

July 3, 1978

NAB was in Toronto and PBS was in Dallas,
but their minds were on Capitol Hill

Broadcasting Jul 3

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

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LIBRARY
SIOUX CITY, IOWA 51106

NEWSPAPER

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TELEREP

is proud
to represent



WGR-TV

BUFFALO, N.Y.

TAFT

Broadcasting Company

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 groups 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 have people turn you on in Houston, turn to the Gaylord station

KHTV

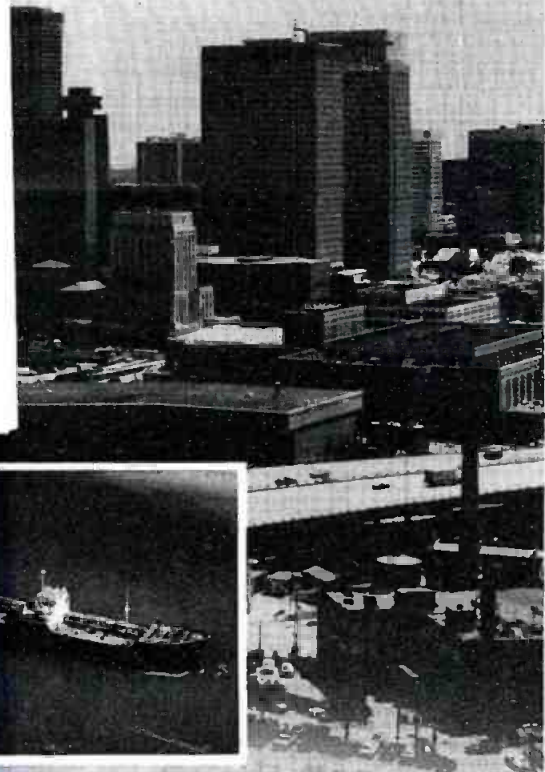
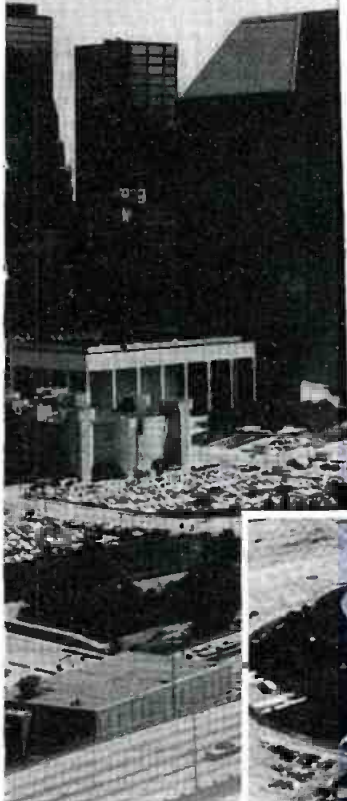
Channel 39

ST. LOUIS COLLEGE
LIBRARY
ST. LOUIS, MISSOURI 63106

- KHTV is the number one independent in America's fifth largest city, Houston, Texas.
- KHTV provides the 2½ million people of the Houston market with the popularity-proven programming of off-the-network syndicated family entertainment, top-notch movies, premiere specials and live sports.
- KHTV is the innovator in 5-minute capsules presented live, on-camera.
- KHTV is second to none in service to the community. Actively involved in numerous community projects, KHTV produces TV spots for many public service organizations.
- KHTV is also a popular choice in more than 260,000 CATV homes in Texas and Louisiana.

Most powerful TV station on the Gulf
with an effective radiated power of
100,000 watts. People do turn us on! So, for your
Houston market, turn to KHTV.

BROADCASTING
July 3 1978



Houston's world-famed Astrodome was the first of the new breed of giant, indoor arenas.



Connected to the Gulf of Mexico, 50 miles away, through the Houston ship channel, the Port of Houston is the third largest port in the nation in total tonnage.

The Winner To Watch **YOUNG PEOPLE'S SPECIALS**



And the six to sixteen year olds, their parents, and their teachers do watch. And they like what they see: each program is a sensitive portrayal of young people's interactions with their environments in historical and modern America.

Professional and community organizations, viewers, and stations — including the NBC O&O's — agree: the Young People's Specials series is a monthly half-hour prime access winner that's really worth watching.

The Station Winner.

This season's shows, co-sponsored by Colgate-Palmolive, Campbell Soup and ITT Continental, are airing on 98 stations across the nation.

Go with a winner.

Contact:

Don Dahlman • Lee Jackoway
Mal Klein • Grant Norlin



MULTIMEDIA

Multimedia Program Productions, Inc.
140 West Ninth Street Cincinnati, Ohio 45202
(513) 352-5955

The Viewer Winner.

THE UNDERSEA ADVENTURES OF PICKLE AND BILL

Two teenagers explore nature on a zoological expedition through the waters and jungles of the Caribbean.

WHO SPOOKED RODNEY?

A young boy has a streak of bad luck and becomes overly superstitious—and on Halloween faces his greatest fear.

THE REBEL SLAVE

A young slave child finds himself in the midst of the Confederate forces at the Battle of Gettysburg.

THE AMERICANIZATION OF ELIAS

A Romanian immigrant faces the barriers of language, custom and prejudice in his new country.

JOSHUA'S CONFUSION

An Amish boy faces conflict between his family's simple lifestyle and his schoolmate's modern world.

MELINDA'S BLIND

Blinded in an accident, a girl slowly overcomes her depression and adjusts to a new perspective on life.

THE YEAR OF THE DRAGON

Immigrating to Nineteenth-Century America, an Oriental youngster finds adventure in his adopted country.

MAKIN' MUSIC

A well-known composer demonstrates music fundamentals with the aid of computer animation and young musicians.

THE TROUBLE WITH MOTHER

A mother and daughter clash over their different views of a woman's place in the home and in the world.

CAJUN COUSINS

Two youngsters, descendants of Early French settlers, lead very different lives—one in Louisiana, one in Nova Scotia.

MY FATHER, MY BROTHER AND ME

A Mexican-American girl tells the story of her father's devotion to her and her mentally retarded brother.

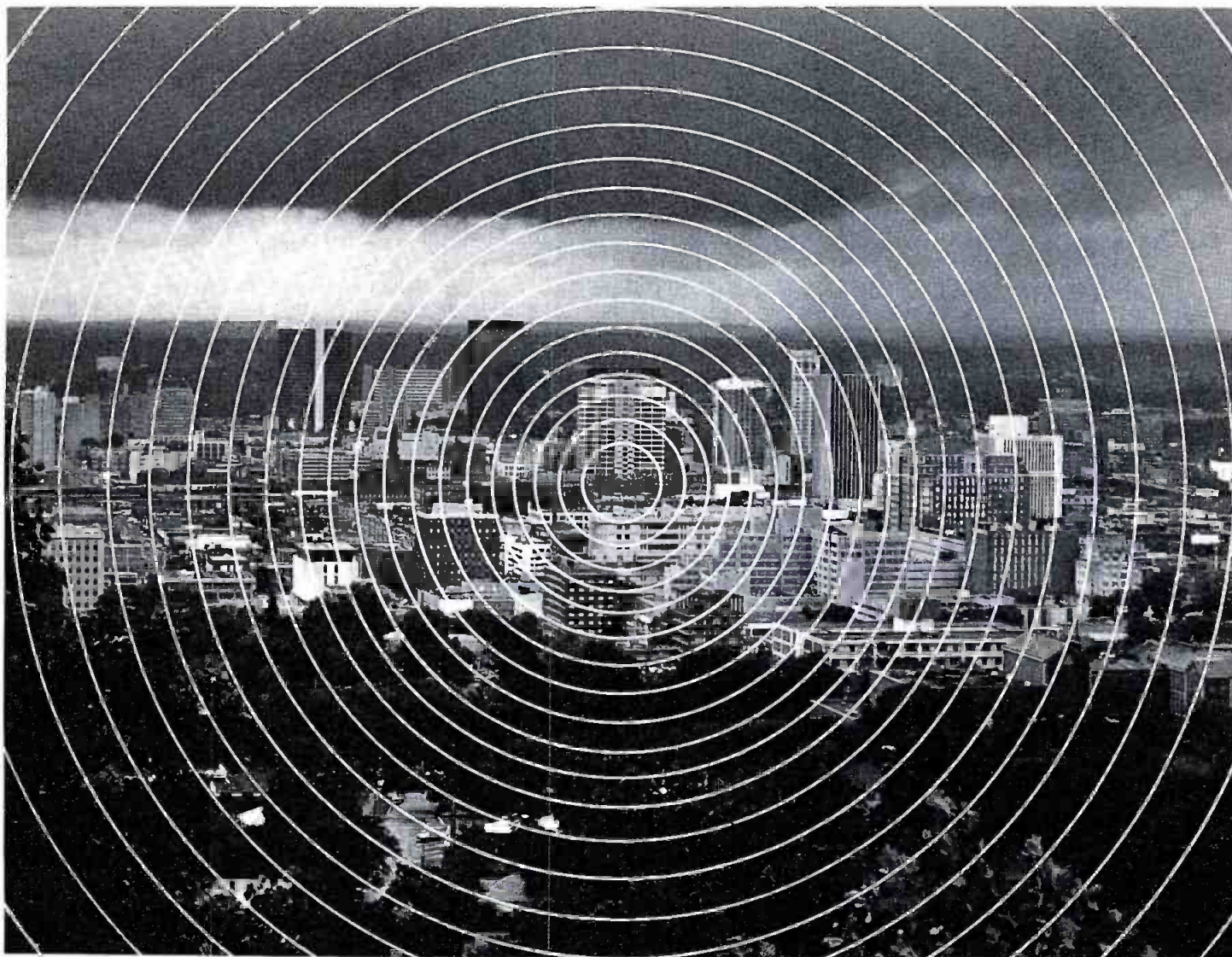
THE LAND, THE SEA, THE CHILDREN THERE

The comparison of the lives of two youngsters contrasts the lifestyles on the seacoast and on the mainland.



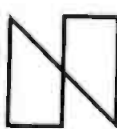
The Award Winner.

A Peabody Award and 31 Regional Emmy Awards
National Education Association endorsement
National Parent-Teacher's Association commendation
ACT Achievement in Children's Television Award
Three Freedoms Foundation George Washington Honor Medals
International Film and TV Festival of New York Gold, Silver and Bronze Awards
Virgin Islands Film Festival Bronze and Silver Venus Medallions
Chicago International Film Festival Gold Plaque
Atlanta International Film Festival Gold Medal
American Film Festival Red Ribbon
Gabriel Award Certificate of Merit
American Bar Association Achievement Award
Cine Golden Eagle Certificate
American Legion Auxiliary National Golden Mike Award



The Ultimate In Weather Radar Has Come To Birmingham

**Exclusively
On WAPI-TV**

13 

WAPI-TV BIRMINGHAM

Represented by Harrington, Righter & Parsons, Inc.

The Week in Brief

BETTER AND BETTER □ Television sales—both spot and network—just keep going higher. Network executives estimate they've tallied close to \$1 billion in prime-time sales for the upcoming season. Spot estimates for the third and fourth quarter also point toward sales above last year's. **PAGE 25.**

NORTH OF THE BORDER □ Meeting with Canadian broadcasters in Toronto, NAB's board of directors considers what to do about the Communications Act rewrite. It calls for "a creative blending" of the current act with the best of the proposed one. **PAGE 25.**

SORRY, BUT... □ The FCC fines WMAL(AM) Washington for not logging ad libbed commercials correctly during its morning *Harden and Weaver Show*, a favorite of the commissioners, but directs its staff to review the rules to see if a change might not be in order. **PAGE 29.**

THE ODDS ARE OUT □ Herb Jacobs makes his picks for September's season. He has ABC first, CBS second and NBC third, but sees NBC moving up, perhaps as soon as next year now that Silverman is at the helm. **PAGE 30.**

TAKING THE OFFENSIVE □ PBS members, meeting in Dallas, endorse plans to fight against pending funding bills and to draft brand new legislation. **PAGE 32.**

CHAIRMAN'S MESSAGE □ Minnow tells PBS members public broadcasting must clean up its act in order to be recognized as an independent and autonomous group. **PAGE 34.**

MONEY MATTERS □ Outgoing PBS chairman Rogers says funding bills pending in Congress for public broadcasting are designed to weaken the medium's independence. **PAGE 34.**

ON THE OTHER HAND □ While others at the PBS gathering in Dallas warn of government intrusion, Carnegie Commission head McGill says not to be too concerned unless programming is involved. **PAGE 35.**

ON HIS WAY □ Senate Commerce Committee approves the nomination of Henry Geller to head NTIA, approval by the full Senate is expected soon without objection. **PAGE 40.**

TAKING A LOOK □ The FCC decides to start a rulemaking

on reimbursing expenses to parties taking part in commission proceedings. **PAGE 40.**

RADIO BOOSTERS □ ANA/RAB workshop in New York features success stories from advertisers and tips on how to get the most out of aural advertising. **PAGE 42.**

THE ENVELOPE PLEASE □ BROADCASTING's annual collection of who won recognition in the past year for excellence in broadcasting and the allied arts. The awards, from the Armstrongs to the U.S. Television Commercials Festival, begin on **PAGE 47.**

NO RESTING ON LAURELS □ PBS's senior vice president of programing, Chloe Aaron, tells station members in Dallas that there's still room for improvement in the schedule. Her sentiments are echoed by Jim Lehrer and others. **PAGE 60.**

HE REITERATES □ Fred Silverman, talking to critics in Los Angeles, again says he's out to achieve quality in programing. **PAGE 61.**

SPORTING PROPOSITION □ NBC is working on a deal with Los Angeles investors that would have the network underwriting the 1984 Olympic games in exchange for coverage rights. **PAGE 63.**

AFTERMATH □ Following the Supreme Court decision in the *Stanford Daily* case, legislation has been introduced in Congress that would reverse the court's decision allowing police searches of newsrooms. **PAGE 63.**

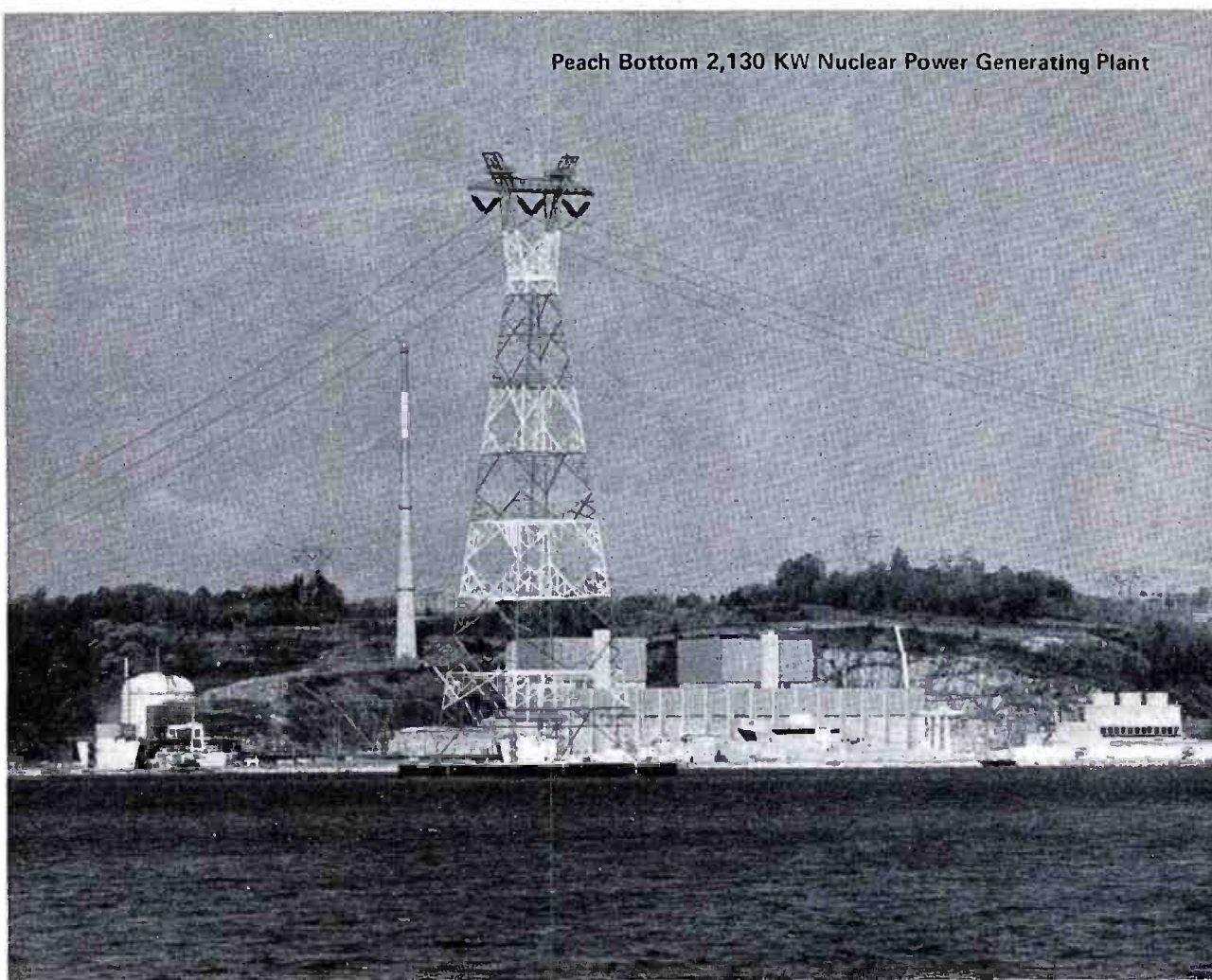
PRESS AND PRISONS □ The Supreme Court rules that reporters have no more right of access to jails than the general public. **PAGE 64.**

WATCH OUT □ MPAA's Valenti predicts that if cable is allowed to go unregulated as proposed in the rewrite, local TV stations will suffer from unrestricted importation of distant signals. **PAGE 67.**

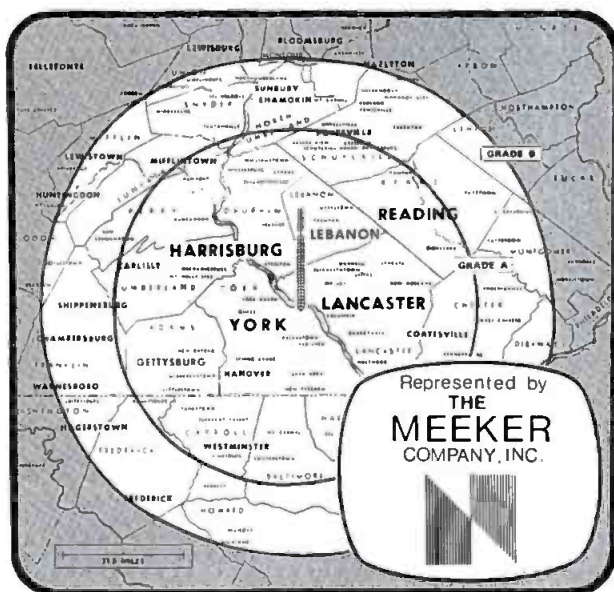
A PROGRAMMER AT HEART □ President and chief executive officer of UA-Columbia Cablevision, Bob Rosencrans has built his company by offering programming that no one else has. From supplying closed-circuit broadcasts in the 50's to being the first to pick up HBO via satellite, he's always had an eye for innovation. **PAGE 89.**

Broadcast Advertising... 42	Closed Circuit..... 9	For the Record..... 74	Profile..... 89
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Peach Bottom 2,130 KW Nuclear Power Generating Plant



WGAL-TV is a power in PEACH BOTTOM



Power is a by-word in this York County community, site of one of seven major power generating facilities in the Susquehanna River basin. And power provides the strong and consistent coverage which WGAL-TV delivers to the TV homes in Peach Bottom, as well as to hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. 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.

Laundry list in law

Model schedule of payments broadcasters would have to pay under proposed license fee in Communications Act rewrite will show specific dollars for stations in markets in 14 Communications Subcommittee members' districts and in as many of top 100 TV markets as subcommittee staff can get to before week of July 10, date schedule is to be introduced. All VHF stations in same market would pay same yearly fee, as would all UHF's and all FM's. In AM there would be difference among daytime-only, full time and clear channel stations. Although subcommittee chairman, Lionel Van Deerlin (D-Calif.), has suggested fees at full swing would generate \$350 million, rewriters say they are not adjusting fees to meet predetermined goals.

If all can agree on it, model fee schedule might become part of legislation, which drafters think would make idea more palatable to broadcasters. Under current wording of bill, broadcasters say they would have no defense against proposed Communications Regulatory Commission, which could set initial rates and increase license fees at its discretion. If fee formula became part of statute, payments could not be increased across board without act of Congress.

Hitting the street

Television Bureau of Advertising is ready to begin showing its new antimagazine sales presentation—with some urgency. It's called major effort, and need for it became apparent in elementary arithmetic: Figures showed that television's top 100 customers increased their magazine spending by total of \$175 million last year. "That \$175 million belongs to television," says TVB President Roger Rice.

Presentation is designed to get it back, and more. TVB is arming its people with presentation "and sending them out like missionaries" with specific assignments among top 100 advertisers.

No quick exit

FCC Commissioner Margita White, whose term expired on June 30 but who can remain on job until she is replaced, seems secure in her post for another month or more. White House talent scouts are not ready to give President Carter short list of recommendations to fill Republican seat for new seven-year term. Indeed, while some aides have indicated serious contenders number only half dozen, one source last week talked of "10 to 15 good, competent people" under

consideration—all of them, presumably, women—and said more prospects may be contacted. And once President makes his selection—but before it is announced—routine Federal Bureau of Investigation background check could be expected to consume three or four weeks.

Process could be shortened if ultimate choice is Commissioner White, since background check would not be necessary. But conventional wisdom continues to be that her chances are slim—in part, at least, because of what is said to be White House interest in providing Chairman Charles D. Ferris with commissioner on whose vote he can count in key issues. For instance, Mrs. White was swing vote in WPIX case, in which chairman was in minority. But last week, she provided support—in fact, had played leading rôle—in issuance of notice of inquiry for reimbursing citizen groups (see page 40).

More punch at night?

Unexpected dividend of joint meeting in Toronto of boards of U.S. and Canadian broadcaster associations (see page 25) was possibility of new international accord that could permit increase in power of all class IV radio stations to 1 kw full time. Such community stations are now limited to 1 kw day, 250 w night. Historically, U.S. broadcasters say, their attempts to raise limits have been rebuffed by FCC on ground Canadians would not accept change.

When subject came up in closed meetings last week, Canadians appeared as enthusiastic as Americans over prospect. NAB staff will spearhead project, with expected cooperation of class IV broadcasters association. Among U.S. class IV broadcasters: NAB Chairman Donald Thurston.

Bureaucratic champ

FCC ranks first among federal independent regulatory agencies in at least one respect—paperwork burden it imposes on those it regulates. Little noted report that Office of Management and Budget has submitted to President and Congress, "Paperwork and Red Tape: New Perspectives, New Directions," says commission has largest number of repetitive forms of regulatory agencies (33%), "imposing a disproportionately high share (75%) of the estimated burden hours" reported by those agencies.

Four commission reports are in top 15 of most burdensome, exclusive of those issued by Internal Revenue Service. Most burdensome of 15 is commission's radio station program logs, with burden score of 18,223,940 hours—fact that

Commissioner Abbott Washburn is adding to his statement in WMAL case in which he urges modification or elimination of logging rule (see page 29). Other three reports and their burdens are television station program logs (4,409,808 hours), application for station construction (2,000,000 hours) and application for auxiliary radio broadcast services (1,626,225 hours).

Video audio

In development is technique to display radio station call letters visually on radio set dial. It's idea of Jerry Lee, WDVR(FM) Philadelphia, developed in conjunction with Chris Payne, of NAB engineering department. At least one set manufacturer, Panasonic, has expressed eagerness to pursue idea.

Concept begins with broadcaster's continuous transmission of call sign as digital signal via AM or FM subcarrier or offset. Receiving set would identify call with each signal it picks up, and display sequence of calls as listener tunes across dial. Move is considered logical extension of digital frequency read-outs now appearing in top-of-line radio sets.

Who's on first?

When Congress adjourns next fall, all pending bills terminate. Communications Act of 1978, which bears H.R. 13015 as official designation, must be reintroduced in 96th Congress. And guess is that Representative Lionel Van Deerlin (D-Calif.), principal architect of highly controversial measure, will seek privilege of being first in hopper. Measure would then become "H.R.1."

And who will join Chairman Van Deerlin as Republican co-author of 217-page tome, now that Communications Subcommittee ranking minority member, Lou Frey of Florida, has bowed out to run for GOP nomination for governor? Sam L. Devine of Ohio, is ranking Republican member of parent Commerce Committee, but there's doubt he would want it, if re-elected. Next in line is Representative James T. Broyhill of North Carolina.

Traveler's return

It's even money FCC will send official observer to Moscow for NBC's coverage of 1980 summer Olympics, and odds are on selection of Commissioner Joseph R. Fogarty. Invitation was sent to all FCC members by Peter B. Kenney, NBC Washington vice president. If FCC has Russian expert, it's Mr. Fogarty, who used to be East-West trade counsel for Senate Commerce Committee and made official trips to Moscow in 1972 and 1974.

Business Briefly

TV only

Dan Howard □ Maternity clothing factory outlets arrange 10-week TV campaign starting late this month. Gardner, Stein & Frank, Chicago, will seek spots in eight markets during day and fringe time. Target: mothers-to-be.

GAMA □ Gas Appliance Manufacturers Association launches two-month TV campaign starting in early September. Holland-Wallace, Little Rock, Ark., will select spots in 100 radio markets and in 80 TV markets during all day parts. Target: men and women, 25-54.

United Electronics Institute □ Institute schedules two-month TV buy beginning this week. Ross-Hancock, Hollywood, Fla., will arrange spots in about 10 markets during all day parts. Target: men and women, 18-24.

Winchell's □ Doughnut division of Denny's Inc. starts two-month TV campaign this week. Foote, Cone &

Belding/Honig, Los Angeles, will seek spots in 24 markets during day, fringe and prime time. Target: women, 25-49.

Frito-Lay □ Snack foods group features its Doritos tortilla chips in two-month TV buy beginning this month. Tracy-Locke, Dallas, will seek spots during fringe time. Target: women, 25-49.

Pizza Hut □ Restaurant chain arranges six-week TV push starting this week. American Media Consultants, Los Angeles, will pick spots in three western markets. Target: adults, 18-34.

Empire of Carolina □ Company places six-week TV buy for its Snap and Spin siren toy beginning in early September. Advertising Media Service, New York, will select spots in about 20-25 markets during children's time. Target: children, 2-11.

K-Tel □ Company features its record albums in five-week TV promotion beginning in early August. Commonwealth Advertising, Minnetonka, Minn., will buy spots in 120 markets

Rep appointments

- WATU-TV Augusta, Ga.: Adam Young Inc., New York.
- WGGG(AM) Gainesville, Fla., and WRRR(AM) Rockford, Ill.: The Robert's Associates, Chicago.
- WGNS(AM) Murfreesboro, Tenn.: Jack Bolton Associates, Atlanta.

during day and fringe time. Target: adults, 18-34, and teen-agers.

Wm. Underwood □ Food products group prepares four-to-five-week TV push beginning this week for its meat spreads. Kenyon & Eckhardt, Boston, will handle spots in 49 markets during fringe and prime time. Target: women, 25-49.

American Egg Board □ Association slates four-week TV campaign beginning in mid-August. Campbell-Mithun, Chicago, will buy spots in seven markets during day and prime time. Target: total women.

Maybelline □ Cosmetics manufacturer highlights its Ultra-Big-Ultra-Lash mascara in four-week TV push starting in early August. Lake-Spiro-Shurman, Memphis, will select spots in 15 markets during fringe time, spending approximately \$88,000. Target: women, 18-34.

Zayre □ Department store chain arranges four-week TV promotion starting in early August. Ingalls Associates, Boston, will place spots in six markets during all day parts. Target: women, 25-49.

Boyle-Midway □ Division of American Home Products features its Depend-O toilet bowl cleaner in four-week TV push starting this week. Cunningham & Walsh, New York, will select spots in about four markets during daytime. Target: women, 25-54.

Carling National □ Brewery slates four-week TV flight beginning in early August. W.B. Doner, Baltimore, will schedule spots in four markets during prime, prime access and news time. Target: men, 18-49.

American Home Foods □ Double Top Pizza launches four-week TV flight this week. Young & Rubicam, New York, will buy spots in six markets during fringe and daytime. Target: women, 18-49.

Canfield's □ Soft drink bottler slates

We Televis_e Public Affairs

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF ENVIRONMENTAL RESOURCES
HARRISBURG, PA. 17120

Mr. Paul S. Abbott
General Manager, WTPA
P.O. Box 2775
Harrisburg, PA 17105

Dear Mr. Abbott:

I am writing to express to you and your staff my appreciation for the outstanding report "How High the Water" that Marcia Kaplan produced.

Frankly, when Ms. Kaplan stated she was going to produce a film on the flood control project for Harrisburg, I had some concern. It is a most complex issue dealing with the Corps of Engineers, the Board of Rivers and Harbors, the Congress of the United States, State and local government. She did a marvelous job and I can confirm that the report was a very accurate presentation of the facts.

I believe the Susquehanna River Basin Commission and others might like to use the film. It is my hope you would release the report for such viewings.

Again my congratulations to WTPA for this most constructive report. It is the kind of public service we associate with your station.

Sincerely yours,

Maurice E. Goddard
MAURICE E. GODDARD



four-week TV flight starting this week. Jack Levy & Associates, Chicago, will select spots during fringe and prime time. Target: adults, 18-49.

Scholl Inc. □ Foot products group launches three-week TV promotion for its Dr. Scholl air pillow this week. N.W. Ayer, Chicago, will arrange spots in about 35 markets during fringe time. Target: adults, 35 and over.

Iroquois Brands □ Food products group features its Champale pink and extra dry champagne in three-week TV flight beginning in mid-August. SFM Media, New York, will handle spots in about 50 markets during day, fringe and prime time. Target: adults, 18-49.

National Gypsum □ Gold Bond building products division slates three-week TV buy starting in early September. Fallor, Klenk & Quinlan, Buffalo, N.Y., will schedule spots in approximately 23 markets during all day parts. Target: adults, 25-49.

Owens-Illinois □ Glass container division starts two-week TV drive late this month. Howard Swink Advertising, Marion, Ohio, will buy spots in 11 markets during prime and late fringe time. Target: men, 18-49.

Ritchie Industries □ Manufacturer of livestock water fountains and hydrants places two-week TV drive beginning in late September. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, will handle spots in 22 markets during fringe, prime and prime access time. Target: men, 25 and over.

Harper & Row □ Publishing company features its book, "Pulling Your Own Strings", in one-week TV flight starting this week. SFM Media, New York, will handle spots in about 10 markets during daytime. Target: women and men, 18 and over.

Radio only

Textron □ Diversified manufacturer plans 10-week radio promotion beginning in September. L.W. Ramsey, Davenport, Iowa, will seek spots in four markets-Detroit, Chicago, Milwaukee and Indianapolis. Target: men, 25 and over.

General Cigar & Tobacco □ Company features its Tiparillo cigars in eight-week radio flight beginning this week. Young & Rubicam, New York, will schedule spots in 16 markets including Boston, Milwaukee, and Washington. Target: men, 18-49.

SCM □ Durkee foods division places four four-week radio flights for its Red Hot sauce beginning in early August. Meldrum & Fewsmith, Cleveland, will handle spots in 12 markets including Chicago. Target: women, 18-49.

National Oats □ Division of Liggett & Myers highlights its three-minute oats in seven-week radio campaign starting in late September. Grey-North, Chicago, will seek spots in approximately 20 markets including Atlanta and Nashville. Target: women, 25-49.

Nathan's □ Company features its hot dogs in six-to-eight-week radio push beginning this month. Kenyon & Eckhardt, Chicago, will handle spots. Target: women, 25-54.

Levi Strauss □ Clothing company launches six-week radio buy this month. Foote, Cone & Belding/Honig, San Francisco, will handle spots in at least 25 markets including Boston, Denver and New York. Target: teen-agers and adults, 18-24.

Pennzoil □ Oil company slates six-week radio buy beginning in August. Eisaman, Johns & Laws, Los Angeles, will handle

spots in at least 10 markets including Chicago, Miami, Houston, New Orleans and San Francisco. Target: men, 25-49.

Lieberman Enterprises □ Rack jobbers schedule radio drive beginning in August. Lieberman (in-house agency), Minneapolis, will seek spots in 10-15 markets including Dallas and Ft. Worth. Target: adults, 18-34.

Kneip □ Meat products group plans one-to-two-week radio drive starting in early September. Edward K. Patten, Chicago, will seek spots in about 15 markets including Milwaukee. Target: women, 18-54.

Amoco □ Oil company focuses on its Amoco light oils in four-week radio push beginning late this month. D'Arcy-MacManus & Massius, Chicago, will seek spots in at least 35 markets including Detroit, Milwaukee and St. Louis. Target: men, 18-49.

BAR reports television-network sales as of June 11

ABC \$636,488,100 (36.3%) □ CBS \$586,603,800 (33.5%) □ NBC \$528,946,700 (30.2%)

Day parts	Total minutes week ended June 11	Total dollars week ended June 11	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.	141	\$ 1,171,900	3,464	\$ 24,987,700	\$ 21,989,700	+13.6
Monday-Friday 10 a.m.-6 p.m.	1,032	16,061,800	23,422	379,940,500	346,954,900	+9.5
Saturday-Sunday Sign-on-6 p.m.	294	6,416,900	7,500	198,889,800	184,472,800	+7.8
Monday-Saturday 6 p.m.-7:30 p.m.	106	4,151,000	2,346	99,401,600	89,302,300	+11.3
Sunday 6 p.m.-7:30 p.m.	23	1,110,600	495	29,923,800	26,243,800	+14.0
Monday-Sunday 7:30 p.m.-11 p.m.	417	37,173,300	9,592	910,111,700	812,298,700	+12.0
Monday-Sunday 11 p.m.-Sign-off	231	5,404,500	4,999	108,783,500	105,338,300	+3.3
Total	2,244	\$71,490,000	51,818	\$1,752,038,600	\$1,586,600,500	+10.4

... as of June 18

ABC \$663,905,300 (36.4%) □ CBS \$607,546,900 (33.3%) □ NBC \$551,782,500 (30.3%)

Day parts	Total minutes week ended June 18	Total dollars week ended June 18	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.	146	\$ 1,187,500	3,610	\$ 26,175,200	\$ 23,000,000	+13.8
Monday-Friday 10 a.m.-6 p.m.	990	15,162,100	24,413	395,102,600	359,787,600	+9.8
Saturday-Sunday Sign-on-6 p.m.	298	6,533,600	7,798	205,423,400	190,258,400	+8.0
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,179,400	2,446	103,581,000	92,900,300	+11.5
Sunday 6 p.m.-7:30 p.m.	22	1,222,500	518	31,146,300	27,308,600	+14.1
Monday-Sunday 7:30 p.m.-11 p.m.	417	37,662,500	10,012	947,774,200	844,643,400	+12.2
Monday-Sunday 11 p.m.-Sign-off	236	5,248,500	5,235	114,032,000	110,290,700	+3.4
Total	2,209	\$71,196,100	54,032	\$1,823,234,700	\$1,648,189,000	+10.6

Source: Broadcast Advertisers Reports

Monday Memo[®]

A broadcast advertising commentary from C. Joseph Bauer, manager, trade paint sales advertising, PPG Industries, Pittsburgh

PPG goes to TV to introduce its new all-weather paint

How do you take a positive approach to the weather when the weather is playing havoc with your product? The entire paint industry was asking this question following the big freeze that now has gone into history as the winter of 1977.

At PPG Industries, our answer came in the form of a concentrated research, marketing and advertising program that we feel gives us an edge on the Ice Age and, we hope, on our competitors in the vast paint industry. We launched an intensive advertising campaign in both TV and print that focuses on a positive solution to a negative situation—the damage that can be caused to house paint surfaces by severe weather cycles.

Fortunately, prior to the drastic winter of 1977, the technical group at Pittsburgh Paints research laboratories had already noted a new paint-exposure problem. This is the rising occurrence of mildew in Northern areas where summers are longer, hotter and more humid. They began an accelerated testing and evaluation program to modify house paint formulations to reduce this problem. This research laid the groundwork for another accelerated program in the spring and summer of 1977 that brought additional modifications to reduce severe weather exposure problems occurring in the South.

The major modifications made in Sun-Proof oil and latex house paints provide them with greater all-weather performance characteristics. In the South, traditionally a high-gloss, oil-base, mildew area, formulas were modified to give these products greater flexibility and a character that would combat the new quick-freeze-to-mild-weather cycles that occurred in Southern areas during winter 1977. And in the North, where flexibility has long been a built-in cold climate feature, these finishes were modified to give them greater mildew resistance.

To borrow some incisive lyrics from the musical, "Company," what's happened in the paint industry is that "everything's different, nothing's changed, only slightly rearranged." Obviously, this rearrangement indicated a totally different marketing strategy and a need to go to a new, forceful and effective advertising route.

Through many marketing and advertising meetings at PPG late last year, we searched for an umbrella theme that would say it all. Our first theme became our final theme, as we settled on the slogan for all our TV and print advertising, labeling Sun-Proof paint as "the house paint that weathers the weather."



C. Joseph Bauer has been manager of trade paint sales advertising for the coatings and resins division of PPG Industries since May 1977. Mr. Bauer joined PPG in 1961 as assistant advertising manager for the coatings and resins division, maker of Pittsburgh Paints. He was named merchandising manager for the division's advertising group in 1966, and in 1969 he was appointed advertising manager of PPG's fiberglass division. Prior to joining PPG, Mr. Bauer had been advertising manager and later sales manager of a Pittsburgh firm that produced and marketed paints on a regional basis.

With the entire paint industry suffering from weather problems, it wasn't easy developing a campaign with visual and message impact. However, we believe the creative staff at Ketchum, MacLeod & Grove—our agency in Pittsburgh—has come up with a winner.

The KM&G creative directors ruled out the standard visual approaches, such as showing houses, house painting, peeling paint or color, and came up with a visual treatment that instantly gets across our all-region, all-weather paint message in an eye-catching way.

The treatment uses an outline of continental United States, constructed of clapboard with a double-hung window built into the western end to create the immediate image of exterior siding on any frame house. The three-foot by five-foot "map" made to specification for the agency was then photographed against a changing blue sky and space background. For network TV spot advertising, both the clouds and the weather elements change—as icicles appear on the siding in the now ice-conscious South and as a bright, burning sun drenches the North, Northeast and

Midwest sections.

Even though the nation is weather-weary, we believe both our visual approach and message simplicity will make consumers in every geographic region even more weather-conscious—only now in relation to their homes. In the audio portion of our TV spot, we ask the homeowners viewers to consider that "America's weather sure has changed. Imagine, the South like an ice box ... and the North, hot enough to fry eggs on the sidewalk. It's tough on your house."

Then, as the clapboard United States map becomes brighter and brighter with its expanding paint job, the message continues, "So the next time you repaint, make it the last time for a long time. Use Sun-Proof house paint from Pittsburgh Paints. It's been reformulated... specially made to protect. No matter where you live. No matter what the weather. Sun-Proof from Pittsburgh Paints. It weathers the weather."

