Orlando, Fla., says, "it's excellent ... the best thing Pablo Cruise has come out with ... it will probably be bigger than *Whatcha Gonna Do* [which peaked "Playlist" at six last August]. "It has a nice summertime feel; it's very refreshing," says Tim Watts of WRVQ(FM) Richmond, Va. **The critics' choices.** With a flood of new music on the market, here's what some music directors say is worth a listen. The Commodores' *Three Times a Lady* (Motown), says Walt Brown of WERC(AM) Birmingham, Ala., is "probably the strongest record so far this year; it's powerful." Bill Taylor of WBYG-FM Kankakee, Ill., says that Billy and Bobby Alessi's *All for a Reason* (A & M) is "a sad, beautiful ballad ... one of the nicest harmonies I've heard in months [and] one of the biggest movers." Demis Roussos's *That Once in a Lifetime* (Mercury) should "melt the hearts of women all over the world—and music directors as well," says WONS's Mr. O'Malley. "It has tremendous lyrical quality. It's a love ballad ... the whole song is beautiful, the strings and back-up vocals are beautiful," he says. Steve York of WAUG(FM) Augusta, Ga., says *Magnet and Steel* (Columbia) by Walter Egan has "a great hook line: 'I am the magnet, you are the steel.'" And Rick Fields of KSTT(AM) Davenport, Iowa, says K.C. and the Sunshine Band's *It's the Same Old Song* (TK) "looks like a top five ... It's really up-tempo [but] not out of the same mold as a lot of their other stuff was for a while."

Country

Last This week week	Title □ Artist	Label
2 1	Night Time Magic □ Larry Gatlin.....	Monument
3 2	Always on a Mountain □ Merle Haggard.....	MCA
1 3	She Can Put Her Shoes... □ Johnny Duncan.....	Columbia
12 4	Two More Bottles of Wine □ Emmylou Harris..	Warner Bros.
— 5	I'll be True to You □ Oak Ridge Boys.....	ABC
7 6	Red Wine and Blue Memoires □ Joe Stampley.....	Epic
10 7	Georgia on My Mind □ Willie Nelson.....	Columbia
8 8	Putting in Overtime at Home □ Charlie Rich.....	UA
11 9	No, No, No □ Rex Allen Jr.....	Warner Bros.
6 10	Gotta Quit Looking at You Baby □ Dave & Sugar.....	RCA
21 11	I'm Gonna Love You Anyway □ Cristy Lane.....	LS
4 12	Cowboys Don't Get Lucky □ Gene Watson.....	Capitol
5 13	Do You Know You are My Sunshine □ Statler Bros...	Mercury
23 14	I Can't Wait Any Longer □ Bill Anderson.....	MCA
9 15	It's All Wrong But It's All Right □ Dolly Parton.....	RCA
13 16	If You Can Touch Her at All □ Willie Nelson.....	RCA
22 17	It Only Hurts for a Little While □ Margo Smith...	Warner Bros.
— 18	I Believe in You □ Mel Tillis.....	MCA
24 19	I'd Like to See Jesus... □ Tammy Wynette.....	Epic
— 20	Slow & Easy □ Randy Barlow.....	Republic
14 21	Softly as I Leave You □ Elvis Presley.....	RCA
20 22	Every Time Two Fools Collide □ Rogers & West.....	UA
— 23	I've Got to Go □ Billie Jo Spears.....	UA
19 24	The Power of Positive Drinking □ Mickey Gilley...	Playboy
16 25	This is the Love □ Sonny James.....	Columbia

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



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Fates & Fortunes

Media

William E. Wuerch, VP/general manager of WJRT-TV Flint, Mich., appointed VP/general manager of WPRI-TV Providence, R.I. Both are Knight-Ridder stations. He succeeds Edwin W. Pfeiffer who becomes VP/general manager of WTOP-TV Washington at end of June (BROADCASTING, May 29.)

Sid Connolly, general manager, KGSC-TV San Jose, Calif., named to additional post of president of licensee, Continental-Urban Television Corp.

William R. Logan, director of broadcast services, WFIE-TV Evansville, Ind., appointed director of broadcast services, Cosmos Broadcasting Corp., Columbia, S.C., group owner.

John Shine, production manager, WMT-TV Cedar Rapids, Iowa, named director of television operations.

William E. Parke, general manager, WIFX(FM) Philadelphia, named senior VP of licensee, GCC Communications.



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*The Wall Street Journal, 1977

Michael J. Stafford, general manager, KCBQ(AM) San Diego, named executive VP of parent, Charter Broadcasting Inc.

Louis I. Brooks, who retired in 1970 from Wometco Enterprises, Miami, and in 1973-75 was with Media Payment Corp., Los Angeles, rejoins Wometco and its WTVJ(TV) Miami as credit manager.

Bob Bolton, from WQXI-FM Smyrna, Ga. (Atlanta), named operations manager, WKIX(AM) Raleigh, N.C.

Jack Lunsford, Cococino (Ariz.) county assessor, named station manager, KBWA(AM) Williams, Ariz. He will continue his duties with county.

Jane E. Fisher, formerly in news positions with Midwest stations, named associate director of broadcast services at Southern Illinois University, Carbondale (noncommercial WSIU-FM-TV).

Hal Rosenberg, VP-general manager, KFSD-FM San Diego, elected president of Concert Music Broadcasters Association, organization of classical music radio stations.

Roger H. Rafson, account executive, WPGU(FM) Urbana, Ill., named general manager.

Doug Davis, sales manager, KCMC(AM) Texarkana, Tex., named general manager.

Marilyn (Nicki) Shearer, executive coordinator of fund raising, noncommercial WHA-TV Madison, Wis., named director of development, noncommercial KVIE(TV) Sacramento, Calif.

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

Broadcast Advertising

Blair Television New York sales team managers promoted to VP's: **Donald J. Gorman**, **Dan S. Harrison**, **Steven T. Losee**, **William F. Murphy** and **Pierson G. Mapes**.

David C. Pollei, station manager, WCLR(AM) Chicago, named VP, Torbet-Lasker Inc., based in New York. Station and rep firm are owned by Bonneville International Corp.



Pollei

Gilsdorf

Russell P. Gilsdorf, VP, media planning director of Kenyon & Eckhardt, New York, named to new post of VP, media director of K&E's

New York office.

Henry B. Cohen, research group head, Dancer Fitzgerald Sample, New York, named associate director of market research, Norman, Craig & Kummel there.

Allan Wilson Jr., VP, finance, Foote, Cone & Belding Communications, Chicago, named senior VP, finance.

Edward Caffrey and **Ron Frankel**, senior VP's, Benton & Bowles, New York, named creative group heads.

Nancy Whelan, senior network television negotiator, Ted Bates & Co., New York, named manager of network television negotiations, Kenyon & Eckhardt there.

Jay Goldman, marketing research director-sales promotion manager, KKSS(FM) St. Louis, named to media staff, Kenrick Advertising there.

Maureen A. McGovern, media coordinator, SouthWater Agency, Chicago, named director of client services, Rod/Com Advertising there.

Janet Kraner, media buyer, Chromalloy Photographic Industries, St. Louis, joins D'Arcy, MaManus & Masius there as timebuyer for Southwestern Bell Telephone account.

Jeremy J. Ferris, group marketing manager, grocery products division, Pillsbury Co., Minneapolis, named VP-director of client services, Bozell & Jacobs there.

Vicki Cohen, production coordinator of N. Lee Lacy Associates, TV commercial production firm, named production manager of Tibor Hirsch Productions, New York.

Paul Kahn, account supervisor, Tatham, Laird & Kudner, Chicago, joins J. Walter Thompson Co., there in similar capacity.

Julie Guerrero, media buyer, promoted to media planner, McCann-Erickson, Chicago.

James Marino, VP, production and traffic, Kelly, Nason-Univas, New York, named senior VP, creative department business administrator-production and traffic director.

Jacqueline Bernstein and **Nancy Sinunu**, senior media estimators, Air Time Inc., New York, promoted to media group supervisors. **Nadine Berg**, buying supervisor, BBDO, New York, joins Air Time there as buyer.

Austin P. Walsh, national sales manager, KSFO(AM) San Francisco, joins WRKO(AM) Boston as sales director.

Dennis P. Collins, national and local sales manager, WHIO-AM-FM Dayton, Ohio, named special sales manager, WWSH(FM) Philadelphia. All are Cox Broadcasting stations.

Dick Singer, local account executive, WPHL-TV Philadelphia, named Philadelphia sales manager, Telerep.

James Norton, sales manager, WISN-TV Milwaukee, named local sales manager, KVUE(TV) Austin, Tex.

Daniel E. McBride Jr., with WBNY(FM) Buffalo, N.Y., appointed local sales manager.

Lloyd Werner, account executive, Television Advertising Representatives, Chicago, transferred to TVAR's New York office in same capacity.

Joseph R. Bailer, account executive, WPGH-TV/Pittsburgh, joins Television Bureau of Advertising, New York, as marketing sales executive.

Jerry Lingerfelt, VP-general manager, WGOW(AM)-WYNQ(FM) Chattanooga, joins WTVC(TV) there as account executive.

Claude D. Barnett, general manager, KIDD(AM) Monterey, Calif., and **Thomas V. Diggins**, sales manager, KCTY(AM)-KRAY-FM Salinas, Calif., join KSBW-TV Salinas as account executives.

Rual M. Chandler, from WDAE(AM) Tampa, Fla., joins WLCY-TV Tampa-St. Petersburg Fla., as account executive.

Carl Marscellas, from real estate management field, Newport Beach, Calif., named account executive XETRA(AM) Tijuana, Mexico (San Diego).

John A. Schaeffering, graduate, Southern Illinois University, Carbondale, named account executive, KEZK(FM) St. Louis.

Gary Floyd, from real estate field in Toledo, Ohio, joins WSPD(AM) there as account executive.

John Gallagher, account executive, WFTQ(AM)-WAAF(FM) Worcester, Mass., named senior account executive. **Dave Papandrea**, from WPLR(FM) New Haven, Conn., and **Roz Weitz**, school teacher, Framingham, Mass., named account executives, WFTQ-WAAF.

Dolly W. Glass, account executive, WPOC(FM) Baltimore, and **Mike S. Silvert**, account executive, WMAR-FM there, join WFBR(AM) there and co-owned WBKZ(FM) Glen Burnie, Md., in same capacity.

Karin J. Ricci, director of continuity, WNPV(AM) Lansdale, Pa., named account executive.

Paula Falciglia, network research and spot sales, McGavren-Guild, New York, joins H-R Stone there as sales executive.

Bob Steadman, salesman, Buckley Radio Sales, Chicago, joins McGavren-Guild there as account executive.

David Ogilvy, founder and creative head, Ogilvy & Mather, presented International Advertising Award for 1978 by International Advertising Association at its 26th World Congress in Copenhagen.

Jack Geller, VP, Weiss & Geller Advertising, New York, and adjunct professor of communications, City University of New York, re-elected national president of Advertising Lodge No. 2695 of B'nai B'rith there.

Fred Jacobs, director of research, radio/publishing, Frank N. Magid Associates, Marion, Iowa, named account executive, WRIF(FM) Detroit.

D. Glenn Irwin, account executive-news anchor, WPAZ(AM) Pottstown, Pa., named account executive, WCAU(AM) Philadelphia.

Diane Dreyfuss, formerly with Sacramento, Calif., advertising agencies, joins KZAP(FM) there as saleswoman.



Lee's latest. FCC Commissioner Robert E. Lee, cited as "this concerned man [who] has always looked beyond technology to the moral and ethical dimensions of communications," received an honorary doctor of laws degree from the University of Notre Dame May 21. L to r: Rev. Theodore M. Hesburgh, president of the university; Edmund A. Stephan, chairman of the board of trustees, and Mr. Lee.

Programing

Bob Boyett, VP-executive assistant to the president, Paramount Pictures Corp., Hollywood, named senior VP, creative affairs for Paramount Television. **Kevin Tannehill**, sales executive, Worldvision, Los Angeles, joins Paramount Television as Northwest division manager.

John H. White, director of television syndication, Young & Rubicam, New York, named executive VP, Joseph E. Levine Inc. Television there.

Marion Brayton, VP, development, Tony Bill Productions, Los Angeles, named executive producer, motion pictures for television. CBS Entertainment there. **Bernard Oseransky**, production manager, CBS Studio Center, Hollywood, named general manager there.

J. Stuart Stringfellow, from sales department, CBS Television Stations Division, New York, named sales manager, central division, 20th Century-Fox Television, Chicago.