The television and print campaign was released this past spring and will be promoted heavily for the fall paint-up season. We were very selective about our markets and zeroed in on a primarily male-oriented audience. The strategy for this selective placement is that the man determines, for the most part, when the house should be repainted, what type of house paint should be used, and, to a large degree, the brand of paint to be used.

To reach this audience, we chose sports-related TV programs on all networks. We have had, or will have, spots on some of the year's major sporting events, including the U.S. Open and the Greensboro Open in golf, major league baseball on both Saturday afternoon and Monday night, several NBA regular season and playoff games, the U.S. Open Tennis Tournament and the Wimbledon highlights show, and the pre-game shows before next fall's college and NFL football games. The spots have also been placed with the popular regularly scheduled sports shows, *Wide World of Sports* and *The American Sportsman*.

Pittsburgh Paints also will employ national magazine advertising to tell its house paint story, with ads scheduled to coincide with peak outside painting seasons. These print ads will appear in the major consumer or shelter magazine groups, as well as in the important sports magazines.

The winter of 1977 was a long, cold period that not only made the nation's homeowners energy-conscious but aware, as well, of weather damage to their home's exterior finish. We believe our new all-weather, all-region advertising campaign will influence them to buy the house paint that weathers the changing weather.

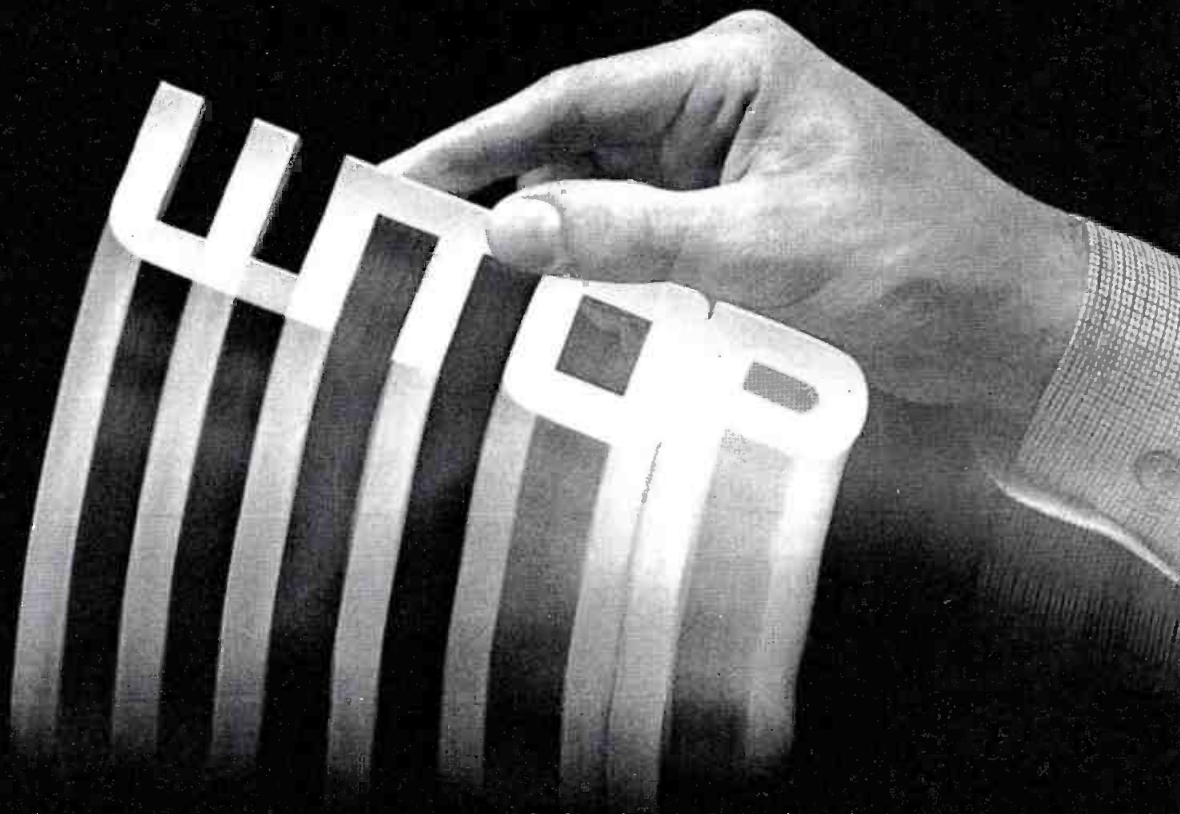
WE JUST CHANGED THE WAY YOU SPELL NEWS IN WASHINGTON.

The call letters are different, but the facts stay the same. Year after year, book after book, TV9's Eyewitness News continues to be Washington's news leader—Daytime and Evening. And our CBS evening news is the market's top-

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So from now on—as long as numbers spell success—our new call letters WDVM-TV will spell news in Washington.

WDVM TV 
Washington, DC



TO WDVM

* Source ARB/NSI, May '78

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Datebook

■ indicates new or revised listing

This week

July 8-9—National Federation of Local Cable Programmers convention, jointly sponsored by the *University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

Also in July

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

July 10-14—Workshop on children's television for programers and producers at affiliates of *CBS-TV*. CBS Broadcast Center, New York.

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

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

July 16-18—*California Broadcasters Association* midsummer meeting. Speakers will include Gene Jankowski, president, CBS/Broadcast Group, and Donald Thurston, joint board chairman, National Association of Broadcasters. 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 16-19—CCOS '78, annual seminar of *Community Antenna Television Association*. Three days of event will be televised live via satellite. Fountainhead and Arrowhead lodges, near Muskogee, Okla.

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, Mishicott, 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.

July 31—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hilton Airport Inn, Indianapolis.

August

Aug. 3—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Sheraton Inn, Airport, Atlanta.

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

■ **Aug. 4-5**—*Tennessee Associated Press Broadcasters Association* annual convention. Mountainview hotel/motor lodge, Gatlinburg, Tenn.

Aug. 4-6—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters* and *United Press International*. Tallahassee, Fla.

Aug. 4-7—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture." *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

■ **Aug. 7**—Deadline for filing comments in FCC proposed rulemaking on multiple ownership of TV's (BC Docket 78-101). Replies are due Sept. 5.

■ **Aug. 9**—Deadline for comments on FCC's inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23. FCC, Washington.

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

Aug. 10-13—*National Federation of Community Broadcasters* national conference for community-licensed radio stations. University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

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. 18**—*Missouri Public Radio Association* summer meeting. Rhodeway Inn, St. Louis.

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

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

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the South-*

west. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

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

Aug. 25-26—Joint meeting of *Radio Television News Directors Association region two* and *UPI Broadcasters*. Biltmore, Santa Barbara, Calif.

Aug. 26-27—National conference on public access cable television, sponsored by *Community Video Center of San Diego*. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901. San Diego, 92101; (714) 239-3393.

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

September

■ **Sept. 5**—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

Sept. 8-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

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

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

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

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

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

Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*. Cath-

Major meetings

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

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

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York; 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

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

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

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

Nov. 13-15—*Television Bureau of Advertising*

annual meeting. Continental Plaza hotel, Chicago.

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

March 9-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, 1980, Hilton, 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 programing. 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).

June 6-10, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville.

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

THE NEW WASHINGTON CONNECTION...

WDVM-TV 9 

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olic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

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

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

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

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

■ **Sept. 20-22**—*New Hampshire Association of Broadcasters* annual convention. Sheraton Wayfarer, Bedford.

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

Sept. 21-22—Consultation on "Communications and the Church," sponsored by *The Communications Commission, National Council of Churches*. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

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

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

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

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

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

■ **Sept. 28**—*American Council for Better Broadcasts* public conference, "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB,

120 East Wilson Street, Madison, Wis. 53703.

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

■ **Sept. 29**—*Society of Broadcast Engineers* regional convention. Syracuse Hilton Inn, Syracuse, N.Y. Information: C.F. Mulvey, WIXT(TV) Syracuse.

October

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

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

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

■ **Oct. 4-5**—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Marriott East, Columbus, Ohio.

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

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

Oct. 12-13—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

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

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

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

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

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

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

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

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

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

November

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension*. Wisconsin Center, Madison.

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

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

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

■ **Nov. 15**—Deadline for comments, on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15. FCC, Washington.

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

Nov. 20—*Federal Trade Commission* hearing on children's advertising. Washington.

Nov. 28-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

Nov. 30—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahia Mar, South Padre Island, Tex.

December

Dec. 4-5—*National Cable Television Association* board meeting. Anaheim, Calif.

Dec. 5—*Advertising Research Foundation* Western conference. San Francisco.

Dec. 6-8—*Western Cable Television Show*. Disneyland hotel, Anaheim, Calif.

Dec. 12-14—*Midcon/78* electronics show and exhibit. Dallas Convention Center, Dallas.

January 1979

Jan. 5-8—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas.

Jan. 14-21—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. Nairobi, Kenya.

Jan. 19-20—*Florida Association of Broadcasters* midwinter conference. Holiday Inn, Tampa International Airport, Tampa, Fla.

Jan. 21-24—*National Religious Broadcasters* 36th annual convention. Washington Hilton hotel, Washington.

March 1979

March 8-12—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas.

March 25-28—*National Association of Broadcasters* annual convention. Dallas.

April 1979

April 2-5—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

April 3—*Advertising Research Foundation* public affairs conference. Washington.

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

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Why does Emery get so many important votes? Because we're on more flights to more places than anyone else in air freight.

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So whether you're a President or mail boy, whether you have a distributor cap to ship or a jeep, call the company the President called.

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Where Things Stand

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

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Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utilities advertising regulation in states' hands. Conferees have also reached tentative agreement to deregulate natural gas, which would do away with that provision, too. It's expected conferees will clear final measure before Congress adjourns this year. In unrelated action, 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). Mr. Breckinridge failed to win renomination to House this year, which means end to radio inquiry. It was anticipated, because of statements by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), that Communications Act rewrite bill would deal with all-channel issue. But it doesn't; bill would give proposed FCC successor authority over receiver standards, but it doesn't mention all-channel issue specifically. 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 representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9). At NAB convention workshop, industry people were predicting FCC decision on AM stereo system by begin-

ning 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 programing 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 NBC 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 earlier this year 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. In House, Communications Act rewrite supercedes consideration of so-called Bell bill, which telephone companies had sought to limit competition from other common carriers in business intercity phone services. Rewrite rejects Bell bill approach by proposing wide open competition, including from specialized (microwave) common carriers that many broadcasters use. Association of Independent Television Stations and National Cable Television Association had argued that Bell bill would drive specialized common carriers out of business and probably drive up phone rates for them. Versions of Bell bill are still pending in Senate. Rewrite also would strike down FCC crossownership restrictions which prohibit telephone companies and networks from owning cable systems.

Broadcasting in Congress. Path has been cleared finally for opening House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 last month to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19). House will install new color cameras and, ultimately, computer to run them automatically.

Feed will become available to broadcasters early next year, aides estimate. House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. 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); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (BROADCASTING, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) put off indefinitely introducing bill to give cable "legislative mandate" while House Communications Subcommittee works on issue in its rewrite of Communications Act.

CBS/tennis matches. Network, under FCC threat of short-term license renewals for one or more of its O&O's because of wrongly promoted "winner-take-all" *Heavyweight Championship of Tennis* matches, has apologized to public in televised statement by CBS President Gene Jankowski (BROADCASTING, April 10). Network has also filed statement with commission contending it has made up for transgressions and that errors must be placed in context of CBS's long-time broadcasting service (BROADCASTING, April 24). Commission now must act on that issue and related one concerning improper sponsorship identification; ruling is expected this month ("Closed Circuit," June 19).

Carter use of broadcasting. President has held 32 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 has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and required counteradvertising for sugared product spots that are permitted (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. Attempt was made on House floor to attach same prohibition to FCC, but it failed and final House action on FTC appropriation was postponed (BROADCASTING, June 19). Although appropriations amendment would prohibit FTC adoption of children's advertising rule, inquiry would be allowed to continue. And it 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.

Communications Act. Long-awaited "base-ment-to-attic" rewrite of Communications Act was introduced last month by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and subcommittee ranking Republican Lou Frey (Fla.) (BROADCASTING, June 12). Measure (H.R. 13015) proposes radical reforms, primarily designed to deregulate broadcasting and other communications industries; but at same time would institute new procedures that broadcasters find objectionable—for instance, new license fee that all users of spectrum would have to pay government. So far official reactions from affected businesses have been superficial; most are studying measure carefully to formulate their positions, as was National Association of Broadcasters joint board at its meeting in Toronto last week. Subcommittee plans six weeks of hearings this summer, possibly culminating in mark-up before Congress adjourns.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19). Legislation (H.R. 5577) also 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.

Crossownership (television broadcasting-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. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems and rulemaking proposal in this area languishes at commission. 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 "deter-

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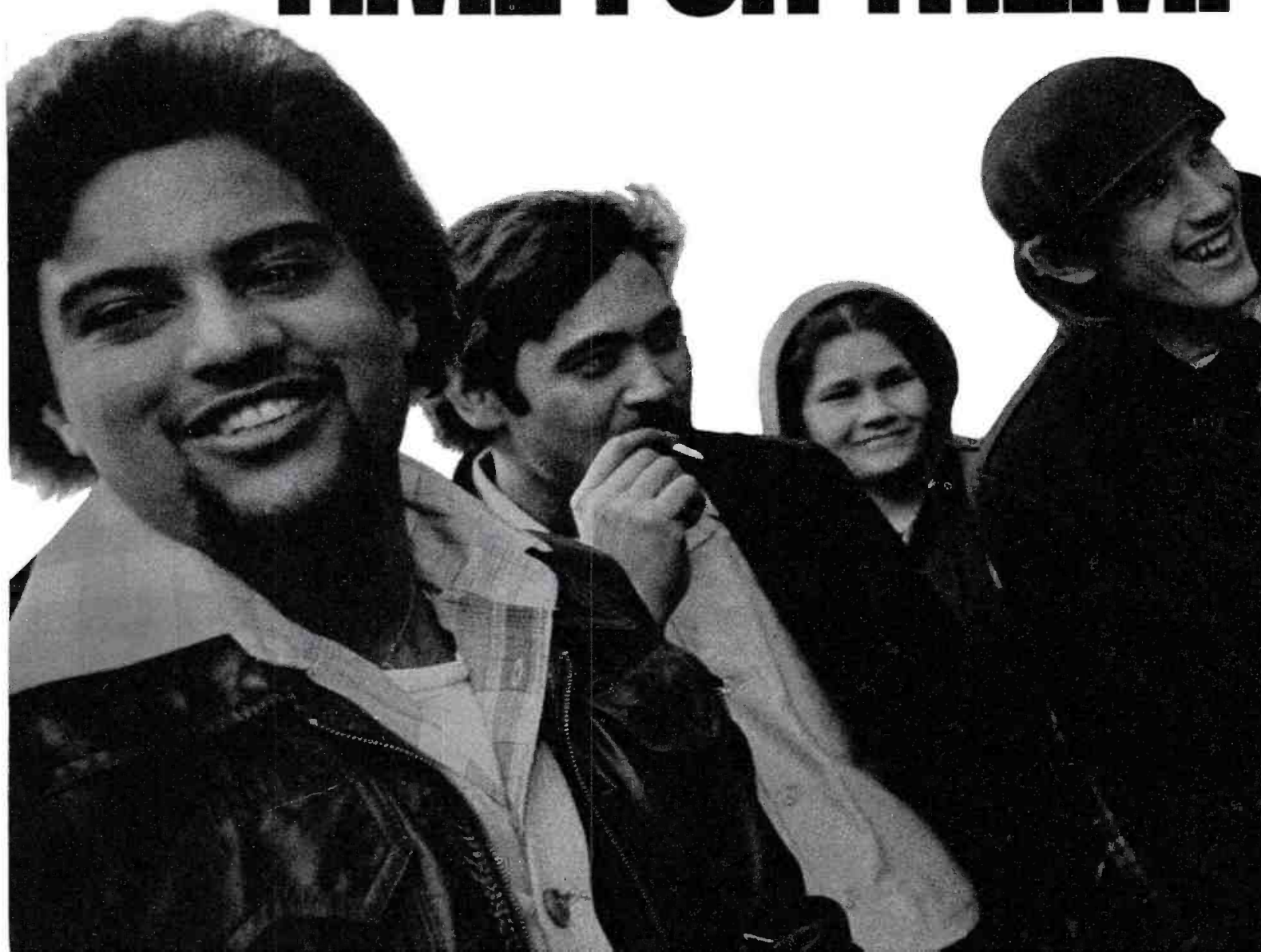
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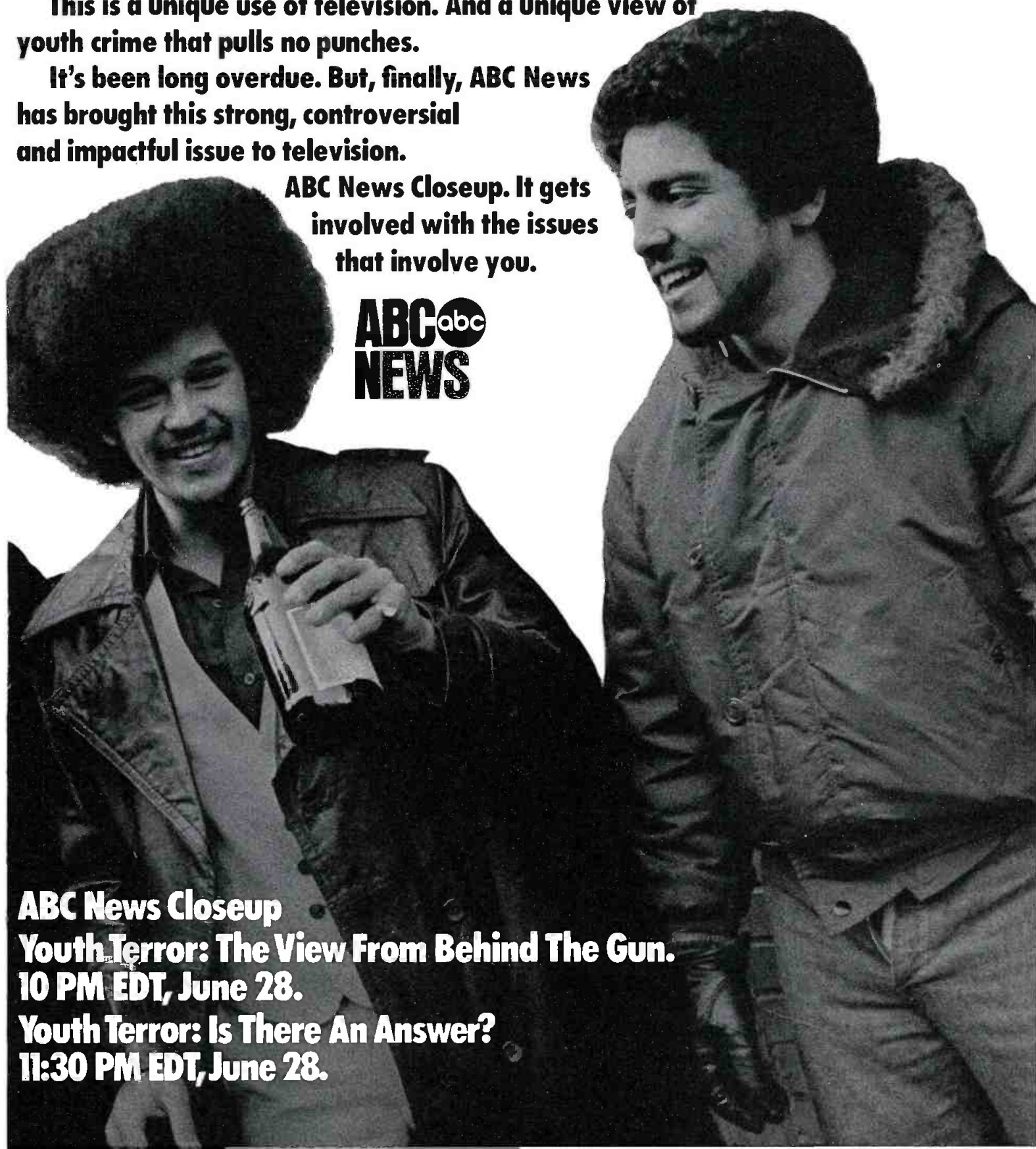
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mine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

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. Original schedule called for refunds to begin this month; that has now slipped to "late fall" (BROADCASTING, June 5). Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic 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. House Communications Subcommittee's rewrite of Communications Act, with its provision for indefinite license terms for radio and five-year terms for TV (also becoming indefinite after 10 years), supersedes bills in House seeking to lengthen license terms and make broadcast licenses more secure against challenges. House subcommittee will not deal with renewal issue separately from rewrite. Senate Communications Subcommittee, meantime, shows little interest in issue, although renewal bills broadcasters seek are pending there—including one 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 (BROADCASTING, 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 broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area, NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. NAB task force has met and formed two subcommittees, one for support services, one for funding (BROADCASTING, April 3).

Network inquiry. FCC's network inquiry began in earnest late last month as staff reported to work at commission (BROADCASTING, June 26). Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime time ratings averages, Sept. 5, 1977-June 15, 1978: ABC 19.6, CBS 17.8, NBC 17.3.

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for education assignments and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees.

Newsroom searches. Several bills have been introduced to reverse Supreme Court's *Stanford Daily* decision, which holds that police need only search warrant obtained in court to search newsrooms and private homes and offices, even if occupants are not suspected to crimes. Bills would limit issuance of warrants to instances where crimes are suspected on premises or where subjects of searches could be expected to destroy information sought on learning of search. Such bills have been introduced by Senators Robert Dole (R-Kan.) and Birch Bayh (D-Ind.), and Representatives Robert Drinan (D-Mass.) and Dan Quayle (R-Ind.) (BROADCASTING, June 12). Another was expected from Representative Tom Railsback (R-Ill.). Hearings have been held before Senate Judiciary Subcommittee on the Constitution (BROADCASTING, June 26) and House Government Operations Subcommittee on Government Information and Individual Rights (this issue).

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

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are two over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., and W8SC-TV Corona, Calif.

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 it thinks offensive to children, has announced a new program to create a school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if the networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (BROADCASTING, June 6). 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). 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 several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission

late last year (BROADCASTING, Dec. 19, 1977).

WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as homestretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson, who recently found himself having to defend U.S. team against charges that it is ill-prepared for WARC '79 by Harrison Schmitt (R-N.M.), member of Senate Communications Subcommittee (BROADCASTING, June 26).

Open Mike®

To the BPA's benefit

EDITOR: As a long-time member of BPA and a member of this year's seminar committee I'd like to say thanks for the recognition given the Broadcasters Promotion Association in your June 5, 12 and 19 issues. The recognition of BPA in BROADCASTING indicates the importance of promotion to the broadcasting industry.—*Tom Cousins, community affairs/public relations director, WCCO-TV Minneapolis.*

Are two better than one?

EDITOR: Stereo AM—what a joke. Now the National Association of Broadcasters and one of the five firms are wasting time making pot shots over a matter that will most likely wind up like four-channel stereo—a topic of discussion.

It seems to this broadcaster that what we need is a transmitter that will put out a good quality signal and not cost an arm and a leg to run. The average Joe in the street doesn't give a heck about stereo, or AM stereo.—*William K. Hoisington, vice president-general manager, WKYD(AM)-WQHQ(FM) Andalusia, Ala.*

Geller's gain

EDITOR: In your June 5 "Closed Circuit" entitled "It pays to wait," you report that Henry Geller, assistant secretary-designate of the National Telecommunications and Information Administration, earns a fee of \$47,028 plus his government pension of \$20,011. Actually, Mr. Geller's consultant's pay and his retirement total \$47,028.—*Sharon West Coffey, acting director, congressional and public affairs office, NTIA, Washington.*

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

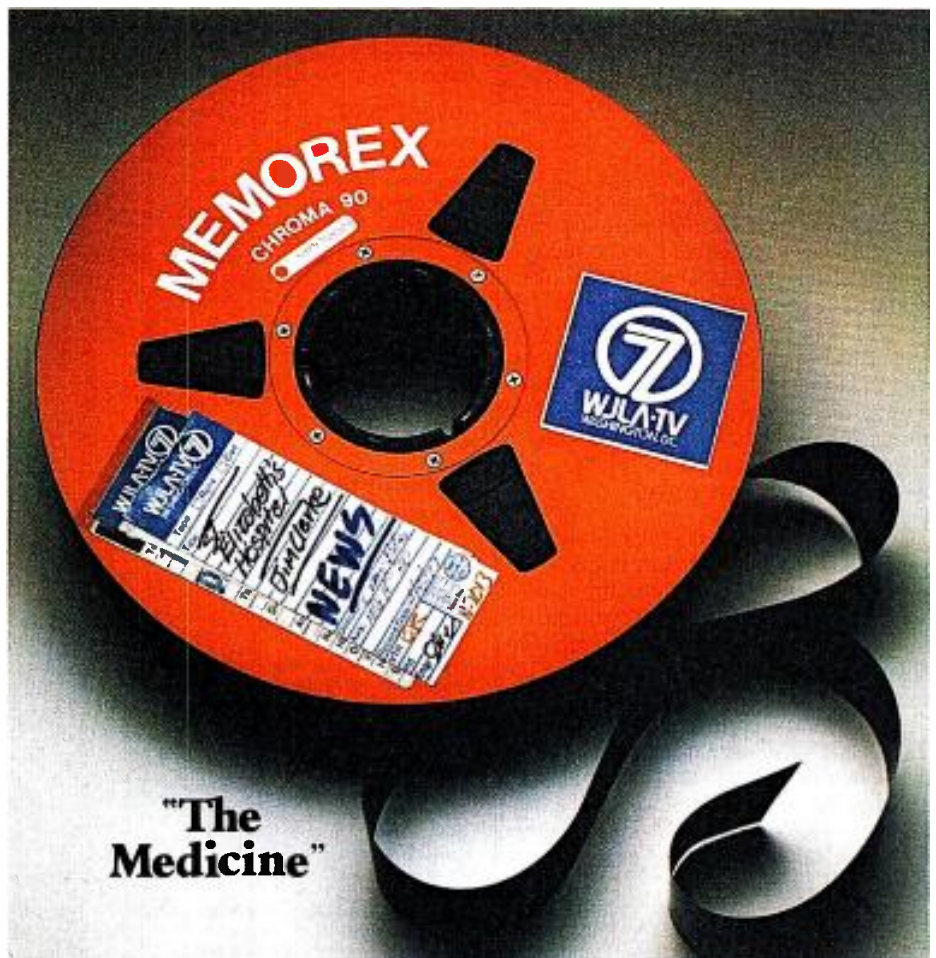
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He visited the institution and exposed undreamed of horrors. He learned why it couldn't be accredited. Why it was a staggering waste of money. That three people died because of blatant neglect. And that half the patients weren't sick at all. Just old.

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.

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Top of the Week

TV business: once again through roof

Up-front network buyers turn fourth-quarter budgets loose; spot's hot for third quarter

Spot and network television sales are moving into hot weather at a fast clip that seems almost certain to carry them to new records again this year.

TV network authorities estimated that by the end of last week their prime-time sales for the season that opens in September would total close to \$1 billion, which in turn would be close to the record set for such "up-front" sales last year. Executives said up-front sales were being made at generally higher levels than a year ago, although up-front buying started later this year and will be later winding up.

In spot, it was too early to get a clear fix on fourth-quarter business, but third-quarter sales were reported strong, and the outlook for fourth-quarter strength was rated high. Some spot TV sales firms reported gains in the 20%-30% range thus far and expected the second half of 1978 also to be well ahead of last year's.

Some of the fourth-quarter bullishness in spot stemmed from expectation that the networks would be sold out—though none ever is, literally—for that period and, as usually happens, spot would get the benefit of spill-over. The fact that advertisers were still going strong in spot for the third quarter while placing network orders for the fall also is a promising sign.

Up-front network buying—early major long-term commitments—was slow in getting up to speed this year, though shopping had started about as usual (BROADCASTING, May 29, June 12). A popular assumption was that buyers were hoping for price breaks, although completion of the network schedules was also later than usual. But the buying began in earnest about 10 days ago—and there was no indication that prices had weakened.

"The floodgates burst open last week," James Rosenfield, CBS-TV president reported. "And we're seeing very healthy increases from major advertisers, with budgets running 12%-13% higher than a year ago."

Robert Blackmore, NBC-TV vice presi-

dent in charge of sales, also reported a floodgate effect: Though real up-front buying was about a month later in starting, he said, it should be completed no more than two weeks later than usual. The usual time, he said, is around July 4. His target estimate now is about July 15.

Up-front buying, Mr. Blackmore said, generally accounts for about 50% of the prime-time schedule, with the rest going to "scatter" buyers.

Warren J. Boorom, vice president and general manager of sales for ABC-TV, estimated that up-front buys would at least equal last year's and that the scatter market would be even bigger than in 1977-78.

"Up-front will be as big as it was," he said, "and in addition, clients that added up to \$100 million in up-front budgets last year say they'll spend it in scatter this year. So however big the scatter market would normally be, it'll be \$100 million bigger."

He also agreed that as far as up-front buying is concerned "it should all be over but the shouting by the middle of July."

Neither Mr. Boorom nor Mr. Rosenfield would identify specific buyers, but Mr. Blackmore had a long list that included Burger King, Plymouth, General Foods, Lever Bros., Ralston-Purina, Menley & James, Gillette, McDonald's, Plough, Vick Chemical, Singer, Eastman-Kodak, Mars, Morton-Norwich, Miller Brewing, Pontiac, J.B. Williams, Colgate-Palmolive and Johnson & Johnson.

"It's a strong marketplace for all three networks," Mr. Blackmore said. "Network business was very strong in the second and third quarters, and the climate galvanized advertisers into action for the fourth quarter."

In spot, one major rep said sales to date at his firm have surged over those for last

year by almost 29% and bookings for the third quarter are up substantially. He noted that a number of major packaged goods advertisers have made large buys for the third quarter. He was optimistic about the final quarter with one minor concern: Children's advertising may be off slightly because of governmental pressures.

One rep who keeps tabs on industry trends estimated that spot TV as whole was up 23% in the first six months and projected a third-quarter gain of 15% and a fourth-quarter 10% to 15% ahead of last year. As evidence of spot TV's strength, he noted that an estimated \$1.3 billion total in the first six months of 1978 is higher than spot TV's total for all of 1973.

NAB board goes MOR on rewrite

At Toronto meeting, it decides to push for the good parts, fight against the bad; it also finds common ground with Canadians

The board of directors of the National Association of Broadcasters met in Toronto last week to wrestle with the historic dilemma posed by the prospect of a new Communications Act: how to seize the opportunity of making things better without taking the risk of making things worse. They decided to try for the best of both worlds.

The ideal, in the words of a resolution



NAB's Thurston



CAB's Prevost

It could be worse; this could be Canada

Canada's minister of communications appeared before a joint luncheon of her country's broadcasting establishment and that of the United States in Toronto last Thursday (June 29) to deliver a speech she said was designed to lower the irritation level. Instead, from all appearances, she heightened it—on both sides of the border.

Jeanne Sauve, the cabinet minister whose responsibilities embrace the regulatory area governed by the Canadian Radio Television and Telecommunications Commission (CRTC), did have some good news for the Americans: Although things aren't likely to get better, they may not get worse. She was referring to the two principal matters of broadcast contention between those countries: (1) Canada's denial of tax deductions to companies that place advertising in American media and (2) the threat of a government rule requiring deletion of commercials from U.S. broadcast signals carried by Canadian cable systems. If the first is successful in repatriating sufficient advertising dollars to help maintain Canadian program production, then it may not be necessary to go forward with the second, she indicated. A study to determine how many dollars have come back is now under way.

(It was evident that there is confusion even among the Canadians as to whether there is a "moratorium" withholding implementation of the commercial deletion rule. In a press conference following her speech, Madame Sauve insisted there was. "If any cable system is deleting commer-

cials now, I will take the matter up with the CRTC," she said. One CRTC source said later that at least five systems are presently deleting commercials—four in Alberta and one in Ontario.)

But if Madame Sauve gave the Americans little to cheer about, she had even more discouraging words for her own countrymen. "The industry must understand the public's demands for better or no advertising," she said, citing a recent Canadian survey indicating that most re-



Sauve

spondents felt advertisements were an insult to their intelligence, that half were willing to pay for commercial-free programs and that three-eighths preferred no

advertising at all. "It is always preferable that an industry regulate itself," Madame Sauve said, "but if this doesn't happen and if public interest groups become more insistent, then the government will be called upon to step in again."

Madame Sauve identified three major areas of concern: children's advertising, advocacy advertising (for ideas rather than products) and the depiction of women in commercials. Her remarks suggested a desire for less of the first, more of the second and a distinct change in the third. It was in that last area, in fact, that she was most scornful. "Why more advertisers haven't got this message yet bothers me," she said.

Not all of Madame Sauve's text was controversial: Much of it was designed to be instructive to the U.S. broadcasters, particularly in aiding their understanding of why Canadians take stands that appear hostile south of the border. The principal difference between the two countries is that the U.S. broadcast system is based on free enterprise, with no nationalistic commitment. In Canada, however, the broadcast system is looked upon as a carrier of the country's culture. "More than 75% of the programming viewed in Toronto," Madame Sauve noted, "is from a foreign country, the United States—a friend, but a foreign country nevertheless." Five of the 12 on-air stations received in Toronto are from the U.S. Madame Sauve said that 13-year-olds in British Columbia, asked by their teacher to name famous Canadians, listed Jimmy Carter, Daniel Boone, Evel Knievel and Gerald Ford. "Examples like this," she said, "make us aware just how fragile our culture is."

agreed upon at the final meeting Friday (June 30), would be "a creative blending of the Communications Act of 1934 with the most constructive provisions of H.R. 13015."

Once having arrived at its position—by a unanimous vote and, by all accounts, one that reflected a solid consensus of both radio and TV members—the NAB moved aggressively to persuade others of its merits. Mailgrams went out Friday to state association presidents, advising them of an 11-city tour by TV board, radio board and NAB staff members to explain the association's position to broadcasters in the districts of congressmen on the House Communications Subcommittee, where the rewrite of the Communications Act originated. Those broadcasters, in turn, are expected to make sure their congressmen get the message.

The circuit will begin in New York next Monday (July 10) and continue through Cincinnati July 28. The complete schedule, with appropriate congressmen indicated:

July 10, New York (Murphy); July 12, Los Angeles (Waxman, Moorhead); July 12, Chicago (Russo); July 12-14, in conjunction with the Rocky Mountain Broadcasters Association-Colorado Broad-

casters Association convention, Vail Manor, Colo. (Wirth); July 13, Nashville (Gore); July 13, Baltimore (Mikulski); July 17, Baton Rouge (Moore); July 18, Orlando, Fla. (Frey); July 21, Boston (Markey); July 27, Youngstown, Ohio (Carney, Marks); July 28, Cincinnati (Luken).

The official board stand took a step backward, at least in tone, from the harder line enunciated by the NAB staff in an analysis-recommendation made a week earlier, on the eve of the board meeting (BROADCASTING, June 26). The staff had seemed to find fault with most of the principal provisions of H.R. 13015, the legislation proposed last month by Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and Lou Frey (R-Fla.), ranking minority member of the subcommittee. The board—which made no secret that it admired the staff's analysis but deplored the conclusions that accompanied its release—was much more generous in assessing the rewrite. It said that NAB "appreciates the hard work and creative thinking" that went into it, and called much of its language and philosophy "positive and forward-looking."

The statement went on to urge adoption of the radio deregulation measures pro-

posed in H.R. 13015, and their extension to television as well. It also backed "longer license terms with greater stability." And it "applauded" efforts to cut back on political broadcasting restrictions, to lessen involvement with the fairness doctrine and to cut down on unnecessary paperwork.

Prominent on the board's list of what it doesn't like is the proposal for a spectrum-use fee (NAB calls it a "tax") that it feels would be "a clear and dangerous break with precedent [opening] broadcasters to taxes of unknown future magnitude as well as the possibility of such a tax being used to control broadcasting."

As had the staff analysis, the board also looked askance at replacement of the familiar "public interest, convenience and necessity" standard by a new and undefined one ("purposes of the act"), the threat of license revocation, a new allocation policy, what it sees as the eventual breakup of AM-FM combinations and the removal of federal cable regulation.

The board's statement ended as it began, accentuating the positive: "We will continue our cooperation with the Congress and earnestly join the ongoing process of discussion of these initial proposals for legislation."

The Communications Act approach was



Making history. These members of the boards of directors of the National Association of Broadcasters and the Canadian Association of Broadcasters met in Toronto last Thursday (June 29) to begin an international dialog. L to r: (*first row, seated*) Charles Wright, WBYS(AM) Canton, Ill.; Jerry Lee, WQVR(FM) Philadelphia; Bob King, Capital Cities Communications (newly elected vice chairman of the NAB TV board); Les Arries, WIVB-TV Buffalo, N.Y.; Herb Hobler, Nassau Broadcasting, Princeton, N.J.; V. Pat Murphy, KCRC(AM)-KNID(FM) Enid, Okla.; Carl Venters, WPTF(AM)-WQDR(FM) Raleigh, N.C. (newly elected vice chairman of the radio board); Michael Lareau, WOOD-AM-FM Grand Rapids, Mich.; Sherril Taylor, CBS Radio, New York; Robert M. McKune, KTTR(AM) Rolla, Mo.; (*second row, seated*) Len Hensel, WSM(AM) Nashville (retiring chairman of the radio board); Tom Bolger, WMTV(TV) Madison, Wis. (newly elected chairman of the TV board); Kathryn Broman, Springfield (Mass.) TV Corp. (retiring TV board chairman); Vincent Wasilewski, NAB president; Ed Prevost, CAB chairman; Don Thurston, NAB chairman; Ernie Steele, CAB president; Don Smith, CHAN-TV Vancouver, B.C. (CAB TV vice chairman); Don Lawrie, Kawartha/Frontenac Broadcasting Co., Toronto (CAB radio vice chairman); Marion Stevenson, NBC Radio, New York; (*standing, first row*) Walter May, WPKE(AM)-WDHR(FM) Pikesville, Ky. (newly elected radio board chairman); Cullie M. Tarleton, WBT(AM) Charlotte, N.C.; C.N.