Todd Gaulocher, VP, sales development, Viacom Enterprises, named VP, motion picture sales.

Tony Ford, formerly VP in charge of creative services, William Morris Agency, Hollywood, joins Universal Television, Universal City, Calif., to acquire, develop and produce new properties.

John Price, director of marketing, Filmways Radio, Hollywood, named regional sales manager, Radio Arts Inc., Burbank, Calif.

Vince Calandra, executive director of talent, Group W Productions, Philadelphia, and **E.V. Di Massa Jr.**, associate producer, Group W's *Mike Douglas Show*, named show's co-producers.

Thomas Spitz, promotion manager, WFLD-TV Chicago, named program manager, KBHK-TV San Francisco. Both are Field Communications stations.

Randy Blair, sports director, wxEX-TV Petersburg, Va. (Richmond), named weekend

sports anchor, reporter, WJZ-TV Baltimore.

Nancy Schwedop, writer-researcher-producer, KOMO-TV Seattle, named writer-producer, children's programs.

William Ford, operations director, WCAR(AM) Detroit, named program director.

Perry Williams, on weekend sports staff of WAND-TV Decatur, Ill., appointed sports director. **Bob Doan**, from KSD-TV St. Louis, joins WAND-TV on weekend sports.

Richard Kimball, announcer-music director, WSER(AM) Elkton, Md., promoted to program director.

Linda Hunt, documentary producer, WNEM-TV Flint (Bay City) Mich., joins noncommercial WNED-TV Buffalo, N.Y., in same capacity.

Gary P. Conner, production manager, Satori Productions, New York, named VP.

News and Public Affairs

Roy Wetzel, director of elections, NBC News, New York, named general manager, elections and polling, with responsibility for NBC News election unit and for NBC News/AP public opinion poll.

Jennifer Siebens, associate producer, weekend edition, *CBS Evening News*, New York, named producer. **Barry Petersen**, reporter-producer-anchor, WCCO-TV Minneapolis-St. Paul, named reporter, CBS News, Los Angeles.

John Dancy, investigative reporter, NBC

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HARRIS
COMMUNICATIONS AND
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News, Washington, named senior White House correspondent.

Betsy Aaron, correspondent, and **Christopher Glenn**, reporter-narrator, *In The News*, CBS-TV, named co-editors, network's *30 Minutes*, children's news magazine. Replacing Mr. Christopher is Gary Shepard, correspondent.



Moore

Joy Epps Moore, public affairs director, WMAL(AM)-WRQX(FM) Washington, named manager of community affairs-editorial director.

Neil Bassett, community affairs director, WTFM(FM) Lake Success, N.Y., named manager, community affairs, WNBC(AM)-WYNY(FM) New York.

Morry Alter, reporter, anchor and news director, WTOP(AM) Washington, joins WPLG(TV) Miami as general assignment reporter. WTOP was recently sold to Outlet Co by Post Newsweek, which owns WPLG.

Don North, reporter, WKRC-TV Cincinnati, named news producer.

Marsha McEuen, news producer and assistant news director, KVUE-TV Austin, Tex., joins WBNS-TV Columbus, Ohio, as producer of 7 p.m. *Eyewitness News*. Bob Orr, anchorman, WTRF-TV Wheeling, W. Va., and **Sharon Kornegay**, with *Chicago Sun Times*, join WBNS-TV as reporters.

Bruce Anderson, manager of radio and television, Edison Institute's Henry Ford Museum and Greenfield Village, Detroit, joins WCAR(AM) there as news director.

Vince Gibbens, anchor, WJAR-TV Providence, R.I., joins WISN-TV Milwaukee as co-anchor for nightly newscasts. His wife, **Christine M. Sullivan**, producer of *Mid-day* news-interview program on WCVB-TV Boston, joins WISN-TV as producer of *Twelve*, magazine-style public affairs program.

Allen Keller, reporter, WATE-TV Knoxville, Tenn., named news director.

Herbert R. Stemley, freelance photographer-cinematographer, Chicago, named ENG-film cameraman, WBRZ(TV) Baton Rouge.

Ken Chapin, weatherman, WSAU-TV Wausau, Wis., named to same position at WDIO-TV Duluth, Minn.

David Potasznik, production staff, WAND-TV Decatur, Ill., named news photographer.

Jean Spencer, morning anchor, KQV(AM) Pittsburgh, named news-public affairs director, WDEE(AM) Detroit.

Dan Piennette, graduate, Fresno (Calif.) State University, joins KRKC(AM) King City, Calif., as news and sports director.

Matt Korp, newscaster, WEEX(AM)-WQQQ(FM) Easton, Pa., named news director.

Bill Gordon, news director, WPTV(TV) West Palm Beach, Fla., retires June 23 after 17 years with station.

Susan Schwartz, film director, WTVN-TV Co-

lumbus, Ohio, appointed public affairs director.

Karen Freitas, employment representative, California State Employment Development Department, Fresno, names public affairs director, KJEO(TV) there.

James Duncan, from WAVY-TV Norfolk (Portsmouth), Va., joins WYTV(TV) Youngstown, Ohio, as news photographer.

New officers, Associated Press Broadcasters of Georgia: **Wayne Bryan**, WGAU(AM) Athens, president, and **Jerry Cannady**, WALB-TV Albany, VP. APB of Alabama: **Jerry Levin**, WBRC-TV Birmingham, president, **Tim Lennox**, WERC(AM) Birmingham, VP, and **Wayne Barnett**, WALA-TV Mobile, secretary-treasurer. APB of Oregon: **Bob Chase**, KEX(AM) Portland, president, and **Marla Rae**, KGRL(AM) Bend, VP. Mr. Chase succeeds **Hank Henry**, KTVL(TV) Medford, who becomes board chairman.

Barbara Walters, co-anchor, *ABC Evening News*, received Anti-Defamation League's Communications Award May 22 in New York.

Promotion and PR

Tom Hebel, director of video programing, Will It Play in Peoria, advertising agency-production company in Peoria, Ill., named writer-producer of on-air promotion, WBBM-TV Chicago.

Linda Dosh, in promotion department, WUHQ-TV Battle Creek, Mich., named promotion director.

Gary W. Thompson, group account supervisor, Hoefer-Amidei Public Relations, San Francisco, named VP.

Vallie J. Hodgert, sales secretary for now de-

Coming July 3

Broadcasting's Second Annual Awards Issue

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You belong in Broadcasting Jul 3

funct KISN(AM) Vancouver, Wash., named promotion and co-op director, KXL-AM-FM Portland, Ore.

Mary Huneke, promotion and programing assistant, WMT-AM-FM Cedar Rapids, Iowa, named promotion manager.

Peter Cohen, marketing manager, Warner Cable of Massachusetts, named manager of press relations, WCVB-TV Boston.

Cable

Donald E. Anderson, Western region general manager, Home Box Office, San Francisco, and **William G. Hooks**, HBO central region general manager, Dallas, named VP's.

Arthur Gusgow, sales and marketing manager, Teleprompter's Manhattan Cable System, named Northeast marketing manager, Showtime, New York. **Jim Bailey**, regional manager, Jerrold Electronics, Horsham, Pa., named Showtime's manager of MSO and affiliate development.

David Keefe, Atlanta Home Theater general manager, Cox Cable Television, Atlanta, named VP, United Video, Tulsa. Mr. Keefe will be based at his home in Greenwich, Conn.

Robert B. Clasen, Continental Cablevision assistant VP for southern Ohio, named executive VP and general manager, Syracuse Cablesystems, Syracuse, N.Y.

M. Kent Sharp, manager, Northwestern Bell Telephone, Webster City, Iowa, named manager, Fort Dodge Cablevision, Fort Dodge, Iowa.

Newly elected officers, Alabama Cable Television Association: **T.W. (Skip) Meadows**, Decatur, president; **Arthur Smith**, Pell City, VP; **Jack Gilbert**, Auburn, secretary-treasurer.

Rory Swanson, graduate, Bemidji State University, Bemidji, Minn., joins Warner Cable, Hampton, Va., as engineer.

Equipment & Engineering

James H. Cook, product line manager, satellite communications division, Scientific-Atlanta, Atlanta, and **James S. Gray**, engineering manager, satellite communications division, named principal engineers, highest technical positions in firm.



Cook



Gray

Richard M. Trim, technical director of British Philips subsidiaries, Pye Unicam and Pye Ether, appointed managing director of McKettrick-Agnew & Co., subsidiary of Scientific-Atlanta, based in Edinburgh, Scotland.

Selman M. Kremer, independent consultant, Baltimore, named VP, Southern Satellite Systems, Tulsa, Okla.



Hail and farewell. With the Communications Act rewrite bill all but finished, the staff of the House Communications Subcommittee threw a luncheon fete for its departing consultant, Howard Chernoff, last Wednesday. Mr. Chernoff—pictured here, with his wife, Melva, and, at right, Subcommittee Chairman Lionel Van Deerlin (D-Calif.)—last week finished a tour of duty on the rewrite project that began in February 1977 and returned to his home in San Diego. He is a former broadcaster, having managed KFMB-AM-TV San Diego, and before that worked at the old *San Diego Journal*, where he was Mr. Van Deerlin's boss. He was also a deputy director of the U.S. Information Agency, and held ambassadorial rank as head of the U.S. delegation to the Osaka, Japan, exhibition.

Bruno F. Melchionni, manager, systems engineering and custom repair and engineering shop, RCA Broadcast Systems, Gibbsboro, N.J., appointed manager, antenna engineering.

John Francke, financial manager, Marconi Electronics, Northvale, N.J., named corporate controller, A.F. Associates there.

John T. Wilner, director of engineering, New Jersey Public Television, Trenton, operator of four noncommercial TV's in state, named recipient of Marconi Gold Medal of Achievement by Veteran Wireless Operators Association.

TV account representative for BBDO, New York, and later was director of radio and TV died May 25 in Georgetown University hospital, Washington, after heart attack. In 1950's he was

Allied Fields

Jan A. Trusty, market analyst, advertiser/agency sales, Arbitron, New York, named Eastern sales representative.

Andrew Jay Schwartzman, senior attorney, general counsel's office, U.S. Department of Energy, Washington, named executive director, Media Access Project there. He succeeds **Harvey J. Shulman** who has taken teaching position at University of Oregon School of Law.

Jacqueline M. Sullivan, production coordination, special analysis department, A.C. Nielsen Co., Dunedin, Fla., named to Eastern sales staff, Nielsen Station Index, New York.

Newly elected officers, National Broadcasters Club of Washington, D.C.: **John Strum**, NBC, president; **Wallace Dunlap**, Westinghouse Broadcasting, first VP and treasurer; **Chalmers Marquis**, Public Broadcasting Service, second VP and secretary.

Deaths

Clinton F. Wheeler Jr., 54, energy coordinator, National Restaurant Association, Washington, and former advertising agency executive,

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department of Ogilvy, Benson & Mather there. He also was president of CTVA, closed-circuit television firm in New York, and executive VP of Feeley & Wheeler Inc., advertising and PR firm there. From 1961 to 1966 he was VP, management supervisor of Benton & Bowles, New York. He is survived by his wife, Louise, one son and three daughters.

Avron Spiro Sr., 77, retired president of Lake-Spiro-Shurman advertising, Memphis, died there May 29 of cancer. He retired from LSS in 1970 after having served as agency's president for 33 years. He joined company at age of 18 as copyboy. Surviving are his wife, Dorothea; son, Avron Jr., and daughter, Mrs. Norma Mendelson.



Harriss

F. Kirtley (Kirt) Harriss, 52, director of marketing and research of KPRC Inc., Houston, and veteran of 25 years with Hobby organization, died there May 31 following futile effort to surgically repair ruptured aorta. Condition was described by surgeons as "congenital softening of arteries." Mr. Harriss, combat photographer in Europe during World War II, is survived by wife, Kathryn, three daughters, and

mother and brother in Detroit.

Hugh Studebaker, 77, long-time radio actor died May 29 at Valley Presbyterian hospital in Los Angeles. Mr. Studebaker began his radio career in Kansas City in 1928 and later was well known for his role of Silly Watson on *Fibber McGee* show and roles on *Bachelor's Children* and *Behulah*. He was also one of founders of American Federation of Television and Radio Artists. He is survived by his wife, Bertina.

Isham L. Martin, 59, executive VP in charge of stock sales for Warwick Cable Television Co., Warwick, N.Y., died of cancer May 17 at his home in Warwick. He is survived by his wife, Tryntje, two sons and three daughters.