Knight, CFPL(AM) London, Ont.; Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; John Lemme, KLTF(AM) Little Falls, Minn.; Garry Miles, CKRC(AM) Winnipeg, Man.; Roy Mapel, KIML(AM) Gillette, Wyo.; Stanley McKenzie, KWED-AM-FM Seguin, Tex.; Ted Soskin, CHQR(AM) Calgary, Alb.; Edward O. Fritts, Fritts Broadcasting Group, Indianola, Miss.; J.T. Whitlock, WLBK(AM) Lebanon, Ky.; Robert B. McConnell, Indiana Broadcasting Corp., Indianapolis; Virginia Pate Wetter, WASA(AM) Havre de Grace, Md.; Bill Bengtson, KOAM-TV Pittsburg, Kan.; Adrian White, KPOC(AM) Pocatontos, Ark.; Daniel Kops, Kops-Monahan Communications, New Haven, Conn.; John Ansell, CJVI(AM) Victoria, B.C.; Forest W. Amsden, KGW-TV Portland, Ore.; Roch Demers, Telemedia Communications, Montreal; Ron Mitchell, CKY-TV Winnipeg, Man.; Mike Shapiro, WFAA-TV Dallas; (*standing, second row*) Bill Sims, Wycom Corp., Laramie, Wyo.; Wilson Wearn, Multimedia Inc., Greenville, S.C.; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Jack Willis, KHEP-AM-FM Phoenix; Ken Baker, Selkirk Holdings Ltd., Toronto; Jim Sward, CFTR(AM) Toronto; Donald Hartford, CFRB(AM) Toronto; Ted Smith, KUMA(AM) Pendleton, Ore.; Eugene Dodson, Gaylord Broadcasting Co., Tampa, Fla.; Doug Trowell, CKEY(AM) Toronto; Walter Windsor, WFTV(TV) Orlando, Fla.; Peter Kenney, NBC, Washington; Leonard A. Swanson, WLC-TV Pittsburgh, and W. Frank Harden, State Telecasting Co., Columbia, S.C.

one of two items of major interest on the board agenda last week. The other was a joint meeting with the board of the Canadian Association of Broadcasters, a first-time-ever occasion that the U.S. broadcasters entered into with indifference and emerged from with enthusiasm. The possibility of an eventual common bond between the two associations was strengthened, ironically, by the stern tone of a speech given to both groups by the Canadian minister of communications (see this page). While it did little to bring the two countries closer together politically, it had the effect of unifying the broadcasters against a common foe, government bureaucracy.

The day devoted to the joint U.S.-Canadian meeting was occupied largely by the exchange of position papers and explanations of how each country pursues its broadcasting business. Areas of greatest interest included copyright concerns, preparation for the upcoming World Administrative Radio Conference (WARC '79) and a common stand on world press freedoms. Joint committees on copyright and WARC are in prospect. Although the two groups agreed to continue to disagree on the current border controversy—the Canadian effort to repatriate advertising



Bolger



King



May



Venters

dollars from U.S. stations whose signals reach Canada either over the air or by cable—there was a greater understanding at week's end of each other's position.

"We had a very good day," said a glowing Donald Thurston of WMNB-AM-FM North Adams, Mass., the NAB board chairman who had initiated the joint meeting—in the face of reluctance on the part of the NAB staff and some of his board colleagues. Echoed Ed Prevost, of Corporation Civitas, Montreal, the CAB chairman: "It was beneficial, primarily in forming interpersonal contacts," which he called the necessary preliminary to cooperation. "You have to know whom you're talking to," he said. "We've accomplished that today."

Also in Toronto last week:

Mr. Thurston was re-elected board chairman.

□ The TV board elected Thomas Bolger, WMTV(TV) Madison, Wis., chairman, succeeding Kathryn Broman of Springfield Television Corp., Springfield, Mass., who is retiring from the board. It elected Robert King of Capital Cities Communications vice chairman, succeeding Mr. Bolger. Both were elected by acclamation. Bill Bengtson of KOAM-TV Pittsburg, Kan., who was expected to run for vice chairman, was not nominated.

□ The radio board elected Walter May of WPKE(AM)-WDHR(FM) Pikesville, Ky., chairman, succeeding Len Hensel of WSM(AM) Nashville. It elected Carl Ven-

ters of WPTE(AM)-WQDR(FM) Raleigh, N.C., vice chairman succeeding Dick Painter of KYSM-AM-FM Mankato, Minn.

□ It was announced that A. James Ebel, KOLN-TV Lincoln, Neb., has been appointed to the FCC's advisory committee for the World Administrative Radio Conference-1979.

□ The television board instructed the NAB TV code review board to examine the TV code restrictions on children's advertising, especially as they apply to preschoolers, to determine whether they are working well.

□ The TV board voted to increase NAB's annual payment to the Television Information Office by 50% beginning in fiscal 1979-80. The payment increases from \$87,500 to \$131,250.

Warner sues to get OSU football on Qube system

Antitrust complaint against ABC and NCAA could open way for cable access to games not broadcast on network

Warner Cable Corp. filed suit against ABC and the National Collegiate Athletic Association last week, charging antitrust-law violations and seeking a court order to enable Warner's Qube cable system in Columbus, Ohio, to carry Ohio State Univer-

sity football games that are not on broadcast TV.

The case could have far-reaching results. Observers speculated that if Warner wins, countless cable systems in other communities could make similar demands for carriage of nontelevised NCAA games, though they presumably would need the approval of the home colleges involved.

The complaint, filed in U.S. district court in Columbus, charges that ABC through its NCAA contract "has obtained exclusive control over a pool of more than 2,300 games" but "uses only about 2% and keeps the other 98% warehoused and totally unavailable to the public and to new communications technology."

The suit originated in ABC's refusal last fall to let the Warner Qube system carry two Ohio State games even though Qube coverage had the blessing, initially, of both NCAA and OSU officials (BROADCASTING, Sept. 26, 1977, et seq.). Since then, the complaint alleges, ABC has also refused to let Qube carry OSU games next fall.

The refusals, Warner charges, were consistent with a situation in which "ABC, its affiliated television stations and allied broadcasting interests, acting in concert, have been seeking to stifle potential competition from the new technology of pay television, including pay cable, for many years."

The complaint also calls attention to the government antitrust suits pending against ABC and CBS in California. The one against ABC is described as "alleging that ABC is restraining and monopolizing the television industry and, *inter alia*, exercising predatory exclusive control over

popular program material in order to cripple new media such as pay cable."

The Warner complaint also charges that ABC's contract with NCAA provides for certain "exception" telecasts of games by conventional television stations but contains no similar exception provisions for cable. Supporting documents quote the NCAA as saying there were more than 40 "exception" broadcasts by TV stations last year as compared with only one carriage by a cable system, even though stations reach much larger audiences than systems and thus provide greater competition to the ABC-TV games.

When Qube was planning its OSU game coverage last fall, the complaint says, it expected to have 10,000 subscribers by game time, as contrasted with ABC's "potential audience of almost 80 million homes." Qube now has about 20,000 subscribers, according to the complaint, which also notes that Warner has invested more than \$10 million in Qube.

Warner's suit asks that ABC and NCAA be held in violation of the Sherman antitrust law and be enjoined from hindering Qube's ability to cover OSU games not carried by ABC and from "engaging in any combination and conspiracy or other practices having similar anticompetitive purposes or effects." It also asks that damages be assessed against ABC in an amount to be determined at trial and then trebled as provided by the antitrust laws.

ABC said in a statement that Warner's complaint was "unfounded in fact and in law." The statement said Warner appears to be basically attacking "the legality of NCAA television arrangements with the member schools."

In Brief

Broadcast portion of hearings on Communications Act rewrite is scheduled for **week of Sept. 11**. House Communications Subcommittee has scheduled eight-plus weeks of hearings in all this summer, according to this plan: week of July 17 (four days) on Title I (general provisions), Communications Regulatory Commission, administrative and judicial procedures and National Telecommunications Agency; weeks of July 24 (three days), July 31 (three days) and Aug. 7 (three days) on domestic common carriers; week of Aug. 14 (four days) on international common carriers; week of Sept. 11 (four days) on broadcasting; week of Sept. 18 on nonbroadcasting radio services; week of Sept. 25 (three days) on public telecommunications. Period between weeks of Aug. 14 and Sept. 11 will be devoted to "field" hearings in cities other than Washington, to be announced later.

□

Twenty-one ABC-TV affiliates refused to carry documentary **Youth Terror: the View from Behind the Gun** last Wednesday (June 28). Another 12 delayed 10 p.m. broadcast until later in evening. Controversial but critically well received show had no narration and did not edit coarse street language of youths. Show did well in ratings: Niesen nationals were 14.4 rating/29 share, beating NBC documentary *Escape from Madness* (9.3/19) but losing to second hour of CBS movie *Rancho Deluxe* (16.9/34). In New York-Chicago-Los Angeles overnights, however, ABC program was first.

□

Ziff Corp. announced Friday it had conditionally offered to increase by

\$3.50, to \$30, per-share value of its offer for stock of **Rust Craft Greeting Cards Inc.**, group station owner with diversified interests. Conditions: That stockholders-directors Jack Berkman and son Myles withdraw their votes against and cast them for transaction, cooperate in its support, do nothing to interfere with it and discontinue any such action already taken—apparent allusion to their petition to FCC to reconsider its approval of transaction (BROADCASTING, July 19). Jack and Myles Berkman had contended offered price was too low. I. Martin Pompadur, Ziff Corp. president, said Friday he had received no response to latest offer. Increase of \$3.50 would lift total value of transaction to about \$79.5 million from about \$70.2 million, based on 2.3 million shares outstanding plus convertible debentures that, if converted, would bring total to 2.65 million shares. Stock was selling late last week in \$24-\$26 range on American Stock exchange.

□

FCC's **UHF task force** has issued report stating that **reallocation of spectrum space is not adequate answer** to demands for spectrum space that exceed supply. Twenty-two page report says commission should encourage industry to conserve space. Specifically, it suggests incentives in form of separate spectrum allocations for existing, proved and emerging technologies. Task force develops principles to show that, in case of Maritime and Aeronautical En Route Domestic Mobile Services, additional allocation of 7.6 mhz would be sufficient to year 2,000, rather than 45.4 mhz they are requesting.

□

Gerald Rafshoon, Atlanta advertising executive who went on White House payroll on Saturday as assistant to President for communications, **came up empty** last week with his first idea. Three networks said they did not think **President Carter's Fourth of July address** would warrant network time. Barry Jagoda, media adviser who had sounded out net-

WMAL fine comes too close to home

Citation for improper logging of commercials on popular program in Washington prompts FCC to order review of rules against overcommercialization with eye out for possible deregulation

As a result of having to take action against one of their favorite radio programs, FCC commissioners are taking another look at radio commercial regulations.

ABC-owned WMAL(AM) Washington faces a \$5,000 fine for failing to log total commercial time for its morning *Harden and Weaver Show*. But, as pointed out in the concurring statement of Commissioner Abbot Washburn, the station did not exceed its promised maximum level of commercial minutes per hour.

The commission directed the staff to "review the rule from the standpoint of its current usefulness in protecting the public against overcommercialization." Mr. Washburn said: "Unless it relates effectively to this concern, it ought to be eliminated or modified."

Frank Harden and Jackson Weaver, the show's hosts, are given to ad lib. While monitoring the show in July of last year, the FCC found many commercial announcements exceeded the time logged, and the station was notified Jan. 12 this year. The case came up last week and brought on an hour of often heated discussion.

Commissioner Washburn said inaccuracies were inadvertent and stemmed in part from the show's "comedic character"

Things stay the same. The biggest story out of Washington last week—the Supreme Court decision in the Bakke reverse-discrimination case—will have little effect on FCC equal employment opportunity policies, according to first impressions of commission officials. The opinion "doesn't seem to impact in any significant way on the commissions' EEO or minority ownership programs," said General Counsel Robert Bruce. The court, in a 5-4 decision, invalidated a fixed-minority quota system that Allan Bakke, a white, said had caused his rejection by the medical school at the Davis campus of the University of California. But the court, in another 5-4 vote, upheld the principle of affirmative action. Commentators and law experts pointed out that the courts will be asked to flesh out the meaning of the Bakke case in future decisions involving affirmative-action programs. But FCC officials say the agency has been careful, even restrained, in its approach to requiring broadcasters to engage in affirmative action programs designed to promote the hiring and advancement of minorities and women. And in comparative hearing cases, the commission has held that race is only one factor to be considered—which would appear to be in line with the court's holding in connection with the admission policies of universities. One effect of the Bakke case is to refocus attention on the issue of affirmative action. And, as some observers noted, future developments may depend on the broadcast industry's reaction to the decision: A backing away from affirmative action could result in the kind of renewed activism on the part of minority groups that civil rights leader Jesse Jackson now says is necessary.

and that the show should get an award for making commercials palatable. But he voted with Commissioner Tyrone Brown, who said it would be arbitrary and subjective not to fine the station because it is in Washington and "members of the commission listen and like what they hear on the program..."

In a concurring statement, Commissioner Joseph R. Fogarty said the case is governed by existing rules and precedent, but the format and personalities are among the most popular in Washington. And that, he said, gives much support to proposals to deregulate radio at least in major markets where the number of stations diminish the traditional scarcity rationale for extensive regulation.

The only dissent in the 5-1 vote came from Commissioner Robert E. Lee, who

felt a "strong letter of admonition" would have been enough. "I am under the impression," he said, "that I may consider the context of the violation as well as the fact that the violation occurred."

Messrs. Harden and Weaver visited commission offices, including that of Chairman Charles Ferris, prior to last week's meeting. Station officials, who said they have not decided how to act in the case, have 30 days to pay or contest the forfeiture.

Most of the commissioners agreed it would be inconsistent not to fine the station in view of recent fines for similar offenses to KMOX(AM) St. Louis and KCCT(AM) Corpus Christi, Tex. But, as Commissioner Margita White said, in this case, it was difficult to tell the commercials from the jokes.

works, told them, up front, there would be no news in speech. Incident became newsworthy when Roone Arledge, ABC News and Sports president, told *Washington Post* networks had "turned him [President] down." Sandy Socolow, CBS News Washington bureau chief, said, with some heat, that was not true, since White House had not requested time, that it was simply "blue-skying." Arledge quote was newsworthy, also, in that it violated long-standing understanding that such "what-if" approaches by White House are off-record... Story of failed idea broke couple days after Mr. Rafshoon told reporters President would do more fireside chats, more radio and television call-in talk shows dealing with single issue, and more traveling through country.

FCC employees have voted to establish **two collective-bargaining units**, each to be represented by National Treasury Employees Union. FCC professionals, in election last week, voted to be represented in their own unit, 241-to-164, and by NTEU, 217-to-188. Nonprofessionals voted 512-to-250 to be represented by union. NTEU will begin representing employees as soon as election results are certified by Department of Labor, possibly as early as this week.

Corporation for Public Broadcasting and National Public Radio submitted **lead application** for FCC approval of radio network's \$16.5-million **satellite distribution system**. Three-volume filing seeks authority to construct 145 receive-only earth stations and 15 with up- and down-link capability. Thirty-five public radio stations will share satellite facilities with public television stations.

Intelsat announced that **satellite transmission time** for coverage of last month's **World Cup** soccer tournament in Argentina was, at 2,728

hours, most ever used since record-breaking time for 1976 Montreal Olympics. Off-field coverage brought total time for World Cup transmissions to more than 3,400 hours. In U.S., however, only 11 affiliates of Spanish International Network carried games; SIN also did closed-circuit telecasts.

FCC is considering changing policy to bar spouse and minor children of commission employee from owning securities that employee cannot hold under present policy. Securities involved must get "reasonable" amount of their income from properties regulated by FCC. Staff would look at "special cases" but recommends no broadscale grandfathering. Some commissioners concerned about wording requested comments from staff and rewording to make more firm, among other things, which securities are prohibited. Vote to be taken after rewording, although approval is expected.

Viacom International and Tandem Productions last week announced **availability** of more than 200 episodes of **All in the Family** for **syndication**, with airplay beginning fall 1979.

Leaders of coalition of **Hispanic organizations** have criticized **Corporation for Public Broadcasting** for alleged **discrimination in hiring, programing decisions, and awards of grants** to minority groups for producing programs. Criticism was contained in letter to Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee, that was approved at meeting in Washington of Forum of National Hispanic Organizations, coalition of 63 Hispanic groups. Letter was also critical of FCC, Public Broadcasting Service, and National Public Radio for "total and reckless disregard" of Hispanics' needs.

Herb Jacobs, whose handicapping of the TV networks' new fall schedules has become virtually an annual fixture, sees the fall quarter of the 1978-79 prime-time season—probably to the surprise of no one—as a rerun of the current season to date: ABC-TV first, CBS-TV second, NBC-TV third.

In terms of regularly scheduled programming—in which this year for the first time he is including miniseries, specials and NBC's *Big Event* on the ground that they have become parts of network scheduling, though he is still excluding "super prime time sporting events"—Mr. Jacobs estimates that by the end of 1978 ABC will have a 20.9 rating and a 34.3 share, CBS an 18.4 and 30.2, NBC a 17.5 and 28.8.

MONDAY

	ABC		CBS		NBC	
8:00	Mork and Mindy*	26	People*	23	Little House on the Prairie	35
8:30	Operation Petticoat	25	WKRP in Cincinnati*	30		36
9:00	NFL Football	31	M*A*S*H	35	Monday Night Movie	30
9:30		33	One Day at a Time	34		31
10:00		36	Lou Grant	32		31
10:30		35		33		32

	ABC		CBS		NBC	
8:00	Welcome Back, Kotter	32	The Waltons	29	Project UFO	30
8:30	What's Happening	32		30		31
9:00	Barney Miller	34	Hawaii Five-O	29	Quincy	31
9:30	Soap	33		29		32
10:00						
10:30	Family	32	Barnaby Jones	34	W.E.B.*	26
		33		34		26

For this year's fourth quarter he sees ABC sweeping Tuesday, Wednesday, Thursday, Friday and Saturday nights, coming in "a close second" on Sunday and dropping to third on Monday. He has CBS winning Sunday and placing second all other nights except Saturday, "where their former fortress is now in ashes." He gives NBC Monday night "even with four third places because *Little House* runs away with the first hour." He has NBC as runner-up on Saturday and in third place the five other nights.

He describes as potential new-show flops *Mork and Mindy* and *Apple Pie* on ABC; *People*, *Paper Chase* and *American Girls* on CBS and *Lifeline* and *Who's Watching the Kids* on NBC.

TUESDAY

	ABC		CBS		NBC	
8:00	Happy Days	46		24		20
8:30	Laverne and Shirley	47	Paper Chase*	24	Operation Runaway*	20
9:00	Three's Company	45		25		26
9:30	Taxi*	34		29		31
10:00		33	Tuesday Movie	30	Big Event	32
10:30	Starsky and Hutch	34		31		33

	ABC		CBS		NBC		
8:00							
8:30	Donny and Marie	33	Wonder Woman	27	Waverly Wonders*	26	
		36		28	Who's Watching the Kids?*	23	
9:00							
9:30	Friday Movie	31	Incredible Hulk	32	Rockford Files	30	
		31		32		30	
10:00							
10:30			35	Flying High*	26	Sword of Justice*	27
		38	27		28		

But, he said, "don't look for any real excitement until the 1979-80 season. Then we'll see who the men and boys are. If I were a betting man I'd wager that in 1980 ABC will still lead the pack, but barely. NBC will be a strong runner-up and CBS in third slot.

SUNDAY

	ABC		CBS		NBC	
7:00						
7:30	Hardy Boys	27	60 Minutes	39	Wonderful World of Disney	26
		29		39		27
8:00						
8:30	Battle Star Galactica*	35	Mary Tyler Moore*	31	Big Event	30
		36		31		30
9:00	Sunday Movie	32	All in the Family	35		30
9:30		33	Alice	35		30
10:00		37		32		28
10:30		38	Kaz*	33	Capra*	29

	ABC		CBS		NBC	
8:00						
8:30	Eight Is Enough	34	The Jeffersons	30	Dick Clark*	27
		34	Good Times	30		27
9:00						
9:30	Charlie's Angels	37		29	Grandpa*	28
		37		30		28
10:00			Wednesday Movie			
10:30	Vegas*	36		34	Lifeline*	20
		38		35		20

	ABC		CBS		NBC	
8:00	Carter Country	27	Rhoda	30	CHiPs	29
8:30	Apple Pie*	25	Just the Beginning*	30		32
9:00	Love Boat	38	American Girls*	24	Saturday Movie	31
9:30		40		24		31
10:00	Fantasy Island	37	Dallas	26		33
10:30		38		26		34

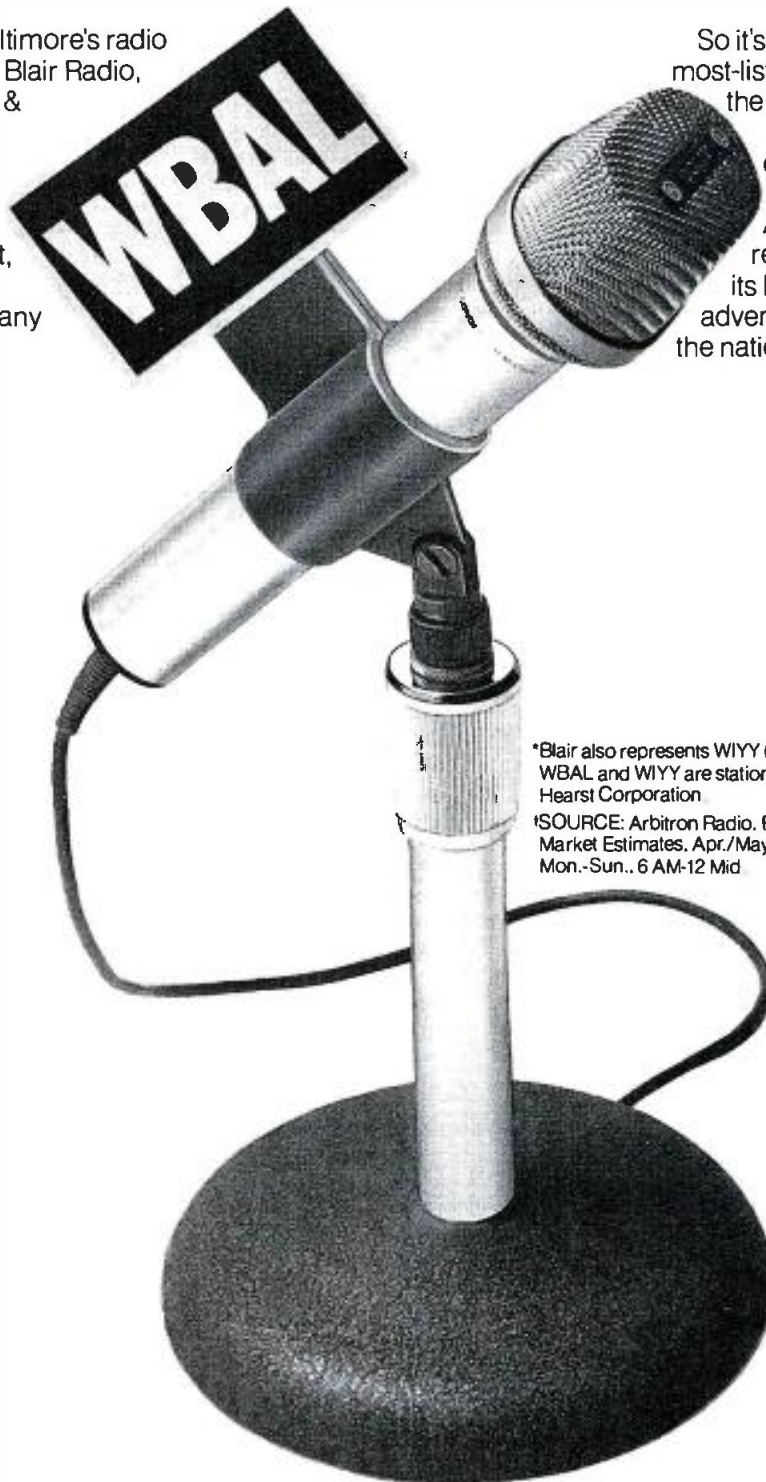
WBAL, BALTIMORE'S BIGGEST STATION, PICKS BLAIR TO HELP THEM GET BIGGER.

WBAL, biggest of Baltimore's radio stations has appointed Blair Radio, a division of John Blair & Company, its national representative.*

Far and away the dominant factor in the Baltimore radio market, WBAL reaches more different listeners than any other station†.

So it's only fitting that the market's most-listened-to station should have the rep that's listened to most.

Buyers know they can rely on Blair for fast, reliable market data. And WBAL knows it can rely on Blair to communicate its big audience story to advertisers across the nation.



*Blair also represents WIYY (FM). Both WBAL and WIYY are stations of The Hearst Corporation.

†SOURCE: Arbitron Radio, Baltimore Market Estimates, Apr./May 1978, Mon.-Sun., 6 AM-12 Mid



Blair Radio

A division of John Blair & Company

Reliable people, reliable data

PBS will attack on two fronts over money bills in Congress

At meeting in Dallas, members back plan to try for changes in conference committee and to then enlist aid of CPB, NPR in drafting new legislation for funding public broadcasting

Representatives of the Public Broadcasting Service last week appeared determined to climb out of the trenches and go on the offensive in what many see as a battle for their freedom as broadcasters. If the gloom and despair did not seem as deep as in 1973, when PBS in its present form was created in an effort to resist what was seen as a campaign by the Nixon White House to usurp its programming authority, the uneasiness seemed real enough. This time, the cause of concern was the three-year public broadcasting financing bills pending in both houses of Congress.

PBS members, at their annual meeting in Dallas, in effect gave endorsement to leadership plans to work for changes in the legislation, which has been reported out by the House and Senate Commerce Committees in different versions but has yet to be voted on in either House. The hope is to persuade members of the joint conference committee that will be named to eliminate or modify offending sections.

Then, PBS will seek to galvanize the other major elements of the public broadcasting community—the Corporation for Public Broadcasting and National Public Radio—behind an effort to draft public broadcasting's own charter in the way of legislation. The product would be offered as a substitute for a public broadcasting section in the proposed Communications Act of 1978 issued last month by the House Communications Subcommittee.

"We have to write our own bill," said PBS's incoming chairman, Newton N. Minow. "No one will write it for us. It won't be easy. We're a diverse group." But, he said, quoting Benjamin Franklin, "Either we all hang together, or we all hang separately."

The PBS action represented a victory for Mr. Minow in a test of his leadership even before the chairmanship passed to him from Ralph Rogers on Wednesday.

Mr. Rogers had advocated a more advanced position, one he has urged in the past: seek to persuade House members to vote to recommit—and thus kill—the House bill. Since the present public broadcasting bill provides financing through 1980, he said public broadcasting would have two years in which to seek more palatable legislation.

To Mr. Rogers, the legislation is unqualifiedly bad. And he conjured up

memories of 1973, when the Nixon administration, disturbed over some of the public affairs programming PBS was distributing, was felt to have used CPB in an effort to take over PBS's programming authority. With Mr. Rogers as its first chairman, PBS was reorganized through a merger with the television division of the National Association of Educational Broadcasters. It took on the role of the stations' membership organization, as well as program distributor, and control of PBS became a licensee function. PBS and the licensees then negotiated an agreement with CPB which assured station control of the PBS schedule and cooperation in the funding of programs.

Last week, Mr. Rogers said of the dispute over the legislation: "This is a classic confrontation. It is a question of who shall make policies and direct operations of local stations—Congress and the executive and bureaucrats in Washington or the people at home in your local community."

The identity of the legislators involved as authors of the bills—Senator Ernest F. Hollings (D-S.C.), chairman House Communications Subcommittee—complicates matters somewhat for the bill's opponents. While former President Nixon is remembered clearly as an enemy, the two legislators were often referred to as friends.

Both bills contain provisions to which PBS members object. But it is the House bill that causes the most concern. One provision cited requires CPB to consider what PBS members say are subjective criteria, such as innovativeness of approach in reaching mass audiences and responsiveness to the public, in determining the size of the grants to be made to stations. The criteria now used operate in a relatively fixed manner, and PBS says they have led to "a fair and reasonable method of calculating each station's grant."

Other provisions, which would also be implemented through CPB, involve the use of the General Accounting Office in auditing the stations fund (PBS members see this as a possible intrusion into public television's status as an independent, journalistic enterprise), mandate open meetings (an obligation PBS members say should not be imposed from Washington), and the certification of PBS stations as

being in compliance with EEO rules. These provisions, PBS members say, put CPB in a position to control their activities.

Indeed about half of the 20-odd PBS members who participated in the sometimes impassioned debate on which course to follow agreed with Mr. Rogers. "We should declare what we're for, and say we're not for sale," said one member of the audience. (That was about as close as anyone got, however, to endorsing the idea of refusing government money as a means of preserving independence.)

Mr. Minow, in opposing the proposal to seek recommitment, said he was convinced the move would not succeed. The issues involved, he said, are not the sort to get Congress "excited."

In fact, some PBS members opposing the Rogers proposal noted that PBS would be hard pressed to defend its apparent opposition to EEO, sunshine and accountability provisions in seeking recommitment. PBS officials say they do not object to the goals of those provisions, but see in them, the means to infringe on their independence in making programming decisions.

The proposal to attempt to improve the legislation in the Senate-House conference had originated with the PBS board at a meeting last month. The suggestion to seek a long-term solution to public broadcasting's problems in the form of legislation the public broadcasting community would write was added by Mr. Minow, presumably in parts at least, as a positive counter to the argument for recommitment. It wasn't until he was asked after the session that Mr. Minow said the proposed legislation could be advanced as an amendment to the Communications Act rewrite.

PBS officials regard that measure as a complicating factor in a legislative situation already marked by uncertainty. They note that while the financing bills will impose changes on the structure of public broadcasting this year, the Communications Act rewrite, if enacted in its present form, will impose more sweeping changes in 1980.

The members' vote on the issue came on a resolution offered by Robert Chitester, of WQLN(TV) Erie, Pa., the thrust of which left some room for interpretation. It called on the board of directors to express "substantial concerns with the erosion of local licensee independence which would result" from enactment of the legislation, and urged the board to seek to "delay further action" on the legislation pending thorough discussion of the Communications Act rewrite—which the resolution says conflicts in some respects with the financing bill—and review of the report to be issued in January by the Carnegie Commission on the Future of Public Broadcasting.

Mr. Minow quickly embraced the resolution. "As I understand the resolution," he said, "I welcome it. It says we don't like it [the legislation], and leaves to the board the judgment on how to proceed." If anyone disagreed with that interpretation, he did not speak up.

However, Mr. Minow and PBS may have

Greetings from the President.

The nation's public television broadcasters who gathered in Dallas for the Public Broadcasting Service's annual membership meeting last week received telegraphed greetings from President Carter, who expressed his "continuing admiration" for public television's "dedication to quality programming" and who expressed his own strong support for public broadcasting. In all, more than 500 professional and lay representatives of the 154 licensees of the nation's 277 public television stations attended the gathering in the Fairmont hotel. At a final session on Wednesday, the PBS board of directors adopted an operating budget for fiscal year 1979, including member fees, of \$4,883,000.

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*SOURCE: Arbitron Radio, Dallas/Ft. Worth Market Estimates, Apr./May 1978. KVIL AM/FM, Metro AQH and CUME, adults 18-49, Mon.-Sun., 6AM-Mid.



Blair Radio

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a difficult job in moving on to their long-range project of a new public broadcasting bill, whatever their luck is with the conference committee.

Mr. Rogers, in response to a question, disclosed that he, Mr. Minow and Larry Grossman, PBS president, met in Chicago two weeks ago with their opposite numbers at CPB and NPR in an effort to "reconcile" their positions on the pending legislation. Mr. Rogers said NPR's position was simply, "We need the money, and the bill gives us the money." The House bill sets aside 25% of facilities money for radio, and urges CPB to set aside a similar percentage of programing funds. At present, NPR receives considerably less. And CPB, he said, agreed with PBS in principle but felt it would not be appropriate to oppose the legislation.

The principals of those organizations, who were in Dallas for the PBS meeting and for the special events honoring Mr. Rogers, remembered the Chicago gathering somewhat differently. Frank Mankiewicz, president of NPR, acknowledged that NPR likes the provisions providing for its financing. As for the restrictions on public broadcasting, he said NPR is prepared to work to see them removed in conference. Henry Loomis, CPB president, indicated CPB is also ready to work quietly to change the legislation in conference. He said CPB is "loathe" to lose the two-year advance funding that is in the present law and in the pending bills and that CPB regards as part of its "insulation" from government interference. And he feels it would be lost if the legislation dies.

Minow to PTV: Let's set our house in order

New chairman of PBS tells annual meeting that if medium is ever to achieve full independence, it must stop its intramural squabbling

The last time Newton Minow delivered a maiden address of national importance, he left behind a phrase that has proved durable. Addressing the National Association of Broadcasters convention in Washington, in 1961, the then-new FCC Chairman Minow called television "a vast wasteland."

Last week, in Dallas, as the chairman-elect of the Public Broadcasting Service, Mr. Minow, a Chicago attorney, made it clear he would not now seek the role of agitator but, rather, of conciliator of conflicting public broadcasting interests and defender of the medium's First Amendment rights against intrusion by government.

Mr. Minow, who addressed a luncheon on Tuesday at the PBS annual membership meeting, spoke against a background of increasing concern on the part of PBS



Minnow

members—that pending public broadcasting financing legislation would compromise their independence and the integrity of their programing decisions (see page 35).

He said that concern does not mean that public broadcasting wishes to escape oversight. "We expect to be and should be held accountable to the highest standards of performance," he said. "What we are asking for is a reaffirmation that an independent and autonomous public broadcasting system is the best way—indeed, under the First Amendment, the only way—to achieve that quality of service which the people deserve."

Mr. Minow said the burden of achieving a balance between PBS's accountability and independence belongs to PBS, which he said must earn "a reaffirmation of faith." The trouble is, he said, PBS has not always been able to achieve that necessary balance.

"Insofar as we fracture our credibility in intramural hassles and conflict, to that extent our critics are right," he said. "If we do not inspire trust and confidence, we deserve neither." He acknowledged that some problems over which elements in the public broadcasting community squabble are real—the question of the Corporation for Public Broadcasting's proper role in the program-funding process, for instance. "But," he said, "I simply cannot believe we're incapable of acting like grown-ups and resolving these differences, whether we are a local station, a regional system, PBS, CPB or any part of our service to the public. . . If we don't act in harmony, we not only invite but also deserve outside interference."

His commitment, he said, is to see to it that the "many diverse elements" of the public broadcasting system will be treated fairly.

But a major concern he reflected involved PBS's relationship with the government. He noted that the system has been criticized for being "too sensitive" to suggestions as to how it should operate. But, he said, "I do not believe we can be too sensitive to any threat to our independence. I believe we have to be sensitive to

preserve and defend independence—in order to carry out our unique mission of providing the American people with a vital public television program service. . ."

Besides attempting to ease conflicts among public broadcasting's services and making clear PBS's refusal to compromise on matters affecting its independence, Mr. Minow expressed some thoughts on the kind of programing he would like PBS to provide.

He talked of an hour a night of news, analysis and commentary ("We should be the first" to provide such service, he said), of more original investigative reports and documentaries, of expanded live coverage of important congressional hearings. What's more, he would not limit the use of public broadcasting's "unique capabilities" to what "is narrowly defined as public affairs or education."

Scheduling flexibility and public broadcasting's new satellite system, he said, open "the entire universe of culture and creativity to public broadcasting's cameras." He was thinking, he said, of "everything musical, from rock to Rachmaninoff, as well as drama and dance, opera and folk festivals, craft shows and exhibitions of the masterpieces of fine arts, Fourth of July parades and Little League baseball games." And he is interested in "live" coverage of such material. "We must be much more than a recording service." Nor is that the limit of his ideas on programing. Mr. Minow said he has long harbored the dream of an *American Masterpiece Theater*, for which each of the public television stations would provide dramatizations of American novels, American plays, episodes from American history and stories of the lives of American political leaders that would cause people to think about the United States. Nor would the programs simply extol the good in American life. "Occasionally," they would "cry out for righting American injustice."

One passage of the speech seemed unusual, coming from one connected with broadcasting. Public television, he said, should tell its viewers that there is more to life than just television, even public television; say, taking a walk or reading a book, or even calling your mother-in-law.

Money still the key, says departing Rogers

Outgoing PBS chairman notes that although funding levels have risen in five years he has been on job, they're still not sufficient

Ralph Rogers last week left the chairmanship of Public Broadcasting Service in circumstances somewhat similar to those that prevailed when he assumed the top job five years ago.

As in 1973, he is concerned about what he perceives to be government efforts to compromise the integrity of public broadcasting's programing. He is concerned, too, about funding: It continues to be



Rogers

public television's most serious problem. But he appears sanguine about the future and remains a defender of PBS's service.

And there was no shortage of honors heaped on Mr. Rogers at PBS's annual membership meeting in his home town of Dallas, as he transferred the chairmanship to Newton Minow.

Among other bits of recognition, MacGeorge Bundy, president of the Ford Foundation, said in a note read by David Davis of the foundation that Mr. Rogers had been the "man who saved public broadcasting." This was a reference to Mr. Rogers's role in reshaping PBS into a form that enabled it to withstand Nixon administration efforts to usurp its program-scheduling responsibility.

Mr. Rogers was, Mr. Bundy said, "the right man, in the right place, at the right time for public broadcasting."

Last week, Mr. Rogers made clear his uneasiness over the public broadcasting financing bills pending in Congress—measures he said he feels are designed to weaken public broadcasting's independence.

As one who had a hand in molding the present PBS, Mr. Rogers was not hesitant to deny credit to the government for PBS's creation. It's true, he said, in addressing one of the sessions of the membership meeting, that since 1963, federal assistance for facilities has totaled \$141 million and, since 1969, federal help for programming and operating expenses has reached \$520 million.

But, he said, "this has been a local community-by-community accomplishment. The major design, policy-making, managerial and funding responsibilities have rested squarely on the shoulders of each individual television licensee."

As for nonfederal money, that total continues to rise—from \$127 million for all public television licensees in 1972 to more than \$300 million last year. But the total federal and nonfederal funding of more than \$400 million, he noted, "is less than 7% of the funds available to commercial television"—a comparison heard several times at the meeting in Dallas last week. "So it can be seen that the most serious problem for public television continues to

be funding."

Those who work in and support public television, he said, do so in the face of funding problems, because of a realization of public television's potential for service.

Mr. Rogers also acknowledged criticisms of the service, but knocked them down.

To those who say public television is taking on a commercial cast because of the time spent appealing for funds, or that the time and energy spent in that fashion detract from the service's principal programming mission—what is the alternative? he asked. Until there can be an assurance of adequate financing to support the kind of programming that communities want, "the time and cost of begging and soliciting funds are a small price to pay."

Carnegie's McGill tells PBS to pick targets with care

He urges stations not to be too concerned with government intrusions—unless they are into programming decisions

The sentiment running fiercely through the membership of the Public Broadcasting Service at its annual membership meeting in Dallas last week was to resist what the members regard as congressional efforts to whittle away their independence. But Ralph McGill, president of Columbia University, who heads the Carnegie Commission on the Future of Public Broadcasting, in effect advised discrimination in picking fights with the government.

Don't be too concerned about requirements for open meetings or about how the government will audit books, he said. But, he added, "The government must accept your freedom to make programming choices. You must resist efforts to influence programming." And Dr. McGill drew on his experience as a university administrator in advising public television station representatives to look to their own traditions of courage and integrity to protect them from government interference with First Amendment rights.

He recalled that 10 years ago, as chancellor of the University of California at San Diego, he successfully resisted pressure from the board of regents and secured the reappointment to the faculty of noted Marxist Herbert Marcuse. He also noted that last year he fought, and lost, a fight with Columbia students when Henry Kissinger, bowing to their opposition, declined an invitation to join the university faculty.

"When we were tested, we did what we had to do," he said.

And public television, he said, did what it had to do to, in 1973, in resisting what were regarded as Nixon administration efforts to compromise PBS's program authority. "That was the start of your tradition," he said.