For the Record[®]

As compiled by BROADCASTING, based on filings, authorizations, petitions and other actions announced by the FCC during the period May 22 through May 26.

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 Application

■ **Sullivan, Ind.**—WMQV Inc. granted 95.3 mhz, 3 kw., HAAT 300 ft. Address: Box 545, Sullivan 47882. Estimated construction cost \$30,760; first-year operating cost \$12,210; revenue \$27,762. Format: C&W, standard pops. Principals: Howard McMinimiee (42%), Arthur Stanley (28%), Fredric Widmer (13%), Jean Stanley (11%), et al. Mr. McMinimiee is farmer, Mr. Stanley is manager of WNDI(AM) Sullivan, Mr. Widmer is retired and Ms. Stanley is secretary. Action May 15.

Ownership changes

Grants

■ **WJOE(AM)-WGCV(FM)** Port St. Joe, Fla.—Mills and Crisp Enterprises granted assignment of license to North Florida Broadcasting Corp. Consideration: \$150,000. Seller: Donald R. Crisp sole owner who has no other broadcast interest. Buyer: owned by Ronald E. Goodin, Betty June Angel and Donald L. Chagel (equal partners). Messrs. Goodin and Chagel are owners of WVHI(FM) Evansville, Ind. Action May 1.

■ **WDMV(AM)** Pocomoke City, Md. (540 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Leisure Time Communications Inc. to Mesta Machine Co. Consideration: \$300,000 plus \$54,000 covenant not to compete. Seller: Principally owned by Henry A. Berliner Jr. and Richard M. Messina. Leisure Time also owns WWFL(AM) Clermont, Fla. and WIVI-FM Christiansted, St. Croix, V.I. and is selling, subject to FCC approval, KGLR(FM) Reno, Nev. Buyer: Pittsburgh-based publicly traded manufacturer of steel mill equipment with no other broadcast interests. Action May 23.

■ **WOKO(AM)** Albany, N.Y. (1460 khz, 5 kw-U DA-N)—Broadcast Bureau granted assignment of license from Area Radio Inc. to October Mountain Broadcasting for \$700,000 to Area Radio plus \$85,000 covenant not to compete to Welcome Radio Inc. Seller: is 100% owned by Welcome Radio, Licensee of WSLR(AM) Akron, Ohio and through another wholly-owned subsidiary, KTLK(AM) Denver. None of shareholders owns more than 25%. Principals are Harrison M. Fuerst, president, Richard Puenello, executive vice president and Robert D. Gries, vice president. Buyer:

100% owned by Antony B. Mason, corporate executive formerly with General Foods. He has no other broadcast interests. Action May 17.

■ **WBRV(AM)** Boonville, N.Y. (900 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Black River Radio to The Atwood Corp. for \$170,000. Seller: Principal stockholders desire more time for other business interests. Black River is owned by Livingston and Irene Lansing (99.5% and .5% respectively). They have no other broadcast holdings. Buyer: is owned by David R. and Nancy V. Atwood (married couple). Mr. Atwood is manager of WBRV, his wife is his assistant and bookkeeper. Both have also been employed by WMCR(AM) Oneida, N.Y. Action May 23.

■ **KBOM(AM)** Bismarck-Mandan, N.D. (1270 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Matco Inc. to Bismarck-Mandan Communications for \$260,000 plus \$150,000 covenant not to compete with William W. Matthias. Seller: see below. Buyer: is principally owned by Wesley E. Haugen, salesman for KOTA-TV Rapid City, S.D.; Charles L. Tibor, Dickinson, N.D. night club proprietor; Myron H. Atkinson Jr., Bismarck, N.D. attorney, and Henry O. Nybo, Bismarck real estate broker and developer. None of buyers has other broadcast holdings. Action May 18.

■ **KBDF(AM)** Eugene, Ore. (AM: 1280 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Matco Inc. to Jayar Communications Corp. for \$700,000. Seller: 75% of stock is owned by Russell H. Matthias, 25% by his son William W. Other broadcast holdings included KBOM(AM) Bismarck-Mandan, N.D. KOOK-AM-FM (construction permit) Billings, Mont., KYJC(AM) Medford, Ore. Assignment is being sought because of dispute between majority and minority stockholders. Buyer: 50% of stock is owned by Jayar Securities Corp., 25% by Charles R. Skinner, owner of a media analysis firm; Peter L. Townsend owns 12.5% of stock, is vice president and shareholder (14%) of KEZY-AM-FM Anaheim, Calif.; Jeannette T. Brophy, housewife, also owns 12.5%. Action May 18.

■ **KYJC(AM)** Medford, Ore. and **KOOK(AM)** Billings, Mont. (1230 khz, 1 kw-D, 250 w-N; 970 khz, 5 kw-U, DA-N; respectively)—Broadcast Bureau granted assignment of license from Matco Inc. to Matthias Enterprises for \$400,000. Seller: (see above) Buyer: Partnership of William Matthias and his two brothers Robert C. and Russell H. Action May 18.

■ **KZAM-AM-FM** Bellevue, Wash. (AM: 1540 khz, 5 kw-U; FM: 92.5 mhz, 100 kw)—Broadcast Bureau granted Bellevue/Eastside Ltd. assignment of license to Bellevue Radio Inc. Consideration: \$1,620,000. Seller: Principally owned by A. Stewart Ballinger, who has no other broadcast interests. Buyer: Wholly owned subsidiary of Sandusky Newspapers Inc., family-owned publishing firm headed by Dudley A. White of Santa Ynez, Calif. SNI is publishing firm headed by Dudley A. White of Santa Ynez, Calif. SNI Haven (Mich.) *Tribune* and *Kingsport* (Tenn.) *Times* and *News*. It recently acquired KDKB-AM-FM Phoenix-Mesa, Ariz. Action May 18.

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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	4,588
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	966	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

Facilities Changes

TV action

- The Broadcast Bureau took the following actions on the dates shown:
- WGGG-TV, Greenville, S.C.—Granted mod. of permit to change ERP to visual; change type ant. Action May 15.

AM actions

- KAKA Dermott, Ark.—Granted mod. of permit for extension of completion date for new station to Oct. 1, 1978. Action May 12.
- KGUD Banning, Calif.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- KGOE Thousand Oaks, Calif.—Granted mod. of permit for extension of completion date for changes to Nov. 15. Action May 12.
- KAAT Denver—Denied request for reconsideration and returned amended application of Radio Colorado Corp. to change city of license from Denver to Aurora, Colo. and to add nighttime hours of operation. Action May 16.
- KACH Preston, Idaho—Granted mod. of license covering change in hours of operation to U. Action May 23.
- WTTT Bloomington, Ind.—Granted CP to replace expired permit to install aux. trans. Action May 23.
- WCHB Inkster, Mich.—Granted CP to increase power to 1 kw-N, redesignate TL and SL. Action May 15.
- KBEW Blue Earth, Minn.—Granted CP to install new aux. trans. Action May 23.
- KGHS International Falls, Minn.—Granted CP to increase power to 500 w-D, change type trans. Action May 15.
- KFBF Waynesville, Mo.—Granted CP to replace expired permit for changes. Action May 23.
- WHLO Akron, Ohio—Granted license covering changes. Action May 23.
- KYJC Medford, Ore.—Returned as unacceptable for filing application by Matco Inc for CP to increase power, change frequency and change TL. Action May 16.
- WBLF Bellefonte, Pa.—Granted CP to increase output power of aux. trans. from 250 w to 500 w. Action May 23.
- WFEC Harrisburg, Pa.—Granted mod. of permit for extension of completion date for changes to Nov. 8. Action May 17.
- KFJZ Fort Worth, Tex.—Granted mod. of license to add remote control. Action May 17.
- KRWT Winters, Tex.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- WPIK Alexandria, Va.—Granted CP to move aux.

trans. to main trans. site; change SL. Action May 23.

- Richland, Wash.—KALE Inc.—Granted mod. of permit to change SL. Action May 23.
- WISS, Berlin, Wis.—Granted CP to increase power to 500 w and change type trans. Action May 15.

FM applications

- WQSB Albertville, Ala.—Seeks CP to change ERP, HAAT, and type trans. Ann. May 19.
- KAPR-FM, Douglas, Ariz.—Granted mod. of permit for extension of completion date for new station to Sept. 11. Action May 17.
- KADO-FM Texarkana, Ark.—Seeks CP to install new trans. and ant.; change TPO, ERP and HAAT. Ann. May 22.
- KPFA Berkeley, Calif.—Granted mod. of permit for extension of completion date for changes to Sept. 7. Action May 17.
- KHIP Hollister, Calif.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- KPFK Los Angeles—Granted mod. of permit for extension of completion date for changes to Sept. 7. Action May 17.
- KPSH Palm Springs, Calif.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- KEPC Colorado Springs—Seeks CP to change TL, SL, type ant. and make changes in ant. system. Ann. May 19.
- WYNR-FM, Brunswick, Ga.—Granted mod. of permit for extension of completion date for changes to Oct. 7. Action May 17.
- KFSM Hilo, Hawaii—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.

- WCKW La Place, La.—Seeks mod. of CP to make changes in ant. system. Ann. May 19.
- WQON Grayling, Mich.—Seeks mod. of CP to change TL, SL, trans., ant. and make changes in ant. system. Ann. May 22.
- KUCV Union College Lincoln, Neb.—Seeks CP to change frequency to 90.9 mhz. change type trans., type ant. and make changes in ant. system. Ann. May 19.
- KKQQ Clovis, N.M.—Seeks CP to change TL, SL delete remote control; install new ant. and change TPO. Ann. May 22.
- WZEZ Nashville, Tenn.—Seeks CP to install new ant.; make changes in antenna system; change TPO and HAAT. Ann. May 22.
- KNFM Midland, Tex.—Seeks CP to install new aux. trans. Ann. May 22.
- WQO-FM Covington, Va.—Seeks CP to correct coordinates; install new ant.; make change in ant. system; change TPO and HAAT. Ann. May 19.

FM actions

- KHVN Anchorage, Alaska—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- KBAZ Bisbee, Ariz.—Granted mod. of permit for extension of completion date for new station to Oct. 30. Action May 17.
- KPSH Palm Springs Calif.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- WYNR-FM, Brunswick, Ga.—Granted mod. of permit for extension of completion date for changes to Oct. 7. Action May 17.
- KFSM Hilo, Hawaii—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- WMOR-FM, Morehead, Ky.—Granted CP to change TL, install new trans. and ant; make changes in ant. system; change TPO, ERP and ant. height. Action May 15.
- WBIM Bridgewater, Mass.—Granted CP to replace expired permit for changes. Action May 23.
- WIQH Concord, Mass.—Granted CP to replace expired permit for changes. Action May 23.
- WDJM Framingham, Mass.—Granted CP to replace expired permit. Action May 23.
- WMWW Salem, Mass.—Granted CP to install new trans.; change TPO, ERP and ant. height. Action May 15.
- WAUS Berrien Springs, Mich.—Granted mod. of permit for extension of completion date for changes to Nov. 1. Action May 17.
- KFMC, Fairmont, Minn.—Granted CP to replace expired permit. Action May 17.
- KQRS-FM, Golden Valley, Minn.—Granted mod. of permit for extension of completion date for changes to Nov. 5. Action May 17.
- KPRM-FM, Park Rapids, Minn.—Granted mod. of permit for extension of completion date for changes to June 30. Action May 17.

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Call letters

- To correct table in May 15 issue:

Applications

Call	Sought by
	Existing AM's
KXEG	KHCS Phoenix, Ariz.
KOPA	KSGR Scottsdale, Ariz.
KKKQ	KUPD Tempe, Ariz.
KNSE	KSOM Ontario, Calif.
KLIT	KKAR Pomona, Calif.
WCWR	WEZY Cocoa, Fla.
WNWS	WFUN South Miami, Fla.
WKLS	WIIN Atlanta
KISU	KSNN Pocatello, Idaho
WITS	WMEX Boston
KFIX	KBIL Liberty, Mo.

Grants

Call	Assigned to
	Existing FM's
KTOO	KLOQ Sulphur, La.
KWCL-FM	KALM Oak Grove, La.
WHUE-FM	WTTK-FM Boston
KHDN-FM	KRWS Hardin, Mont.
WGAM	WODQ Kinston, N.C.
KDVL	KDLR-FM Devils Lake, N.D.
WOKV	WYCH Hamilton, Ohio
WDJX	WHBM Xenia, Ohio
WLER-FM	WBUT-FM Butler, Pa.
WSCZ	WCRS-FM Greenwood, S.C.
KYTX-FM	KZIP-FM Amarillo, Tex.
WWDE-FM	WVHR Hampton, Va.