Efforts again will be made to control programming, he said. But "when it is



McGill

shown that public broadcasting is resistant to those efforts," he added, public broadcasting will find it has "a coterie of supporters in the legislature."

Dr. McGill's message was received with some skepticism. Frederick Brettenfeld Jr., executive director of the Maryland Public Television Commission, said he agreed with former California Governor Ronald Reagan when he said, "When you go to bed with the federal government, you get more than a good night's sleep."

David M. Davis, program officer in charge of the Ford Foundation's office of communications, said public television stations should improve their performance in hiring of minorities and women—"you'll have reached your goal when 20% of employees and management are minorities and 50% are women"—and in opening board meetings to the public. "It's not only the price you pay for federal money," he said, "It's the right thing to do."

(During one session last week, the PBS members were told minority employment was on the rise. William Reed, PBS vice president for station relations, said that while total public television employment increased 5.6% last year, minority employment rose 12.8%. He also said that total minority employment—13.9% of the work force—exceeds the minority percentage of the nation's population.)

For instance, he said at one point that commission estimates indicate that public broadcasting requires \$1.5 billion annually to provide "a truly national and excellent" service. Public broadcasting now receives less than one third of that amount. Furthermore, Mr. McGill said that the "best mechanism" would be one in which stations develop sources of funds that "trigger federal matching grants—one not much different from the present one."

"It's not realistic to suppose you can operate the system with the level of excellence you aspire to without massive doses of federal aid," he said.

However, he also said the commission members "are giving a hard look" at a proposal that the "creative work" in public broadcasting be funded with nonfederal money.

Gunn offers glimpse of his glimpse into the future of PTV

PBS vice chairman previews report on the medium in the 1980's; among his ideas: PTV 1 and PTV 2

Hartford Gunn, vice chairman of the Public Broadcasting Service, has been peering into the future the past several months in an effort to provide the framework for long-range planning for public television. And among the suggestions he has developed is one calling for public television to go "in two different directions at the same time"—to develop national and regional services, each operated differently and designed to serve different needs.

Mr. Gunn, whose report on public television in the 1980's runs to several hundred pages and will be issued later this month, provided a 24-page overview last week at PBS's annual membership meeting in Dallas.

Mr. Gunn foresees technology continuing to spawn new means of transmitting programs, a good performance by the economy (though with inflation continuing, particularly in energy), and increased activity by government in communications generally. Indeed, Mr. Gunn warns that unless public television attends to the gov-

ernment's concerns, government will.

Mr. Gunn said his report includes "20 or so" strategies for public television, "as well as close to 100" specific ideas. The proposals he discussed include an "appropriate system response" to the growing numbers of new channels for program distribution and the confusion and smaller audience that may result.

Public television, he said, could take advantage of increased channel capacity to respond to the increased needs and pressures for new services. Mr. Gunn talked specifically of two operations—one providing a "lead," high-visibility service; the other designed to meet special needs as in the case of children.

The "lead" service—which Mr. Gunn referred to as PTV 1—would operate in limited hours in daytime and prime time, and would provide "the highest quality" programming, organized and scheduled as an integrated unit. It would be governed by stations that invest in the total lead service on a lump-sum, annual basis. At present, the programs shown on the PBS network are selected by a vote of the 277 stations participating in a program cooperative, and are funded individually.

The presence of "lead" service, he said, requires "at least" one other national program service, governed differently, "to provide balance and insure diversity of opinion, content and style. "PTV 2," he said, could be produced by a consortium of the regional networks, and could be

funded through a station program cooperative mechanism.

The two services, Mr. Gunn said, "would provide a complete service for stations with limited local programming capacity." And for others, he said, they would make possible services on second broadcast channels and on the new cable channels he sees becoming available.

Mr. Gunn offered several other suggestions. One involved long-range government funding that envisages the establishment of two federal funds for financing public television. One would match each station's nonfederal income directly on a one-for-one or one-for-two basis, and the other would be used by the Corporation for Public Broadcasting to undertake activities it and Congress wish to advance.

Media Briefs

Another bastion crumbles. American Women in Radio and Television has voted to open membership to men. Sidney Guber, vice president, SESAC, and Robert Mahlman, vice president and general manager, ABC Radio, became first male members. AWRT announced last week. Both men are trustees-at-large of Educational Foundation of AWRT.

One more time. Forum Communications Inc. last week filed notice of appeal from FCC decision renewing license of WPIX(TV) New York and denying Forum's competing application for channel 11. Forum, in notice filed in U.S. Court of Appeals in Washington, borrowed phrase from joint dissent of three commissioners, stating decision violated Communications Act because it "stacked the deck in favor of WPIX, and gave Forum the form and not the substance of a fair hearing."

Just a chicken in the fox coop. Chris-Craft Industries has told FCC that it is not attempting to take over 20th Century-Fox Film Corp. and that its Fox holdings are for investment only. Fox petitioned FCC to require broadcast group owner Chris-Craft, which has been purchasing Fox stock, to make its intentions known (BROADCASTING, June 12). Since June 7 Fox petition, Chris-Craft has increased its holdings in Fox from 8.7% to 9.3% and is now largest Fox shareholder.

Question of service. FCC has set July 26 as date for oral presentation before commission en banc of application for renewal of Educational Broadcasting Corp.'s WNET(TV), which is assigned to Newark, N.J., but operates in New York. Commission last month ordered oral presentation on basis of petitions to deny by citizen groups claiming station is not serving needs of Newark, as it has promised (BROADCASTING, May 15).

Capcities buy-back. Capital Cities Communications Inc. announced last week it plans to buy approximately 720,000 shares of its own stock on open market from time to time after two-for-one stock split that becomes effective today (July 3). At cur-



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rent market prices 720,000 shares would be worth about \$25 million. Stock will be held as treasury shares and will be available, Capcities said, for issuance under employee incentive plans and for acquisitions. Company has 7,058,444 shares outstanding, which will become 14,116,888 after split.

Deal is done. Taft Broadcasting has executed definitive agreement to buy WDCA-TV Washington from Superior Tube Co. for \$13.5 million, as previously outlined in letter of intent last April (BROADCASTING, May 1). Transaction still is subject to FCC approval.

Changing Hands

Announced

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

■ **WDBC(AM)-WFNN(FM)** Escanaba, Mich.: Sold by KVZ Inc. to Delta Broadcasting Co. for \$600,000 plus assumption of \$235,000 in notes. This and sale of KHAK-AM-FM Cedar Rapids, Iowa (see below), are contingent upon transfer of control of Communications Properties Inc. from estate of Hart N. Cardozo Jr. (83.3%) to KVZ Inc., which is owned by former officers of Communications Properties: Philip T. Kelly, president (8.5% before transfer and 49.9% after); Richard C. Voight, vice president (4.22% before, 25.8% after), and James L. Zimmerman, vice president (3.97% before, 24.3% after). KVZ will retain WDBQ(AM)-KIWI(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and applications for new FM's in Fargo and Green Bay, Wis. Buyer, Delta Broadcasting, is joint venture of Midwest Wireless and Blackacre Ltd. Midwest is owned by Jack E. Kaufman (80%) and Robert L. Haslow (20%), partners in WKKI(AM) Celina, Ohio. Mr. Kaufman is part owner of WBMB(AM)-WBMI(FM) West Branch, Mich. Blackacre is principally owned by James R. Cooke and his wife, Betsy. Mr. Cooke is communications lawyer in Washington and partner in Arlington, Va., investment firm where his wife is employed. Neither has other broadcast interests. WDBC is on 680 khz with 10 kw daytime and 1 kw night. WFNN is on 104.7 mhz with 100 kw and antenna 350 feet above average terrain.

■ **KHAK-AM-FM** Cedar Rapids, Iowa: Sold by KVZ Inc. (which is also selling WDBC(AM)-WFNN(FM) Escanaba, Mich. [see above]) to Stoner Broadcasting System for \$575,000 plus \$100,000 in noncompetition and consulting agreements. Stoner, principally owned by trusts for Thomas H. and Ruth H. Stoner, owns KSO(AM)-KGGO(FM) Des Moines, Iowa; WGNT(AM) Huntington, W. Va.; WNBK(AM)-WQYT(FM) Binghamton, N.Y., and has sold, subject to FCC approval, WVEZ(FM) Louisville, Ky. KHAK is 1 kw daytimer on 1360 khz. KHAK-FM is on 98.1

More ways than one. FCC Commissioner James Quello hopes that comments received in the commission inquiry to consider modifying its procedures for dealing with ex parte contacts in rulemaking proceedings will suggest alternatives to the proposal the commission issued for comment two weeks ago (BROADCASTING, June 12). Commissioner Quello said since the proposal was adopted as an interim policy, the commission has "unduly restricted the parameters of comment." He expressed the view that the commission proposal, which requires public disclosure of all such contacts, goes too far, that the rules should apply only to rulemakings involving "competing claims to valuable privilege." The commissioner, noting "the well-recognized fact" that commissioners cannot and do not digest every word of every filing before the various commission bureaus, said, "it obviously is helpful to receive oral presentations of salient points" from contending parties.

Commissioner Abbott Washburn, in a separate statement, also expressed misgivings. The new procedures may not be burdensome to the well-financed organization, including networks and large multiple cable television systems, he said. But they will make things difficult for ordinary citizens, public interest groups and small-market cable systems and broadcasters. The new procedures, he said, "will cause valuable sources of information and contact to dry up. The commission will be the poorer for this."

mhz with 6.8 kw and antenna 210 feet above average terrain.

■ **KPOI(AM)-KHSS(FM)** Honolulu: Sold by Communico Oceanic Corp. to Sudbrink Broadcasting of Hawaii for \$655,000. Seller, which owns KMJK(FM) Lake Oswego, Ore., is principally owned by Frederick W. Constant, president. Buyer is owned by trusts for Kyle and Craig Sudbrink, their mother, Margareta Sudbrink, and Mr. and Mrs. Richard Casper. Mrs. Sudbrink and her husband, Robert (Woody) Sudbrink, are principals in Sudbrink Broadcasting Co., which has been liquidating its radio group but retains WWNS(AM) South Miami, of which Mr.

Casper is former general manager. The same group has bought, subject to FCC approval, WORL(AM) Orlando-WORJ-FM Mount Dora, Fla. KPOI is on 1040 khz with 10 kw full time. KHSS is on 97.5 mhz with 100 kw and antenna 30 feet above average terrain.

■ **WFPA(AM)** Fort Payne, Ala.: Sold by WFPA Inc. to Edward Keith Baker and his wife, Evelyn, for \$360,000. Seller is principally owned by Robert H. Johnson and his wife, Beatrice, who have no other broadcast interests. Mr. Baker is former owner of KHBM-AM-FM Monticello, Ark. WFPA is on 1400 khz with 1 kw daytime

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■ **KFMY(FM) Eugene, Ore.:** Sold by Music Inc. to Obie Communications for \$325,000. Seller is principally owned by Duke Young, president and general manager, who has no other broadcast interests. Buyer is principally owned by Brian B. Obie and his brother, Gary, who own KUGN(AM) Eugene. KFMY is on 97.9 mhz with 3.5 kw and antenna 780 feet above average terrain.

Approved

■ **KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM) Fairbanks, Alaska:** Sold by Big Country Radio Inc. to Prime Time of Alaska Inc. for \$2,850,000 plus assumption of approximately \$650,000 in liabilities. Seller is owned by Richard C. Cruver, Glenn S. Miller and Robert W. Fleming, who have no other broadcast interests. Buyer is principally owned by Martin Hamstra and Robert Brown, owners of KWTZ(AM) Everett, Wash. Others with interests in buyer are Dr. and Mrs. William Lucas, Washington state restaurateurs, and George Akers, Seattle attorney. KYAK is on 650 khz with 50 kw day and 25 kw night. KGOT is on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. KIAK is on 970 with 5 kw full time.

■ **KROD(AM)-KUDE(FM) El Paso:** WCK Media Inc., licensee, sold by Melvin Wheeler and others to Rex Broadcasting Corp. for \$330,000, plus \$600,000 in liabilities. Sellers are Mr. Wheeler, A. Boyd Kelly, E. Eric White and Ray Clymer Jr. (25% each). Mr. Wheeler owns KITT(FM) San Diego; WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex., and KFDW-TV Clovis, N.M. Mr. Kelly is principal owner of KDWT(AM) Stamford, Tex. Mr. White is majority owner of KORC(AM) Mineral Wells, Tex., and owns 20% of Wichita Falls Television, 80% owner of KAUZ-TV Wichita Falls, Tex. Mr. Clymer owns 10% of Wichita Falls Television. Rex Broadcasting, buyer, is principally owned by Jim Sloan (62.26%), principal owner of KCUB(AM) Tucson, Ariz., where Philip D. Richardson (12.5% of Rex) is sales manager. Remaining stock in buyer is owned by two Tucson businessmen, neither with other broadcast interests. KROD is on 600 khz with 5 kw full time. KUDE is on 95.5 mhz with 100 kw and antenna 1,200 feet above average terrain.

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

Precedent may be spinning off revolving door for FCC lawyers

Attorney for license applicant says his signature on papers is enough to affirm no involvement when he was with FCC; Judge seeks ruling; citizen group petitions for far-reaching rulemaking

A former aide to then-FCC Chairman Richard E. Wiley is in the middle of a possible conflict-of-interest controversy before a commission administrative law judge, and the dispute could lead to new procedures for guarding against such conflicts in the future.

At least the judge, Reuben Lozner, has asked the commission to rule on whether it is appropriate for him to exclude from a hearing a private attorney who refuses to respond directly to a question as to whether he, while an FCC employee, dealt with matters related to the hearing.

The former aide involved is Roderick K. Porter, who was employed by the commission from November 1972 until October 1977, the last year as a special assistant to Chairman Wiley. He is now with the law firm of Fletcher, Heald, Kenehan & Hildreth, and is acting as co-counsel for WYOR(FM) Coral Gables, Fla., in a hearing before Judge Lozner that involves an application for a license to cover a construction permit.

Judge Lozner, after noting Mr. Porter's appearance in the case and realizing he had been on the chairman's staff when matters relating to the case were being considered by the commission, expressed concern. He noted that commission rules prohibit former employees from representing private parties before the commission in matters in which they had been substantially involved while with the agency—and he asked Mr. Porter to make a statement for the record regarding his participation, if any, in the case while he was with the commission.

Judge Lozner made the same request of Lisa J. Stevenson, an attorney for WGLO(FM) Fort Lauderdale and WWOG(AM) Boca Raton, both Florida, which are involved in the WYOR case. She had joined the firm of Koteen & Burt a year ago, after two years with the commission's Broadcast Bureau. She said she had not had any connection with the case while with the FCC.

But Mr. Porter declined to make the statement. After conferring with his office, Mr. Porter said the firm believes that the signing of pleadings in a case and the filing of a notice of appearance in a commission proceeding by an attorney "constitutes a representation that there are no conflicts of interest matters which would bar the firm or the firm attorney from acting as counsel in the case."

That did not satisfy Judge Lozner. He

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
John Blair & Co.	3 mo. 3/31	38,846,000	+21.7	1,912,000	+17.0	.78	31,747,000	1,834,000	.68
CBS	3 mo. 3/31	744,190,000	+15.5	33,796,000	+ 2.4	1.22	643,780,000	32,973,000	1.16
Cetec	3 mo. 3/31	11,243,000	+12.9	221,000	+32.3	.10	9,953,000	167,000	.07
Columbia Pictures	9 mo. 4/1	410,361,000	+52.5	52,847,000	+89.4	5.71	269,017,000	27,898,000	3.31
Communications Properties	6 mo. 4/30	16,203,000	+24.2	2,196,000	+19.3	.45	13,037,000	1,001,000	.21
Cox Broadcasting	3 mo. 3/31	46,815,000	+15.7	5,292,000	- 7.1	.79	40,456,000	5,692,000	.95
Farinon	yr. 3/31	75,380,000	+25.1	4,635,000	+11.4	1.00	60,231,000	4,159,000	.96
Filmways	yr. 2/28	140,566,000	+12.1	3,524,000	+30.6	1.39	125,327,000	2,697,000	1.07
Gray Communications	9 mo. 3/31	13,118,558	+23.6	974,349	+22.0	2.05	10,612,171	798,250	1.68
Liberty Corp.	3 mo. 3/31	60,421,000	+37.5	6,930,000	+43.6	1.03	43,934,000	4,824,000	.72
Lin Broadcasting	3 mo. 3/31	10,524,000	+22.0	1,861,000	+70.8	.66	8,624,000	1,089,000	.40
Mooney Broadcasting	yr. 12/31	5,484,304	+15.5	(211,096)	*	(.50)	4,745,807	122,816	.29
MovieLab	yr. 1/1	25,577,746	- 4.6	912,622	+103	.64	26,802,816	449,554	.32
New York Times Co.	3 mo. 3/31	138,293,000	+18.6	7,099,000	+32.0	.81	116,544,000	5,378,000	.47
Oak Industries	3 mo. 3/31	42,422,989	+ 7.7	880,916	+24.2	.43	39,370,353	709,145	.35
Outlet Co.	3 mo. 4/30	60,453,000	+66.5	641,000	+20.0	.17	36,288,000	534,000	.20
Schering-Plough	3 mo. 3/31	269,817,000	+13.2	53,998,000	+18.8	1.00	238,317,000	45,424,000	.84
Starr Broadcasting	9 mo. 3/31	25,422,447	+ 6.7	318,396	-73.5	.21	23,374,583	1,200,339	.84
Taft Broadcasting	yr. 3/31	138,267,393	+26.7	19,891,776	+28.2	4.82	109,075,211	15,515,363	3.79
Tele-Communications	3 mo. 3/31	14,904,000	+18.3	1,144,000	+ 8.3	.20	12,589,000	371,000	.05
Telemation	yr. 12/31	9,443,206	- 0.9	703,731	*	.68	9,528,869	(1,717,306)	(1.65)
Times-Mirror	12 wks. 3/26	305,013,000	+30.5	26,916,000	+50.3	.77	233,669,000	17,900,000	.52
Transamerica	3 mo. 3/31	830,700,000	+11.8	47,836,000	+30.5	.72	742,564,000	36,630,000	.54
Turner	12/31/77	28,799,000	13.6	(1,232,000)	*	(12.6)	25,345,000	648,000	.66
20th Century-Fox	3 mo. 4/1/78	158,933,000	+17.7	17,486,000	+80.1	2.21	89,835,000	2,571,000	.34
UA-Columbia Cablevision	6 mo. 3/31	13,964,000	+22.5	1,549,000	+27.5	.94	11,395,000	1,214,000	.72
Video Corp. of America	9 mo. 3/31	5,962,000	-21.4	406,000	-12.1	.41	7,577,000	455,000	.45
Warner Communications	3 mo. 3/31	312,497,000	+23.3	20,382,000	+13.0	1.41	253,241,000	18,032,000	1.26
Westinghouse	3 mo. 3/31	1,544,776	+ 8.1	66,237,000	+24.5	.76	1,428,270	53,193,000	.61
Wrather Corp.	3 mo. 3/31	8,236,000	+15.5	(103,000)	*	.05	7,126,000	106,000	.05

*Change too great to be meaningful.

contends that in refusing to make the requested statement, Mr. Porter had failed to "avoid even the appearance of professional impropriety as required by Canon 9 of the [American Bar Association's] Code of Professional Responsibility."

Accordingly, he suspended the hearing and asked the commission to answer two questions: Under the facts in the case, is it proper for the presiding judge to ask the question he did of Mr. Porter? And if it is, does the judge have the authority to bar the attorney from the hearing if the attorney declines to answer?

Mr. Porter's firm and the Federal Communications Bar Association have submitted pleadings endorsing Mr. Porter's stated position. The firm said that the law and commission rules require no affirmative statement from a former commission employee that he or she is "untainted." To require such a statement at the outset of a case, the firm said, "places ex-government employees in a distinctly different and, we submit, undesirable position as compared with attorneys not previously employed by the government."

Edgar H. Holtz, president of the FCBA, added that when "a judge questions a lawyer's ethics, there is a fall-effect on the client. The lawyer is one who has to guide himself as to the ethics, unless there is hard proof to the contrary. And the judge [in the Porter matter] has none."

However, the Citizens Communications Center has seized on the controversy as a means for urging the commission to adopt new policy governing such situations. It filed a pleading not only urging the com-

mission to uphold Judge Lozner but to adopt an "objective" means of determining when a former high-level employee and his law firm should be disqualified from participating in commission proceedings.

Citizens said that since commissioners' assistants normally deal with all agenda items, they should be required to keep a contemporary record of items in which they do not participate. Otherwise, Citizens said, there is no way of maintaining "the appearance of fairness" if they appear as a private lawyer before the commission.

Citizens also asked the commission to adopt a rule to require the "immediate cessation of employment" of commission employees who accept positions with law firms or businesses dealing with the commission.

Furthermore, Citizens said, the commission's concern about appearances should not stop with the attorney involved. Unless the former employee can demonstrate that he separated himself from the commission action in the case, Citizens said, "the appearance of integrity demands that his law firm also be disqualified."

Antitrust brain trust

A 21-member blue-ribbon panel whose purpose is to review federal antitrust laws and procedures and recommend reform came into existence late last month in a ceremony presided over by President

Carter in the White House rose garden.

President Carter said the national commission, whose members he formally appointed, will conduct a study intended "to go to the heart of the free enterprise system." And he said the commission would have two major goals: finding ways to speed the resolution of complex antitrust cases that frequently drag on for years, and making recommendations on the desirability of retaining existing antitrust-law exemptions.

Attorney General Griffin B. Bell reminded the group—which is scheduled to complete its work in six months—of the fate that attends many government studies. "We study and study and study, but we rarely implement" the recommendations that emerge, he said. "The Carter administration is trying to break that pattern."

The chairman of the group will be John Shenefield, assistant attorney general in charge of the Justice Department's antitrust division. He said a major goal would be to "lighten the hand of government" on business and consumers.

Congressional members of the commission include Senators Edward Kennedy (D-Mass.), Jacob Javits (R-N.Y.), Howard Metzenbaum (D-Ohio), Robert Morgan (D-N.C.), and Orrin Hatch (R-Utah), and Representatives Peter W. Rodino (D-N.J.), Barbara Jordan (D-Tex.), John Seiberling (R-Ohio), and Charles Wiggins (R-Calif.).

Others on the commission are Michael Pertschuk, Federal Trade Commission chairman; Alfred Kahn, Civil Aeronautics Board chairman; U.S. District Judge C.

Clyde Atkins, of the southern district of Florida; Chauncey Browning, West Virginia attorney general; Maxwell Blecher, of Los Angeles, an attorney; Eleanor Fox, of New York University law school; John IZard, former chairman of the antitrust law section of the American Bar Association, now practicing law in Atlanta; James Nicholson, former FTC member now practicing law in Washington; Craig Spangenberg, a Cleveland lawyer; Gordon Spivack, a former antitrust department official now practicing law in New York, and Lawrence Sullivan, professor of law at the University of California at Berkeley.

Geller finally OK'd as NTIA head

Hostage released after settlement of dispute over Jagoda role, but there are worries over WARC, and Hollings promises hearings

Henry Geller, one-time FCC general counsel, was confirmed by the Senate last week to head the new National Telecommunications and Information Administration. The vote, making official Mr. Geller's title as assistant secretary of Commerce, followed a Tuesday deliberation and affirmative vote of the Commerce Committee at which Mr. Geller's name was barely mentioned.

Although it had never been controversial, Mr. Geller's nomination had been held up since the Communications Subcommittee's hearing on his nomination on April 14 because of concern that President Carter's media adviser, Barry Jagoda, had been involved in telecommunications policy decisions. The senator chiefly raising those concerns, Barry Goldwater (R-Ariz.), and Subcommittee Chairman Ernest Hollings (D-S.C.), said at the Commerce Committee session last Tuesday that they felt reassured there will be no more crossing of lines between White House image-makers and policy-makers.

The two senators met the week prior with Mr. Jagoda's new superior, Gerald Rafshoon, who has been named assistant to the President for communications, and Robert J. Lipshutz, counsel to the President. From that meeting, Mr. Hollings said, "there is no question in my mind that Rafshoon understands the dangers" of presidential media advisers trying to influence substantive issues. Mr. Jagoda had been involved in shaping the White House's public broadcasting bill, in choosing nominees to the Corporation for Public Broadcasting board and in public broadcasting programming (Vladimir Horowitz's concert at the White House). Mr. Hollings said it does not matter if such influence was for good. He said Mr. Jagoda "couldn't understand that there should be no influence, period." The senators had sought, unsuccessfully, to have both Mr. Jagoda and Mr. Rafshoon testify before the panel.

Mr. Goldwater said that from the meet-

ing with Messrs. Rafshoon and Lipshutz and another he had with Mr. Jagoda that he is "not 100%" satisfied. "But I'm not unhappy." He said in the future "we will be watching very closely to make sure there will be no White House involvement in public broadcasting."

Several Communications Subcommittee members also expressed concern that U.S. preparations for the World Administrative Radio Conference-1979 have been moving too slowly. Senator Goldwater said he doesn't think the United States has ever had a strong team of delegates to WARC conferences, but should make certain to put one together for the upcoming meeting. "All these other countries want to bite off big chunks of frequency that they can't use," he said. "We just don't want to see the United States come out of this with nothing for our own communications."

Senator Harrison Schmitt (R-N.M.), who had blasted the administration two weeks ago for being "oblivious" to the potential future economic hardships and threats to national security that are at stake in the WARC negotiations (BROADCASTING, June 26), complained again that "at this time we're essentially in a no-win situation."

Senator Hollings, in response, suggested that the subcommittee hold a WARC oversight hearing. That has not been scheduled yet.

Mr. Geller, who was only briefly mentioned before the vote on his confirmation, has an extensive communications background that included 14 years at the FCC. He was general counsel from 1964 to 1970, special assistant for planning from 1971 to 1973. From 1957 to 1961 he had been an appellate antitrust lawyer at the Department of Justice. Since leaving the commission in 1973, he has been a communications specialist at the Rand Corp. and a communications fellow at Aspen Institute in Washington.

FCC prospect list questioned by NAB

Agency's offer to be middleman between station sellers and minority buyers is criticized

The National Association of Broadcasters has petitioned the FCC for partial reconsideration of its order aimed at improving chances of minority group members to acquire broadcast ownership. The NAB's concern focuses on the commission announcement that its Consumer Assistance Office and Industry Equal Employment Opportunity Unit will maintain a list of names, addresses and telephone numbers of prospective purchasers for anyone—sellers or brokers—who want to consult it.

NAB said the benefits of such a list "are at best illusory" and that the commission should abandon the idea. NAB said brokers and lawyers at a meeting it sponsored agreed that the proposed list would not

contain the information that would be needed—principally, the financial qualifications of the prospective buyers. But to include that information, the NAB said, would raise questions about privacy, as well as about the propriety of the government serving as a clearinghouse for such information.

However, if the commission decides not to drop its offer to maintain the list, the NAB said it should include additional information, including the kind of station sought, the acceptable price range and financial qualifications.

The NAB, which has published a booklet, "Purchasing a Broadcast Station: A Buyer's Guide," offered to make it available to the commission for distribution to prospective minority purchasers.

The booklet is designed to provide minorities with a basic knowledge of how to find a station, evaluate its worth, obtain financing and secure FCC approval of the sale. Its booklet, the NAB said, "would provide more meaningful assistance to a prospective minority purchaser" than the list the commission has proposed.

FCC reimbursement

Inquiry started on whether to pay for public participation; also voted: OK for FTC to see conglomerate-study files

In what was described as an effort to get more participation in FCC matters from citizen groups, the commission last week voted 5-1 to issue a notice of inquiry on reimbursement of expenses for those taking part in its proceedings.

The dissent came from Commissioner Robert E. Lee, who said he thought it was "premature" and that it might ultimately promote delay and lengthen processes. He said Congress should make the first move. "This is only a notice" is the story of my life around here," he said. "It is a bit of a commitment."

At the same meeting the commission decided it would not outright grant a Federal Trade Commission request to hand over documents collected during a 1972 study on conglomerate ownership of broadcasting stations, but would allow interested FTC employees to come over to the FCC and read it.

With the reimbursement notice of inquiry, the commission seeks comments as to whether it should establish reimbursements, and if so whether it has or must get authority from Congress. And after that, what form should the process take? The intent of the reimbursements would be to allow citizen groups, which otherwise would not be able, to present informed views on issues before the commission.

"I don't consider this a lawyer's relief bill," Chairman Charles Ferris said. "Lawyers are quick for opinions and judgments," he said, but often less so with facts. This is an opportunity, Chairman Ferris said, to get facts from citizen groups.

In presenting the issue, staff members

said the notice would ask questions, but they already had some strong preferences. They felt reimbursements should be limited to notice and comment proceedings and rulemakings. Also that reimbursements would go to persons who "contribute to a full and fair understanding" of the issue and who without financial help could not participate.

Commissioner Margita White said it was the responsibility of the commission to find out what impact the program might have and to think about who would be eligible, who makes the choices, how much money would be distributed and for how long. Also, she said the need is to get the widest range of participants, not the most vocal.

The commissioners decided not to give the FTC the conglomerate ownership study outright because at least two of them felt it amounted to a betrayal of confidence of the 36 firms which made up the study. Commissioner Tyrone Brown said the companies gave information in good faith at a time when the FCC could not legally give the report to another agency. The law since that time has been changed, but Mr. Brown said he felt the old law should apply in this case.

The FTC is looking at media concentration and requested the report thinking it might be of help. After discussing various ways the commission could release the report with conditions, the FCC commissioners decided to pass on it with the understanding the staff would make arrangements to have FTC personnel come over and read it.

Maybe they won't want it and the whole thing will go away, Chairman Ferris said.

In other actions, the commission dropped the ban on the manufacture and marketing of external radio frequency power amplifiers used illegally by citizen band operators to boost the power of CB radios. The commissioners dropped the ban when they learned it had brought to the marketplace equipment easily converted to amplifiers that caused more interference than the ones originally banned.

The commission also approved a notice of rulemaking looking to the elimination or modification of the cable TV certificate of compliance process since it has authority under the forfeiture law to issue what amounts to a fine. It is seeking comments on a "wide range of issues." One concern, voiced by Commissioner Abbott Washburn, was that forfeiture might not give the commission the information-gathering possibilities allowed by the certificate of compliance process.

And, broadcast equal employment opportunity rules were broadened by the commission to include the handicapped.

NAB's regional helpers on minority ownership

The National Association of Broadcasters has put together three teams in New York, Chicago and Los Angeles to provide information to minorities interested in buying

broadcast stations or obtaining construction permits. Those and a similar group being put together in Atlanta are to work with the NAB task force on minority ownership to provide financial, programming, engineering and general information.

The members are:

New York □ Alan R. Griffith, vice president, The Bank of New York (for financial information); Joe Somerset, radio programming consultant and former Capital Cities radio program director (for programming information); David Bedow, vice president in charge of engineering, Westinghouse Broadcasting (for engineering information), and Thomas S. Murphy, chairman of the board, Capital Cities Communications (for general information).

Chicago □ William S. Lear, vice president, The First National Bank of Chicago (finance); Phil Nolan, area vice president, Westinghouse Broadcasting (programming), and Irving Harris, president, Standard Shares Inc. (general).

Los Angeles □ Zebbie Trogden, vice president, Security Pacific National Bank (finance); Bill Ward, vice president and general manager, KLAC(AM) Los Angeles (programming), and Pete Newell, vice president and general manager, KPOL-AM-FM Los Angeles (general).

Names of engineers in Chicago and Los Angeles are to be announced later.

Faith Center and FCC head on collision course

Religious licensee refuses request from commission to turn over records of donors, other financial information and program tapes

Faith Center Inc., a group religious broadcaster and programmer headquartered in California, will not meet a July 20 FCC deadline for turning over station tapes and financial information, its attorney said.

The FCC has said Faith Center, owner of KHOF-TV San Bernardino, Calif., KVOF-TV San Francisco, WHCT-TV Hartford, Conn., and KHOF(FM) Los Angeles, refused to cooperate in a September 1977 investigation of the group's financial dealings. The commission then set the July 20 deadline, asked for "certain financial and other materials" and said failure to meet the deadline would result in KHOF-TV being set for hearing.

Faith Center attorney Peter Van Name Esser said commission investigators had initially asked for lists of donors and projects and personnel and other church records, many of which Faith Center considered privileged information. Now, he said, the commission is asking for lists of donors and contributors, and other materials including 200 hours of video tapes.

He said the station might file suit in federal court to stop the hearing, or attempt to negotiate further with the FCC on what materials have to be submitted. "We are accusing them of a fishing expedition,"

TOP TEN GROWTH AREAS

"WHERE THE OPPORTUNITIES ARE FOR THE 1980's"

Money Magazine May 1978

- 1 BEAUMONT TEXAS
- 2 FORT LAUDERDALE FLA
- 3 TAMPA/ST. PETERSBURG FLA
- 4 HOUSTON TEXAS
- 5 ALBUQUERQUE N.M.
- 6 EL PASO TEXAS
- 7 AUSTIN TEXAS
- 8 COLUMBIA S.C.
- 9 TUSCON ARIZONA
- 10 GREENVILLE/
SPARTANBURG S.C.

BEAUMONT

"the excitement of a boom town"

KBMT TV

"the excitement of overall leadership"



A MCKINNON STATION
KBMT TV BEAUMONT TEXAS
KIII TV CORPUS CHRISTI TEXAS



REPRESENTED NATIONALLY BY BLAIR

Mr. Esser said. "They say we may be a church, but we are also a licensee."

Faith Center already has filed suit against the California attorney general, seeking \$70 million damages after another attempted investigation into church records.

"We believe," Mr. Esser said, "the stations—not just KHOF-TV, but all Faith Center stations—will be taken off the air. We believe the hearing will be designated and the licenses will make an example of Dr. Scott [W. Eugene Scott, the church's pastor and president of the stations] and deny the license. And if they do deny the license, they will deny all four."

Mr. Esser said Faith Center "feels confident" of its constitutional grounds, "but it is a question of how long the church and its supporters can remain solid" in the face of investigations by the California attorney general and the FCC. "We may prevail somewhere down the line," he said, "but the damage may already be done. People do not want to associate with a church under investigation."

The FCC, he said, has not acknowledged receipt of information already sent by the church. "Now they want more to see if they can find something, to come in and see if we are on the level...to look at all fund-raising tapes, lists of all donors and reasons they gave, then see if we followed through on what they wanted. It is not only burdensome, but also unconstitutional," he said.

Proposition 13 may knock props from under some public stations

Six noncommercial radio stations in California are facing serious financial crises as a result of that state's recent Proposition 13 tax vote. The stations, all of which are associated with state colleges or local school districts, are girding themselves for severe budget cuts that could jeopardize their membership in National Public Radio and their eligibility for Corporation for Public Broadcasting funds.

The stations involved are KCRW(FM) Santa Monica, KPCS(FM) Pasadena, KLOM(FM) Long Beach, KVCR(FM) San Bernardino, KCSM(FM) San Mateo and KALW(FM) San Francisco. The stations receive 30%-50% of their operating funds from educational budgets that have been cut as a result of the tax vote.

The qualifications for NPR membership and CPB funds include stipulations that stations must maintain full-time staffs of five employees and broadcast at least 18 hours a day. Under the impending budget cuts, however, the stations fear that they may be forced to cut staffs and broadcast time below those minimums.

According to Clyde Robinson, NPR vice president for member services, the public network intends "without question" to carry the stations at least into the fall when the NPR membership committee is scheduled to meet and consider the situation.

Broadcast Advertising®

Radio raves

Participants at ANA/RAB workshop tell one success story after another about the medium's power

Testimonials poured out in a steady stream as sellers of products ranging from cheese to chewing gum praised the power of radio advertising last week at the 11th annual radio workshop cosponsored by the the Association of National Advertisers and the Radio Advertising Bureau.

Some 900 advertiser, agency and media people were on hand for the all-day session, held Tuesday at the Waldorf-Astoria hotel in New York.

Keith Reinhard, executive vice president of Needham, Harper & Steers, set the tone for the meeting in his keynote speech:

"If radio had been invented after TV," he said, "it would, no doubt, be considered the superior medium. We'd be talking about radio's advantages—about the intimacy of radio and the fact that radio allows you to involve the viewer when he's doing something else. Unlike TV, he can actually receive your radio 'picture' without sitting down next to the set. And agencies would put their best creative people on radio, and those people would create radio pictures far more vivid and compelling than TV ever could."

Other speakers got down to cases, among them the cases of Kraft, Wrigley, American Express, Blue Nun wine, the new OXY-5 acne medication, Hirsch Photo Supply Co. and a number of big retailers.

NH&S's Mr. Reinhard also got down to cases, playing commercials his company had created for the McDonald's food chain as examples of the kind of care that radio commercials deserve. Too many agencies give radio short shrift, he said.

"Agencies that hire expensive directors to create their TV pictures," he said, "leave their radio pictures to an assistant producer. Agencies that fly three people to the Coast for preproduction meetings to discuss their TV pictures will schedule only one hour of studio time for preproduction, production and postproduction of their radio picture...."

"Most advertisers don't spend enough money on radio production. I think it may have to do with the way we at advertising agencies have approached the task of selling radio to our clients. We tell them 'radio is cheap.' We don't tell them about radio's tremendous targeting advantages."

A.G. Atwater Jr., for one, didn't need to be told. Mr. Atwater, vice president and assistant to the president of Wm. Wrigley Jr. Co., said Wrigley has been using radio since 1927 and is currently using it all over the country.

"Day after day," he said, "we're on radio. On spot radio. On all the radio networks. We're on the air in every radio mar-

ket in the country. On more than 3,000 stations. In the last two hours, radio delivered more than 21 million listener impressions for Wrigley's...."

"Consumers themselves may not be aware of what a powerful job radio does. But we have to be. When advertising is the lifeblood of your business, radio is a fact of life."

Mr. Atwater said radio performs six marketing roles for his company:

"To strengthen and extend our TV advertising, we use radio. To maintain the momentum of a campaign when TV viewing dips, we use radio. To reach consumers out of home, we use radio. To segment the market—to reach young consumers and ethnic groups efficiently—we use radio. To give a campaign tremendous frequency against a spectrum of demographic groups, we use radio. To drive home a musical message, we use radio."

Mr. Atwater also stressed radio's visual impact:

"We know that a strong visual in our TV commercials carries right over to our radio commercials for the same campaign... Used properly, in combination with TV, the result is more than TV plus radio, it's synergistic."

In addition, he told the workshop audience, "radio isn't TV without pictures. Think of it as TV without the drawbacks. If you want to escape the clutter of TV commercial breaks, buy radio."

James Blocki, general advertising manager of Kraft, said the success of Kraft's use of radio could be judged by the fact that "we doubled our expenditures in radio between 1976 and 1977."

He said Kraft's association with radio goes back almost 50 years, and that "radio will continue to be an important part of our advertising plans in the years ahead—because radio works. Because we have nearly 7,000 Kraft products to sell," Mr. Blocki said, "we use radio as a tactical weapon. Because radio is flexible, we can be flexible in our marketing plans...."

"In 1975, Kraft moved heavily into network radio with cheese product commercials. Our objective was to saturate the radio waves with the Kraft name, then to combine that impact with the visual appeal of our product demonstration commercials on TV. It worked—this is the third year of this activity and public awareness of the Kraft name is at its highest."

Lawrence White, brand manager of OXY-5, an acne medication marketed by the Norcliff Thayer division of Revlon, credited radio with helping to make OXY-5 "an incredible success story."

Starting in 1975, he said, "we concentrated all our limited media funds on radio alone." By 1977, he reported, retail sales were up 40%.

"To achieve the reach and frequency goals in TV we would have [had] to concentrate all of our year-one budget in a few flights, shoot the works and pray that it would pan out," Mr. White said. "In radio, we were able to aim more precisely at our teen-age target audience, eliminate expensive coverage of people who were not in our target and who would have no need for

Never leave 'em laughing. Various techniques and objectives of radio pretesting firms were discussed last week during a panel session at the Association of National Advertisers/Radio Advertising Bureau radio workshop. Richard Montesano, RAB senior vice president of marketing and moderator of the session, released an RAB report on "Radio Pretesting Companies," which described 11 research firms with specialized techniques: ASI, Burke, Communicus, ERISCO East, McCollum/Spielman, Radio Recall Research, Schrader Research, Spencer Bryne Associates, Telcom Research, Tele Research and the Walt Wesley Co.

Tom Mindrum, vice president of Tele Research, New York, which relies on purchases from supermarkets and drug stores as a barometer of ad effectiveness, said that, on average, a 60-second radio commercial is 75% as effective as a 30-second TV spot.

Equally bullish remarks about radio were made by Peter Klein, senior vice president of McCollum/Spielman, Great Neck, N.Y., who said that, on average, radio commercials are 83% as effective as TV in creating brand awareness.

Jerry Jontry, vice president and Eastern manager of the Walt Wesley Co., New York, which uses a psychogalvanometer to record emotional responses, pointed up the effectiveness of radio in relation to other media. He said that "from the arousal scores we have seen from the many radio commercials we have tested, good ones can be just as powerful as any TV commercial or print ad."

What makes an effective radio commercial? Jeri Radder, vice president, Communicus, Los Angeles, insisted that the attraction for a commercial hinges on the interest and/or entertainment value of its opening portion. Lee Weinblatt, president of Telcom Research, Teaneck, N.J., said that "humor, when properly presented, is the surest way to obtain long-term recall of a radio commercial message." Maurie Webster, president of ERISCO East, offered three guidelines—involverment is increased when a situation evokes a clear scene, specifics are best and "jokes at the end of commercials are usually disastrous."

our product, and to adopt a realistic pay-as-you-go program that avoided heavy investment spending.

"The costs were right. The coverage was on target. So we decided not to dilute any of our efforts away from this preliminary radio target."

The budget, he said, was split about equally between network radio and spot radio in the top 30 markets.

"We increased our spending," he continued, "and share responded with steady growth. What we were doing was working. Our success tended to draw our competitors into radio and into other media as well."

M. Lawrence Light, executive vice president of BBDO, characterized the contemporary life style as "the age of me," a time of egocentricity in which people are intensely concerned about appearance, status and well-being.

"Radio," he said, "is the perfect medium for the age of me. Radio is personal . . . convenient . . . instant . . . fun . . . varied . . . selective . . . portable. What better medium for efficiently reaching prime prospects with a special tailored message?"

" . . . All media planners must be very sensitive to changes in the world around them. Every media vehicle delivers not only an audience—it delivers them in a particular state of mind.

"As everyone knows, C-P-M stands for cost per thousand. It should stand for cost per mind. Radio is one way of reaching target homes in the right frame of mind with the right message at the right time.

"In this age of high prices, increased competition for the consumer's dollar, increased competition for the consumer's attention, increased marketing fractionalization, increased advertising clutter, reduced home viewing of TV, more sex, greater personalization, more mobility, less time spent at home, more working women, more selectivity—how do you spell relief? I spell it R-A-D-I-O."

The effectiveness of radio in helping to double the sales of Hirsch Photo, New York, was outlined to the workshop by Mario Hirsch, president of the photographic retailing firm. He said Hirsch started to use radio in the New York area two years ago and insisted that "today my radio schedule would be the last advertising I would think of eliminating."

Until two years ago the firm used newspaper advertising primarily, but has since branched out into television as well as radio. Mr. Hirsch said the company's venture into radio was prompted by the realization that newspapers had such limitations as advertising clutter (particularly from competitors' ads), limited message frequency and reader interest limited to those who read camera sections and those in the market for equipment at the time the ad ran.

Mr. Hirsch, who often is his own spokesman in radio commercials, said advertising on radio balanced many of the newspaper shortcomings. Among the values of radio cited by Mr. Hirsch: It provides target efficiency because of the selectivity of listeners for various station formats; it supplies 60 seconds to make the message known; it gives frequency and its production costs are affordable.

American Express Co.'s use of local radio, in which 2,128 restaurant owners appeared in individual commercials, was detailed by Joanne Black, American Express vice president for market services and card products, and Bob White, senior vice president of management services for Ogilvy & Mather, New York.

They said the campaign was a vast undertaking. They hired 19 extra people, including 16 freelance writer-producers. A creative team wrote 92 commercials a day for 25 days. The ads had to receive legal, technical and creative approval.

"Was the campaign worth it?" Mr. White asked. "You bet it was—2,128 thrilled restaurant owners love us more

than ever. They got local advertising support from American Express, they were on the air, they were heard by their customers, and 60% of the owners said the promotion had a favorable effect on their business."

Ms. Black and Mr. White pointed out that the radio effort, which involved a national advertiser's local "customers," is an idea that could prove effective for any large firm with a need to involve, motivate or otherwise publicize its local retailers or distributors.

Bernard S. Owett, senior vice president and creative director for the J. Walter Thompson Co., New York, described radio as a medium that "takes over your mind but doesn't take over your life." One of the pluses of radio, he said, is that it "is the only medium where you can draw a picture, knit a scarf, cook a quiche or lie on the beach and still be entertained, informed and involved."

In reviewing radio creativity, Mr. Owett noted that one of the medium's strong points is that it demands that "you bring something of yourself to it." He said radio "takes you on a trip through your own imagination or individual perception of reality."

Mr. Owett underscored the effectiveness of radio advertising, pointing out that out of 21 Effie winners this year, nine used radio and out of 21 honorable mentions, 10 were for radio. (The Effies are advertis-



**26 Outstanding Features
All in Color**

**From the company that
continues to deliver
the very best.**



**WORLDVISION
ENTERPRISES INC.**

ing awards given annually for documented marketing effectiveness.)

"Nothing else, including television, has brought so much pleasure to so many people," Mr. Owett said of radio. "What else can wake you up in the morning, lull you to sleep at night and, in between, fire your imagination, stimulate your emotion, thrill, chill and fill you with anticipation?"

Lee Carter, president of Local Marketing Corp., Cincinnati, said his firm has been using spot radio increasingly in recent years to help bolster sales of national brands in cities throughout the U.S.

"Radio campaigns have been the core of these successes," Mr. Carter reported. "During the past seven years, Local Marketing Corp. has worked with such national advertisers as Bristol-Myers, Lever Bros., Quaker Oats and Armour-Dial to develop effective marketing plans in more than 45 markets. Products have ranged from pizza to pet foods, from diet soda to deodorants."

His firm stresses what it calls the "local market approach," designed to identify unique local opportunities and use them for the benefit of clients. Mr. Carter said his company develops local campaigns with national advertisers and uses radio as the major medium.

Jerry Della Femina, chairman of Della Femina, Travisano & Partners, traced the Blue Nun wine success story in the principal luncheon speech and presented the stars of the Blue Nun commercials, Jerry Stiller and Anne Meara.

Congressional wives support FTC's inquiry into children's ads

They want government to put up money for nutrition information

The Congressional Wives Task Force endorsed the Federal Trade Commission's children's advertising inquiry last week as the group released a 13-page report scolding the advertising industry for producing "high-powered" campaigns that encourage consumers "to eat and drink food items that have little or no dietary value."

The task force called the FTC's inquiry "an important step toward assuring that children receive adequate protection in the television age—a responsibility that must be shared by the advertiser, broadcaster and parent."

In the report, which deals primarily with nutrition, the congressional wives said that the federal government, as a big purchaser of radio and television advertising, should budget funds "for nutrition information." Furthermore, the group said, "some changes should be forthcoming in the airing of public service announcements." It urged the FCC to "develop standards to govern public service announcements and to provide better time allocation."

The report of last week was the second produced by the 50 wives of senators and

May sales. Investment in network television in May reached \$353.6 million, an increase of 15.5% over the \$306.1 million in May 1977, according to figures released last week by the Television Bureau of Advertising. Using data supplied by Broadcast Advertisers Reports, TVB said nighttime advertising grew by 17.2% to \$237.1 million, while weekday daytime rose by 16.2% to \$84.3 million. For the first five months of this year, network television advertising climbed by 10.5% to \$1.6 billion. ABC-TV had 36.35% of the five-month total, CBS-TV had 33.48% and NBC-TV had 30.16%.

	May		%	January-May		%
	1977	1978		1977	1978	
Daytime	\$103,790,500	\$116,438,000	+12.2	\$516,848,200	\$566,059,400	+ 9.5
Mon.-Fri.	72,562,800	84,312,900	+16.2	343,181,900	380,539,200	+10.9
Sat.-Sun.	31,227,700	32,125,100	+ 2.9	173,666,300	185,520,200	+ 6.8
Nighttime	202,285,500	237,149,000	+17.2	961,215,700	1,071,100,300	+11.4
Total	\$306,076,000	\$353,587,000	+15.5	\$1,478,063,900	\$1,637,159,700	+10.8

	ABC	CBS	NBC	Total
January	\$114,555,900	\$110,403,600	\$96,308,100	\$321,267,600
February	109,602,700	98,030,500	89,012,500	296,645,700
March	115,521,500	108,925,100	98,836,800	323,283,400
April	125,202,200	112,389,600	104,784,200	342,376,000
May	130,286,700	118,404,500	104,895,800	353,587,000
Year-to-date	\$595,169,000	\$548,153,300	\$493,837,400	\$1,637,159,700

representatives who make up the task force. Last year, they issued a study of television programming that called televised violence an "outrage against the young people of America."

In an addendum to last year's report that was also released last week, the task force said that it could not endorse "specific rules" on children's advertising "until all the evidence is in," but it did say that the wives were "distressed" over legislative attempts to limit the FTC's inquiry.

The group also said that it was "gratified" to note that the incidence of violence on television seemed to be on the decline. That reduction was balanced, however, by an "overemphasis" on "particularly exploitative" sex.

Mrs. Albert A. (Tipper) Gore Jr., whose husband, a Tennessee Democrat, is on the House Communications Subcommittee, is chairman of the task force.

The Force be with TV

Twentieth Century-Fox Film Corp., Los Angeles, is concentrating a barrage of TV commercials on all network prime-time programs on July 19, 20 and 21 and on all network children's shows on July 22 to herald the opening of its blockbuster film, "Star Wars," in more than 1,500 theaters and drive-ins in the U.S. and Canada.

The hit film has been running for more than a year in 51 first-run houses only, and the massive television campaign is being mounted to attract new and repeat customers. The film is expected to be retired in the fall to await its sequel, "Star Wars II," in 1980.

Ashley Boone, Fox's vice president for domestic marketing and distribution, refused to give the cost of the TV campaign except to say it is in the "multimillion dollar" area. He said at least

one commercial will be shown on each network program and calculates that more than 55 million homes will see one or more of the spots. Doyle Dane Bernbach, New York, is the agency.

Supporting network TV will be a modest spot effort, according to Mr. Boone. Spots will be used on Spanish-language stations in Los Angeles, Miami and Chicago; on French-language stations in Montreal and on Italian-language programs in Toronto, where, Mr. Boone said, there are 400,000 persons of Italian background.

INTV spreads the word

The Association of Independent Television Stations is allotting \$350,000 in each of two years, starting this fall, to extol the strengths of independent outlets through advertisements in trade and consumer publications. The campaign theme, created by Ted Barash & Co., New York, is, "Keep Your Options Open" and is designed to persuade media buyers that independent TV stations represent a significant spot market. Herman Land, president of INTV, said that in 1977, independents accounted for more than \$500 million of the spot TV total of about \$3 billion, and he projected that the 1978 figure would be \$600 million.

Latest from JWT

J. Walter Thompson Co., New York, has formed The Entertainment Group to handle leisure-oriented advertising for the legitimate theater, motion pictures, theme parks, professional sports, books and record companies.

Eugene Secunda, a Thompson senior vice president with a background in theatrical and motion picture advertising

and publicity, will head the new group. Richard Pell, a vice president at JWT, will be director of client services, and Ruth Downing Karp will serve as creative director.

In announcing the formation of the group last week, Ron Sherman, president of JWT's Eastern division and head of the New York office, said "we believe there is a tremendous opportunity for us in the entertainment and leisure category that no other ad agency has yet fully realized." Thompson is now creating and placing advertising for two Broadway shows, "Chapter Two" and "On the Twentieth Century," and for the Brooklyn Academy of Music, The Big Apple Circus and the "California Suite" national company.

Pitofsky nomination clears Senate

New FTC commissioner says in written testimony that he has open mind on children's ads

The nomination of Robert Pitofsky to the Federal Trade Commission was confirmed by the Senate last Wednesday following a quick deliberation and vote the day before by the Senate Commerce Committee.

Prior to Tuesday's committee session, the one-time head of the FTC's bureau of consumer protection submitted answers to written questions from the committee about the commission's proposed trade rule on children's advertising. He defended the FTC's authority to perform an inquiry and to pass a ban on children's advertising if the evidence warrants it. Whether the First Amendment as interpreted by the Supreme Court poses an obstacle to the imposition of such a ban, he said, "would depend upon how seriously children were being exploited and whether a ban was an appropriate and reasonable response to the problem."

Mr. Pitofsky said he believes children are entitled to special protection in the marketplace. If it is determined that advertising aimed at children—especially at preschoolers—is inherently unfair and deceptive because they lack the capacity to evaluate commercials, then the First Amendment may offer no protection against an advertising ban, he said.

He added, "there is a limit on what the federal government can and should do, and there is always a danger that one type of intervention will lead to another. I don't think that's especially a problem with respect to children's television, since special protection for children has been a traditional area of FTC and legal concern."

That is his opinion of the FTC's legal authority in the area. But "I have myself an open mind as to how serious abuses are in this area and what remedies would be appropriate if there are any abuses," he said.

Mr. Pitofsky, 48, is a law professor at Georgetown University and associate of the Washington law firm Arnold & Porter.

Advertising Briefs

Northwest-bound. Media Investment Service, New York, regional spot broadcasting arm of McCann-Erickson, has opened offices in Portland, Ore., and Seattle to service Pacific Northwest. MIS, which placed about \$120 million in local radio and television time for M-E last year, also has offices in New York, Atlanta, Chicago, Los Angeles, San Francisco, Houston, Detroit, Cleveland, New Orleans, Boston and Dallas.

Tracking goals. Audits & Surveys Inc., New York, is offering syndicated computer-based advertising research service to provide information on national impact of advertising in given product categories. Called Advertising Goal Tracking System, it measures brand awareness, advertising awareness, copy recall, current brand usage and trends in brand preferences. Findings are based on national sample of 12,000 primary household shoppers annually. Telephone interviews are conducted daily at rate of 1,000 households each month.

Hong Kong expansion. Foote, Cone & Belding Communications Inc., Chicago, reports its FCB International subsidiary has agreed to acquire 40% interest in John Roddy Advertising, Hong Kong, which has billings equivalent to more than \$3 million. Agency will be renamed John Roddy/FCB Advertising Ltd. following closing of transaction in early July.

Going north. BBDO International, New York, has made tender offer to buy up to 35% of stock of Comcore Communications Ltd., Canadian holding company that owns two advertising agencies, Baker Lovick Ltd., with offices in Montreal, Toronto, Calgary, Edmonton and Vancouver, and Grant/Tandy Ltd., Toronto and Montreal. Two agencies bill in excess of \$55 million (Canadian).

DFS adds. Olympia Brewing Co., Tumwater, Wash., is shifting its Olympia beer account from Ayer/Baker, Seattle, to Dancer Fitzgerald Sample, New York. Account bills more than \$7 million, much of it in television and radio.

Settled. Twelve challenges to national advertising, including two on television and two on radio, were resolved during May by National Advertising Division Council of Better Business Bureaus. Modified were radio commercial for Quaker Oats (Ken-L Ration dog food) and TV commercial for Warner-Lambert (Extra Strength Sinutab). Reviewed and found acceptable were radio spot for Norcliff Thayer (OXY-5 acne medication) and TV commercial for Richardson-Merrell (Fasteeth Denture Adhesive Powder).

Leaving Lois out. Creamer Lois FSR Inc., New York, has changed its name to Creamer Inc., which agency said will "provide us with clear identification under which we can continue our rapid growth." No mention in announcement was made of recent resignation of George Lois as president and creative director because of

"personality clashes" with other top officers (BROADCASTING, June 26).

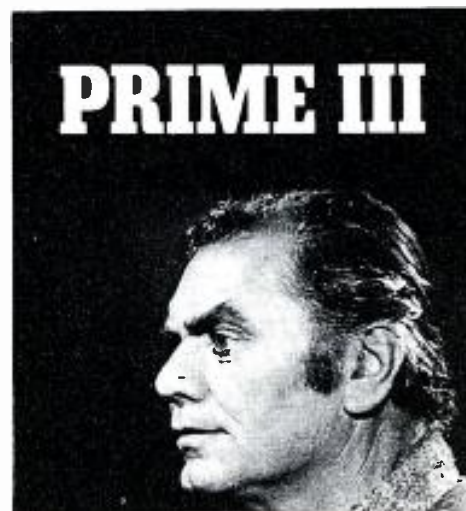
Knot is tied. Merger of Compton Advertising and Rumrill-Hoyt was completed last week. Agencies have combined domestic billings of approximately \$170 million. Although wholly owned by Compton, Rumrill-Hoyt will continue to function as separate agency with own management and retain present name and offices in New York City and Rochester, N.Y.

Warner-Lambert gears up for \$10-million corrective ad campaign

Warner-Lambert Co. has spent millions of dollars since 1921 telling people Listerine is a cold remedy. Now it is getting ready to spend millions more saying it's not.

In late August or September the company will begin a \$10.2-million campaign under orders from the Federal Trade Commission to tell the public "Listerine will not help prevent colds or sore throats or lessen their severity" (BROADCASTING, Aug. 8, 1977). The FTC first questioned the mouthwash claims in 1941.

A spokesman for Warner-Lambert said the final FTC order is not expected for about two weeks and the company will not approve a commercial until it has the exact wording. He said existing TV commercials



**16 Outstanding Features
All in Color**

**From the company that
continues to deliver
the very best.**



**WORLDVISION
ENTERPRISES INC.**

**The St. Louis Chapter
of the National Academy of Television
Arts & Sciences has 16 major categories**



On April 1st, KMOX-TV won 10 of them!

"Best Newscast"..... 5 PM NEWSROOM

"Best Anchor Person"..... Julius Hunter

"Best Reporter"..... Al Wiman

"Best Weather Person"..... Ollie Raymand

"Best Sports Announcer"....*.. Kevin Slaten

"Best Educational Series"..... "The Everyday Gourmet"

"Best Children's Educational Series"..... "When I Grow Up"

"Best Public Affairs Series"..... "St. Louis Illustrated"

"Best Promotion Campaign"..... "NEWSROOM"

"Outstanding Director/News"..... "Carl Petre"



*Tie

Annual Awards Roundup

And this year's winners are ...

They're honored—radio and TV, that is—each year with awards from numerous organizations, and the past 12 month's worth shows the competition increasing, both in number and in quality

Awards—tangible evidence of a job well done. And in broadcasting, the job is being done better and better every year, as attested by the increasing number presented to broadcasters every year, as well as the growing number of entrants.

Prizes are awarded by groups of various sizes and interests—from the Arthritis Foundation to Sigma Delta Chi to the National Association of Broadcasters.

This second annual BROADCASTING roundup of honors covers awards for journalism, programing, advertising and promotion, among others. New to the list this year are the complete Emmy and Grammy award winners. Gone from the list this year are the American Cancer Society Media awards; it was decided they had accomplished their purpose of encouraging "excellence in communications about cancer" and the money could be diverted to research.

Commercials in both radio and TV are honored with a number of awards, including the Clio's.

Journalism excellence makes up the largest category of awards, from specific presentations like best coverage of finance (Janus awards) to general presentations for distinguished service (Missouri Honor awards).

Programing, including news, is represented (in addition to the Emmy's) by a number of honors including the Peabody, Freedoms Foundation and Ohio State awards.

The following list of national awards were conferred between July 1977 and June 1978. The lists include the broadcast and broadcast-related winners but exclude nonbroadcast awards by the same donors.

Armstrong Awards

14th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard



Armstrong, inventor of FM broadcasting, did most of his research. The awards recognize "excellence and originality in FM broadcasting."

First place

Earplay, Madison, Wis. □ *The Temptation Game* (creative use of the medium).

KNX(AM) Los Angeles □ *An Evening With Jackson Browne* (music).

WGBH(FM) Boston □ *Choices* (education).

WILQ-FM Frankfort, Ind. □ Snow storm disaster coverage (community service).

WXRT(FM) Chicago □ *Cuba Now* (documentary) and general news coverage (news).

Merit certificates

American FM Radio Network □ *Listen Closely* (news).

Gamut Productions, Barrington, Ill. □ *Rozhinke-Mit Mandlin* (creative use of the medium).

KRE-FM Berkeley, Calif. □ *American Women on*

the Move: National Womens Conference 1977 (documentary).

KSJN(FM) St. Paul □ *The Prairie Was Quiet* (creative use of the medium).

WDLC-FM Port Jervis, N.Y. □ *Take Five for Health* (community service).

WOXR-FM New York □ *A Tribute to Maria Callas* (music).

Robert and Eileen Zalisk, New York □ *The Women Troubadors* (education).

Howard W. Blakeslee Award

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

Broadcast winners

CBS News □ *60 Minutes* piece titled "Heart Attack."

Gateway Communications, herry Hill, N.J. □ For a series of prime time specials on cardiac pulmonary resuscitation.

Gary Schwitzer, WFAA-TV Dallas □ For a series of reports on studies of cardiovascular disease.

Arthur Ulene, NBC-TV □ "Feeling Fine" series on the *Today Show*.

WBBM-TV Chicago □ *The New Lady Killers*.

Broadcasters Promotion Association/Michigan State University Awards

Presented by the BPA and Michigan State to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

CFCN(AM) Calgary, Alb. □ Audience promotion, medium market, radio on radio and radio on TV.

KEX(AM) Portland, Ore. □ Sales promotion, medium market, radio.

KMEL(AM) San Francisco □ Audience promotion, large market, radio on TV and total campaign.

KNBC(TV) Los Angeles □ Audience promotion, large market, TV on radio and TV on TV.

KNX(AM) Los Angeles □ Audience promotion, large market, nonbroadcast.

KSL(AM) Salt Lake City □ Audience promotion, medium market, total campaign.

KUTV(TV) Salt Lake City □ Sales promotion, medium market TV.

KYW-TV Philadelphia □ Audience promotion, large market, total campaign.

WABC-TV New York □ Sales promotion, large market TV.

WBBM-TV Chicago □ Community involvement, TV.

WBT(AM) Charlotte, N.C. □ Audience promotion, small market, radio on radio.

WBZ(AM) Boston □ Community involvement, radio.

WFIE-TV Evansville, Ind. □ Audience promotion, small market, total campaign.

WHAS-TV Louisville, Ky. □ Audience promotion, medium market, TV on TV.

WITI-TV Milwaukee □ Audience promotion, medium market, total campaign.

WLS-TV Chicago □ Audience promotion, large market, nonbroadcast.

WMAL(AM) Washington □ Audience promotion, large market, radio on radio.

WOR(FM) Boston □ Sales promotion, large market radio.

WRAN(AM) Dover, N.J. □ Audience promotion, small market, radio on radio.

WSM(AM) Nashville □ Audience promotion, medium market, nonbroadcast.

WTMJ-TV Milwaukee □ Audience promotion, medium market, TV on radio.

WTVI(TV) Charlotte, N.C. □ Audience promotion, small market, TV on TV.

WVTV(TV) Milwaukee □ Audience promotion, medium market, nonbroadcast.

Cable Service Awards

Presented by the National Cable Television Association for excellence in CATV programing and service.

Gulf Coast Television, Naples, Fla. □ *The Naples Report*.

Home Box Office, New York □ *George Carlin: On Location*.

Manhattan Cable TV, New York □ *New York City Marathon*.

Marin II/Viacom Cablevision, San Rafael, Calif. □ *The Mother Lode Troupe*.

Showtime Entertainment, New York □ *Spice on Ice*.

Suburban Cablevision, East Orange, N.J. □ 1977 in Review.

Russell L. Cecil Awards

22d annual. Presented by the Arthritis Foundation for "stimulating greater public knowledge of, interest in and action on the problem of arthritis."

Broadcast winners

Steve Baltin, WCBS(AM) New York □ *Report on Medicine*.

Alan Kaul, KNBC-TV Los Angeles □ *Feeling Fine*.

Christophers

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

Television

Abide With Me □ Jac Venza, Mark Shivas, Moira Armstrong, Julian Mitchell (BBC/PBS/WNET(TV) New York).

The Body Human: The Miracle Months □ Thomas W. Moore, Alfred R. Kelman, Robert E. Fuisz (CBS).

CBS Reports: The Fire Next Door □ Howard Stringer, Tom Spain, Bill Moyers.

The Gathering □ Joseph Barbera, Harry R. Sherman, Randal Kleiser, James Poe, Louis M. Heyward (ABC).

Georgia O'Keeffe □ Perry Miller Adato (PBS/WNET(TV) New York).

The Hobbit □ Arthur Rankin Jr., Jules Bass, Romeo Muller (NBC).

Jesus of Nazareth □ Bernard J. Kingham, Vincenzo Labella, Franco Zeffirelli, Anthony Burgess, Suso Cecchi D'Amico (NBC).

Just a Little Inconvenience □ Lee Majors, Allan Balter, Theodore J. Flicker (NBC).

Mary White □ Robert B. Radnitz, Jud Taylor, Caryl Ledner (ABC).

Minstrel Man □ Roger Gimbel, Mitchell Brower, Robert Lovenheim, William Graham, Richard Shapiro, Esther Shapiro (CBS).

Something for Joey □ Jerry McNeely, Lou Antonio (CBS).

Tut: The Boy King □ George A. Heinemann, Sid Smith, W.W. Lewis (NBC).

Clarion Awards

6th annual. Presented by Women In Communications Inc. for "excellence in newspaper and magazine articles, television and radio presentations and public relations and advertising campaigns."

Radio

Bill Cusack, WBZ(AM) Boston □ *BZ Living*.

Gale Cunningham, KXL-AM-FM Portland, Ore. □ *Rights in Conflict—The Gay Movement 1977*.

Susan Stamberg, National Public Radio, Washington □ *Interviews of Susan Stamberg*.

Television

ABC-TV □ *Roots*.

Perry Miller Adato, WNET(TV) New York □ *Georgia O'Keeffe*.

CBS News □ *CBS Reports: The Fire Next Door*.

Joan Konner, NBC News, New York □ *Danger: Radioactive Waste*.

Susan Silk and Garry Armstrong, WNAC-TV Boston □ *Sirens*.

Beverly Williams and Cliff Abromats, KYW-TV Philadelphia □ *Police Brutality: Fact or Fiction?*

Clio Awards

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

Radio

Air Florida □ *Flying Circus* (Dick & Bert).

Air Jamaica □ *Come, We Have So Much to Show You* (Radio Band of America).

Akal Stereo Systems □ *You Never Heard It So Good* (Gavin/Conner Productions).

Automobile Club of Michigan □ *Mr. Stutzmeier* (Stockwell-Marcuse).

Baldwin Fun Machine □ *Chaps Wilcox* (Northlich, Stolley).

Bandini Fertilizer □ *Tree Surgeon* (Davis, Johnson, Mogul & Colombatto).

Barney's □ *The Whole Store* (Carl Ally).

Budweiser Beer □ *When Do You Say Budweiser?* (Steve Karmen Productions).

California Milk Advisory Board □ *Milk Gourmet* (Dick & Bert).

Capital National Bank □ *Money, Money, Money* (Smith, Smith, Baldwin & Carlberg).

Carolina Telephone □ *Someone Wants To Hear From You* (Gavin/Conner Productions).

Chevrolet Used Cars □ *Last Weekend, Classified, The Masher* (Campbell-Ewald).

Church of Jesus Christ of Latter-Day Saints □ *Why Didn't I Say Goodbye?* (Bonneville Productions).

Dr Pepper □ *Dr Pepper Blues* (Labunski Productions).

Fotomat □ *Half-Price Developing Morton* (Wall Kraemer Creative Services).

Gillette Soft & Dri Antiperspirant □ *Autumn Sunburst* (BBDO).

Gulf Oil □ *Cold* (Young & Rubicam).

Kodak □ *Grab On to the Handle* (Radio Band of America).

Lancer's Wine □ *Quadruplets* (Dick & Bert).

Levi Jeans □ *Some Guys Know* (Foote, Cone & Belding/Honig).

Life Savers □ *What Else* (Dancer Fitzgerald Sample).

Marathon Oil □ *This Band Here* (in-house).

McDonald's Restaurants □ *Little Reasons* (Needham, Harper & Steers).

Minneapolis Institute of Art □ *The Mummy, Fighter of the Spirit, Easter Island* (Chuck Ruhr Advertising).

Mother Klein's Dog Food □ *Goldberg Retriever* (Jim Weller).

NBC Sports □ *Football* (Gavin/Conner Productions).

The New York Daily News □ *Take A Break, Rock Sound, Sunday-Funday* (KSW&G Inc.).

Pan American World Airways □ *Family Album, Polish Man, Time for Tea* (Carl Ally).

Peak Antifreeze □ *Peak-A-Boo* (Dick & Bert).

Pepsi Cola □ *Humorous* (BBDO).

Peugeot □ *25,000 Miles* (No Soap Radio).

Stouffers French Bread Pizza □ *There Really Is a Good Frozen Pizza* (Michlin & Hill).

Hugh Tighe Skyline Dodge □ *The 'Lee-Sing* (Fred Arthur Productions).

Time Magazine □ *Banana Boat* (Dick & Bert).

Western Union □ *Mailgram* (Radio Band of America).

White Lightning □ *Baron Wilhelm* (WEAQ[AM] Eau Claire, Wis.).

Television

ABC-FM radio stations □ *WPLJ* (Image Factory).

Airwick □ *Stick 'em up* (Della Femina, Travisano).

American Cancer Society □ *Church* (Benton & Bowles).

AMF sporting equipment □ *Spectator* (Benton & Bowles).

A&W root beer □ *Housewife* (Gomes Loew).

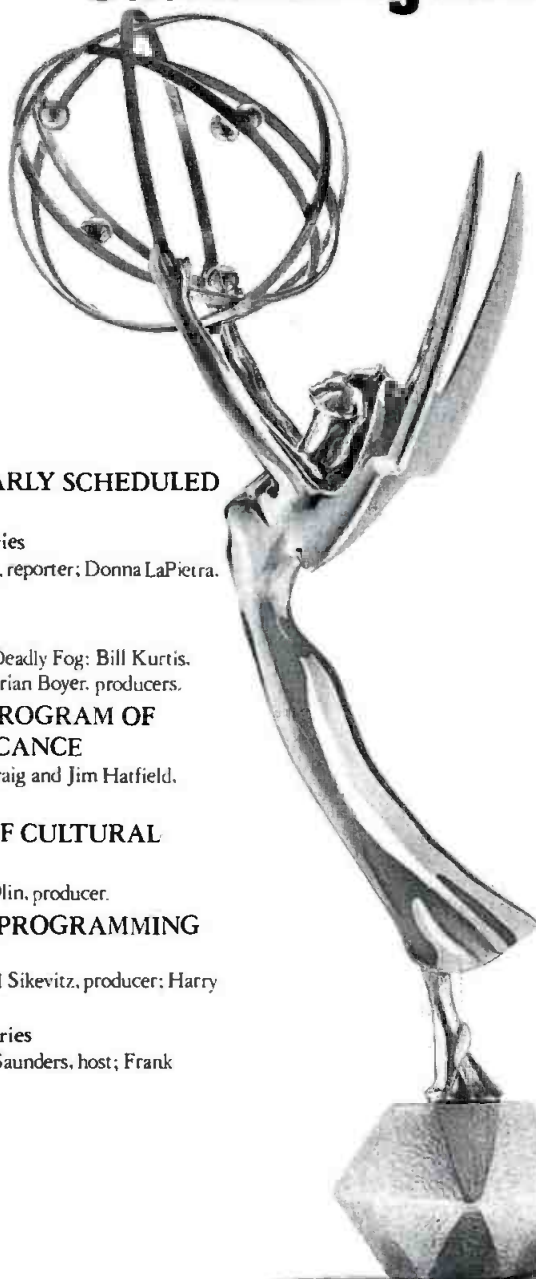
Band-Aids □ *Sticks and Doesn't* (Young & Rubicam).

Barney's □ *Out-of-townners* (Ally & Gargano).

B.F. Goodrich □ *Rich Lady* (Grey).

Blue Cross/Blue Shield □ *Family Dinner* (NW Ayer ABH International).

IN OUR EMMY-WINNING TRADITION, WE WIN AGAIN! Outstanding Achievement



WITHIN A REGULARLY SCHEDULED NEWS PROGRAM

Feature Story or Mini-Series

Kenya Massacre: Bill Kurtis, reporter; Donna LaPietra, producer.

NEWS SPECIAL

Agent Orange—Vietnam's Deadly Fog: Bill Kurtis, reporter; Rose Economou, Brian Boyer, producers.

DOCUMENTARY PROGRAM OF CURRENT SIGNIFICANCE

A Matter of Policy: Scott Craig and Jim Hatfield, producers.

DOCUMENTARY OF CULTURAL SIGNIFICANCE

A Palette of Glass: Chuck Olin, producer.

INFORMATIONAL PROGRAMMING

Public Affairs Series

Channel 2: The People: Gail Sikevitz, producer; Harry Porterfield, host.

Conversation Program Series

Common Ground: Warner Saunders, host; Frank Jackson, producer.

CHILDREN'S PROGRAMMING

Single Program

A New Salem Christmas: David Finney, producer; Bob Wallace, host.

ENTERTAINMENT PROGRAMS

Single Program

The 1977 Joseph Jefferson Awards: Scott Craig, Jim Coursen, Essee Kupcinec, producers.

SPORTS PROGRAMS

Single Program Covering Sports Events or Based on a Sports Theme

Going Up Easy, Coming Down Hard: Scott Craig, producer.

COMMENTARY ACHIEVEMENT

Walter Jacobson Perspective.

INDIVIDUAL EXCELLENCE

Individual Achievement On-Camera

Mort Crim

William J. Norris

Dick Orkin and Bert Berdis

Individual Achievement Off-Camera

Renee Ferguson—writer

Second to none!
CHANNEL 2 WBBM-TV CHICAGO

California Strawberries □ *Did you Forget?* (Botsford Ketchum).

Carousel Porsche-Audi-Renault □ *Stop Pretending* (Lunch Hour Ltd.).

Chevron USA □ *Staff of Life* (Kurtz & Friends).

Coca-Cola □ *Street Song* (Mason/Stearns).

Dannon yogurt □ *Son of Russia* (Marsteller).

Dr Pepper □ *Pied Pepper-Cross Country* (Young & Rubicam).

The Empire Strikes □ *Telephone Booth* and *Shortcut* for best humor, local low budget and entertainment promotion (Smith/Greenland).

Federal Express □ *Pass It On* and *Hello Federal* for best transportation spot and corporate ID (Ally & Gargano).

Fisher office furniture □ *Low Overhead* (Sedelmaier Films).

Ford □ *Four Generations* (J. Walter Thompson).

General Electric □ *Edison/Outdoor Lighting* (BBDO).

Hangman game □ *Bank* (MB Communications).

Illinois Bell □ *Broken Phone* and *History of Dialing* for best utilities and set design (NW Ayer ABH International and Myers & Griner/Cuesta).

Kretschmer wheat germ □ *Ballet* (Della Femina, Travisano).

Levi's □ *Brand Name* (Robert Abel & Associates).

Manufacturers Hanover Trust and Tim Conway □ *Auto Loan* for best banks spot and male performance (Young & Rubicam).

Meow Mix cat food □ *Quiz Show* (Della Femina, Travisano).

Michelob beer □ *Michelob Weekend Pops* (Steve Karmen Productions).

Miller Lite beer □ *Alumni* and *Bubba Smith* for best copywriting and beer-wine spot (Bob Giraldi and McCann-Erickson).

Mobil 1 □ *Long Line* (Doyle Dane Bernbach).

N.Y. Racing Association □ *Like Father, Like Daughter* (Dick Lavsky's Music House).

New York State tourism □ *I Love New York* for best music with lyrics and original music (Steve Karmen Productions).

Ovaltine □ *Big News* (TBWA/Baron, Costello & Fine).

Pan Am □ *People, Places* (Ally & Gargano).

Peter Paul Mounds □ *Singers No. 2* (Bob Giraldi Productions).

Pioneer Electronics □ *Tuthill, Drummer and Rollins* for best over-all campaign and appliance spot (Bob Giraldi).

Pro-Keds □ *Moments* for best apparel spot and editing (Rick Levine Productions and Dennis Hayes Film Editing).

Revlon Jontue □ *Boat* (Grey).

Right Guard □ *Jury* (BBDO).

Rubbermaid □ *Ruthless* (Ketchum, MacLeod & Grove).

Samsonite luggage □ *Samsonite vs. Steelers* (J. Walter Thompson and Myers & Griner/Cuesta).

Scripto Easy Roller □ (D'Arcy-MacManus & Masius).

Superguard lock □ *Lightfinger Harry* (Richard's & Edwards).

Trouble after shave and Cologne □ *Max* (Mason/Stearns Productions).

United Airlines □ *Big Day* (MZH).

U.S. Army □ *12 Months To Say Goodbye* (NW Ayer ABH International).

WCOZ(FM) Boston □ *The Music is the Force* (WCOZ(FM) Boston).

Wells Fargo bank □ *Cassie Hill* (Harvest Films).

Wendy's Hamburgers □ *Wipes* (Dick Rich).

WLS-TV Chicago □ *Block Party* (NW Ayer and Bob Giraldi Productions).

Corporation for Public Broadcasting Awards

Presented by CPB to noncommercial radio and TV stations for outstanding local programs. Note: TV awards not yet announced for this year.

Radio

KCUR-FM Kansas City, Mo. □ *Entre Nous* (special in-

terest).

KUSC(FM) Los Angeles □ *The Leonard Feather Show Crosby Tribute* (cultural performance).

WBEZ(FM) Chicago □ *Lollipops and Stuff* (children's).

WBUR(FM) Boston □ *Arson is a Business* (news and public affairs).

WGBH(FM) Boston □ *Close Your Eyes* (magazine/montage).

WOSU-FM Columbus, Ohio □ *Interview with Avon Gillespie* (general cultural).

WRFK-FM Richmond, Va. □ *Nightlife* (overall and cultural drama).

WSCI(FM) Charleston, S.C. □ *Hucksters of Charleston* (cultural documentary).

WVPR(FM) South Burlington, Vt. □ *Ski Report* (innovative concept and execution).