- WKXI Jackson, Miss.—Granted license covering permit for changes in ERP and ant. height. Action May 17.
- KFBD-FM Waynesville, Mo.—Granted CP to replace expired permit for changes. Action May 23.
- KOWH-FM Omaha, Neb.—Granted CP to replace expired permit for changes. Action May 23.
- *WAMC Albany, N.Y.—Granted mod. of permit for extension of completion date for changes to Nov. 18. Action May 17.
- WLNG-FM Sag Harbor, N.Y.—Granted mod. of permit for extension of completion date for changes to October 7. Action May 17.
- KZIP-FM Amarillo, Tex.—Granted mod. of permit for extension of completion date for new station to Nov. 1. Action May 17.
- KPLX Fort Worth, Tex.—Granted CP to change SL. Action May 23.
- KVFM Ogden, Utah—Granted mod. of permit for extension of completion date for new station to Nov. 16. Action May 17.
- WJMA-FM Orange, Va.—Granted CP to replace expired permit for changes. Action May 23.
- KELA-FM Centralia, Wash.—Granted license to change ERP, ant. height. Action May 23.

In Contest

Procedural rulings

- Fresno, Calif. (McClatchy Newspapers [KMJ-TV] and San Joaquin Communications Corp.) **TV proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick continued hearing from July 17 to July 18 in Fresno. Action May 15.
- Washington, N.C. (North Carolina Television Inc. [WITN-TV])—Chief, Broadcast Bureau granted application for CP to increase ant. height of WITN-TV denying objection of Durham Life Broadcasting Service Inc. (WRDU-TV). Action May 17.

■ Athens, Tenn. (James C. Sliger and Cumberland Broadcasting Corp.) **FM proceeding:** (Docs. 21132-3)—ALJ Walter C. Miller granted to a limited extent joint motion by the applicants and extended from June 1 to June 16 the time for filing proposed findings of fact and conclusions of law and from June 15 to June 26 the time for filing reply findings. Action May 18.

Petition to deny

- Santa Fe, N.M.—New Mexico Broadcasting Co. filed petition to deny application by New Mexico Media Co. for new TV there. Ann. May 23.

Case assignment

- Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins et al) **AM proceeding:** (Docs. 15752, 15754-6, 15764-66)—Designated presiding judge. Ann. May 16.

Initial decision

- Rochester, N.H.—ALJ Byron E. Harrison granted application of Sirafrord Broadcasting Corp. for a new FM on 96.7 mhz. Action May 19.

Other actions

- FCC has directed 19 California broadcast stations to submit periodic equal employment opportunity progress reports during their license term and asked some of them also to develop minority/female hiring goals. The stations are: KBBQ(AM) and KBBY(FM), Ventura; KCBQ(AM) San Diego; KCKC(AM) San Bernardino; KCOY-TV, Santa Maria; KDON-AM-FM, Salinas; KEZY-AM-FM, Anaheim; KFTV(TV), Hanford; KGEE and KGFM(FM), Bakersfield; KLIV, San Jose; KMIR-TV, Palm Springs; KMST(TV), Monterey; KTOM(AM) Salinas, KTYD-AM-FM, Santa Barbara; and *KVCR-TV, San Bernardino. Action May 18.
- FCC has begun an inquiry on the common use of TV towers by UHF and VHF stations on request by Triangle Telecaster Inc. Action May 18.

Allocations

Actions

- Solvang, Calif.—Broadcast Bureau has proposed assigning 96.7 mhz as community's first FM station. Action came in response to petition by John Butler.
- Swainsboro, Soperton, both Georgia—Broadcast Bureau has assigned 103.9 mhz to Swainsboro as its second FM; 101.7 mhz to Soperton as its first FM. Action resulted from petitions by Emanuel County Broadcasters and Center Broadcasting Company. Action May 11.

Fines

- KSNF-FM San Francisco, Calif.—Notified of apparent liability of \$500 for repeated operation by unlicensed operator. Action May 19.
- WLUP(FM) Chicago.—Notified of apparent liability of \$250 for repeated failure to have a licensed operator in actual charge of the transmitting system at all times. Action May 18.
- KMRN(AM) Cameron, Miss.—Ordered to forfeit \$500 for repeated failure to make the partial and skeleton proofs of performance of the directional antenna system at the required intervals. Action May 18.
- WTVR(AM) Richmond, Va.—Notified of apparent liability of \$300 for repeated failure to perform equipment performance measurements at specified intervals. Action May 19.

Cable

Certification actions

- CATV Bureau granted the following operators of CATV systems certificates of compliance:
- Rowans TV, for Pineville, Ore. (CAC-12228); Cablecom General, for Idabel, Okla. (CAC-12582); Coaxial Development Associates, for Greenville, S.C. (CAC-12450); Buckeye Cablevision, for Oregon and Washington, both Ohio (CAC-07777-8); Televents, for Contra Costa, Calif. (CAC-09355); Cable TV of

Tallapoosa, for Tallapoosa, Ga. (CAC-09431); Transvideo Cable TV, for Northfield, Vt. (CAC-09953); Fairfield Cable, for Fairfield, Ill. (CAC-10551); Teltron Cable TV, for Rib Mountain, Wis. (CAC-10602); Cablecom General, for Lampasas, Tex. (CAC-10650); Willapa Harbor Cablevision for Raymond, South Bend and Pacific, all Washington (CAC-11147-9); UA-Columbia Cablevision of Westchester, for New Rochelle, N.Y. (CAC-11989); Clay County Communication, for Gladstone, Mo. (CAC-11995); Retel TV Cable, for Canton, Alba, both Pennsylvania (CAC-08568-70); Crosswicks Industries, for Bay Head, N.J. (CAC-08587); CPS Cablevision, for Irvona, Beccaria, both Pennsylvania (CAC-09886-7); Memphis CATV, for Memphis, Tenn. (CAC-09907); Cablevision of Aniston, for Aniston, Hobson City, Oxford, Weaver and Calhoun, all Alabama (CAC-10656-60); Liberty TV Cable, for Clarke, Ga. (CAC-11014); Pulaski Multiple Channel Cable, for Giles, Tenn. (CAC-11217); Apple Valley TV and Cable, for Apple Valley, Calif. (CAC-11218); Cambria TV Distribution, for Elder, Cherry Tree, Clearfield, Ellenberg, Cambria and Carrolltown, all Pennsylvania (CAC-1238, 41-5); Warsaw Television Cable, for Warsaw, N.Y. (CAC-11534); See More TV, for Tilton, Ill. (CAC-11582); Cardinal Telecable, for Paris, Ill. (CAC-11583); Valley Telecasting, for Marine Corps Air Station, Ariz. (CAC-11586); UA-Columbia Cablevision of Westchester, for Scarsdale, N.Y. (CAC-12055); Cableview, for Lane, Ore. (CAC-12274); Cableview of Lindsay, for Lindsay, Okla. (CAC-12324); Adams-Croyle Cable TV, for Adams and Croyle, both Pennsylvania (CAC-09761-2); Rocky Mount Cable TV, for Rocky Mount and Franklin, both Virginia (CAC-09904-5); TV Pix, for Carson City, Nev. (CAC-10465); Canyon Cable TV, for Pitkin and Rifle, both Colorado (CAC-11210, 11395); Micro-Cable Communications, for Garfield, Colo. (CAC-11396); Community TV Systems of Wyoming, for Paradise Valley, Wyo. (CAC-12203); FNI Communications, for Algood and Cookeville, both Tennessee (CAC-07987, 08108); Rutland Cable TV, for West Rutland, Willingford, Rutland and Proctor, all Vermont (CAC-10159-63); Telepic, for Marion county, W.Va. (CAC-10892); Cableview, for Lowell, Ore. (CAC-11742); Warner Cable of Hampton, for Langley Air Force Base, Va. (CAC-12333).

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RADIO

HELP WANTED MANAGEMENT

General Manager for newly acquired AM-FM near Denver. A challenging opportunity for sales oriented individual who can put it all together. Salary plus incentive. Group owner. Resume to Lovcom, Inc. Box 5086, Sheridan, WY 82801. EEO.

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. E.O.E. Resume, including references, salary history and expectations, Box F-116.

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.

General manager/play-by-play sports announcer needed for fulltime WQIQ-AM, 20 miles south of Philadelphia in the heart of Delaware County. Good pay and benefits for experienced pro. Phone John Haggard 215-459-1602 between 4 PM and 6 PM Mon-Fri.

Wanted; person to be general manager and part owner; no capital investment. You must have guts, motivation, perseverance and be willing to make sacrifices. Send resume to P.O. Box 624, Mid-City, Dayton, OH 45402.

Excellent opportunity with stock options available for sales-oriented GM. WUUN-FM, Marquette, MI.

Group owner is looking for future managers. Train now as salesperson or sales manager. Sunbelt. Top pay, profit sharing. EOE. Box E-151.

HELP WANTED SALES

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.

Southwest city of 40,000—need enthusiastic, well organized, self starting sales person with FM AOR experience. Equal Opportunity Employer. Send resume to KKQX, Box 1890, Clovis, NM 88101.

California Daytimer seeks Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven Sales Manager with a successful history of promotions and merchandising and long term contracts, one who is presently employed and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation; negotiable. Box G-22.

General Sales Manager. Must have proven sales record and be a street fighter. Top FM Soft Rock winner. Top 50 market. Top list, bonus and fringes. Send resume to: Box G-24.

Top Midwest Radio Station, AM Contemporary & FM Country, has an opening for a sales person. Must have 3 years radio selling experience and knowledge of Midwest area. Excellent benefits. Send resume and references to: Sales Manager, WAXX/WAYY, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Live in Western Michigan paradise. Aggressive salesperson with management soon. AM/FM Stereo. Rock. Phone 312-255-6762 evenings.

92-FM has an opening in sales. A.O.R. format station consulted by Burkhart/Abrams. Aggressive, creative, responsible people apply: WYXE 92-FM, P.O. Box 3470, Madison, WI 53704. 608-256-0092. Direct inquiries to Carl Como.

HELP WANTED. ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Wanted Now... three announcers to do board work and production at Wyoming station. First ticket a must. Box F-160.

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. E.O.E. 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.

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.

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.

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, WOYV, Box 3192, Fort Pierce, FL 33450. Phone 305-464-1400. We are an Equal Opportunity Employer.

Position open for experienced announcer/sales, news/sales, sports/sales. Must be able to write copy, produce own spec spots, and client's copy. Box G-21.

Announcer/Engineer .. Combo 1st. Phone, experienced. Exceptional Modern Country daytimer located in beautiful Central Virginia. Send tape, resume, salary requirements to Box 8, Crozet, VA 22932.

Lossing air personality to Major Market. Need versatile professional for immediate opening. Cont/MOR format. Above average salary for personality with good radio background. Join 25 other professionals in well established community minded organization. One of Virginia's foremost stations since 1935. Send tape and complete resume to: PD, WSWA Radio, Box 752, Harrisonburg, VA 22801. A/A and EOE.

Illinois: WSMI Litchfield has immediate announcer opening due to a promotion to account executive.

Wanted Experienced Announcer to fill good position at 5,000 Watt, within 40 miles of St. Louis. 314-586-8577.

Need Strong Voice, conversational news delivery to co-anchor and produce 2 hour morning radio news block. Also must enjoy production and have excellent operations skills. Send resume and tape to: Dave Rose, KRDO AM & FM Radio, P.O. Box 1457, Colorado Springs, CO 80901. Equal Opportunity Employer.

Program Director to double as cerebral morning personality. Subtle sense of humor. Must be able to write. Must have broad range of interests and strong educational background. Some knowledge of Spanish preferred. Unique bilingual MOR format. Write GM, Radio Station WOSO, Old San Juan, Puerto Rico 00901.

First day shift opening in several years. Staff Announcer needed for non-automated Beautiful Music Station. Immediate. Must have good commercial production skills and mature, mellow sound. E.O.E. Tape & resume to WSRS, West Side Station, Worcester, MA 01602.

Full-time Radio Announcer wanted for Top Midwest Country Station. Must have 3rd class operators license. Send resume and tape to: Program Director, WAXX-FM, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Morning person for K-ONE Radio, Reno, Nevada's modern country giant. Immediate opening. Good salary, talent fees available, fringe benefits. Martin Flynn, PO Box 1928, Reno, NV 89505. 702-329-9261. EOE.