WXXI-FM Rochester, N.Y. □ *The Great Debates: Topless Dancing* (news and public affairs-general informational).

Daytime Emmy Awards

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

ABC Afternoon Specials □ *Hewitt's Just Different* and *Very Good Friends*.

After Hours: Singin', Swingin' and All That Jazz (CBS) □ technical direction: Steve Cunningham, Dave Finch, Sheldon Mooney, Hector Ramirez and Martin Wagner.

Animals Animals Animals (ABC)

Tom Arledge □ *Henry Winkler Meets William Shakespeare* (CBS).

Captain Kangaroo □ (CBS).

Carolee Campbell □ *This is My Son* (NBC).

David M. Clark □ *The Mike Douglas Show*, New York remotes (syndicated).

Richard Dawson □ *Family Feud* (ABC).

Days of Our Lives (NBC).

Tony DiGirolamo □ *Henry Winkler Meets William Shakespeare* (CBS).

Donahue (syndicated).

Phil Donahue □ *Donahue* (syndicated).

Richard Duniap □ *The Young and the Restless* (CBS).

Mike Gargullo □ *The \$20,000 Pyramid* (ABC).

The Great English Garden Party—Peter Ustinov Looks at 100 years of Wimbledon (NBC).

Joyce Tamara Grossman □ *Family Feud, Valentines Day Special* (CBS).

Jan Hartman □ *Hewitt's Just Different* (ABC Afternoon Specials).

Laurie Heineman □ *Another World* (NBC).

Hollywood Squares (NBC).

Vince Humphrey □ "Very Good Friends" (ABC Afternoon Specials).

Bonnie Karrin □ *Big Apple Birthday* (Unicorn Tales) (syndicated).

Live From Lincoln Center: Recital of Tenor Luciano Pavarotti from the Met (CBS).

Martin Haig Mackey □ *Over Easy* (PBS).

Brianne Murphy □ "Five Finger Discount" (Special Treat) (NBC).

James Pritchett □ *The Doctors* (NBC).

Ryans Hope □ Outstanding writing: Claire Labine, Paul Avila Mayer, Mary Munisteri, Allan Leicht, Judith Pinsker (ABC).

Schoolhouse Rock (ABC).

Joseph Vadala □ *Continuing Creations* (NBC).

Connie Wexler □ *Search for Tomorrow* (CBS).

David Wolf □ *The Magic Hat*, Unicorn Tales (syndicated).

Directors Guild of America Awards

30th annual. Presented by the Directors Guild

of America to honor the "most outstanding directorial achievements" in television and motion pictures.

Perry Miller Adato □ *The Georgia O'Keeffe Special* (documentary).

Paul Bogart □ *All in the Family* (comedy series).

John Eрман □ *Roots* episode (dramatic).

Art Fisher □ *Neil Diamond: Glad You're Here With Me Tonight* (musical variety).

Ray Lockhart □ *A Day with President Carter* (actuality).

Daniel Petrie □ *Eleanor and Franklin: The White House Years* (specials).

Distinguished Health Journalism Awards

Presented by the American Chiropractic Association to "recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible reporting."

Radio

Rich Dietman, KJSN(FM) St. Paul □ *Wisdom of the Children*.

John C. Moler, WRFM(FM) New York □ *Health Costs*.

Television

Gary Dreispuhl, WJAR-TV Providence, R.I. □ *New England Alcohol Awareness Test*.

Leslie Ann Lillien, WTOP-TV Washington □ *Every Woman—Breast Cancer*.

WNAC-TV Boston □ *Chiropractic*.

duPont-Columbia Awards

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

CBS News □ *The CBS Evening News with Walter Cronkite*.

KCET(TV) Los Angeles □ *28 Tonight*.

KGW-TV Portland, Ore. □ *The Timber Farmers*.

NBC News □ *Human Rights: A Soviet-American Debate and The Struggle for Freedom*.

WBBM-TV Chicago □ *Once a Priest*.

Westinghouse Broadcasting Co. □ *Six American Families*.

WFAA-TV Dallas □ For "distinguished coverage of the energy crisis and local racial issues, in addition to an impressive series of extended investigative reports."

WNET(TV) New York and **WETA-TV** Washington □ *The MacNeill/Lehrer Report*.

WNET(TV) New York □ *The Police Tapes*.

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Acting

Beatrice Arthur □ For lead actress in comedy series (*Maude*).

Edward Asner □ For single performance by supporting actor in comedy or drama series (*Roots*).

Patty Duke Astin □ For lead actress in limited series (*Captain and the Kings, NBC's Best Seller*).

Bulah Bondi □ For lead actress for a single ap-

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Investigative Reporter Pat Clawson
wins four more prestigious awards
for uncovering the most explosive story of the year.

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Best Investigative Reporting
in the entire Midwest

A National
EMMY
Nomination

THE JANUS AWARD
America's top Award for Financial Reporting
1ST PLACE

THE NATIONAL MEDIA AWARD
For Advancement of
Economic Understanding
1ST PLACE



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pearance in drama or comedy (*The Waltons*, *The Pony Cart*).

Gary Burghoff □ For continuing performance by a supporting actor in a comedy series (*M*A*S*H*).

Olivia Cole □ For single performance by a single actress in a comedy or drama series (*Roots*).

Tim Conway □ For continuing or single performance by a supporting actor in variety or music (*The Carol Burnett Show*).

Sally Field □ For lead actress in a drama or comedy special (*Sybil*, *The Big Event*).

Ed Flanders □ For lead actor in drama or comedy special (*Harry S Truman: Plain Speaking*).

Gary Frank □ For continuing performance by supporting actor in a drama series (*Family*).

James Garner □ Lead actor in drama series (*The Rockford Files*).

Louis Gossett Jr. □ For lead actor for a single appearance in a drama or comedy series (*Roots*, part two).

Diana Hyland □ For performance by supporting actress in comedy or drama special (*The Boy in the Plastic Bubble*, *The ABC Friday Night Movie*).

Kristy McNichols □ For continuing performance by a supporting actress in a drama series (*Family*).

Burgess Meredith □ For performance by a supporting actor in drama or comedy special (*Tailgunner Joe*, *The Big Event*).

Rita Moreno □ For continuing or single performance by a supporting actress in variety or music (*The Muppet Show*).

Carroll O'Connor □ For lead actor in comedy series (*All in the Family*).

Mary Kay Place □ For continuing performance by a supporting actress in a comedy series (*Mary Hartman*, *Mary Hartman*).

Christopher Plummer □ For lead actor in limited series (*The Moneychangers*, *NBC World Premiere*, *The Big Event*).

Lindsay Wagner □ For lead actress in a drama series (*The Bionic Woman*).

Programs

American Ballet Theatre: Swan Lake Live from Lincoln Center, Great Performances □ For classical program in performing arts.

Ballet Shoes, Picadilly Circus □ For outstanding children's special.

Eleanor and Franklin: The White House Years, ABC Theatre and Sybil, NBC World Premiere Movie, The Big Event □ Tie for special—drama or comedy.

The Barry Manilow Special □ For special—comedy-variety or music.

The Mary Tyler Moore Show □ For comedy series.

Roots, ABC Novel for Television □ For limited series.

The Tonight Show □ For special classification of program achievement.

Upstairs, Downstairs, Masterpiece Theatre □ For drama series.

Van Dyke and Company □ For comedy-variety or music series.

Writing

Buz Kohan, Ted Strauss □ For comedy-variety or music special (*America Salutes Richard Rodgers: The Sound of His Music*).

James L. Brooks, Allan Burns, Stan Daniels, Bob Ellison, David Lloyd, Ed Weinberger □ For comedy series (*The Mary Tyler Moore Show*).

William Blinn, Ernest Kinoy □ For drama series (*Roots*, part two).

Dan Akroyd, Anne Beatts, John Belushi, Tom Davis, James Downey, Al Franken, Lorne Michaels, Marilyn Suzanne Miller, Bill Murray, Michael O'Donohue, Herb Sargent, Tom Schiller, Rosie Shuster, Alan Zweibel □ For comedy-variety or music series (*NBC's Saturday Night Live*).

Stewart Stern □ For a special program—drama or comedy (*Sybil*, *The Big Event*).

Lane Slate □ For special program—drama or comedy (*Tailgunner Joe*, *The Big Event*).

Broadcast journalism

Eric Sevareid □ "In tribute to his four decades of distinguished and courageous service in broadcasting."

60 Minutes (CBS News) □ For its "consistently high standard of excellence in investigative reporting."

League of Women Voters □ 1976 presidential debates.

Robert MacNeil and James Lehrer □ *MacNeil/*

Lehrer Report.

Other

Alan Alda □ Directing in a comedy series (*M*A*S*H*).

Gary H. Anderson □ For achievement in video-tape editing for a special (*American Bandstand's 25th Anniversary*).

Thomas E. Azzari □ Art direction or scenic design for a comedy series (*Fish*, *The Really Longest Day*).

Walter Balderson, Allen Brewster, Jerry Burling, Chuck Droege, Ron Fleury, William Lorenz, Manuel Martinez, Bob Roethe, Mike Welch □ For special classification of individual achievement (*The First Fifty Years*, *The Big Event*).

Brian C. Bartholomew, Keaton S. Walker □ For achievement in coverage of special events—individuals (*The 28th Annual Emmy Awards*).

Alan Bernard, Robert L. Harman, Eddie J. Nelson, George F. Porter □ For achievement in film sound mixing (*The Savage Bees*, *NBC Monday Night at the Movies*).

Stu Bernstein, Eytan Keller □ For achievement in graphic design and title sequences (*Bell Telephone Jubilee*).

William Butler □ For cinematography in entertainment programming for a special (*Raid on Entebbe*, *The Big Event*).

Milton C. Burrow, Gene Elliot, Don Ernst, Tony Garber, Don V. Isaacs, Larry Kaufman, William L. Manger, A. David Marshall, Richard Oswald, Bernard F. Pincus, Edward L. Sandlin, Russ Tinsley □ For achievement in film sound editing for a special (*Raid on Entebbe*, *The Big Event*).

Larry Caron, George Fredrick, Colin Mouat, Larry Neiman, Dave Pettijohn, Paul Bruce Richardson, Don Warner □ For achievement in film sound editing for a series (*Roots*).

Jean De Joux, Elizabeth Savel □ For individual achievement in children's programming (*Peter Pan*, *Hallmark Hall of Fame*, *The Big Event*).

Ken Chase, Joe Dibella □ For achievement in make-up (*Eleanor and Franklin*, *The White House Years*, *ABC Theatre*).

Emma De Vittorio, Vivienne Walker □ For individual achievement in any area of creative technical crafts (*Eleanor and Franklin: The White House Years*, *ABC Theatre*).

Peter Edwards, William Klages □ For achievement in lighting direction (*The Dorothy Hamill Special*).

Ron Field □ For achievement in choreography (*America Salutes Richard Rodgers*, *The Sound of His Music*).

Ian Fraser □ For achievement in music direction (*America Salutes Richard Rodgers: The Sound of His Music*).

Bruce Gray, John Gutierrez, Jim Dodge, Wayne McDonald, Karl Messerschmidt, Jon Olson □ For achievement in technical direction and electronic camerawork (*Doug Henning's World of Magic*).

David Green □ For direction in a drama series (*Roots*, part one).

Jerry Greene, Bill Hargate □ For individual achievement in children's programming (*Pinocchio*).

Dwight Hemlon □ For directing in a comedy-variety or music special (*America Salutes Richard Rodgers: The Sound of His Music*).

Douglas Hines □ For film editing in a comedy series (*The Mary Tyler Moore Show*).

Raymond Hughes □ For achievement in costume design for a drama or comedy series (*The Pallisers*).

Ronald Johnston □ For art direction or scenic design for a comedy, variety or music series (*The Mac Davis Show*).

Gerald Fried, Quincy Jones □ For achievement in music composition for a series (*Roots*, part one).

Robert Kelly □ For art direction or scenic design for a comedy-variety or music special (*America Salutes Richard Rodgers: The Sound of His Music*).

Anne D. McCully, Jan Scott □ For art direction or scenic design for a dramatic special (*Eleanor and Franklin: The White House Years*, *ABC Theatre*).

Michael S. McLean, Rita Roland □ For film editing for a special (*Eleanor and Franklin: The White House Years*, *ABC Theatre*).

John C. Moffitt □ For achievement in coverage of special events—individual (*The 28th Annual Emmy Awards*).

Doug Nelson □ For achievement in tape sound mixing (*John Denver and Friend*).

Daniel Petrie □ For directing in a special program—drama or comedy (*Eleanor and Franklin: The White House Years*, *ABC Theatre*).

Dave Powers □ For directing in a comedy-variety or music series (*The Carol Burnett Show*).

Jan Skalicky □ For achievement in costume design for music-variety (*The Barber of Seville*, *Live from Lincoln Center*, *Great Performances*).

Roy Stewart □ For achievement in video-tape editing for a series (*Visions*, *The War Widow*).

Joe I. Tompkins □ For achievement in costume design for a drama special (*Eleanor and Franklin: The White House Years*, *ABC Theatre*).

Neil Travis □ For film editing in a drama series (*Roots*, part one).

Ric Waite □ For cinematography in entertainment programming for a series (*Captain and the Kings*, chapter one).

Freedoms Foundation Awards

29th annual. Presented by the Freedoms Foundation, Valley Forge, Pa., to persons and institutions for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

George Washington award

Lowell Thomas □ "A patriarch of American broadcasting, a pioneer who effected changes in journalistic practice which have set standards of professionalism and service in his field."

Radio

WBAL(AM) Baltimore and H. Donald Spatz □ Principal award.

Knight Quality Stations, Boston □ *The Airline Regulations*.

NBC News, New York □ *Violence and the News Media*.

KBMF-FM Spearman, Tex. □ *Burke's Commentary*.

KDKA(AM) Pittsburgh □ *The Energy Gamble: Hedging Our Bets on Tomorrow*.

KSFO(AM) San Francisco and Dr. Milton Friedman □ *Whatever Became of Free Enterprise?*

Jerry R. Lyman, WGMS(AM) Bethesda, Md. □ *Human Rights*.

WBBM(AM) Chicago □ For editorial commentary.

WBRG(AM) Lynchburg, Va. □ *U.S. Marine Corps*.

WBZ(AM) Boston □ For editorials on court reform.

WJR(AM) Detroit □ *There Are Some Days We Don't Forget*.

WNBC(AM) New York □ *Illegal Aliens*.

WPVL(AM) Painesville, Ohio □ *Chronicle of Independence*.

WRFM(FM) New York □ *Today's World at Large: An American Dream*.

WSB(AM) Atlanta □ *The American Free Enterprise Economic System*.

Television

NBC-TV New York □ *Johnny, We Hardly Knew Ye* (principal award).

ABC News, New York □ *The Panama Canal*.

Business Television Services, New York □ *Westvaco Political Presentation Program*.

Lloyd Cooney, KIRO-TV Seattle □ *Breakdown of Family Units*.

Cowles Broadcasting Co., Daytona Beach, Fla. □ *Economic Education*.

KPIX(TV) San Francisco □ *From the Shores of Tripoli*.

KTVB(TV) Boise, Idaho □ *The Great American Celluloid Hero*.

KYW-TV Philadelphia □ *The Energy Game*.

Metromedia Inc., New York □ *Save Our Schools*.

Multimedia Program Productions, Cincinnati □ *The Americanization of Elias*.

WALB-TV Albany, Ga. □ *Andersonville*.

WAVE-TV Louisville, Ky. □ *Homeward Bound*.

WCKT(TV) Miami □ *The Church: Which Way To God?*

Westinghouse Broadcasting Co., New York □ *Six American Families*.

WGHP-TV High Point, N.C. □ *Monitor: Time Capsule of the Past*.

WHWC-TV Menomonee, Wis. □ *On the Run*.

WJLA-TV Washington □ *We're No Heroes*.

WKYC-TV Cleveland □ *A Few Good Boys*.

WCCO-TV GETS WHAT IT DESERVES.



*Dave Moore
WCCO-TV
Co-Anchorman.*

*Doug Moore
WCCO-TV
Co-Anchorman.*

Moore, Moore & more awards.

George Foster Peabody Awards. Alfred I. Sloan Awards. The ABA Silver Gavel. E. I. Dupont-Columbia University Awards. A National Academy of TV Arts and Sciences National Finalist. And more.

This year, the Northwest Broadcast News Association made WCCO the most honored television station in the Twin Cities.

Year after year, WCCO Television wins national and regional awards for their news coverage and outstanding documentary work. It reflects their long tradition of quality broadcasting, and it's their reward for being the best news in town.

So if you're looking to get the best, you should look at WCCO-TV to get what you deserve.

4 WCCO-TV.
MINNEAPOLIS
& ST. PAUL.

WNBC-TV New York □ *Sight and Sound: Decoy Cops*.

WNEM-TV Bay City, Mich. □ *Brave Victory*.

WNYS-TV Syracuse, N.Y. □ *Victim's Rights: Does Anyone Care?*

WPIX(TV) New York and **Dr. Milton Friedman** □ *The Open Mind*.

WRC-TV Washington □ *The Trials and Triumphs of Frederick Douglass*.

WSB-TV Atlanta □ *Salute to America Parade*.

Gabriel Awards

12th annual. Presented by UNDA-USA, the professional and autonomous Catholic association for broadcasters and allied communica-

tors, for excellence in broadcasting.

Radio

Bonneville Productions, Salt Lake City □ *Hello Reality* (youth oriented, national). *Right Moment* (PSA, national).

KFWB(AM) Los Angeles □ *Lunar Legacy: Inside the Men of Apollo* (local educational).

KNEW(AM) Oakland, Calif. □ *For Heaven's Sake* (local religious).

KSFO(AM) San Francisco, **Archdiocese of San Francisco** □ *To Whom It May Concern* (PSA, local).

KYA(AM) San Francisco, **Archdiocese of San Francisco** □ *Love on the Rock* (youth oriented, local).

NBC Radio, **Jewish Theological Seminary of America** □ *Mr. Theodore Mundstock* (national religious).

WILD(AM) Boston □ *The Nine Voices of Christmas* (local entertainment).

WCMS MARINE PATROL Could Save Your Life!



The Marine Patrol covers approximately 400 square miles of the Atlantic Ocean, Chesapeake Bay and its tributaries. In addition to broadcasting nautically oriented news reports, the Marine Patrol offers the world's first floating **emergency medical service**. This water borne ambulance is equipped as a mobile **Intensive Care Unit**, complete with **EKG equipment**. It is staffed by state certified, nationally **registered paramedics**. All medical service is **free of charge** and offered by **WCMS radio** as a **public service**.



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Chairman of
the Board



Irvine B. Hill
President and
General
Manager

Television

ABC-TV □ *Roots* (national entertainment), *Very Good Friends* (national youth oriented).

Bonneville Productions, Salt Lake City □ *It's Next Week* (national PSA).

CBS-TV □ *Everybody Rides the Carousel* (national educational).

KTVB(TV) Boise, Idaho □ *The Great American Celluloid Hero* (educational, markets 26-208).

Mississippi Authority for Educational Television, Jackson, Miss □ *The Islander* (educational, markets 26-208).

NBC-TV □ *Our Town* (national entertainment).

New Jersey Public Television □ *Equality* (educational, top-25 markets).

Ontario Educational Communications Authority, Toronto □ *The Ugly Little Boy* (youth oriented, markets 26-208).

WABC-TV New York □ *The Life and Times of Frederick Douglass* (entertainment, top-25 markets).

WBBM-TV Chicago □ *Once a Priest* (religious, top-25 markets).

WBT(TV) Charlotte, N.C. □ *The Rowe String Quartet Plays on Your Imagination* (entertainment, markets 26-208).

Westinghouse Broadcasting, United Church of Christ, United Methodist Church □ *Six American Families* (national educational).

WJAR-TV Providence, R.I., **Rhode Island State Council of Churches** □ *The Holocaust* (religious, markets 26-208).

WNDU-TV South Bend, Ind. □ *Beyond Our Control* (youth oriented, markets 26-208).

WTRF-TV Wheeling, W.Va. □ *Try Spots* (PSA, markets 26-208).

Station awards

KDKA(AM) Pittsburgh.

KDKA-TV Pittsburgh.

Special award

NBC-TV and **Franco Zeffirelli** □ "For extraordinary accomplishment in religious programming with *Jesus of Nazareth*."

Personal achievement award

WKYC-TV Cleveland □ Network-owned station/group-produced program.

Gavel Awards

20th annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Radio

WCBS(AM) New York □ Network-owned station/group-produced program.

KFWB(AM) Los Angeles □ Program produced by other station in top-10 areas.

WWVA(AM) Wheeling, W. Va. □ Program produced by station in metro areas, 51 and over.

Television

ABC News □ Network produced programs, documentary/educational.

WKYC-TV Cleveland □ Network-owned station/group-produced program.

WFAA-TV Dallas □ Program produced by other station in top-10 markets.

KPRC-TV Houston □ Program produced by station in markets 11-50.

Maryland Center for Public Broadcasting □ Educational/public broadcasting, nationally produced.

Hampton Roads (Va.) Educational Telecommunications Association □ Educational/public broadcasting, locally produced.

Grammy Awards

20th annual. Presented by the National Academy of Recording Arts and Sciences for

outstanding performance in the field of recording.

Aja, Steely Dan □ Best engineered recording—non-classical—(Roger Nichols, Elliot Scheiner, Bill Schnee and Al Schmitt, engineers).

Annie □ Best cast show album (Charles Strouse and Martin Charnin, composers; Larry Morton and Charles Strouse, producers).

Aren't You Glad You're You, Christopher Cerf and Jim Timmens □ Best recording for children.

Let's Get Small, Steve Martin □ Best comedy recording.

Peter Asher □ Best producer.

Janet Baker, Bach: Arias □ Best classical vocal soloists performance.

Ravel: Bolero □ Best engineered recording, classical (Kenneth Wilkinson, engineer).

Bee Gees, How Deep is Your Love □ Best pop vocal performance by a duo, group or chorus.

The Belle of Amherst, Julie Harris, □ Best spoken world recording.

Debby Boone □ Best new artist.

Brothers Johnson, Q □ Best R&B instrumental performance.

Concert of the Century □ Album of the year, classical (Leonard Bernstein, Vladimir Horowitz, Isaac Stern, Mstislav Rostropovich, Dietrich Fischer-Dieskau, Yehudi Menuhin and Lyndon Woodside, artists; Thomas, Frost, producer).

James Cleveland, James Cleveland Live at Carnegie Hall □ Best soul gospel performance, traditional.

Bing Crosby: A Legendary Performer □ Best album notes (George T. Simon, annotator).

Dawn, Mongo Santamaria □ Best latin recording.

Don't It Make My Brown Eyes Blue □ Best country song (Richard Leigh, writer).

Emotions, Best of My Love □ Best R&B vocal performance by a duo, group or chorus.

Crystal Gayle, Don't It Make My Brown Eyes Blue □ Best country vocal performance, female.

Edwin Hawkins and the Edwin Hawkins Singers, Wonderful! □ Best soul gospel performance, contemporary.

Gershwin: Porgy and Bess □ Best opera recording (John De Main conducting Sherwin M. Goldman/Houston Grand Opera; Thomas Z. Shepard, producer).

Hard Again, Muddy Waters □ Best ethnic or traditional recording.

Hotel California, Eagles □ Record of the year (Bill Szymczyk, producer).

Thelma Houston, Don't Leave Me This Way □ Best R&B vocal performance, female.

Imperials, Sail On □ Best gospel performance, contemporary or inspirational.

The Kendalls, Heaven's Just a Sin Away □ Best country vocal performance by a duo or group.

Love theme from "A Star is Born" (Evergreen) □ Best arrangement accompanying vocalists (Ian Freebairn-Smith, arranger).

Love theme from "A Star is Born" (Evergreen) □ Song of the year (Barbara Streisand and Paul Williams, writers).

Al Jarreau Look to the Rainbow □ Best jazz vocal performance.

Mahler: Sym. No. 9 □ Best classical orchestral performance (Carlo Maria Giulini conducting the Chicago Symphony Orchestra, Gunther Breest, producer).

Theme from "Star Wars" □ Best instrumental composition (John Williams, composer).

Nadia's Theme (The Young and the Restless), Barry De Vorzon □ Best instrumental arrangement (Harry Betts, Perry Botkin Jr. & Barry DeVorzon, arrangers).

New Kid in Town, Eagles □ Best arrangement for voices (Eagles, arrangers).

Oak Ridge Boys, Just a Little Talk with Jesus □ Best gospel performance, traditional.

Oscar Peterson The Giants □ Best jazz performance by a soloist.

Prime Time—Count Basie and His Orchestra □ Best jazz performance by a big band.

Julliard Quartet, Schoenberg: Quartets for Strings □ Best chamber music performance.

Itzhak Perlman, Vivaldi: The Four Seasons □ Best classical performance, instrumental soloist or soloists (with orchestra).

Lou Rawls, Unmistakably Lou □ Best R&B vocal performance, male.

Hargus "Pig" Robbins □ Best country instrumental performance, country instrumentalist of the year.

Kenny Rogers, Lucille □ Best country vocal performance, male.

Rumours, Fleetwood Mac □ Album of the year (Richard Deshut & Gene Caillat, producers).

Simple Dreams, Linda Ronstadt □ Best album package (Kosh, art director).

Star Wars, John Williams conducting London Symphony Orchestra □ Best pop instrumental recording.

Barbara Streisand, Love Theme from "A Star is Born" (Evergreen) □ Best pop vocal performance, female.

James Taylor, □ Best pop vocal performance, male.

B.J. Thomas, Home Where I Belong □ Best inspirational performance.

Verdi: Requiem □ Best choral performance, classical other than opera (Sir George Solti conducting Chicago Symphony Orchestra; Margaret Hillis, Choral Director of Chicago Symphony Chorus).

The Phil Woods Six—Live From the Showboat, Phil Woods □ Best jazz performance by a group.

You Light Up My Life □ Song of the year (Joe Brooks, writer).

You Make Me Feel Like Dancing □ Best R&B song (Leo Sayer and Vini Poncia, writers).

Sidney Hillman Foundation Awards

28th annual. Presented by the Amalgamated Clothing and Textile Workers union for outstanding achievements in mass communications.

Broadcast winners

ABC-TV □ Special award for *Roots*.

Bill Moyers, CBS News □ *The Fire Next Door*.

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Cinn./Dayton/Col. Chapter
May 13, 1978

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DAYTON
22

Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "the best examples of public service journalism and broadcasting."

Broadcast winners

KOY(AM) Phoenix □ *The I.R.E. Reports* (\$2,500 prize).

WBBM-TV Chicago □ *Slum Landlords* (\$1,000 prize).

KNX-FM Los Angeles □ *Rape Is a Four Letter Word* (\$1,000 prize).

Hugo Awards

13th annual. Presented by the Chicago International Film Festival for the best documentaries, television film documentaries, commercials and entertainment programming.

Television productions

ABC-TV □ *Roots, Eleanor and Franklin: The White House Years* and *Very Good Friends*.

BBC/OU Productions, London □ *TV and Politics: Reflections in a Mirror?*

Bonneville Productions, Salt Lake City □ *The Family and Other Living Things*.

Carleton Productions, Ottawa □ *Changeover*.

Drew Associates, New York □ *Kathy's Dance*.

Faith For Today, Newbury Park, Calif. □ *Hear the Sun Rise*.

International ITV Co-Op, Falls Church, Va. □ *L-4*.

KLRN(TV) Austin, Tex. □ *Carrascolendas*.

KPIX(TV) San Francisco □ *The Battered Wife*.
Krainin/Sage Productions, New York □ *To America*.

Martin Tahse Productions, Los Angeles □ *Francesca, Baby* and *The Pinballs*.

Edward P. Mutter, Chevy Chase, Md. □ *One Last Look*.

NBC-TV □ *The Land, Sybil, Violence in America, Jesus of Nazareth, Life Goes to the Movies, Beauty and the Beast, Big Henry and the Polka Dot Kid, It Only Happens Next Door, Captains and the Kings, Columbo* and *Peter Pan*.

New Jersey Public Television, Trenton, N.J. □ *Equality*.

Ontario Educational Communications Authority □ *Requiem for Literacy, The Ugly Little Boy, Snow Blower and Nightmusic Concert*.

Stouffer Productions, Aspen, Colo. □ *The Predators*.

University of Minnesota, Minneapolis □ *PSA's: The Forgotten Message*.

WBBM-TV Chicago □ *PBB*.

Westinghouse Broadcasting, New York □ *Six American Families: The Greenbergs of California* and *The Pasciaks of Chicago*.

WJLA-TV Washington □ *Catch a Rising Star*.

WNBC-TV New York □ *Sight and Sound: City in Song*.

WPBT(TV) Miami □ *Eric Hoffer: The Crowded Life*.

Television commercials

First National Bank of Chicago □ *Chicago's Bank Helps*.

Gardner Advertising, St. Louis □ *Pool Hall, Basketball and Ping Pong*.

Bob Giraldi Productions, New York □ *Miller Lite, Alumni and Royal Crown Cola*.

Lovinger, Tardio, Meisky, New York □ *Monk*.

George Patterson Ltd., Sydney, Australia □ *Greece, Yugoslavia, Germany*.

Richard Williams Animation, London □ *Samson "Lion," Embassy American Parades and Buzby Laughing*.

Young & Rubicam, Detroit □ *Styling Center*.

International Broadcasting Awards

18th annual. Presented by the Hollywood Radio and Television Society for best radio and television commercials.

Radio

Allen & Dorwood Inc., San Francisco □ *Unfinished Yogurt Song*, Knudsen Dairy Products.

Carl Ally Inc., N.Y. □ *Time for Tea*, Pan American World Airways.

Cunningham & Walsh, San Francisco □ *Milk Gourmet*, California Milk Advisory Board.

In-house □ *Right Moment*, Church of Jesus Christ of Latter-Day Saints.

Needham, Harper & Steers, Chicago □ *McScream-pohasi*, McDonald's Systems Inc.

Post Oak & Westheimer, Houston □ *Delicious*, The New York Deli.

J. Walter Thompson, Dearborn, Mich. □ *Hollywood Squares*, WXYZ-TV, Detroit.

Television

Benton & Bowles Ltd., London □ *Trays No. 2*, Fisons Ltd.

Chiat/Day Inc., Los Angeles □ *Rabbi*, Bay Area Rapid Transit.

ECOM Advertising, Paris □ *Dessin Anime*, Harpic Liquid, Reckitt & Colman.

Footo Cone & Belding, Toronto □ *Rolls Royce*, Wedgewood, Josiah & Sons Ltd.

Wilson Hartness Advertising, Dublin □ *Three Hands*, Jeyes Ltd.

In-house □ *Beauty*, Sunday Times, London.

JIMA Dentsu Advertising Ltd., Tokyo □ *Cherub*, Kleenex Tissues and *A Sick Room*, AIU Insurance Co.

McDaniel & Charles Associates Ltd., N.Y. □ *College Level Entrance Program*, CLEP.



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Six of eight awards, including
Best Newscast

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A Company of Combined Communications Corporation

J. Walter Thompson, N.Y. □ *Four Generations*, Ford Motor Company.
Young & Rubicam, N.Y. □ *Conway Savings*, Manufacturer's Bank.

Man of the Year
Ed Asner □ *Lou Grant*, CBS-TV.

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

ABC Inc. □ Gold medal. In recognition of its "many innovations" and its "profound effect on the development of broadcasting over the past quarter century."
Eric Sevareid □ Broadcaster of the year. "A voice of reason during a distinguished career in broadcast journalism."

Iris Awards

2d annual. Presented by the National Association of Television Program Executives for outstanding local TV programming.

Top-25 markets
KING-TV Seattle □ *Uncommon Cold* (public affairs).
KTTV Los Angeles □ *Walter Alton—The Quite Man* (sports).

KYW-TV Philadelphia □ *Evening Magazine* (variety).
WBBM-TV Chicago □ *Once a Priest* (other).
WCAU-TV Philadelphia □ *The Great Metric Mystery* (children's).
WCBS-TV New York □ *Channel Two Eye On: Media and the Son of Sam* (interview).
WJLA-TV Washington □ *Catch a Rising Star* (performing arts).

Other markets

KETV Omaha □ *To Ordain or Not to Ordain* (other).
KUTV Salt Lake City □ *Extra* (variety).
WBT Charlotte □ *The Rowe String Quartet Plays on Your Imagination* (performing arts) and *Diamonds Aren't Forever* (sports).
WHIO-TV Dayton, Ohio □ *Mr. Manime—Silly Names—Silly Games* (children's).
WJXT Jacksonville, Fla. □ *Nobody Ever Asked Me* (public affairs).
WMT-TV Cedar Rapids, Iowa □ *Paramount Back Stage: The Sound of Music* (interview).

Janus Awards

8th annual. Presented by the Mortgage Bankers Association of America to "recognize broadcasting stations and networks whose financial news programs have made a significant contribution to community and understanding of commerce and finance."

AP Radio □ *Business Barometer* (network radio).
KMOX(AM) St. Louis □ *Profits and Principles* (local radio).
KTVI(TV) St. Louis □ *The Co-Op Conspiracy: Pyramid of Shame* (local TV).

Robert F. Kennedy Journalism Awards

10th Annual. Presented by the Robert F. Kennedy Journalism Awards committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

CBS Reports □ *The Fire Next Door* (Bill Moyer [content], Tom Spain [direction], Howard Stringer [production] and Dan Lerner [camera work]).
WPBT(TV) Miami □ *God Gives You Years* (Nancy Thurber and Robert Thurber).

Abe Lincoln Awards

9th annual. Presented by the Radio and Television Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America, and for helping the broadcast industry enrich its service to the public."

Distinguished communications medal
Dr. Billy Graham

Vincent T. Wasilewski award
G. Richard Shaftho, retired president, Cosmos Broadcasting Co., Columbia, S.C.

Abe Lincoln awards
Richard M. Schafbuch, KOA-AM-TV-KOAX(FM) Denver.

“THE BEST LOCAL NEWS SHOW.
 OUTSTANDING ACHIEVEMENT—CHILDREN/YOUTH SERIES.
 OUTSTANDING ACHIEVEMENT—PROMOTIONAL SPOT.
 OUTSTANDING INDIVIDUAL ACHIEVEMENT—GRAPHIC ARTS.”

—National Academy of Television Arts & Sciences, San Francisco Chapter.

“THE BEST LOCAL NEWSCAST IN THE COUNTRY.”

—Broadcast Industry Conference.

“THE BEST LOCAL NEWSCAST. THE BEST NEWS FEATURE.
 THE BEST NEWS FILM. THE BEST INVESTIGATIVE REPORT.
 THE BEST NEWS DOCUMENTARY.”

—California Associated Press, Television & Radio.

“NEWS FILM CAMERAMAN OF THE YEAR.”

—Bay Area Press Photographer's Association.

“THE BEST DOCUMENTARY SERIES.”

—Peninsula Press Club.

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Charles Thornton Jr., WTRI(AM) Brunswick, Md.

Merit awards

Danny K. Albus, WMBG(AM) Williamsburg, Va.
Brian Bastien, KFWB(AM) Los Angeles.
Rena J. Blumberg, WDOK(FM) Cleveland.
Bill Cusack, WBZ(AM) Boston.
Ed Hinshaw, WTMJ(AM) Milwaukee.
John A. McKay, KMOX-TV St. Louis.
Paul M. Raymon, WAGA-TV Atlanta.

Mass Media Awards

Presented by the National Conference of Christians and Jews to individuals or organizations in the media for "making a positive contribution to the cause of brotherhood through using communication to help eradicate prejudice; creativity in promoting better human relations, and exemplary efforts in the area of public service."

Pat Terry, WCBS-TV New York □ For consumer reporting.
WTMJ-TV Milwaukee □ *The Human Relations Test*.
WTTW(TV) Chicago □ *As We See It*.

Missouri Honor Awards

49th annual. Presented by the University of Missouri School of Journalism in recognition of "continued excellence rather than any singular achievement."

Ray Karpowicz, general manager, KSD-TV St. Louis

□ For pioneering "the two-hour news concept at KSD-TV" and for launching "St. Louis's first feature noon-time newscast."

Richard S. Salant, president, CBS News □ For "his leadership and efforts to maintain the highest journalism qualities in the *CBS News Reports*," and for helping expand the nightly news to 30 minutes and for introducing *60 Minutes*, *The CBS Morning News* and *In the News*.

National Association of Broadcasters Awards

Distinguished Service Award: presented to any broadcaster ... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented ... for engineering contributions "which measurably advance the technical state of the broadcasting art."

J. Leonard Reinsch, Cox Broadcasting, Atlanta □ Distinguished service.
John A. Moseley, Moseley Associates, Goleta, Calif. □ Engineering achievement.

National Broadcast Editorial Association Awards

2d annual. Presented by NBEA for excellence in broadcast editorializing.

Radio

KNX(AM) Los Angeles □ Regional.
WBT-FM Charlotte, N.C. □ National.
WJBC(AM)-WBNO(FM) Bloomington, Ill. □ Regional.

Television

KNXT(TV) Los Angeles □ Regional.
WHAS-TV Louisville, Ky. □ Regional.
WTAF-TV Philadelphia □ National.

National Headliner Awards

44th annual. Presented by the Press Club of Atlantic City "to those who have shown outstanding achievement in journalism."

Radio

KTBB(AM) Tyler, Tex. □ Reporting in cities with population under 250,000.
WFAA(AM) Dallas □ Reporting in cities with population over 250,000.
WILO(AM) Frankfort, Ind. □ Public service.
WSGN(AM) Birmingham, Ala. *A Matter of Fraud—A Question of Ethics* (documentary).
Associated Press Radio □ *The New Staff-Shade Behind the Sunbelt* (network documentary).
National Public Radio □ *Cape Cod, the Grand Tour* (network public service).

Television

KUTV(TV) Salt Lake City □ Reporting in cities with population under 500,000.
WCBS-TV New York □ Reporting in cities with population over 500,000.
WCVB-TV Boston □ *Dying to Grow Up* (documentary).
WJLA-TV Washington □ Public service.
ABC-TV □ *Minute Magazine* (public service).
NBC-TV □ *The Last Voyage of the Argo Merchant* (network documentary).

NBC-TV □ *The New Mob* (network reporting).

Ohio State Awards

41st annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

Director's award

Paul Harvey, ABC Radio □ For his "unique and significant contribution through broadcasting."

Radio

Bonneville Productions and Church of Jesus Christ of Latter-Day Saints, Salt Lake City □ *If You Love 'Em, Tell 'Em*.
CBC/"Ideas," Toronto □ Bob Harrington, the Chaplain of Bourbon Street.
CBS News New York □ *Newsmark*.
Community Connection/A Public Affair, Denver □ *High Time*.
Council of Ministers of Education, Toronto □ *Mission to the Green Planet*.
Johnson Foundation, Racine, Wis. □ *Conversations from Wingspread*.
KSJN(FM)/Minnesota Public Radio, St. Paul □ *Ashes to Ashes and Dust to Dust*.
NBC Radio □ *The First Fabulous Fifty*.
Ontario Educational Communications Authority, Toronto □ *The Naturalists' Notebook ... with Arthur Black*.
Provincial Educational Media Centre, Burnaby, B.C. □ *Soundscape*.
South Carolina Educational Radio Network, Columbia □ *American Popular Song with Alec Wilder and Friends*.
WBZ(AM) Boston □ *BZ Living*.
WCBS(AM) New York □ *Have We Given Up on Our Schools?*
WHA(AM) Madison, Wis. □ *Remembering Aldo Leopold*.
WQRX(AM) New York □ *Napoleon, a Musical Saga*.

Television

ABC News New York □ *Madness and Medicine*.
ABC-TV, New York □ *Roots*.
Agency for Instructional Television, Bloomington, Ind. □ *The Heart of Teaching: the Parent Crunch*.
Agency for Instructional Television and Kentucky Educational Television Network, Bloomington, Ind. □ *The Universe and I: the Atlantis Connection*.
Alberta School Broadcasts/Cinetel Nine, Edmonton, Alberta □ *Katei Seikatsu: Japanese Family Life*.
Dave Bell Associates, Hollywood □ *Values and Morality in School*.
CFCF-TV Montreal □ *Special station citation*.
Group W, New York □ *Six American Families: the Pasciaks of Chicago*.
Iowa Public Broadcasting Network, Des Moines □ *See How They Run*.
KERA-TV Dallas □ *The Stages of Preston Jones*.
Network for Continuing Medical Education, New York □ *Hyperlipidemia and Heart Disease*.
New Jersey Public Television, Trenton □ *Equality*.
New York Department of Aging, New York □ *Getting On*.
Ontario Educational Communications Authority, Toronto □ *Symphony*.
Martin Tahse Productions, Los Angeles □ *ABC After School Special*.
University of Mid-America, Lincoln, Neb. □ *The Lakota: One Nation on the Plains and Japan: The Living Tradition*.
WAVE-TV Louisville, Ky. □ *A New Day in the Mountains*.
WBNS-TV Columbus, Ohio □ *Winter School*.
WETA-TV Washington and WNET(TV) New York □ *USA: People and Politics*.
WEWS(TV) Cleveland □ *Feelin' Fine*.
WGBH Educational Foundation, Boston □ *Nova* series and episode, "The Business of Extinction."
WKYC-TV Cleveland □ *Home and Montage*.

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WMAQ-TV Chicago □ *Special station citation.*
WNBC-TV New York □ *Sight and Sound: I Am Old, I Am Old.*
WRC-TV Washington □ *A Woman Is ... Homeless.*
WTTW(TV) Chicago □ *Guess Who's Pregnant.*

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

Broadcast winners

Reed Collins, CBS News □ Radio spot reporting.
Clark Todd, NBC Radio □ Radio interpretation of foreign news.
Barbara Walters, ABC News □ TV interview or documentary on foreign affairs.

George Foster Peabody Awards

38th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

Radio

Paul Hume and **WGMS(AM)** Rockville, Md. □ *A Variable Feast.*
KSJN(FM) St. Paul □ *The Prairie Was Quiet.*
KPFA(FM) Berkeley, Calif. □ *Science Story.*
National Public Radio, Washington □ *Crossroads.*
WHA(AM) Madison, Wis. □ *Earplay.*
WHLN(AM) Harlan, Ky. □ For flood coverage.
WXYZ(AM) Detroit □ *Winter's Fear: The Children, The Killer, The Search.*

Television

Steve Allen and **KCET(TV)** Los Angeles □ *Meeting of Minds.*
KABC-TV Los Angeles □ *Police Accountability.*
KCMO-TV Kansas City, Mo. □ *Where Have All the Flood Cars Gone?*
Norman Lear □ *All in the Family.*
London Weekend Television □ *Upstairs, Downstairs.*
Lorimar Productions □ *Green Eyes.*
Metropolitan Opera Association □ *Live From the Met.*
MTM Productions □ *The Mary Tyler Moore Show.*
Multimedia Program Productions □ *Joshua's Confusion.*
NBC-TV □ *Tut: The Boy King.*
Arthur Rankin and **Jules Bass** □ *The Hobbit.*
WBT(TV) Charlotte, N.C. □ *The Rowe String Quartet Plays on Your Imagination.*
WCBS-TV New York □ *Camera Three.*
WNBC-TV New York □ *F.I.N.D. Investigative Reports and Byline: Betty Furness.*
WNET(TV) New York and **WETA-TV** Washington □ *The MacNeil/Lehrer Report.*
WNET(TV) New York □ *Police Tapes and A Good Dissonance Like A Man.*
David Wolper and **ABC-TV** □ *Roots.*
WPXI(TV) New York □ *The Lifer's Group—I Am My Brother's Keeper.*

George Polk Memorial Awards

28th annual. Presented by the Journalism Department of Long Island University's

Brooklyn Center for journalistic achievements using "discernment, courage and resourcefulness in gathering material, and perceptiveness, along with creative insight, in transmitting information and ideas."

Network Radio and TV Reporting

Barry Lando, producer. *60 Minutes*, CBS News.

Local Radio and TV Reporting

John Stossel □ WCBS-TV New York.

Radio Television News Directors Assn. Awards

Presented by the Radio Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Radio

KBIG(FM) Los Angeles □ Investigative reporting.
KLOL(FM) Houston □ Spot news.
KNX(AM) Los Angeles □ Editorial/commentary.
KOY(AM) Phoenix □ Documentary and spot news.
WASK(AM) Lafayette, Ind. □ Documentary.
WCBS(AM) New York □ Documentary and editorial/commentary.
WIND(AM) Chicago □ Spot news.
WKY(AM) Oklahoma City □ Documentary.
WKIX(AM) Raleigh, N.C. □ Editorial/commentary.
WMAL(AM) Washington □ Spot news.
WSGN(AM) Birmingham, Ala. □ Investigative reporting.
WTLC(FM) Indianapolis □ Investigative reporting.

Television

KGO-TV San Francisco □ Documentary and spot news.
KOA-TV Denver □ Investigative reporting.
KPRC-TV Houston □ Investigative reporting.
KRON-TV San Francisco □ Editorial/commentary.
KTVI St. Louis □ Investigative reporting.
WBAL-TV Baltimore □ Documentary.
WCBS-TV New York □ Investigative reporting.
WCCO-TV Minneapolis □ Documentary.
WCKT-TV Miami □ Investigative reporting and editorial/commentary.
WLS-TV Chicago □ Spot news.
WMAQ-TV Chicago □ Editorial/commentary.
WSM-TV Nashville □ Documentary.
WTAE-TV Pittsburgh □ Spot news.
WTOP-TV Washington □ Editorial/commentary.
WWL-TV New Orleans □ Spot news.

Paul White award

Bill Monroe, moderator and executive producer of NBC's *Meet the Press* and former president of RTNDA □ For his outstanding contributions to broadcasting.

David Sarnoff Gold Medal Award

Presented by the Society of Motion Picture and Television Engineers for "outstanding contributions in the development of new techniques or equipment."

Renville H. McMann Jr., Thomson-CSF Laboratories □ In recognition of his "pioneering" work in television-signal digital noise reduction, image enhancement, color masking and encoded-signal color correction as well as for his leadership in development of the first high-quality portable color camera.

Sigma Delta Chi Distinguished Service Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

Jay Lewis, Alabama Information Network □ Editorializing.
Paul McGonicle, KOY(AM) Phoenix □ Reporting.
WSGN(AM) Birmingham, Ala. □ Public Service.

Television

Rich Adams, WTOP-TV Washington □ Editorializing.
KOOL-TV Phoenix □ Public service.
KPIX(TV) San Francisco □ Reporting.

Silver Satellite Award

11th annual. Presented by American Women in Radio and Television Inc. for "outstanding contribution to the field of broadcast communications (artistic, scientific, sociological, cultural or humanitarian)."

Alan Alda □ For "his skills in acting, writing, directing and producing."

Television News Photography Competition

Presented by the National Press Photographers Association and the Department of Mass Communications, Arizona State University.

John Baynard, WBT(TV) Charlotte, N.C. □ third place, sports.
Hunter Bloch, WPIG(TV) Miami (now with KTTV(TV) Los Angeles) □ first place, sports.
Paul Fine, WJLA-TV Washington □ first place documentary, second place, sports.
Scott Gibbs, KPIX(TV) San Francisco □ second place, features.
Larry Hatteberg, KAKE-TV Wichita, Kan. □ third place, minidocumentary.
Henry Kokojan, NBC-TV, Dallas □ third place, features.
Terry Morrison, NBC-TV, San Francisco □ first and second place, minidocumentary, first place, features.
Richard Norling, NBC-TV, New York □ second-place tie, documentary.
Jack Parker, WTTV(TV) Bloomington, Ind. (Indianapolis) □ third place, spot news.
Bob Phillipz, WDTN-TV Dayton, Ohio □ second place, spot news.
Ken Resnick, WTTG(TV) Washington □ first place, spot news.
Jim Tolhurst, WWL-TV New Orleans □ second-place tie, documentary.

Station of the Year

KTVY(TV) Oklahoma City

Photographer of the Year

Larry Hattebert, KAKE-TV Wichita, Kan.

U.S. Television Commercials Festival

7th annual. Presented for "the best" TV com-

mercials by subject and production techniques.

Chairman's Special Award

D'Arcy-MacManus & Masius, St. Louis □ "King Spectacular," for Anheuser-Busch by Creative Film Arts.

Subject

N W Ayer, New York □ "Begin with Belgium," for Sabena-Belgium World Airlines by David Dee Productions (recreation: travel).

N W Ayer, New York □ "Impressions," for AT&T by Fred Levinson and Co. (services: public utilities).

N W Ayer, New York □ "Twelve Months to Say Good-bye," for U.S. Army by Myers & Eisenstat (services: recruiting).

Ted Bates & Co., New York □ "Hostess & Kids/Dancing," for ITT Continental Baking by DeSot & Sam (food meal & dessert).

BBDO, San Francisco □ "Dinosaur," "Dollar Bill," "Hide & Seek" series, for Chevron USA by Kurts & Friends (automotive service).

BBDO, New York □ "Ranch," "Skateboard" series, for Pepsi-Cola Co. by Denny Harris of California (food: soft drinks).

Botsford Ketchum, San Francisco □ "Clothes for Living," for Gap Stores by Wakeford-Orloff (clothing).

Brand Advertising, Chicago □ "Straight Up," for WCLR(FM) Skokie, Ill., by Duck Soup Productions (station promo, ID's, news promos).

Buntin Advertising, Nashville □ "60 Minute Loan," for Liberty National Bank by Jayan Productions (services: banking and financial).

Burrell Advertising, Chicago □ "Street Song," for Coca-Cola USA by Mason-Stearns Productions (food: soft drinks).

Campbell-Ewald, Detroit □ "Chevette Gas Station," for Chevrolet Motor Division by Myers & Griner/Cuesta (automotive: cars).

Carr Liggett Advertising, Cleveland □ "Monkeys," for Blue Cross & Blue Shield in Northeast Ohio by Asch & Associates (services: insurance).

Cole & Weber, Seattle □ "Illo Gauditz," "Dr. Steve Ross," "Davey and the Trees," for Weyerhaeuser Co. by Cole & Weber (commercial products: agricultural).

Cole & McVoy, Minneapolis □ "Polaris Cobra," for Polaris division of Textron by Film Factory (recreation: equipment).

Conahy & Lyon, New York □ "Karate," for Borden Corp. by Tibore Hirsch Production Co. (home furnishings: decoration and remodeling).

Conahy & Lyon, New York □ "Supermarket," for IBM by Myers & Griner/Cuesta (image building, customer relations).

Cramer-Krasselt Co., Milwaukee □ "Happy Birthday," for Associated Hospital Service Inc. by Chuck Olin Associates (services: health and safety).

Cunningham & Walsh, New York □ "Bridge," for St. Regis Paper Co., by Fred Levinson & Co. (photography).

D'Arcy-MacManus & Masius, St. Louis □ "Holiday," for Anheuser-Busch by EUE/Screen Gems (food: beer).

D'Arcy-MacManus & Masius, St. Louis □ "King Spectacular," for Anheuser-Busch by Creative Film Arts (food: beer).

D'Arcy-MacManus & Masius, St. Louis □ "Wedding," for Southwestern Bell Telephone Co. by N. Lee Lacy Associates (services: public utilities).

Edwin Bird Wilson, New York □ "The People," "The City," "The People and the City" series, for manufacturers Hanover Trust Co. by Lipson Films Associates (services: banking and financial).

Gardner Advertising, St. Louis □ "Caesar," for Ralston Purina Co. by STF (pet products: food).

Gardner Advertising, St. Louis □ "Cyrano," for Busch Gardens division of Anheuser-Busch by Joel Productions (recreation: theme parks).

Gardner Advertising, St. Louis □ "Drums," for Busch Garden Division of Anheuser-Busch by Fred Levinson Co. (recreation: theme parks).

Gardner Advertising, St. Louis □ "Swims Too," for McGraw-Edison by Ampersand Productions (housewares).

Grey Advertising, Minneapolis □ "Mr. Shirley," for Dayton's by Bandler Films/Dick & Bert (sales event).

Hesselbart & Mitten, Akron, Ohio □ "Stop Motion," for Penn Athletic Products by Hesselbart & Mitten (recreation: equipment).

Hutchins/D'Arcy Inc., Rochester, N.Y. □ "Jolly Jack,"

for Rochester Telephone Co. by BF&J productions (services: public utilities).

Kircher Helton Collett, Dayton, Ohio □ "Follow the Bouncing Ball," for WHIO-TV Dayton by Dave Kallaher Inc. (recreation: entertainment events).

Liller, Neal, Battle & Lindsey, Atlanta □ "Dominos," for Southern Forestry Cooperative by Jayan Film Productions (public service announcements).

Richard K. Manoff, New York □ "Ice," "Store," "Truck," for Kraft Inc. By Gomes-Loew (food: meal and dessert).

McCann-Erickson, Portland, Ore. □ "Barn Raising," for Georgia-Pacific Corp. by Myers & Griner/Cuesta (image building, customer relations).

McCann-Erickson, Los Angeles □ "Shake Hands," for U.S. Borax & Chemical Co. by Ross McCann & Associates (personal products: personal hygiene).

Marketinc, Greenville, S.C. □ "Breakfast," for Liberty Life Insurance Co. by Marketinc (services: health and safety).

Nadler & Larimer, New York □ "Restaurant," "Welder," for Faberge by Gomes-Loew (personal products: women's products).

NBC Advertising and Promotion, New York □ "NBC Profile: David Brinkley," for NBC-TV by EUE Screen Gems (station promos, ID's news promos).

Needham, Harper & Steers, New York □ "Bank Teller II," for Bristol-Meyers Co. by Phil Kimmelman Associates (pharmaceutical: remedies, preventatives).

Needham, Harper & Steers, New York □ "Fiber Optics," for ITT by PDR/Warner Bros. (image building, customer relations).

Northlich, Stolley, Cincinnati □ "Store Visit," for Baldwin Piano & Organ Co. by Wilson-Giak (recreation: home entertainment).

J. W. Schoen Advertising, Chicago □ "Smoking Stinks" series, for American Cancer Society by Film Fare Studios (public service announcements).

J. Walter Thompson, Chicago □ "If One Doesn't Get Him Another Will," for Jovan (personal products: women's products).

J. Walter Thompson, New York □ "Time to Sow," for Eastman Kodak by Fred Levinson & Co. (personal articles gift items: cameras).

Tinker Campbell-Ewald, New York □ "Morley Taking Care," for British Airways by James Garrett & Partners (recreation: travel).

Young & Rubicam West, Los Angeles □ "Pick of the Crop," for Armour Food Co. by Wakeford Orloff (food: meal and dessert).

Production technique

BBDO, San Francisco □ "Dinosaur," "Dollar Bill," "Hide & Seek" series, for Chevron USA by Kurts & Friends (automotive: service).

Brand Advertising, Chicago □ "Straight Up," for WCLR(FM) Skokie, Ill., by Duck Soup Productions (art and animation).

Cunningham & Walsh, New York □ "Bridge," for St. Regis Paper Co., by Fred Levinson & Co. (photography).

D'Arcy-MacManus & Masius, St. Louis □ "King Spectacular," for Anheuser-Busch by Creative Film Arts (music).

Doyle Dane Bernbach, New York □ "Star Wars," for 20th Century-Fox Film Corp. by Hawk Productions (production).

Gardner Advertising, St. Louis □ "Balloon," for Busch Gardens division of Anheuser-Busch by Joel Productions (music and direction).

Chester Gore Co., New York □ "Hard to Say," for Carillon Importers by Griner/Cuesta (production).

Heckler & Associates, Seattle □ "Cold Pack Days," for Rainier Brewing Co. by Kaye-Smith Productions (production).

Ingalls Associates, Boston □ "Convenience," for Springfield Institute for Savings by Pat Pitelli Productions (talent).

Richard K. Manoff, New York □ "Harbor," for The Joseph Garneau Co. by Fred Levinson & Co. (photography).

McCaffrey & McCall, New York □ "Random House One-Book Encyclopedia," for Random House by Liberty Pictures (art and animation).

Richardson, Myers & Donofrio, Baltimore □ "Apathy," for Maryland Crime Commission by BF&J Production Co. (copywriting).

Rosebud Advertising, New York □ "Marathon Man" series, for Paramount Pictures Corp. (editing).

J. Walter Thompson, Chicago □ "If One Doesn't Get Him Another Will," for Jovan (copywriting).

Tinker Campbell-Ewald, New York □ "Morley Taking Care," for British Airways by James Garrett & Partners (talent).

Programing

PTV programing: still plenty of room for criticism

Aaron, Lehrer, Popham, Sagan tell PBS that improvements are needed everywhere on the schedule

Chloe Aaron, the Public Broadcasting Service's senior vice president for programing, did nothing to increase the smugness quotient among public television representatives last week, as far as the service's programing is concerned. There is, she said, plenty of room for improvement.

There are some positive aspects of PBS's programing at least in terms of viewer acceptance, she acknowledged, in addressing the PBS annual membership meeting in Dallas. The public television audience is up 12% in prime time, and viewer contributions rose 48% during the Festival '78 fund-raising efforts in March.

But she said that almost half of PBS's schedule consists of reruns, public affairs programs are bland, and the schedule is in need of children's programing. What's more, she said, public television should seek out and present regularly "the superb talent that exists outside of New York City."

Ms. Aaron's remarks received support from Jim Lehrer, co-anchor of PBS's nightly *MacNeil/Lehrer Report*, one of four PBS on-air personalities who discussed programing at the meeting. What public broadcasting is doing in public affairs, Mr. Lehrer said, "is just not good enough." And improvement will not come, he said, if those in responsible positions continue to assume such things as "longer means better." The emphasis, he said, should be on quality.

He conceded that determining what is quality programing is not easy. But he advocated the "trust and hammer" approach: "Hire the best journalists, give them trust, leave them alone, and beat hell out of them if they don't do the job." He also offered this advice: "If a journalist doesn't have the right to be wrong, he'll never have the courage to be right."

The PBS members also heard criticism from W. James Popham, who is on the faculty of the University of California at Los Angeles's Graduate School of Education. He said the leaders of public television "have been behaving irresponsibly by not assessing the effects of your programing efforts on your viewers." Dr. Popham noted that some public television broadcasters may not even be aware of a need for such an assessment. "Some assumed high ratings equal good programs," and "equate 'working' with being viewed." But, he added, "no learning has taken place if there is no change in the viewer." And he warned that parents who are beginning to hold teachers to account for the effectiveness of their work may subject

educational television "to the same scrutiny."

Public television was treated more kindly by Edward Villella, principal dancer with the New York City Ballet and chairman of New York's Commission on Cultural Affairs, and Carl Sagan, scientist and Pulitzer prize-winning author.

Mr. Villella saw public television as taking up the slack created in what he believes is the loss from commercial television of cultural programming he remembers from its early days. *Dance in America* is one PBS program he singled out for special mention. Its "impact on the dance," he said, "has been phenomenal." The "bright, serious people" responsible for the program "are willing to develop a technology" needed to present the dance well, and are "concerned with quality."

He also expressed the hope that the dances would be created especially for television and that dance programs would be designed with particular audiences—for instance, children—in mind.

To Dr. Sagan, knowledge of science and technology is essential in a technological and scientific era. But he appears to feel that if television is to play a role in that educational process, it will have to be public television. "Scientific programming is done dreadfully on commercial television," he said. "It makes assumptions of the stupidity of the audience." Its scientific interests, he suggested, are limited to such matters as "uncritical discussions of ancient astronauts, UFO's and the Bermuda Triangle." Dr. Sagan commended such science-oriented programs on public television as *Nova*. He also noted that he is in the midst of preparing a 13-part series on astronomy, *Cosmos*, which is being developed with KCET(TV) Los Angeles for PBS—and described it, with the aid of slides, for about 10 minutes.

The program is scheduled to be ready for broadcast in 1980.

Silverman says it once more: He's out for program quality

NBC's president tells TV critics that four-month sabbatical before taking on new job led to changes in his philosophy; he also stresses that he'll have more to do than to worry day-to-day over scheduling

Fred Silverman, in his first major press conference since assuming the presidency of NBC, moved deftly toward consummating the transformation of his image from "soldier in charge of the entertainment schedule" to "chief executive" of one of the largest communications forces in the world.

Taking questions from more than 100

The sound of money. The \$35-million licensing fee that CBS agreed to pay for "Gone with the Wind" earlier this year isn't close to being matched, but NBC will be forking over a hefty \$21.5 million for a more recent blockbuster, "The Sound of Music."

Announced last week was NBC's purchase from 20th Century-Fox Film Corp. of 20 runs of "Sound of Music" over 22 years. CBS is paying MGM for showing of "GWTW" over 20 years (BROADCASTING, April 10).

The Julie Andrews musical, based on the experiences of the von Trapp family of Austria, earned a 33.6 rating and 49 share when it aired on ABC-TV in February 1976.

By midweek final contracts remained to be signed but the deal called for NBC to pay Fox in 10 equal installments, beginning in October 1979 when the film becomes available for NBC airing. The network said it plans to launch its presentations of "The Sound of Music" with the 1979-80 season.

TV critics and reporters at the Sheraton-Universal hotel in Los Angeles June 23, Mr. Silverman stuck by his vows to affiliates that NBC would lead the industry with innovative and responsible programming (BROADCASTING, June 26). He said that will be accomplished, in part, by broadening the network's base of program suppliers and by becoming less devoted to ratings and audience research. But he also said that he will spend only "a small percentage" of his own time on the television schedule, and he plans to eventually take an active role representing NBC in Washington.

"I was hired to run NBC, not the program department," he said. "[I was hired] because they need a cohesiveness, to make sure that the various elements at NBC—radio, television, stations, network, news—are all meshing and moving in a single direction. And I think one of the problems in the past has been that there have been very capable people going off in 58 different directions, which I guess is good if you're making Heinz soup. But it's not good if you're trying to get something going. I would hope that that will be my contribution."

A question uppermost in many reporters' minds was whether they were hearing in Mr. Silverman's promises what they should have expected to hear from a man who just inherited the third-rated network. He said that his "philosophy as chief executive reflects—more accurately reflects—what makes me tick." He acknowledged, however, that he had reached some new conclusions while on his four-and-a-half-month vacation—a time spent, he said, reading and thinking over some "very spicy stories" in the press apparently about himself and the state of network television.

"I would have to admit that a lot of the criticism, a lot of the things that I read, resulted in quite a bit of soul-searching and a kind of a philosophy as to where NBC should go as we move into the '80's" Mr. Silverman said. "...I can only say that it would be very foolhardy for me to stand here now in front of the world and say that we are moving in a new direction, and then proceed to put shows on the air that are going to be ridiculed. ...If NBC moves in a direction that is counter to what I've described today, then you have every justification for saying, 'He's self-serving, he's a fraud,' everything else. The performance will speak for itself."

Mr. Silverman did seem to leave one

back door open by noting that the concept of value on television is "an all-encompassing term." He made no apologies for such mass-audience shows as *Laverne and Shirley* and *Three's Company*, which he said were well-crafted but over-imitated innovations.

But he rejected the value of two NBC shows: *79 Park Avenue* (the miniseries about a high-class call girl) and *Roller Girls* ("I don't think it's very good," he said). At the same time, he often referred to more esteemed programs he had been involved with at CBS and ABC—including *All in the Family*, *M*A*S*H*, *ABC Theater*, *Family* and *Roots*—and to the addition of the nonfiction drama, *Lifeline*, to NBC's fall schedule (BROADCASTING, June 19).

"I believe that you can present quality television and also attract very large audiences," he said. "I don't want anybody to get the impression that NBC is going to be the second public television network. I believe that there is a way to do both."

He said that some major advertisers such as Procter & Gamble have begun to consider the quality of the program they place their commercials in to be as important as bulk audience delivery, and that audience demographics "automatically" improve with innovative programming—"it comes with the territory," he said. And a major part of the NBC strategy, according to Mr. Silverman, will be to go for innovation by reaching out to new television producers, particularly in New York.

"If you have 22 shows on the schedule, they should be produced by 22 different producers," he said. "[That] I think is the healthiest situation in the world. What you have to be very careful of is when you have a 22-hour schedule and half of that schedule is coming from one studio or one producer. I don't think that's a healthy situation. ...the resources are not being tapped." (Universal Television has six hour's worth of programming on NBC-TV's prime-time schedule next fall; *Lifeline* is Tomorrow Entertainment's first prime-time series entry.)

Mr. Silverman remained in Los Angeles last week, meeting with members of his program department and with producers. But he said he generally would leave relationships with producers, reading scripts and the like to his existing program team. He expects that NBC's current prime-time line-up—which he called "a good transition schedule"—will probably remain intact until September. After the press con-

ference, he said NBC will have in the area of 30 pilots ordered for completion by November as possible mid-season replacements.

He also noted more than once that he would like to bring stars of the caliber of Joe Namath (who has the lead in the new NBC series, *Waverly Wonders*) to his network, bringing to mind ABC's effective use of the exclusive contract to lure such stars as Harvey Korman and Redd Foxx away from the competition. "For the most part," he said, "we will develop new people. There may be an instance, one or two instances...there are no great plans for major talent or executive raids on ABC."

Klein and Mulholland: alive and well at NBC

Silverman expresses trust in his programming team, says he'll ask for extensions of their contracts

"Reports of my death have been greatly exaggerated." That quote from Mark Twain may well have been on the minds of Paul Klein, senior vice president of programming for NBC-TV, and to a lesser extent his boss, network president Robert Mulholland, as they met with the nation's television critics for a press conference in Los Angeles June 24.

For four-and-a-half months, while the industry waited for Fred Silverman to come out of forced retirement, both men had endured endless speculation that their jobs, along with many of their programs, would be among the first of Mr. Silverman's cancellations at NBC. Mr. Klein was asked in Los Angeles if he's been worried about the arrival of his former adversary. Not particularly, he said, "aside from a period of impotence."

Instead, the press had a day earlier heard Mr. Silverman specifically give his full support to both men. He later revealed privately that he would ask to negotiate extensions of their current contracts with the network as soon as he returned to New York, as well as for the contracts of Mike Weinblatt, NBC executive vice president and "about two dozen others." Mr. Silverman also said that the changes in NBC's prime-time program schedule made soon after his arrival there had already been planned by the existing program team, and that he had only approved them.

Mr. Silverman praised Mr. Mulholland's news background and his "product"—as opposed to sales—orientation. Of Mr. Klein, he said, "We were competitors for awhile and he accused me of jiggling, and I said he wouldn't last the year. The fact of the matter is that he is the best program head in the business, that there is nobody that's better. Strangely enough, we've had several meetings and we see eye to eye on where NBC should be going. I think we've got a terrific program team in place, and those are the people that are going to be making the program judgments."

Mr. Silverman's program philosophies did sound surprisingly similar to Mr.



But where's the ukulele? Arthur Godfrey, a daily fixture on the CBS Radio network for 27 years until the series ended April 30, 1972, was back on the air June 19-23 with a three-hour daily stint for CBS-owned KMOX(AM) St. Louis. He took over the 9 a.m.-to-noon spot from vacationing Jack Carney, broadcasting live via satellite from New York, where he's shown here with KMOX producer Janet Acton. Mr. Godfrey, now 74, told listeners it was his first live series as host since his network run ended.

Klein's who had long argued that NBC would offer higher quality programs, drawing off the cream of the audience for its advertisers while leaving ABC with an audience of, as Mr. Klein put it prior to last January, "kids and dummies." Asked in Los Angeles if he felt vindicated by Mr. Silverman's statements, Mr. Klein answered, "Yes."

ABC does its number on children's TV for the critics

Following CBS lead, it presents its philosophy at L.A. meetings

In what became a two-network counteroffensive against criticism of children's television, ABC-TV, like CBS-TV, last week opened its fall program previews for the nation's TV critics with a presentation on "the positive evolution of Saturday morning television."

"Children's television is dramatically different than it was 10 years ago," according to ABC's Squire Rushnell, vice president of children's and early morning programming. "There is a new level of respect" at the networks for their audiences and for "pro-social" values, he said.

Mr. Rushnell also stressed that controlling what children see on television is "a shared responsibility between broadcaster and parents," and showed a short film illustrating some examples of how ABC was doing its part. (In both cases repeating his counterparts at CBS [BROADCASTING, June 26].)

In the film, critics were told that today's TV series no longer show characters being physically injured, that minority-group superheroes have been introduced and

that ABC airs animated nutrition messages extolling the benefits of a balanced diet.

Kids Are People Too, the new Sunday morning program premiering Sept. 10, will carry on those pro-social themes, Mr. Rushnell said, while at the same time offering ABC affiliates "the first major partnership" with their network in children's programming. Local stations will have the option of carrying either 60 minutes or 90 minutes of network feed, with two 12-minute or 13-minute "windows," for insertion of locally produced programming (BROADCASTING, May 29). Mr. Rushnell acknowledged that the network has received no confirmations on which affiliates will participate, but he said a closed circuit presentation of the first episodes with suggestions of how affiliates might use the windows will soon be going out. He projected a 65% clearance of the show's 60-minute version and "something less than that" for the 90-minute.

Responding to questions on children's advertising, Mr. Rushnell said that one problem is that most TV ads sell products with lower food value because makers of those products are the most concentrated economically. He's thought about pursuing fruit and vegetable advertisers, he said, but believes the farmers may prove to be too fragmented a commercial force to make comparably large buys.

"I'm frustrated, frankly, by this sugar-coated problem," he said. Later, he added, "I do think that it is very idealistic to think that if you are to eliminate the opportunity for funding, children's programming would remain the same." He also hinted that ABC's programming, standards and practices and legal departments were working to devise new ABC "postures" on children's advertising standards. "I believe there is a policy that is evolving," he said, but he couldn't specify what new elements it might contain.

Program Briefs

Begelman sentenced. Former Columbia Pictures President David Begelman, who pleaded no contest to charges of grand theft for forging endorsements of studio checks, last week was sentenced to three years probation and \$5,000 fine. Maximum penalty was 10 years imprisonment.

Spice of life. Worldvision Enterprises has entered package of nine 60-minute musical variety specials into syndication market. Eight are under *Sunshine Specials* umbrella title, filmed on location in U.S. with stars ranging from Fifth Dimension to Mac Davis. Other is *Newfangled Wandering Minstrel Show* with singer Olivia Newton-John.

Rolling on. Back in production after year of reruns is *Big Blue Marble*, ITT children's half hour, carried by more than 150 U.S. TV stations (70% commercial) and in 60 areas abroad. Production now is handled in-house, with 100% original music, more on-location shooting around world and

certain changes in magazine format including serializations. One aim is to widen age base of viewers. Public service show, provided free under condition of no commercial interruption, has 26 new episodes for 1978-79 (fifth) season.

What's out there? American Chemical Society is offering two 28-minute radio programs free to stations. *Are We Alone in the Universe?* is title of two-show series, which features interviews with scientists on origin of life, possibility of intelligent life elsewhere in universe and how we might communicate with it. For more information: Gary Swangin, Triton Scientific Corp., 2002 Colonial Garden Drive, Avenel, N.J. 07001.

Elvis remembered. Special three-hour stereo music radio program featuring the hits of Elvis Presley's career and interviews with his widow and friends will be carried on American Contemporary network Aug. 13 (3-6 p.m.). Titled *Elvis: Memories*, special will present his widow, Priscilla Presley; recording stars Tom Jones and Neil Diamond, and friends dating back to Mr. Presley's high school and Army days. Host for special is George Michael, WABC(AM) New York personality, who is serving also as producer.

Carrol's contract. Carrol O'Connor, Archie Bunker on *All in the Family*, has contract with CBS-TV to produce four pilots for network over next two or three years, plus fifth pilot for one-hour dramatic show in which he would star. Deal also calls for two made-for TV movies, all to be produced by his O'Connor Productions.

NBC thinking about new kind of deal for 1984 Olympics

Network meets with investors who are trying to deliver games to L.A.; talk, apparently, is of underwriting in exchange for TV rights

The two top executives of NBC Sports acknowledged last week that they met with a private group of investors trying to bring the 1984 Olympic games to Los Angeles, and the possibility apparently exists that NBC might itself underwrite the games.

Chester Simmons, president of the sports division, and Don Ohlmeyer, executive producer of all NBC Sports programs, said in a press conference with the nation's TV critics that the discussions had been informal goings-over of "concepts," "ideas," and "avenues of help, should they be needed." Mr. Simmons denied that a specific offer had been made, saying that NBC's first concern was to insure that the games remained in the United States.

Mr. Ohlmeyer noted that citizens of Denver had rejected the games in 1976, and he said that another rejection would be "disastrous" for other American cities hoping to be host for future games. "There's going to come a point," he said,

"when they [the International Olympic Committee] are going to say, 'Hey, we don't necessarily believe the Americans.'" But the executives said NBC would "obviously" be interested in obtaining broadcast rights to the event.

The group of seven private investors has been trying to arrange a way to promote the games without government support since it became apparent that, even though the IOC had given its preliminary approval to Los Angeles, the city's taxpayers were not receptive to any additional financial burdens. The IOC has reportedly been skittish about the lack of municipal backing, but a plan was recently announced by the private committee in which the U.S. Olympic Committee and one of the three commercial television networks might guarantee the necessary funds.

Mr. Simmons said the private group had devised a "spartan" plan (based in large part on projected broadcast revenues) that wouldn't cost the taxpayers "a nickle."

Price surfaces at Columbia

Frank Price, who resigned his posts last month as president of Universal Television and vice president and director of the parent MCA Inc., has been named president of Columbia Pictures Productions. His move to head the new division of Columbia Pictures had been expected (BROADCASTING, June 12). Mr. Price broke into the business in 1951 in the story department of CBS-TV, where he worked on *Studio One* and *Suspense*. At Universal, he is credited with *Rich Man, Poor Man*, and series ranging from *Kojak* to the *Rockford Files*.

Donald Sipes, formerly executive vice president of Universal Television, replaced Mr. Price. And although Mr. Price indicated that his move was based on a desire to make theatrical pictures, there was talk in the industry that Mr. Sipes has a better connection with the new NBC President Fred Silverman.

Fox's sports team

Twentieth Century-Fox Television, which earlier this year announced a \$5 million expansion and diversification effort, last week announced the leadership of its new sports division. Named president of Twentieth Century-Fox Television Sports was Ron Beckman. Sheldon (Shelly) Saltman will handle day-to-day activities as vice president and general manager. Mr. Beckman continues as an executive vice president of Fox TV. Mr. Saltman has been vice president and general counsel of Fox's telecommunications division.

According to Fox TV President Sy Salkowitz, the company "will take the initiative by providing the first studio base for the development of new events and new programming needed to fill network and individual stations' corresponding increase in sports presentations of all kinds."

Aftermath of 'Stanford Daily'

There's much sentiment in Congress to do something about Supreme Court decision allowing police searches of newsrooms

Representative Tom Railsback (R-Ill.) said last week he will introduce legislation to bar the issuance of search warrants aimed at the news media. His bill is among a small flurry of such bills in the House and Senate to reverse the Supreme Court's decision in the *Stanford Daily* case holding that police need only warrants obtained in court to search newsrooms and private homes and offices (BROADCASTING, June 5).

Mr. Railsback is a member of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which also includes Representative Robert Drinan (D-Mass.), who was the first to offer such a measure.

Meantime, another subcommittee in the House held a hearing into the matter last week, listening to among others, CBS News senior vice president, William J. Small. As he had testified in the Senate a week earlier (BROADCASTING, June 26), Mr. Small told the House Government Operations Subcommittee on Government Information and Individual Rights that reporters "can hardly be either free or robust if the specter of a cop rummaging through the newsroom is always in the shadow of every story."

He endorsed legislation to protect the press and private individuals from search if they have committed no crime. Without such protection, he predicted news sources would dry up. "What news source," he asked, "would be comfortable with such easy police entry? ... If sources feel their confidences will be compromised, those sources will disappear."

Mr. Small also argued that it should be made clear that such legislation applies to local police authorities, in addition to federal. "The Justice Department may be the least of our problems," he said. "The local cop is more likely to grab that warrant and come through the newsroom door."

A representative of the Justice Department, John C. Keeney, deputy assistant attorney general for the criminal division, sought to assure the subcommittee and the press witnesses at the hearing that the Justice Department contemplates no change in its policy of "prodigious restraint" in use of press searches. In the wake of the *Stanford Daily* decision, he said, the department is working on new regulations "as an added safeguard" to attach to its present policy. "In our view," he said, "these regulations will go a long way toward insuring that the press remains fully protected against overzealous use of lawful process to search for evidence."

Under questioning, Mr. Keeney con-

ceeded that police searches of newsrooms may have a "chilling effect" on the media, but his prepared remarks stated that in the Justice Department's opinion, the Constitution does not absolutely forbid such searches.

Under the regulations being drafted, he said, department investigators would be forced to rely on the subpoena process to get at information in newsrooms, but would leave open a small category of instances where a search warrant could be sought. "It is our goal to restrict the exceptions to as small a class as is feasible."

News media lose another in high court

Press access to prisons held just like public's; KQED's lower court wins overruled by 4-3 vote

The U.S. Supreme Court has ruled that news reporters have no more rights of access to jails and prisons than does the general public. In a 4-3 decision issued last week, the court reversed judgments by two California federal courts that journalists should be treated more favorably than the public.

Writing for the majority, Chief Justice Warren Burger declared that "the public importance of conditions in penal facilities and the media's role of providing information afford no basis for reading into the Constitution a right of the public or the media to enter these institutions, with camera equipment, and take moving pictures of inmates for broadcast purposes. This court has never intimated a First Amendment guarantee of a right to access to all sources of information within government control."

Last week's ruling overturned two lower court decisions requiring the Alameda county, Calif., sheriff to permit "responsible representatives" of the news media access to the Santa Rita prison at "reasonable times and hours"; noncommercial KQED(TV) San Francisco was the successful petitioner in the lower courts, but implementation had been stayed pending the Supreme Court ruling.

The decision was in line with two 1974 Supreme Court rulings that limited reporters' access to public facilities. "Neither the First Amendment nor the 14th Amendment mandates a right of access to government information or sources of information within the government's control," the chief justice wrote. He was joined in his statement by Justices Byron White and William Rehnquist.

Joining the majority but issuing a separate statement, Justice Potter Stewart, who wrote the 1974 decisions, said that in some instances controls reasonably imposed on the public may be unreasonable if extended to the press.

"In short," the justice wrote, "terms

of access that are reasonably imposed on individual members of the public may, if they impede effective reporting without sufficient justification, be unreasonable as applied to journalists who are there to convey to the general public what the visitors see." Although he agreed that in the particular case the lower courts had exceeded their role, Mr. Stewart said that he "would not foreclose the possibility of further relief for KQED."