HELP WANTED TECHNICAL

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-KFMJ, PO Box 746, Tulsa, OK 74101. 918-585-5555.

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.

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 starting salary requirements to Box F-143.

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.

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, 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.

College FM radio station seeking part-time engineer with First Class License and transmitter experience. Ideal location, with retirement or lakeside recreational housing available; 20 miles from Charlotte. Contact Don C. Lovell, Davidson College, Davidson, NC 28036 704-892-2000.

HELP WANTED TECHNICAL CONTINUED

Instructor/Assistant Professor to teach general broadcasting courses and be chief engineer for university ten watt FM and growing TV installation. First Class FCC License and master's degree required. Doctorate required for higher rank. An Equal Opportunity/Affirmative Action Employer Contact: Dr. Robert G. Anderson, Professor of Communication, Post Office Box NJ, Mississippi State University, Mississippi State, MS 39762. 601-325-4908.

HELP WANTED NEWS

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, IA.

Newscaster/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, WNLK/WLYQ, Box 1350, Norwalk, CT 06852. Phone 203-853-2603. EOE.

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. EOE.

News/Sports Director for AM/FM. Must be thoroughly qualified in all aspects of news gathering and reporting. Interview experience a necessity. Excellent working conditions in a rapidly growing market. Send professional references, resume, tape and salary requirements to: Larry Wakefield, VP, Medcom Corporation, P.O. Box 2006, Casper, WY 82601.

Morning News: Authoritative delivery, conversational writing. Experienced only. Tape, resume, first letter. Contact: Tom Collier, KCRG, 501 Second Avenue S.E., Cedar Rapids, IA 52401. EOE.

Public radio station needs aggressive, experienced News & Public Affairs Director. Looking for creative person who is strong on feature reporting. 3d phone required, M.A. preferred. Send resume and tape to Bruce Smith, General Manager, WKMS-FM, P.O. Box 3227 University Station, Murray, KY 42071. Job available July 1, 1978. An Equal Opportunity Employer.

South Florida Station needs experienced newscaster to be news director. Must be go-getter who wants to meet other media and enjoys news reporting and some investigative reporting. Send resume, tape and salary requirements to Randolph H. Millar, WOVR, Ft. Pierce, FL 33450. We Are An Equal Opportunity Employer.

Wanted—News Director for growing two person New York local news operation. Strong writer. Great working atmosphere and morning hours. Joe Amato, WWLE, 240 Hudson St., Cornwall, NY 12520.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Aggressive organization located in a dynamic Upper Midwest city has a unique opening for a Program Director. Salary commensurate with ability to produce. Long days. Excellent fringe benefits. Equal Opportunity Employer. Resume to: Box G-14.

KDKB FM/AM, Phoenix, wants the best AOR "Superstars" Program Director. Must handle a six day air shift, be a good motivator, and a promotional whiz. Prefer a proven "Superstar". M/F EOE. Starting compensation—\$20,000 annually, health ins., great weather, and a chance to direct a 100,000 watt success story. Send tape and resume to Eric Hauenstein, KDKB, P.O. Box 4227, Mesa, AZ 85201.

SITUATIONS WANTED MANAGEMENT

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.

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.

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.

Broadcast Executive 18 years proven performance in Radio and TV sales and management. Seeking position in top 100 market. Prefer Midwest or Southeast. Box G-10.

Seasoned professional available as manager and/or sales manager. Small to medium market, Virginia to Florida. Strong on sales, copy, programming, authoritative news voice. Can wear several hats, one at a time or in combination. Respected in industry, none of the usual hang-ups, best references. Box G-17.

General/Station Manager— Operations/Program Director! Currently working! Radio/TV/PR. Not a fighter, nor track star! Just a winner! All markets, all markets considered! Challenge, future, money and stability must! Call Lew Banks, 912-982-4142. Lets Talk!

SITUATIONS WANTED SALES

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.

Steve Allen, Hawthorne, Dave Garroay have nothing on me. Radio Entertainer, 1480 6th N.W. Salem, OR 97304, 503-581-5508.

Eager broadcasting school grad with "live" experience and 3rd. Available immediately anywhere. 507-437-6681, Ext. 50.

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.

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.

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.

Personality seeks Adult Contemp. Medium to large market desired. If you're looking for a communicator, I'm looking for you. Call Ron 316-227-6821.

June Graduate: Broadcast Journalism, commercial production, sales experience, tight board. Will move anywhere and do anything. Three years experience, Third Endorsed, Jay Harris, 219 Mercer Apt. 29-c, Bowling Green, OH 43402. 419-352-3750.

Multi-Media High-Achiever seeks post as announcer/host/producer with creative FM or AM station in large market. Former writer/correspondent/editor for TIME, Sports Illustrated, PEOPLE. CBS reporter. Radio news producer. Award-winning war correspondent. Book credits. Twenty yrs. European experience. Best references. Currently producing new television talk-show for CBS affiliate. Box G-20.

Announcer is looking for his first break. Recently graduated from Syracuse University's Newhouse School of Public Communications. Third endorsed. Ambitious, willing and able to learn. Willing to travel. Call or Write David Lvon (Jr.) 75 Ten Acre Rd. New Britain, CT 06052. Phone 203-225-0223.

Looking for Mornings: Adult Contemporary. Community and station more important than market. Ten years experience, excellent ratings, references. Call 800-824-5136 Ext. M2166 (Calif. 800-852-7631) anytime for return call.

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.

334 per mo gets you experienced all combo ce retiree white male car no dependents no disabilities EE P1. Box G-18.

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.

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.

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.

I've been a big fish in small ponds long enough. It's time to find a larger market to grow. Seeking to join your team but emphasis must be news. Or let's talk now about possible future openings. I'm not looking just to move but to expand. Box F-6.

Experienced Reporter Seeks to relocate. News or Sports. Talk. Solid writer. Urban background. Box E-161.

Female broadcast journalism major graduating June, seeks news position. Have had practical experience. Unafraid hard work. Teresa Laird, 625 Offenbauer West, BGSU, Bowling Green, OH 43403. telephone, 419-372-6188.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

12 Year Pro, wanting stability and above average income for above average programming in Medium or Major market. Impressive credentials. Box F-86.

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.

First phone professional seeks organization striving for new heights in both income and listenership. If you want to reach your peak, I'm your top forty Program Director. Box G-16.

Modern Country looking for programming position for Country Station or station that wants to go country. Extremely disciplined and tight format which has proven itself with great numbers. Fine motivator with sales experience, TV and degree who can put it all together for you, Anthony 215-365-4971.

TELEVISION

HELP WANTED MANAGEMENT

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-12.

Executive Opportunity. Executive Director ETV—PTV Station. MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage school district's station. Salary commensurate with experience—\$31,000-\$36,000. Box 17411, Terminal Annex, Denver Public Schools, Denver, CO 80217.

HELP WANTED SALES

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.

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.

HELP WANTED TECHNICAL

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.

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.

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.

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.

TV Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CCTV facility. First Class FCC license required. Send application, resume, school or college transcripts(s), three letters of recommendation by July 24 to William Leutz, chief engineer, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity Employer.

WGBY TV Springfield Massachusetts, public television, is receiving applications for its chief engineer. Applicants must have extensive and wide range broadcast experience. Station is very active in mobile unit production. New plant is in design stage. EE degree and management experience or equivalent is required. Salary negotiable. Contact Station Manager Jack Caldwell at 413—781-2801 and/or send resume to: 1 Armory Square, Springfield, MA 01105.

International Video duplicating company has an immediate opening for a Video Technician experienced in all phases of video equipment. You will work with RCA TK600 Quads, Marconi Digital Standards Conversion equipment and numerous other types of equipment. Some foreign travel. All of this and Florida too. Contact immediately: James Ivey, Ivey Communications Corporation, 744 West Church Street, Orlando, FL 32805, phone: 305—843-8982.

Experienced Television Maintenance engineer needed for immediate opening at large Television post-production facility in Chicago. Must be qualified in Quad-VR1200, computer editing systems, cameras and other related equipment. Contact: George Siominski at 312—440-2386 or write to Editel, 301 East Erie St., Chicago, IL 60611.

Television Systems Engineer Are you a television systems engineer with a track record in designing color television studios, videotape and telecine facilities, and RF and baseband distribution systems? Or, do you have equivalent experience in broadcast television or in a large CCTV operation in business, industry or education? Do you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field, with worldwide clients and projects? Would you like to work in New York City, with top professionals, on projects that are setting industry trends? If so, send your resume and salary history, in confidence, to: Robert J. Nissen, Vice President, Hubert Wilke, Inc., 280 Park Avenue, New York, NY 10017. Salary commensurate with experience. Full company benefits.

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, WVR-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.

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.

Reporter: Hard news oriented, some investigative experience preferred. All-ENG group-owned medium Midwest market. An Equal Opportunity Employer. Write Box G-13.

News Director—This top 50 station has strong reputation and commitment to news. We need an aggressive journalist who can run this No. 1 shop and direct good staff. Only the best will do. Equal opportunity employer. Box G-23.

Co-Anchor for light magazine show. We need a bright personality who can communicate with people. Some writing and producing of the show. Backed by station with strong commitment to news. Equal opportunity employer. Box G-25.

Immediate Opening Anchor: Mature, authoritative anchor to produce-deliver the 6 & 11 p.m. newscast Monday thru Friday. Smooth conversational style. Proven record in T.V. News. Send tape and resume to Ron Miller, News Manager, WWBT-TV P.O. Box 12, Richmond, VA 23201.

Reporter/Producer: Need aggressive TV Journalist to join highly motivated nightly news staff. Strong writing skills essential. Two years full-time professional journalism required. On-camera experience helpful. Excellent opportunity for quality oriented pro to work with top-of-the-line ENG equipment and first-class staff. BA required, MA preferred. Salary dependent on qualifications. Send resume to Personnel Dept., WXXI-TV, Box 21, Rochester, NY 14601 EOE. Applications not accepted after July 1, 1978.

News Cameraperson wanted. Must be able to operate electronic & film motion cameras. 2 years experience as television camera person. Send resume to John Spain, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, 504—387-2222. An EEO Employer.

Chief Meteorologist wanted: To manage private weather corp. and to do some on air work. Must be meteorologist, with the AMS Seal, or the ability to obtain same. Must be capable of managing a three person Weather Department. We currently have color radar, three teletype circuits and latest instrumentation. Send resume and salary requirements to John Spain, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, 504—387-2222. An EEO Employer.

Combo weathercaster/environmental reporter. Prefer trained meteorologist. Charisma. No happy talk. Prior applicants please do not reapply. Send resume, audition tape and salary requirements first letter. Equal opportunity employer. News Director, WCKT-TV, P.O. Box 381118, Miami, FL.

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.

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.

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.

TV Producer-Director. Duties: familiarity with educational and industrial production techniques, including writing, and scripting; first-rate production facilities but small staff. Requires: MA with experience in broadcasting and in PR; nonfaculty position but teaches (part-time) TV and PR courses. Salary negotiable. CONTACT: Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207.

Promotion/Development Director for Public TV Station in Southwest. Degree and professional experience in media promotion and/or fund raising required. Good writing ability essential, \$12,500 minimum. Resume, references and writing samples by July 7, 1978 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505—646-2212. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Production Manager. Major Mid-West production facility requires a person to take charge of entire production staff. Experience required in management of commercial videotape production operation. Send resume and salary requirements to Box G-8.

Producer/Director: Need quality oriented pro to produce and direct major productions for local and national distribution. Writing abilities a must. Good organizational and conceptual skills essential. Solid background in post-production and video (film) editing required. Journalism background a plus. Excellent opportunity for person to produce with first class staff and top-of-the-line equipment. Send resume to: Personnel Dept., WXXI-TV, Box 21, Rochester, NY 14601. EOE. Applications not accepted after July 1, 1978.

SITUATIONS WANTED MANAGEMENT

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

Major Market Reporter, network and O&O experience. Aggressive, young, goodlooking. Tape available. Box F-91.

Magazine Host. 15 year professional. Solid background in news, sports & weather. Strong interviewer. Now in top 30. Box F-110.

Meteorologist. Enthusiastic, creative, interesting. I also have production experience. Will consider any size market. Box F-144.

Sharp, Aggressive, Black reporter wants major market work. Eight years experience. Hard news my forte. Presently employed. Box F-151.

30 year old newspaper reporter with a slew of awards and a Pulitzer Prize nomination looking for a TV news spot. I've done some broadcast stringing, am a strong writer, and have what it takes to be a broadcast journalist. Box G-7.

TV and Radio news director, a leader, catalyst 17 years experience medium/large markets. Available now. Prefer South-East or West. Box G-11.

Journalist, 12 years experience in Radio-TV news reporting (Canadian Broadcasting Corporation); covered both Canadian and U.S. politics. Would like to teach. College or university. Area preferred—North-west U.S. Box G-19.

Experience Radio Journalist Seeks reporting slot. News or sports. Extensive field background. Box E-162.

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 BJ. 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.

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.

Director looking for a full time position in a small to medium market. Have produced, directed and edited broadcast and industrial productions. Familiar with news, public affairs and remotes. Hands on experience in all phases of studio production. BFA New York University, Box G-1.

Female, First Ticket, TV Production degree, some experience production/engineering seeks relocation for any TV related job. 516-667-9665.

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 letter. Write: Q.P. Coleman, Box 400, Mobridge, SD 57601.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director, Office of Information, Kansas State University, Manhattan, Kansas. Major responsibilities: Direct professional staff in providing information to the University's publics including news and publications. Serve in a public relations advisory capacity to the President's Office. Experience required: B.S. degree in Journalism or related field. Minimum of three years of experience. Inquire prior to July 3, 1978, to Dr. B.L. Flinchbaugh, Assistant to the President. KSU is an equal opportunity/affirmative action employer.

HELP WANTED TECHNICAL

ENG Technical Directors and camera persons wanted. Very low wages, very long hours, entry level position, with new company. Chance for advancement. Knowledge of New York City helpful. Resume only. Box G-2.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

WANTED TO BUY EQUIPMENT

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.

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.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Schafer 903 Automation System ... 4 Audiofiles 6 Revox A77 Playback Units ... Encoding System. Excellent Condition. Robert Hill, Station Manager, KJCS/KEE, Box 1111, Nacogdoches, TX. 713-564-1230.

For Sale-Six PC-70s Norelco camera, one PCP-70 Norelco, audio, monitors, custom 35-lt. Gerstenglager 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.

For Sale—Gates BC-1T, 250W - 1000W Transmitter, located at KFLI, Mountain Home, Idaho, \$1,500. FOB Mountain Home. Call Bill Abbott 712-322-4041.

Two Hitachi 1212 Color Cameras. Complete with every broadcast accessory. Low Hours. \$13,500 each. Dave Castellano 209-957-1761.

AEL 2.5 KW FM, stereo, 4. yrs. old. M. Cooper 215-379-6585.

1 On Time Ecco editing system, 900 series \$4,500. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500 ea. 1 RCA Audio Board \$850. 6605 Eleanor Ave., Hollywood 213-463-2123.

CCA 25 KW FM, stereo, 6 yrs. old. New tubes. M. Cooper 215-379-6585.

AM Transmitters—GE50A-1, 50 KW & \$10,000 in parts. 17 years old. Gates BC 10 E, 10 KW, RCA BTA-1R, 1 KW. M. Cooper, 215-379-6585.

RCA VTR update modification kits for TR4/22/50/60/61/70. Splicer (single-frame), TEP Interface, Time Code Edit Interface Kit, Audio Splice Timing Mod (Audio Insert Editor), Wideband Audio Amplifiers, most mod kits, some modules available. Lawhed, Ltd. 388 Reed Road, Broomall, PA 19008. 215-543-7600.

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 Twining, Dallas, TX 75227.

Phantastic Phunnies—proven international audience builder! \$1.00 phor jumbo issue and gipht!! 1343 Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Back Issue Magazines. Free list Over 200 titles. 1890 to 1978. Send stamped envelope: Dept. BR Everybody's Bookshop, 317 West 6th Los Angeles, CA 90014.

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.

INSTRUCTION CONTINUED

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 19 and July 31. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

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".

San Francisco, FCC License, 6 weeks 6/26/78. Results Guaranteed, Veterans Training Approved. School of Communication Electronics, 150 Powell St., SF 94102 415-392-0194.

RADIO

Help Wanted Management

RADIO MANAGER

For Mid-West Radio Station. Progressive company, good benefits, excellent earnings opportunity. Not an ordinary Management position. Send resume. EOE. Box G-15.

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.

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.

Help Wanted Sales

SALES SERVICE REPRESENTATIVE Chicago Office

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. One year media background preferred. Duties will include extensive telephone contact and correspondence with clients. Promotional opportunities are available. If you are qualified and have the initiative to work your way up, send a resume with salary requirements to:

Regional Manager, Sales/Service
THE ARBITRON CO.
A subsidiary of
Control Data Corp.
435 North Michigan Ave.
1408 Tribune Tower
Chicago, Illinois 60611
An Affirmative Action Employer M/F

Situations Wanted Announcers

AOR JOCK

Former MD-Top 100 market. Knowledge of music. Good references. News experience.
Box G-12.

Situations Wanted Management

Vice-President General Manager

Fifteen years Religious and Foreign Language. Station Sold. Available Sept. 1st. Consider investment opportunity. Excellent Track Record and references. Box G-9.

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.

TELEVISION

Help Wanted Technical

TECHNICIAN

Major Market TV/FM station needs First Class Technician. Technical school background, previous technical experience (including transmitter and digital). Send resume to Libby Stevens, WMAR-TV/FM, 6400 York Road., Baltimore, Maryland 21212. E.O.E. M/F.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

SUPERVISOR TV ENGINEER

Immediate opening for experienced TV Engineer with supervisory experience. Must be a graduate of an acceptable technical institute, and/or have a minimum of 6-8 years supervisory experience in modern television broadcast studio operation. Requires extensive maintenance experience, knowledge of all aspects of studio and master control operations, and capability of instructing personnel. Salary varies according to experience and training (position with KOMU-TV—NBC affiliate). Please contact:

UNIVERSITY OF MISSOURI COLUMBIA

Personnel Services
309 Hitt St.
Columbia, MO. 65211

Equal Opportunity Employer M/F.

ADVERTISING/PROMOTION REPRESENTATIVE, SENIOR

WALT DISNEY WORLD is seeking an Advertising/Promotion Representative, Senior with three years experience in radio and television promotion or sales promotion. Advertising agency experience is desired and a degree is preferred.

Qualified applicants should submit resume and salary requirements to:



WALT DISNEY WORLD
Professional Staffing MA-10
Post Office Box 40
Lake Buena Vista, Florida 32830

Walt Disney World
AN EQUAL OPPORTUNITY EMPLOYER

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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 News

TV NEWS

CBN News needs experienced ENG photographers and editors to staff eight U.S. bureaus: Atlanta, Boston, Chicago, Dallas, Denver, Los Angeles, Virginia Beach, Washington. If you feel a call to serve send resume to Personnel Division, Drawer B, Christian Broadcasting Network, Virginia Beach, VA. 23463. Equal Opportunity Employer.

Situations Wanted News

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.

Situations Wanted News Continued

ANCHOR

News writer, a TV co-host, several TV commercials, radio commercials, air personality, fashion show commentator, model. Currently in major market. I desire more experience in on-camera news and public affairs shows. Good camera presence and references. College degree. Box G-3.

Situations Wanted Management

CORPORATE BLAHS

Need to return to hands-on position. Programming track outstanding. N.E. preferred but not mandatory. Reply Box G-27.

Free Film

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most PSA's & newscasts too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Radio Programing



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5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

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If you've checked around please stop here. We have the best music, happy stations and reasonable prices. \$125 to \$435 monthly. (ask about our classical too)

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21024 Victory Blvd, Woodland Hills, Ca 91367
(213) 883-3627

"HOT TIPS!"

YOUR MONEY BACK ... IF ANY issue doesn't give you an edge in your job hunt. EXCLUSIVE RADIO OPENINGS! 55-75 NEW jobs per WEEK for jocks, news, programing & production ALONE! \$12 for 13 weeks. \$30/yr. FREE SAMPLE! Call our 24 HOUR HOTLINE! 904-252-3861. Box 678. Daytona, FLA 32017

Business Opportunity

Attention: Radio Salespeople

Small to medium markets. break away from your station, go into business yourself. Former radio man took the chance! Developed a super medium, that you could develop in your town. Print, but specialized. For \$5,000 you're on your way. No franchise. Join us as you should gross \$45-\$55M. Direct costs \$17M. Contact Farley Publishing Co., 1306 King Street, Wilmington, DE 19801. Eastern U.S. preferred.

Wanted To Buy Stations

Small AM or FM

Located in Northern or Central Illinois, Northern Indiana or Southern Wisconsin. All replies confidential. Box G-6.

For Sale Stations

Southeast & Southwest

Several excellent medium market combos priced \$1 million plus ... FM, medium, \$235K ... AM full, \$550K ... AM single, \$165K ... AM day, 2 X gross, \$800 K. John Mitchell & Associates, P.O. Box 1065, Shreveport, Louisiana 71163.

JOHN MITCHELL
P.O. Box 1065 Shreveport, LA 71163

- 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

For Sale Stations Continued

MINORITY BUYERS

We are prepared to help you find and acquire broadcast properties. Let us know of your interest and request our primer on S.B.A. financing. No obligation and it's free.

Ask too about our black-programmed AM availability. It's an excellent owner-operator opportunity for just \$225K on terms, less for cash.

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Syracuse, N.Y. 13211
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Robert I. Kimel
Box 270
St. Albans, Vt. 05478
(802) 524-5963

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Richard Kozacko
Keith Horton, Jr.



STATIONS

S	Small	AM	\$145K \$40K
Plains	Small	AM	\$160K Terms
S	Small	AM/FM	\$189K \$89K
S	Medium	Fulltime	\$200K Cash
W	Medium	AM	\$475K Cash

CONTACT

Bill Whitley	(214) 387-2303
David Kelly	(414) 499-4933
Paul Crowder	(615) 298-4986
Bill Hammond	(214) 387-2303
Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



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.

H.B. La Rue, Media Broker

RADIO · TV · CMTV · 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 212/286-0737

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

AM DAYTIMER

S.W., fiscal year cash sales, 1977-\$132,000 ... 1978-\$155,000 ... Single station market ... Cash only sale. Submit financial qualifications for more information. Box G-28.

TEXAS

250 w, 2 1/2 times gross, \$300,000.00, \$50,000.00 down, 15 years. One of Texas' fastest growing areas. Box G-4.

NEW YORK CITY AREA

Located within an easy three hour drive from the city. Extremely profitable, very well established. Stable and experienced staff. State-of-the-art equipment. An excellent investment property at approximately 7 times cash flow for this outstanding AM daytime station priced at \$500,000.00 Box G-33.

BROADCAST MANAGEMENT Radio and Television

2nd Edition by Ward L. Quaal and James A. Brown

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

"Well organized and clearly written ..."—Newton N. Minow, former FCC Chairman.

"A volume of exceptional excellence ..."—Washington Post.

480 pages; charts, tables, notes, index.
\$16.50

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me BROADCAST MANAGEMENT.
My \$16.50 payment is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Stock Index

Stock symbol	Exch.	Closing Wed. May 31	Closing Wed. May 24	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	50 1/8	49 3/4	+ 3/8	+ .75	51 5/8	35 3/8	9	18,152	909,869
CAPITAL CITIES	CCB	N 71	69 1/4	+ 1 3/4	+ 2.52	71	44 3/4	13	7,426	527,246
CBS	N	55 1/8	54	+ 1 1/8	+ 2.08	62	43 7/8	9	28,100	1,549,012
COX	N	40 1/4	40 1/4			41	25 1/2	11	6,185	248,946
GROSS TELECASTING	GGG	A 20 1/4	19 7/8	+ 3/8	+ 1.88	20 1/4	13 5/8	9	800	16,200
KINGSTIP COMMUN.*	KTVV	O 11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	O	34 3/8	34 1/4	+ 1/8	+ .36	36 3/4	16 1/2	11	2,745	94,359
MOONEY	O	4 3/4	4	+ 3/4	+ 19.75	4 3/4	1 7/8		425	2,018
RAHALL	J	20 1/4	21 1/4	- 1	- 4.70	21 1/4	8 5/8	22	1,264	25,596
SCRIPPS-HOWARD	SCRIP	O 45	45			45	30 1/2	10	2,589	116,505
STARR	SBG	M 12 5/8	12 3/4	- 1/8	- .98	13 1/8		11	1,487	18,773
STORER	SRK	N 28 1/4	30 1/4	- 2	- 6.61	31 1/2	19 3/8	11	4,876	137,747
TAFT	TFB	N 42 1/2	43 1/2	- 1	- 2.29	44 7/8	24 5/8	9	4,119	175,057
TOTAL									78,630	3,826,641

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 9 1/8	8 7/8	+ 1/4	+ 2.81	9 3/8	3 3/4	10	1,229	11,214
JOHN BLAIR	BJ	N 24 1/2	25 7/8	- 1 3/8	- 5.31	25 7/8	11 1/8	7	2,427	59,461
CHRIS-CRAFT	CCN	N 9 3/4	9 1/4	+ 1/2	+ 5.40	10 1/4	4 1/2	24	4,451	43,397
COMBINED COMM.	CCA	N 42 3/4	42 1/4	+ 1/2	+ 1.18	45 1/8	19	13	6,920	295,830
COWLES	CWL	N 24 7/8	24	+ 7/8	+ 3.64	24 7/8	12 1/2	28	3,969	98,728
OUN & BROADSTREET	DNB	N 32 3/4	32 7/8	- 1/8	- .38	32 7/8	26 1/4	16	26,339	862,602
FAIRCHILD INO.	FEN	N 26 3/4	25	+ 1 3/4	+ 7.00	28 3/4	9 1/2	16	5,708	152,689
FUQUA	FQA	N 11 3/8	11 1/2	- 1/8	- 1.08	13	8	7	9,396	106,879
GANNETT CO.	GCI	N 43 1/8	43	+ 1/8	+ .29	44	32 3/4	17	22,430	967,293
GENERAL TIRE	GY	N 26 5/8	26 1/2	+ 1/8	+ .47	29 1/4	22 3/8	5	22,692	604,174
GLOBE BROADCASTING*	GLBTA	O 4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	19	16	+ 3	+ 19.75	19	8	8	475	9,025
HARTE-HANKS	HHN	N 39 7/8	39 1/4	+ 5/8	+ 1.59	39 7/8	26	15	4,477	178,520
JEFFERSON-PILOT	JP	N 30 5/8	30 1/2	+ 1/8	+ .40	32 3/8	26 5/8	10	23,946	733,346
MARVIN JOSEPHSON	MRVN	O 17	14 3/4	+ 2 1/4	+ 15.25	17 1/4	10 1/4	8	1,978	33,626
KANSAS STATE NET.	KSN	O 12 1/8	12 1/8			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 1/4	28 1/8	+ 1/8	+ .44	29	18	9	6,762	191,026
MCGRAW-HILL	MHP	N 23 1/8	23 1/4	- 1/8	- .53	23 3/8	15 5/8	12	24,682	570,771
MEDIA GENERAL	MEG	A 19 1/4	18 3/4	+ 1/2	+ 2.66	20	13 5/8	9	7,451	143,431
MEREDITH	MOP	N 34 1/8	34	+ 1/8	+ .36	35 1/4	17 3/8	8	3,074	104,900
METROMEDIA	MET	N 53 1/2	51 1/4	+ 2 1/4	+ 4.39	54 3/4	25 1/4	11	6,630	354,705
MULTIMEDIA	MMEO	O 25 1/4	25	+ 1/4	+ 1.00	27 1/2	16 1/4	14	6,594	166,498
NEW YORK TIMES CO.	NYKA	A 28	27 3/8	+ 5/8	+ 2.28	28	15 3/4	12	11,422	319,816
OUTLET CO.	OTU	N 25 1/2	25 1/2			26 5/8	16 5/8	9	2,290	58,395
POST CORP.	POST	O 32 3/4	32	+ 3/4	+ 2.34	32 3/4	16 1/4	10	893	29,245
REEVES TELECOM	RBT	A 3 1/8	3 1/8			3 1/8	1 3/4	52	2,381	7,440
ROLLINS	ROL	N 18 1/2	18 5/8	- 1/8	- .67	24 1/4	14 7/8	10	33,000	610,500
RUST CRAFT	RUS	A 24 5/8	24 1/2	+ 1/8	+ .51	24 5/8	8 1/2	14	2,297	56,563
SAN JUAN RACING	SJR	N 10 5/8	11 3/8	- 3/4	- 6.59	11 7/8	7 5/8	16	2,509	26,658
SCHERING-PLOUGH	SGP	N 31 7/8	32 3/4	- 7/8	- 2.67	44 3/4	26 3/8	10	54,084	1,723,927
SONDERLING	SDB	A 19 3/4	19 1/2	+ 1/4	+ 1.28	19 7/8	8 3/8	9	1,105	21,823
TECH OPERATIONS	TO	A 5 5/8	5 1/4	+ 3/8	+ 7.14	5 3/4	2 3/8	23	1,344	7,560
TIMES MIRROR CO.	TMC	N 29 3/8	29 3/8			30 1/8	20 3/4	11	34,760	1,021,075
WASHINGTON POST CO.	WFO	A 40 1/2	43 5/8	- 3 1/8	- 7.16	43 5/8	21 3/4	11	8,476	343,278
WOMETCO	WOM	N 15	15			15 3/4	10 7/8	10	8,554	128,310
TOTAL									364,174	10,216,699

Cablecasting

ACTON CORP.	ATN	A 9 1/4	9 1/4			10 1/2	3 1/8	10	2,710	25,067
AMECO*	ACO	O				1/2			1,200	
AMERICAN TV & COMM.	AMTV	O 44 3/4	44 1/2	+ 1/4	+ .56	49	19 3/4	22	3,863	172,869
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	10	11	- 1	- 9.09	11 1/2	3 3/4	18	1,651	16,510
COMMUN. PROPERTIES	COMU	O 14 1/2	14 1/4	+ 1/4	+ 1.75	14 7/8	3 5/8	26	4,839	70,165
ENTRON	ENT	O 3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N 29 1/2	27	+ 2 1/2	+ 9.25	29 1/2	17 5/8	11	7,508	221,486
GENEVE CORP.	GENV	O 13 3/4	13 3/4			14 5/8	7 1/2		1,121	15,413
TELE-COMMUNICATIONS	TCOM	O 17 1/4	17 3/4	- 1/2	- 2.81	17 3/4	2 7/8	86	5,281	91,097
TELEPROMPTER	TP	N 12 1/4	12 1/4			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 47 7/8	42 7/8	+ 5	+ 11.66	48 3/4	31 3/4	12	20,371	975,261
TOCOM	TOCM	D 8 3/4	8 1/2	+ 1/4	+ 2.94	8 3/4	2 1/4	19	894	7,822
UA-COLUMBIA CABLE	UACC	O 33	34 3/4	- 1 3/4	- 5.03	35	15 1/2	22	1,679	55,407
UNITED CABLE TV	UCTV	O 17	18 3/8	- 1 3/8	- 7.48	18 3/8	3 7/8	31	1,915	32,555
VIACOM	VIA	N 23 1/8	22 3/8	+ 3/4	+ 3.35	23 1/2	9 1/2	17	3,764	87,042
TOTAL									86,641	2,030,418

	Stock symbol	Exch.	Closing Wed. May 31	Closing Wed. May 24		Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programming													
COLUMBIA PICTURES	CPS	N	19 5/8	19	+	5/8	+	3.28	20 1/2	7 3/8	8	6,748	132,429
DISNEY	DIS	N	41 3/8	40 3/8	+	1	+	2.47	47 5/8	32 1/2	16	32,380	1,339,722
FILMWAYS	FWY	A	13	12 7/8	+	1/8	+	.97	13 1/4	6 7/8	10	2,579	33,527
FOUR STAR			1 1/4	1 1/4					1 1/4	3/4	13	666	832
GULF + WESTERN	GW	N	13 7/8	17 3/8	-	3 1/2	-	20.14	18 3/8	10 1/4	5	48,215	668,983
MCA	MCA	N	52 1/4	49 1/2	+	2 3/4	+	5.55	52 1/4	32	12	18,558	969,655
MGM	MGM	N	34	34 1/4	-	1/4	-	.72	36 3/4	16	15	14,609	496,706
TRANSAMERICA	TA	N	16 1/8	16 1/4	-	1/8	-	.76	16 1/2	13 1/4	6	66,781	1,076,843
20TH CENTURY-FDX	TF	N	34	32 1/4	+	1 3/4	+	5.42	34	10	6	7,786	264,724
VIDEO CORP. OF AMER		O	7	6 1/4	+	3/4	+	12.00	7	3 1/2	13	973	6,811
WARNER	WCI	N	42 1/8	41 1/2	+	5/8	+	1.50	42 1/8	25 3/4	9	14,458	609,043
WRATHER	WCD	A	11 3/8	11 1/4	+	1/8	+	1.11	11 5/8	4 1/2	11	2,243	25,514
TOTAL											215,996	5,624,789	

Service

BBOO INC.	BBOO	O	35 1/4	33 3/4	+	1 1/2	+	4.44	35 1/4	22 1/2	10	2,513	88,583
COMSAT	CQ	N	41 1/4	41 3/8	-	1/8	-	.30	44	28 3/4	11	10,000	412,500
DOYLE DANE BERNBACH	DOYL	O	23 1/4	21 1/2	+	1 3/4	+	8.13	23 1/4	16 3/4	7	1,776	41,292
FOOTE CONE & BELDING	FCB	N	20 3/4	21	-	1/4	-	1.19	21 1/4	14 3/4	9	2,304	47,808
GREY ADVERTISING	GREY	O	29	29					34	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	34	33 3/8	+	5/8	+	1.87	39 1/4	22 1/2	10	2,387	81,158
MCI COMMUNICATIONS	MCIC	O	4	4 7/8	-	7/8	-	17.94	4 7/8	7/8	44	20,137	80,548
MOVIELAB	MOV	A	1 1/2	1 1/2					3	1	10	1,410	2,115
MPO VIDEOELECTRONICS	MPO	A	5 7/8	5 7/8					9	4	7	520	3,055
A. C. NIELSEN	NIELB	O	25 1/2	26 1/4	-	3/4	-	2.85	28	18 7/8	13	10,832	276,216
OGILVY & MATHER	OGIL	O	51 1/2	51 1/4	+	1/4	+	.48	52 1/4	31	10	1,805	92,957
J. WALTER THOMPSON	JWT	N	26 1/2	26 3/4	-	1/4	-	.93	26 3/4	15 1/8	9	2,649	70,198
TOTAL											57,049	1,217,194	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 1/2	7 5/8	-	1/8	-	1.63	8 1/4	2 3/8	8	1,672	12,540
AMPX	APX	N	17 1/4	14 3/4	+	2 1/2	+	16.94	17 1/4	7 3/8	17	10,928	188,508
ARVIN INDUSTRIES	ARV	N	22 1/2	22 1/4	+	1/4	+	1.12	22 1/2	14 1/2	5	5,959	134,077
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	5 1/4	5 3/8	-	1/8	-	2.32	5 3/8	1 3/4	16	1,654	8,683
COHU	COH	A	4 1/4	4	+	1/4	+	6.25	4 1/2	2 1/8	13	1,779	7,560
CONRAC	CAX	N	23 1/4	23 3/4	-	1/2	-	2.10	27 1/4	19 1/4	8	1,803	41,919
EASTMAN KODAK	EASKD	N	55 5/8	54 1/4	+	1 3/8	+	2.53	86 3/4	42	14	161,370	8,976,206
FARINON	FARN	O	12 3/4	12 1/2	+	1/4	+	2.00	13 1/2	8	13	4,635	59,096
GENERAL ELECTRIC	GE	N	52 7/8	52 3/4	+	1/8	+	.23	56 5/8	44 1/2	11	184,581	9,759,720
HARRIS CORP.	HRS	N	53 3/4	53 1/4	+	1/2	+	.93	58 3/8	28	14	12,236	657,685
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	2 5/8					2 5/8	1/4		2,701	7,090
MICROWAVE ASSOC. INC	MAI	N	40 5/8	41 7/8	-	1 1/4	-	2.98	41 7/8	20 1/4	16	1,320	53,625
3M	MMM	N	53 3/8	53 3/4	-	3/8	-	.69	57	43 1/2	15	115,265	6,152,269
MOTOROLA	MOT	N	46 1/4	46 1/4					56 7/8	34 1/4	14	28,544	1,320,160
N. AMERICAN PHILIPS	NPH	N	27 5/8	28 1/2	-	7/8	-	3.07	36	24 3/4	6	12,033	332,411
OAK INDUSTRIES	OAK	N	32 3/4	31 1/4	+	1 1/2	+	4.80	32 3/4	9 5/8	37	1,716	56,199
RCA	RCA	N	27 3/4	28 1/8	-	3/8	-	1.33	31 3/4	22 3/4	9	74,810	2,075,977
ROCKWELL INTL.	ROK	N	33 3/8	33 1/2	-	1/8	-	.37	36 3/4	28 1/4	7	33,600	1,121,400
RSC INDUSTRIES	RSC	A	2 7/8	2 5/8	+	1/4	+	9.52	2 7/8	1 5/8	12	2,690	7,733
SCIENTIFIC-ATLANTA	SFA	A	27 7/8	28	-	1/8	-	.44	29 1/2	16 3/4	15	2,426	67,624
SONY CORP.	SNE	N	7 7/8	7 3/4	+	1/8	+	1.61	10 3/8	7	12	172,500	1,358,437
TEKTRONIX	TEK	N	40 3/4	41 1/2	-	3/4	-	1.80	68 1/2	28 1/4	14	17,804	725,513
TELEMEATION	TLMT	O	2	2					2 1/4	1/2	2	1,050	2,100
VARIAN ASSOCIATES	VAR	N	16 5/8	17 1/8	-	1/2	-	2.91	21	14 3/4	10	6,838	113,681
WESTINGHOUSE	WX	N	21 7/8	21 5/8	+	1/4	+	1.15	22	16 1/4	7	87,329	1,910,321
ZENITH	ZE	N	15 1/2	15 1/2					28	11 3/8	20	18,918	291,679
TOTAL											967,438	35,444,813	
GRAND TOTAL											1,769,928	58,360,554	

Standard & Poor's 400 Industrials Average 107.8 107.4 +0.4

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss

***Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earnings
figures are exclusive of extraordinary
gains or losses.

BPA's Ottenbach: part of the new breed in promotion

From titles alone, Roger Ottenbach is an unlikely choice to run the show at this week's Broadcasters Promotion Association convention in St. Paul.

Since Jan. 4, he has been program director at KCRA-TV Sacramento, Calif. Before that he was WEEK-TV Peoria, Ill.'s broadcast manager and, earlier, manager of audience development at the same Midwestern NBC-TV affiliate. Roger Ottenbach, in fact, hasn't been a properly titled promotion director since 1973. Or has he?

With local news competition thriving, higher investments to be recouped from syndicated programming and community involvement even more of a necessity than a convenience, it's hard to find anyone in broadcast management who also isn't involved in some way in promotion.

And that's good news for the broadcast promotion community. More clout for those who choose to rise directly within the promotion end of the business, more chance for advancement for those pursuing other broadcast directions.

For broadcast promoters, the words "clout" and "mobility" have been a long time coming. And many admit there's still some distance to be traveled.

In context then, it's not all that surprising that the president of the Broadcasters Promotion Association doesn't have "promotion" as part of his title. As a 39-year-old program director in the 23d largest television market, Roger Ottenbach may be serving his organization not only as an organizer, but as an example. (Another BPA executive who moved beyond promotion is Ken Taishoff, now with WTVG(TV) Newark, N.J., an STV operation. Mr. Taishoff was BPA president-elect, to succeed Mr. Ottenbach, but he has resigned his BPA post.

While Mr. Ottenbach may be riding with the latest trend in broadcast promotion, he admittedly couldn't have broken into the broadcasting business in a more typical way.

Growing up in Streator, Ill., half way between Peoria and Chicago, he received his ham ticket at 15 around the time Streator began being served by its first hometown radio station, WIZZ(AM). Next came the "few Saturday afternoons sitting on the radiator asking the guy on the board questions" and not long after that a high school radio club and a half-hour program every Saturday.

After "doing everything" at the station during high school, there came a couple of years at Northwestern University's radio-television department, a summer at WDXI-AM-TV Jackson, Tenn., and a three-year stint with the Illinois Air National Guard.



Roger Christian Ottenbach—program director, KCRA-TV Sacramento, Calif., and president, Broadcasters Promotion Association; b. Sept. 11, 1938, Streator, Ill.; attended Northwestern University, 1956-58; Illinois Air National Guard, 1958-61; promotion/advertising manager, AhMen men's store, Peoria, Ill., 1961; disk jockey, WAAP(AM) (now WXCL) Peoria, 1962; promotion manager, WEEK-TV Peoria, 1964-66; promotion manager, WEXE-TV Richmond, Va.; promotion manager, WEEK-TV, 1966; manager of audience development, 1973; broadcast manager, 1975; joined KCRA-TV in present position, Jan. 4, 1978; m. Kay Rediger, Nov. 26, 1977.

The Guard took him to Peoria where he became involved in the men's-wear business with a friend. His contact with broadcasting then meant buying airtime to promote the store. But in a matter of months, he was back on the air, working part time as WAAP(AM) Peoria's wake-up disk jockey, "leaving the station at 9 a.m. to open the store at 9:10."

Contact with a TV time salesman took him out of the retail business in 1964 when he began a 90-day trial as promotion director at WEEK-TV. In 1966 he took on the same title at WEXE-TV Richmond, Va., but was back at WEEK-TV a year later after the Peoria station had changed hands and his former boss asked him back to rebuild the promotion department. He stayed there until moving to the program director's job at KCRA-TV last January.

From 1973 until he left for the West Coast, Mr. Ottenbach, first as manager of audience development, then as broadcast manager, was responsible not only for promotion but also for programming, news, public affairs and, for a while, engineering. (The title change to broadcast manager came after he began doing on-air editorials in 1975 and it was clear that viewers had

no idea what a "director of audience development" did.)

The switch from the 90th to the 23d market notwithstanding, Mr. Ottenbach essentially has the same departments under him that he had in Peoria, with "one swap-off"—he no longer has news, but in its place he has traffic.

Despite Mr. Ottenbach's expanded responsibilities, promotion remains an integral part of his job. His first three months in Sacramento, in fact, were spent running the promotion department until he found the right person to take over.

Mr. Ottenbach had his share of success early on with promotion. During the mid-60's at WEEK-TV, there was the "monster campaign" involving work with everyone from cable operators to TV repairmen when the station upgraded its power and switched from channel 43 to 25 in the all-UHF market. The effectiveness of the campaign brought him an NBC-TV affiliates award, and in 1974-76 Mr. Ottenbach served as chairman of the network affiliates' promotion committee.

With those experiences and others, Mr. Ottenbach took over the BPA presidency Jan. 1 (tenure runs the calendar year). Beyond other BPA activities ranging from an employment bureau to work with state organizations, the seminar (this year beginning Wednesday and running June 7-11 at the Radisson St. Paul) remains the president's prime focus.

Without the influence of the Hollywood site last year and Washington the year before, Mr. Ottenbach anticipates a more "meaty" promotion meeting—"zeroing in on what we're doing." One session he's particularly enthused about calls for all three television network promotion heads to join in a session, the first time they've been brought together under BPA's aegis in several years.

Record attendance is expected at this week's convention—a time when promotion ideas are to be traded. For those who can't attend (and also for those can), there's the newsletter and the BPA "Big Ideas" booklet, a bimonthly publication that began reappearing regularly this year. It's with those and other BPA materials—as well as by addressing local groups (naturally with the focus on how promotion and programming go hand-in-hand)—that Mr. Ottenbach spends a good amount of his nonconvention time.

To prospective promoters, Mr. Ottenbach might offer these words to describe the field: "crowded, competitive, total involvement, immediacy and fun." In his own case, there's an important extra that came along the way: his wife, Kay, the former promotion director at KMTV(TV) Omaha, whom he met while heading the NBC affiliates committee.

Groping in the dark

A new dispute is building up, as reported in this journal a week ago, over television's commercial load. A committee of agency people, who conducted a study that reportedly showed gross excesses beyond the TV code's time standards, wants enforcement to be tightened. The TV code board—apparently in an unrelated action—is conducting a time-standards review of and on its own.

Tinkering with the time standards always produces cries of complaint. The tinkering is too much for some, not enough for others. This is predictable. So is one other element of the formula: The tinkering will be done, if at all, by subjective judgment, with the code board deciding that viewers won't be annoyed by this much, but will be annoyed by that much. Between this and that the line will then be drawn.

Wouldn't it be nice if, for once, some responsible research were conducted to establish at least generally where the boundaries of audience tolerance lie? Until the boundaries have been found, changes in the standards will be, as the standards themselves have always been, the products of sheer guesswork.

Stacked deck

The Supreme Court's refusal last week to review an appellate court decision on the FCC's fairness statement of 1974 offers the prospect that fairness doctrine problems for broadcasters will get worse before they get better. Broadcasters may be relieved that the Supreme Court elected not to tamper with the appellate court's affirmation of the FCC's decision to eliminate ordinary commercials from the fairness rules. They might have wished, however, that the high court would overrule the appellate court's instruction to the FCC to take a closer look at two proposals that the agency rejected in arriving at its 1974 policy.

The two proposals are now the subject of an FCC inquiry in which broadcasters could place more confidence if it were not being conducted under the chairmanship of a man in intimate association with the proposals' principal advocates.

One proposal emerged from the fertile Henry Geller, whose inventive work during a career in high staff jobs still litters the FCC's rules and policies. Mr. Geller, retired from the FCC and now awaiting Senate confirmation as President Carter's first director of the new National Telecommunications and Information Administration, wants to abandon case-by-case review of fairness complaints. His substitute would be an over-all review of fairness at license renewal time, augmented by an annual report by each licensee on "the 10 controversial issues of public importance, local and national, which it chose for coverage during the prior year."

The Geller formula would enormously escalate all licensees' obligations to deal in controversy, no matter what their formats, and install the FCC as monitor of whether issues were controversial or important enough. It is utterly Orwellian.

Mr. Geller tutored FCC Chairman Charles D. Ferris in communications law before the latter took office.

The other proposal originated with the Committee for Open Media, which is determined to convert broadcasting from journalistic force to soap box. COM wants the FCC to require broadcasters to set aside prescribed amounts of time for unrestricted public access and to require the airing of responses to "editorial advertisements."

COM was represented in its appeal from the commission rejection by Frank Lloyd, now the administrative assistant to Mr. Fer-

ris. Intervenor who supported COM before the appellate court were represented by Collott Guerard, now a lawyer with the Federal Trade Commission but then and now the wife of Robert Bruce, Mr. Ferris's appointee as the FCC's general counsel.

If Mr. Ferris decides to participate in this proceeding, it will be interesting to see how he votes.

The slowly opening doors

The Federal Trade Commission has announced its intention to override restrictions on advertising by professional groups and associated enterprises. As reported here a week ago, the agency has started by adopting a rule that forbids restraints on price advertising for eyeglasses, contact lenses and eye examinations.

The theory is that consumers are entitled to comparative information that is now generally withheld and are capable of making sensible decisions once in possession of the facts. It is an interesting theory with which the FTC will find no quarrel here. It is, however, in dramatic conflict with other examples of the commission's thinking.

The same FTC that is now judging the public to be capable of making choices about such vital services as health care has only recently declared the public to be too dumb to understand television advertising of sugared foods. There is a surreal inconsistency in the commission's deregulation of professional advertising while it considers harsh new controls over television advertising for foods that can be freely marketed and have been freely advertised.

Apart from that, the FTC is only moving with the times in its approach to deregulation. Other jurisdictions have pioneered the field. Lawyer advertising has been introduced in many localities. In the same week that the FTC announced its eye care ruling, the American Institute of Architects voted to let members advertise. It is obvious that the trend is toward freer markets of all kinds.

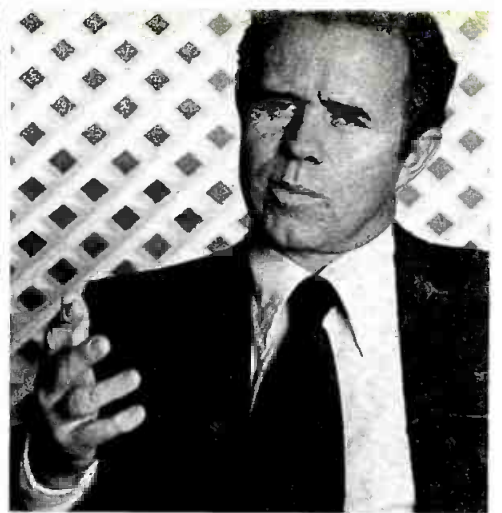
Progress will be made, however, only over the objections of traditionalists within the various professions. The Georgia bar association has been resisting the use of broadcast advertising but has lost to a state supreme court ruling that permits it—as long as it avoids "puffery, self-laudation or hucksterism" and is "unaccompanied by music or sound effects of any description." The architects, in their first venture into advertising, voted to stay off the air. Perhaps that restriction will also be tested in a court with modern attitudes.

It is as easy to be crude in print as on radio or television. If advertising is to be done, there should be no discrimination among media.



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