Nor, in fact, did the majority preclude the possibility of a new legislative look at the access rights of the press. In his opinion, the chief justice said that "whether the government should open penal institutions in the manner" sought by KQED "is a question of policy which a legislative body might appropriately resolve one way or the other."

Elsewhere Chief Justice Burger wrote, "until the political branches decree otherwise, as they are free to do," public officials could bar reporters from jails if the same prohibition applies to the public.

Justice John Stevens, joined by Justices William Brennan and Lewis Powell, dissented from the majority opinion, arguing that the basic issue was not necessarily a media one because the unconstitutionality of the county sheriff's policy of exclusion did not "rest on the premise that the press has a greater right of access to information regarding prison conditions than do other members of the public." He maintained that the jail had a policy of "virtually total exclusion" of both press and public from areas where inmates were confined.

Justices Thurgood Marshall and Harry Blackmun did not participate.

Hostile critics meet ABC News

At L.A. screenings, they vent feelings about '20/20' and format of evening show, plus absence of Arledge and Shanks

A tense meeting in Los Angeles June 21 between the nation's TV critics and members of ABC News's new team seemed to confirm two basic points: Many critics still have their doubts about the journalistic propriety of some of the division's experiments, while the ABC newsmen do not.

The occasion was a press conference at the Century Plaza hotel, called to explain the revised format of the *ABC Evening News* to critics attending the network's fall program previews. The main sources of tension were the premiere edition of the news magazine show, *20/20*, and the fact that neither of the men principally responsible for it, ABC News and Sports President Boone Arledge and *20/20*'s executive producer, Bob Shanks, attended the press conference.

"Will we have to wait until ABC [News] is number one before we get Mr. Arledge?" asked the *Philadelphia Inquirer*'s Lee Winfrey, recently elected first president of the Television Critics Associ-

ation (BROADCASTING, June 26). William Henry III of the *Boston Globe* wondered whether bringing "someone in from entertainment" was "reflective of a fundamental lack of faith in the resources of the news division."

Stepping into the breach as Mr. Arledge's spokesman was his number-two executive, David Burke, vice president, ABC News. It was Mr. Burke's first appearance before the press, and his crisp replies gave evidence of his previous experience as chief administrative officer for Governor Hugh Carey of New York. Both Mr. Arledge and Mr. Shanks were "heavily engaged" in preparing the episode of *20/20* that aired the night before, Mr. Burke said. Mr. Arledge was "furious" with *20/20*'s debut, but the consensus at ABC was that changes after the premiere had put the show "on track."

Fred Pierce, president of ABC-TV, also came to *20/20*'s defense. "We stubbed our toe badly," he acknowledged, but he suggested that the premiere should be thought of as "a pilot." "I think you'll see a lot more of *20/20* in our future," he said. Mr. Pierce reaffirmed his confidence in the evening news program as well, despite its lack of immediate ratings success. "We're not concerned about it," he said. Patience was also apparent in his reply to Mr. Winfrey as to when Mr. Arledge might again appear before the press: "I'm sure you'll see more of Boone long before we're number one."

Following those exchanges, the press conference proceeded more or less as planned, although some tension remained. Executive Producer Av Westin explained, and fiercely defended, his evening newscast, as did co-anchors Frank Reynolds, (who will be stationed in Washington), Max Robinson (in Chicago) and Peter Jennings (in London). Mr. Westin said that viewers will not see a "precipitous" change when the new format officially debuts July 10, except that Mr. Robinson will assume his post in Chicago and all three anchors will begin originating from remodeled newsrooms. He also promised, in answer to repeated questions on how ABC's journalism would stand up to its technology, that "we are not locked into allowing the format to dictate content."

"I value my reputation too highly to ever engage in cheap sensationalism, either in gimmickry or in sleazy, purple coverage," he said.

Salant on responsibility

Richard Salant, president of CBS News, has urged broadcasters to fight for their rights—and live up to their responsibilities—under the First Amendment.

Speaking to a meeting of the Georgia Association of Broadcasters in Callaway Gardens, where he accepted the organization's Freedom of Speech Award, Mr. Salant said the press, print and broadcast, has the "right, short of libel and obscenity, to be wrong, unfair or irrespon-

sible." But, he warned, if the press is to remain free, it "must be responsible and it must persuade the public that it is trying to be responsible."

A principle that can help assure the news media of credibility, Mr. Salant said, is accountability. "I strongly believe in accountability," he said. "I simply cannot buy the tiresome insistence by some of my fellow journalists that nobody has a right to look over our shoulders. To the contrary, I submit that everybody has a right to look over our shoulder—everybody except the government. That's what a free and responsible press is all about."

If 'Truth' be told

Questioning the veracity of television news in the Soviet Union is not what that country's government thinks is the proper role of American newsmen stationed there. Last week, two print journalists—Craig R. Whitney of *The New York Times* and Harold Piper of the *Baltimore Sun*—were indicted for "slander" by a Moscow court for writing articles questioning the authenticity of a Soviet dissident's televised confession.

It is believed to be the first time that American journalists have been taken to Soviet court over something they reported. After making appearances in court last week, the men were ordered to appear for a hearing this Wednesday (July 5).

They were charged with slandering the Soviet television program, *Vremya (Truth)*, in reports they filed suggesting that the program's producers pieced together film clips and faked a confession to anti-Soviet activities by Zviad Gamsakhurdia, a Georgian dissident. The confession was broadcast May 19, and press reports at the time noted that the confession, a color video tape, appeared to have been heavily spliced.

Try-out ends in Florida

The Florida Supreme Court, by a 4-3 vote, has decided to stick to its original plan and has ended the state's one-year experiment with broadcast coverage of courtroom proceedings.

The court last week rejected a petition for an extension of the experiment filed by Post-Newsweek Stations, and the one-year period ended Friday (June 30). The court will now begin a review of the state's court's experiences under the program with an eye toward developing a permanent broadcast coverage policy.

Talbot D'Alemberts, P-N's Miami attorney who was instrumental in persuading the court to allow the experiment in the first place, said that he was "encouraged" by the state court's vote because three members of the seven-man court were willing to extend the period without additional review. The court will be accepting comments on the experiment until July 31.

Equipment & Engineering

The date for DATE

Early next year, PBS stations equipped with decoder will be able to receive signal encoded with up to four channels

Some 20 public television stations next January will have access to a newly developed system that will enable them to receive up to four channels of audio within a single television channel. It is a system that will permit them to provide viewers with stereo sound or with programs in English and, for later play, three different foreign languages.

The system, called DATE—an acronym for Digital Audio for Television—was described by Daniel Wells, the Public Broadcasting Service's senior vice president for engineering, at the PBS annual membership meeting in Dallas last week.

DATE was developed jointly by PBS and the manufacturer, Digital Communications Corp., and involves the use of a station decoder, which costs about \$9,000. Mr. Wells said that 62 stations have already ordered the equipment and that decoders are expected to be delivered at the rate of 20 each month, beginning in January.

As explained by Mr. Wells, the multichannel sound can be distributed to the stations either by satellite or AT&T land lines. Then the sound is relayed to the home by the television station and in the case of stereo, an FM station operating in tandem. Although TV-FM stereo simulcasting is possible now, Mr. Wells said DATE offers stations a wider choice of channels of service.

The DATE system involves the conversion of sound from analog to digital formation in each of the four channels. The four digitalized channels are then modulated into a subcarrier on the television signal that the station receives. At the station, the process is reversed. The DATE decoder demodulates the subcarrier, and the digital signal into analog.

In time, Mr. Wells sees four channels of sound being combined on a single television signal. "It's technically possible," he said. "Japan is already doing it."

Technical Briefs

Costs. Federal Trade Commission approved new rule requiring television receiver manufacturers and makers of other consumer appliances to reveal basic energy costs on product labels. New labels, expected to begin appearing next year, will show energy cost based on national average, geographically weighted chart.

Four at once. Matsushita Electric of Japan has developed programmable video cassette recorder for consumers that can be set in advance to record from up to four different channels at different times automatically.

Licensees selling company's VHS format machines will be offering new feature here in fall (RCA and Magnavox have already announced). Lower-priced color cameras for consumer VCR's are also emerging—for under \$1,000.

Teletext start-up. KSL-TV Salt Lake City has begun test transmission of Teletext Information System, adaptation of BBC's Ceefax (BROADCASTING, May 22). Station is trying out information such as wire-service news, stock market reports, sports scores, road conditions and program schedules. System uses vertical blanking interval, needs decoder—expected to cost about \$50—at receiving end.

Fotomat moves into movies-to-tape

Film processor offers consumers service that turns home-made flicks into video cassettes for VTR's

"Imagine the convenience of storing all your home movies and slides on video tape. No more darkening the room. No more clumsy projectors or fumbling with movie screens. Just switch on your VTR unit."

With that promotional pitch and more, Fotomat Corp. will be trying to draw consumers who own video-tape recorders to Fotomat's 3,400 shopping-center kiosks or its mail order service to have 8mm and super 8mm film as well as slides transferred to cassette.

Announced last week was Fotomat's entrance into the consumer film-to-tape transfer market. The company isn't the first. ST Corp., a joint venture between Sony and Teletronics, for example, already is there. Fotomat, however, claims it will be able to offer its transfer service at lower costs than the competition.

Fotomat said on one price level it will transfer 400 feet of Super 8 to video tape for \$8.75, plus the regular cost of a one-hour blank cassette, \$14.95. The transfer price starts at \$3.50 for the first 50 feet, then is less for each additional 50 feet. In addition, Fotomat used last week's New York press conference to demonstrate its ability to improve picture quality after the transfer process.

The company also said that later this year it will have further announcements regarding its planned entry into the pre-recorded video-tape business.

Within the next five to 10 years, Fotomat said, it expects the new transfer business to level off; it believes hand-held color TV cameras will be readily available to consumers, thereby switching the emphasis from film to tape. However, in the meantime, it said there's money to be made, at the same time allowing the company to build a strong presence in the video-tape field.

After entrenching itself in the consumer field, Fotomat said it plans to move on to other markets such as business, medical and educational.

The Broadcasting Playlist™ Jul 3

Contemporary

Last week	This week	Title □ Artist	Label
1	1	Shadow Dancing □ Andy Gibb	RSO
2	2	Baker Street □ Gerry Rafferty	United Artists
3	3	It's a Heartache □ Bonnie Tyler	RCA
5	4	Use Ta Be My Girl □ O'Jays	Phila. Intl.
4	5	You're the One That I Want □ Travolta/Newton-John	RSO
11	6	Miss You □ Rolling Stones	Atlantic
13	7	Two Out of Three Ain't Bad □ Meatloaf	Epic
8	8	Dance With Me □ Peter Brown	Drive
14	9	Last Dance □ Donna Summer	Casablanca
12	10	You Belong to Me □ Carly Simon	Elektra
10	11	The Groove Line □ Heatwave	Epic
6	12	Feels So Good □ Chuck Mangione	A&M
15	13	Take a Chance on Me □ Abba	Atlantic
22	14	Copacabana □ Barry Manilow	Arista
16	15	Still the Same □ Bob Seger	Capitol
7	16	Too Much, Too Little □ Mathis & Williams	Columbia
18	17	Boogie Oogie Oogie □ A Taste of Honey	Capitol
19	18	Shame □ Evelyn "Champagne" King	RCA
23	19	Bluer Than Blue □ Michael Johnson	EMI America
25	20	Grease □ Frankie Valli	RSO
20	21	King Tut □ Steve Martin	Warner Bros.
17	22	Love is Like Oxygen □ Sweet	Capitol
27	23	Love Will Find a Way □ Pablo Cruise	A&M
24	24	Runaway □ Jefferson Starship	GrunT
30	25	Three Times a Lady □ Commodores	Motown
33	26	Life's Been Good □ Joe Walsh	Asylum
9	27	With a Little Luck □ Wings	Capitol
28	28	Only the Good Die Young □ Billy Joel	Columbia
29	29	Baby Hold On □ Eddie Money	Columbia
21	30	Because the Night □ Patti Smith	Arista
43	31	Macho Man □ Village People	Casablanca
42	32	I've Had Enough □ Wings	Capitol
31	33	You're the Love □ Seals and Crofts	Warner Bros.
39	34	I Can't Stand the Rain □ Eruption	Ariola
34	35	Even Now □ Barry Manilow	Arista
48	36	Hot Blooded □ Foreigner	Atlantic
26	37	Every Kinda People □ Robert Palmer	Island
40	38	Wonderful Tonight □ Eric Clapton	RSO
37	39	My Angel Baby □ Toby Beau	RCA
38	40	Magnet and Steel □ Walter Egan	Columbia
-	41	Stuff Like That □ Quincy Jones	A&M
35	42	I Was Only Joking □ Rod Stewart	Warner Bros.
45	43	Follow You, Follow Me □ Genesis	Atlantic
44	44	This Time I'm in It for Love □ Player	RSO
32	45	On Broadway □ George Benson	Warner Bros.
41	46	Imaginary Lover □ Atlanta Rhythm Section	Polydor
-	47	FM □ Steely Dan	MCA
50	48	Stay □ Jackson Browne	Elektra
-	49	I'm Not Gonna Let It Bother Me □ A.R.S.	Polydor
-	50	If Ever I See You Again □ Roberta Flack	Atlantic

Playback

Bible with a beat. With the disco beat being put to Beethoven classics and old TV-show theme songs, it should come as no surprise that it's now being put to the Bible by Boney M with its new single, *Rivers of Babylon* (Sire). Bob Canada of WGH(AM) Newport News, Va., says: "It's creating a heck of a stir. It has a good dance beat, yet at the same time, it has a great melody line, a great chorus line." **Grease spill.** The soundtrack of the movie, "Grease," is producing one hit after another. The John Travolta and Olivia Newton-John duet, *You're the One That I Want* (RSO), has been in "Playlist's" top five for six weeks, and the theme song, *Grease*, sung by Frankie Valli, bolts to 20 this week. The newest release is *Hopelessly Devoted to You*, a love ballad by Ms. Newton-John. "It's going to be a smash, mark my words," says Kris O'Kelley of WZGC(FM) Atlanta. Richard Irwin of KAFY(AM) Bakersfield, Calif., concurs: "It's going to be a number-one, mass-appeal, across-the-board smash. It's a definite pop hit that may even go country." Still another cut, *Sandy*, John Travolta's love ballad, is being played at KFRC(AM) San Francisco. **Gibb action.** If there's a familiar sound to *Ain't Nothin' Gonna Keep Me From You* (Casablanca) by Teri DeSario, there's good reason: Barry Gibb wrote and produced the song and the Bee Gees sing back-up. "It's typical Bee Gees, up-tempo with a disco flavor," says Ron Richards of WRKR(AM) Racine, Wis. "It's pretty good, worth a listen." As for Andy Gibb, stations are adding *An Everlasting Love* (RSO), another cut from the *Shadow Dancing* LP, which is soon to be released as a single. "It's going to be a number-one record," says KAFY's Mr. Irwin. "It's very much like *Shadow Dancing*: bright, up-tempo, bouncy."

Country

Last week	This week	Title □ Artist	Label
1	1	It Only Hurts for a While □ Margo Smith	Warner Bros.
3	2	Night Time Magic □ Larry Gatlin	Monument
16	3	Only One Love in My Life □ Ronnie Milsap	RCA
8	4	Two More Bottles of Wine □ Emmylou Harris	Warner Bros.
2	5	I Believe in You □ Mel Tillis	MCA
7	6	It's a Heartache □ Bonnie Tyler	RCA
5	7	I'll be True to You □ Oak Ridge Boys	ABC
15	8	Love or Something Like It □ Kenny Rogers	UA
4	9	Ain't No Good Chain Gang □ Cash & Jennings	Columbia
19	10	Never My Love □ Vern Gosdin	Elektra
6	11	I Can't Wait Any Longer □ Bill Anderson	MCA
13	12	Do You Know You are My Sunshine □ Statler Bros.	Mercury
-	13	Here Comes the Reason I Live □ Ronnie McDowell	Scorpion
-	14	You Don't Love me Anymore □ Eddie Rabbitt	Elektra
12	15	Cowboys Don't Get Lucky □ Gene Watson	Capitol
10	16	Putting in Overtime at Home □ Charlie Rich	UA
14	17	Tonight □ Barbara Mandrell	ABC
9	18	I Wish I Loved Somebody Else □ Tom T. Hall	RCA
18	19	Gotta Quit Looking at You Baby □ Dave & Sugar	RCA
23	20	I'm Gonna Love You Anyway □ Cristy Lane	L.S.
20	21	Slow & Easy □ Randy Barlow	Republic
17	22	Let Me be Your Baby □ Charly McClain	Epic
21	23	She Can Put Her Shoes □ Johnny Duncan	Columbia
-	24	When Can We Do This Again □ T.G. Sheppard	Warner Bros.
11	25	Georgia on My Mind □ Willie Nelson	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.

Tighten up on cable, says MPAA's Valenti

**If Congress deregulates CATV
in the rewrite, he predicts
local TV stations will be hurt
by flood of distant signals**

Jack Valenti, president of the Motion Picture Association of America, predicted last week that both the quality and quantity of television programming will deteriorate if Congress follows through with the proposed total deregulation of cable television in the Communications Act rewrite.

Mr. Valenti, in a speech to the Hollywood Radio and Television Society in Beverly Hills, Calif., applauded the rewrite's goal of deregulating telecommunications, but said the total deregulation of cable runs contrary to that mandate, because "the marketplace is not free. It is not open. And, most of all, it is not now competitive."

His is one of the first strong statements against provisions of the rewrite from a group with a vested interest in the project. If local broadcasters' audiences, hence revenue bases, are eroded—as he predicts they will be because of duplicative programming on cable systems—film producers stand to lose money on syndicated program sales.

Mr. Valenti's speech was not a "diatribe" against cable, he said, only against a situation where conventional cable "is somehow exempt from the normal competitive rules of the marketplace." He is all for pay cable, saying he is anxious for it to originate fresh programming.

As a result of the Copyright Act of 1976, cable systems pay a "minuscule" percentage of their revenues—1.1%—for programming, he said, while broadcasters are paying 10 to 20 times as much. To offset the marketplace imbalance, he said, the current federal limitations on cable importation of distance broadcast signals into local markets should be maintained, even strengthened.

"One does not have to exaggerate to predict that an avalanche of distant signals flooding local markets with no regard to exclusivity of programming will surely shrink local station audiences, and devalue the programs bought by stations."

He suggested that the critical point at which cable's erosion of the broadcast market takes place is when cable penetration of a market reaches 30% to 50%.

Without federal policy governing cable television, Mr. Valenti said, there will be no way to "clang an alarm" and no one to "stand between the public and the sonic boom of distant signals and programming that rolls into counties across the land."

"As [FCC Chairman Charles] Ferris said, it's not as if cable TV were originating bold new programs, creating imagina-

tive shapes from the worlds of drama, art, culture and public affairs. CATV simply rides the back of programming already created, and bought and paid for by the local television community," Mr. Valenti said. "Nothing new has been delivered by cable into the living rooms of American families."

The Communications Regulatory Commission that under the rewrite would succeed the FCC must be given the authority "to protect broadcasters against loss in the exclusive use of the programs the broadcasters have already purchased and against limitless importation of distant signals," Mr. Valenti continued. "With the erosion of local audiences—and advertising revenues—program investment by program suppliers will inevitably shrink, collapsing both the quality and quantity of new program productions."

CCOS '78: Mountain comes to Muhammad

**Annual CATA meeting will be sent
via satellite to cable systems
and to the offices of the FCC**

Although FCC Chairman Charles Ferris will not attend the annual seminar of the Community Antenna Television Association July 16-19, the meeting will be taken to him—by satellite. CATA has made arrangements to distribute the event via the RCA Satcom satellite to about 450 cable systems across the country and, through a special setup, to FCC offices at 1919 M Street in Washington.

The FCC will be wired into the satellite system by means of a portable Microdyne receive terminal that will be installed at the transmitter site of WDCA-TV Washington. There, the satellite's video signal will be cabled to the Microband MDS transmitter that serves most of the Washington area. A special MDS receiver will be installed atop the FCC's building and connected to

the commission's existing internal MATV system for distribution to television sets in the commissioner's offices and elsewhere throughout the commission.

According to CATA, the meeting will be the first such to be nationally distributed by satellite, and it is being billed by the association as a "convention-via-satellite" rather than a "neat trick" of public relations.

The meeting is to be held at the Fountainhead Lodge, a resort near Muskogee, Okla., and, according to Bob Cooper of the association, most of the hotel accommodations there and in the general vicinity have long since been taken up. The satellite distribution of the convention proceedings will be necessary, he said, to assure that interested parties will be able to "attend" the four-day event.

The convention activities will be cablecast along with commercials (primarily spots by exhibitors) five hours a day to the cable systems and to the various hotels in the area where delegates will be able to view the goings-on from their rooms. Receivers will also be set up on the exhibit-hall floor so that delegates there will be able to keep up with convention seminars and workshops while visiting the equipment displays.

Convention activities will officially get under way on Monday, July 17, with a taped presentation, "The CCOS '78 [CATA Cable Operator's Seminar] World—Welcome to It," with other presentations following. Among them:

- "Your System—How Much is It Worth?" A session on system financing and pricing.

- "Steve Efros on Stage—The Washington Legal Scene." A look at the regulatory climate in the capital by CATA's Washington office executive director.

- "The Full Bird—When Is Enough Too Much?" a panel discussion with representatives of various satellite services, including Home Box Office and Viacom's Showtime, on satellite usage.

Wednesday there will be a special presentation by Ted Turner, owner of WTCG(TV) Atlanta, a pioneer in satellite distribution.

All of the seminars and presentations will be taped and rerun throughout the

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four days. CATA is expecting 1,000-1,200 delegates at this year's meeting along with 63 exhibitors.

Cable Briefs

Stockholders' turn. Special meeting of stockholders of American Television Communications Corp., Denver, will be held Aug. 2 to vote on proposed merger of ATC into wholly owned subsidiary of Time Inc. (BROADCASTING, Jan. 2). Merger deal is valued at about \$140 million.

And again. Frank S. Scarpa, president of Valley Video Cable Co., Hershey, Pa., has been elected again to board of National Cable Television Association. His first election earlier this year had been invalidated on a challenge from his opponent, John Walson of Service Electric Cable TV

Inc., Mahanoy City, Pa., that Mr. Scarpa's system was not fully certified member of NCTA at time of election. Mr. Scarpa argued all papers had been filed. NCTA board settled dispute by calling for new election. He represents NCTA district eight, comprising Delaware, Maryland, New Jersey and Pennsylvania.

Big deal. Teleprompter Corp. has signed \$2.5-million purchase agreement with Jerrold Electronics, division of General Instrument Corp., for cable system hardware including headends, distribution and payable equipment, and subscriber terminals and taps. Equipment will be used to upgrade and expand existing cable systems.

Buys. Adams-Russell has agreed in principle to acquire Mt. Kisco Communications Inc., operator of cable systems at Mt. Kisco and Bedford, both New York, for price in excess of \$1 million. Systems have

approximately 2,000 basic subscribers and pass 4,400 homes. MAI Cablevision, New Jersey MSO, acquired Crown Communications Corp.'s cable systems in Union and Gaffney, both South Carolina. Firstmark Financial Corp. supplied \$500,000 in senior secured debt. Communications Equity Associates represented seller of systems with 2,500 subscribers.

Loaned. Becker Communications Associates announced closing of \$2.5-million secured loan to Monmouth Cablevision Associates for construction of cable systems to serve 12 communities in Monmouth county, N.J. BCA has now committed over \$74 million to cable and broadcast industries since its inception in 1973, said Jim Ackerman, BCA partner.

Awarded. City of Miramar, Fla., granted Storer Cable TV 15-year franchise for new system there. Initial build will pass 15,000 homes.

Fates & Fortunes

Media

Staff changes, Golden West Broadcasters, Los Angeles: **Anthony B. Cassara**, VP-station manager of company's KTLA(TV) there, named VP-general manager. **John E. Risher**, general manager, WCAR(AM) Detroit, and **Victor Ives**, general manager of WCAR-FM there, elected VP's of parent, GWB. **Robert W. Sponseller**, controller for GWB, elected officer of company. Named assistant VP's of GWB: **Patricia Watkowski**, **Marcia Ries** and **Mary Leist**, all administrative assistants. **Nancy Duvall**, also administrative assistant, elected assistant treasurer.

Richard C. Goldstein, director of sales, WCAU-TV Philadelphia, appointed station manager.



Goldstein



Tiano

Anthony S. Tiano, executive director and general manager of noncommercial KETC(TV) St. Louis, named president and general manager of KQED Inc., San Francisco, owner of noncommercial stations KQED(TV), KQEC(TV), KQED-FM and *Focus Magazine*, all San Francisco.

Charles W. Bergeson, VP of Storer Broadcasting and general manager of company's WKW-TV Cleveland, named VP-general manager of WTAR-TV Norfolk.

Harry Apel, general sales manager, KHTV(TV) Houston, named assistant general manager of co-owned WTVT(TV) Tampa, Fla.

James F. Clark, editorial director, WWJ-AM-FM-TV Detroit, named director of corporate communications for Evening News Association, owner of WWJ-AM-FM and former owner of WWJ-TV, transferred last week to *Washington Post*.

John T. Rose II, senior attorney and vice chairman of board of directors of NBC credit union, New York, named senior counsel. He will continue to serve as vice chairman of credit union.

John H. Trzaka, VP and controller, McGraw-Hill Broadcasting Co., New York, appointed VP for finance and administration. **Dennis W. Fretz**, senior staff assistant to VP and controller, McGraw-Hill Publications Co., New York, succeeds Mr. Trzaka.

James E. Carufel, finance director-treasurer for city of Shoreview, Minn., named director of finance and administration for noncommercial KTCN-TV Minneapolis-St. Paul.

Harry A. Caraco, sales manager, KXL-AM-FM Portland, Ore., named general manager of co-owned KISW(FM) Seattle.

Sis Kaplan, general manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., named general manager of Sis Radio there, owner of stations. **Claire Russell Shaffner**, general sales manager for both stations, succeeds Mrs. Kaplan.

Ralph B. Johnson, president of Rounsaville Radio, Atlanta, resigns to start own business. **Robert W. Rounsaville**, chairman of board, resumes his position as president and chief executive officer of company. **Jerry Peterson**, general manager of company's WBJW-FM Orlando, Fla., named VP-general manager of co-owned WSNY(AM)-WAIV(FM) Jacksonville, Fla. **M. F. Kershner**, sales manager, WBJW-FM, named

VP-general manager.

Michael Fox, member of board of directors, Duplin Broadcasting Co., owner of WLSE-AM-FM Wallace, N.C., named president and treasurer. **Bob Townsend**, operations manager and account executive, WHSL(FM) Wilmington, N.C., joins WLSE-AM-FM as general manager.

Barry E. Gaston, VP and general manager, WLQA(FM) Cincinnati, named executive VP and general manager of KFH(AM)-KBRA(FM) Wichita, Kan.

James J. Shields, sales manager, WOW(AM) Omaha, appointed VP-general manager, KMNS(AM)-KSEX(FM) Sioux City, Iowa.

Don Elliot Heald, VP-general manager, WSB-TV Atlanta, elected vice chairman of National Academy of Television Arts and Sciences. He was founding president of NATAS Atlanta chapter and has been national trustee for Atlanta chapter since 1974.

Elected officers, Tucson, Ariz., Broadcasters Association: **Jon Ruby**, KVOA-TV, president; **Bill Phelan**, KMGX(AM)-KRQQ(FM), VP, and **Bob Fineman**, KXEW(AM), secretary-treasurer.

Broadcast Advertising

Elected corporate officers, from legal department, J. Walter Thompson, New York: **Stephen M. Salorio**, VP and assistant secretary, elected to additional office of assistant general counsel; **Howard Abrahams**, attorney specializing in communications law, elected VP, and **Nancy Fitzpatrick** and **Joanne Folin** elected assistant secretaries. **Sheryl Johnston**, from public relations department of JWT, Chicago, named account supervisor.

Hector Robledo, VP and director of TV production, Foote, Cone & Belding, New York,

named senior VP **Maxine Paetro**, creative manager, and **Susan DiLallo** and **Stan Fields**, both creative supervisors, named VP's.

John J. McBride, VP and account director, Needham, Harper & Steers, Chicago, named senior VP. **Mary Beth Milliken**, research supervisor, and **Kay Satow**, research associate there, named associate research directors.

Michael A. Propper, director of media research, Dancer Fitzgerald Sample, New York, named VP.

Jerald L. Dyson, account supervisor, Benton & Bowles, New York, elected VP.

Donald H. Kaminky, VP, D'Arcy-MacManus & Masius, Chicago, named director of media services. **Talmage E. Newton III**, account supervisor, Gardner Advertising, St. Louis, joins DM&M there as account group supervisor. **Gary Blackton**, who headed his own marketing and research company in San Francisco, joins DM&M there as account supervisor. At DM&M Bloomfield Hills, Mich., office, **E. David Parmenter**, account executive-advertising, named account executive-sales promotion. **Michael A. Graham**, assistant account executive-sales promotion, named account executive-sales promotion-advertising.

Wendy J. Mayer, director of broadcasting for United Way of Southeastern Pennsylvania, Philadelphia, named radio-TV producer, Weightman Advertising there.

Deborah Hope Doelker, VP and account supervisor, BBDO, New York, joins McDonald & Little, Atlanta, in same capacity. **Martin Murphy**, who ran his own marketing consulting business in Palm Beach, Fla., joins Atlanta agency as senior account executive. **Ceil Armistead**, media buyer, Liller, Neal, Battle & Lindsey, Atlanta, and **Kathy Milano**, assistant media buyer, Tucker, Wayne & Co., also in Atlanta, join McDonald & Little as media buyers.

Lillian Jones, media buyer, Meldrum & Fewsmith, Cleveland, named associate media director.

Patsy Weaver, from McCann Erickson, Houston, joins Smith, Smith, Baldwin & Carlberg there as media planner-buyer.

James M. Maier, media supervisor, Grey North Advertising, Chicago, appointed media buyer, CPM Inc. there.

Howard Seberhagan, from Tanner Co., Memphis, appointed Eastern regional manager, Kelly, Scott and Madison, media service based in Chicago. Mr. Seberhagan will be based in Philadelphia.

Joan Perry, executive from Perry-Hoyle Advertising, Birmingham, Ala., has formed new company there, Perry Advertising Productions.

Robert Somerville, VP of sales for Association of Independent Television Stations (INTV), New York, named VP, Eastern sales manager, Metro TV Sales there. **Lynn Anderson**, sales manager of Metro Radio Sales, Los Angeles office, named VP.

Terry Saidel, general sales manager, KDKA-AM-FM Pittsburgh, joins Radio Advertising Representatives, Los Angeles, as Western sales manager.

Thomas K. Walton, account executive, Blair Radio, Chicago, named VP and office manager.



Fifth estate. "It will never top an NAB convention, but this gathering," said one of the participants, "represents over 300 years of broadcasting." The occasion was a Washington luncheon of old friends, most of whom worked for the Mutual Broadcasting System in the 1940's—"the fun days of radio," according to one of them. They met to say goodbye to Hollis Seavey, retiring to Cape Cod after long Washington service as bureau chief of Mutual, a tour with the Clear Channel Broadcasting Service and, most recently, the National Association of Broadcasters. L to r: Steve McCormick, head of McCormick Communications (another former MBS bureau chief); Les Higbie, semi-retired, formerly in the special events service of the Voice of America; Fred Fiske, National Public Radio; Ray Scherer, former NBC correspondent now Washington vice president for RCA; Mr. Seavey; Joseph McCaffrey, WMAL(AM) Washington; Mike Michaelson, superintendent of the House radio-TV gallery; Wallace Fanning, NBC News, Washington, and Larry Lesueur, VOA Capitol Hill correspondent, formerly with CBS News.

Carole Mailloux, director of advertising and promotion, WPVI-TV Philadelphia, appointed eastern divisional manager, Broadcast Marketing Co., San Francisco.

Cynthia Huffman, account executive, All-Canada Radio & TV Ltd., Chicago, appointed Midwest manager.

Robert F. Buselli, Metromedia TV Spot Sales, Chicago, appointed sales manager, WPGH-TV Pittsburgh.



Robertson

Lewis Robertson, account executive, WBTB-TV Charlotte, N.C., named national sales manager.

Thomas T. Ryan, from Boston University, appointed account executive, WPIX-TV New York.

Barbara Prochaska, VP, Rollins Investments, Madison, Wis.,

joins WKOW-TV there as account executive.

Roger Ashley, from Katz Agency, Los Angeles, joins KHTV-TV Houston as general sales manager. **Jim Klein**, sales manager of co-owned KTVT-TV Fort Worth, named general sales manager. **Ed Gepp**, national sales manager for KTVT, succeeds Mr. Klein.

H. Joseph Lewin, local sales manager, WLWT-TV Cincinnati, named general sales manager.

Jack Healy, national sales manager, WNBC(AM) New York, joins XETRA(AM) Tijuana, Mexico, in same capacity.

Jim Gross, account executive, WWMM(FM) Arlington Heights, Ill., joins WFYR(FM) Chicago in same capacity.

Caron Kornrumpf, account executive for Aramis division of Estee Lauder cosmetics, Washington, and **Garry Lewis**, executive director, American National Association of Government Contractors there, named account executives, WTOP(AM) Washington.

Dick Harlow, account executive, WGLD-FM High Point, N.C., appointed sales manager of co-owned WYYD(FM) Raleigh, N.C.

Terry Bane, who owns marketing, media analysis and monitoring firm in Durham, N.C., joins WDNC(AM) there as sales manager. Joe Nuckols, program director of WDNC and co-owned WDCG(FM) there, given additional duties as sales manager of WDCG.

Lorraine Golden, account executive, WWKR(AM)-WNIC-FM Dearborn, Mich., named local sales manager.

Scott A. Herman, sales manager, WFTN(AM) Franklin, N.H., joins WSPR(AM) Springfield, Mass., as account executive.

Newly elected officers, Association of Broadcast Executives of Texas: **Frank O'Neil**, KXAS-TV Fort Worth, president; **Irene Runnels**, KAFM(FM) Dallas, VP; **Mary Lou Davis**, J. Walter Thompson, secretary, and **Walt Atkinson**, Tracy-Locke Advertising, treasurer.

Programing

Ron Beckman, executive VP, 20th Century-Fox Television, Beverly Hills, Calif., named

president of company's newly formed division, 20th Century-Fox Television Sports. **Sheldon Saltman**, executive producer for 20th Century-Fox Television, named VP-general manager of sports division. **Lea Stalmaster**, VP, talent and casting for CBS Television Network, Hollywood, named VP-programs for 20th Century-Fox Television.

Bob Berry, former financial director, T.A.T. Communications' *Mary Hartman, Mary Hartman*, named financial director, production and development, Tandem Productions, T.A.T. and TOY Productions, Los Angeles.

Alan Bennett, program director, WKBW-TV Buffalo, N.Y., named director of program development, Katz Television, New York. **Phil Oldham**, Katz associate director of programming, appointed director, program operations. They will share responsibilities for Katz programming services held by **Bob Peyton**, named VP and general manager for syndication, Time-Life Television, New York (see page 79).

Henry Maldonado, project director/executive producer, noncommercial WGBH-TV Boston, named executive producer, WNBC-TV New York.

Stuart Shulman, advertising and promotion manager, WPIX(TV) New York, appointed production manager.

Tom Kenney, program manager, KHOU-TV Houston, named director of broadcast operations. **Theodore F. Kohl**, program manager, WXEX-TV Richmond, Va., succeeds Mr. Kenney.

Sherry A. Sala, from creative service department of WXT(TV) Syracuse, N.Y., appointed assistant creative service director.

Owen Uridge, from KCMO-TV Kansas City, Mo., joins KXTV(TV) Sacramento, Calif., as producer-director-writer. **Bill Bryan**, from KNTV-TV San Jose, Calif. joins KXTV as producer-director.

John Douglas, sports producer and interviewer, KSTP-TV Minneapolis-St. Paul, joins KATU(TV) Portland, Ore., as sports director.

Pat Whitley, air personality, WITS(AM) Boston, named program director. He succeeds **Bill Shupert**, who becomes administrative manager to coordinate station sales, programming and sports. **Glenn Ordway**, sports host, named sports director.

Jim Birkitt Jr., program director, WKDH(AM)-WIVE-FM Ashland, Va., given additional duties as operations manager. **David Pegram**, announcer, named assistant program director.

Donald B. West, music director, WDNC(AM)-WDCG(FM) Durham, N.C., given additional duties as operations manager of WDNC.

Karen Cavallero, secretary in programming department, WLS(AM) Chicago, named assistant music director.

Wayne W. Bryman, air personality, WVVX-FM Highland Park, Ill., named program director.

Ken Betts, music director, WKVO-AM-FM Havelock-Cherry Point, N.C., named program director of stations which are now WCPQ(AM)-WMSQ(FM). **Don Harrison**, program director, WBIC(AM) New Bern, N.C., joins WCPQ as music director.

Charlie Bowland, from KXVI(AM) McKinney, Tex., and **Charlie Wright**, from KLIF(AM) Dallas, join Mutual Southwest Radio Network, Dallas, as sportscasters.

Harry Barr, from public relations department,

WFME(FM) Newark, N.J., appointed production director.

Anthony H. Kiernan, local sales manager, WTOP-TV (now WDMV(TV)) Washington, named VP-director of marketing, Sterling Educational Network there.

Denis J. LaComb, program circulation manager, Maryland Center for Public Broadcasting, Owings Mills, Md., joins Telstar Productions, St. Paul, as VP-marketing.

Nancy Pearl, assistant to production manager, WSB-TV Atlanta, joins Public Affairs Broadcast Group, Los Angeles, as manager of operations and station relations.

News and Public Affairs

Jim Cummins, general assignment reporter, WMAQ-TV Chicago, appointed NBC News Correspondent there.

Susan Silk, special projects producer, WNAC-TV Boston, named news producer, WBBM-TV Chicago.

Arthur Jones, reporter, *Boston Globe*, named manager of investigative reporting unit, WBZ-TV Boston.

Erik Anderson, news assignment editor, WMAR-TV Baltimore, named executive news producer. **Frank Eberling**, film producer, WPEC(TV) West Palm Beach, Fla., succeeds Mr. Anderson. **Karen Walker**, associate producer for WMAR-TV, named producer. **Michael Harrison**, from Maryland Center for Public Broadcasting, Owings Mills, Md., joins WMAR-TV as newsfilm photographer.

Kim Peterson, news anchor and operations manager, WGSO(AM) New Orleans, joins WDSU-TV there as anchor.

Elda Brown, reporter, WBIR-TV Knoxville, named co-anchor.

Harry Horn, independent producer, Gainesville, Fla., named managing editor, WBBH-TV Fort Myers, Fla. **Greg Smith**, reporter, KOMU-TV Columbia, Mo., named bureau chief for WBBH-TV. **Ed Alpern**, graduate, Ithaca College, Ithaca, N.Y., named WBBH-TV reporter and weekend sports anchor.



Branching out. The Southern Educational Communications Association has formalized a new public radio division and elected its first board of directors at meeting in Nashville. Members (all stations listed are noncommercial) are (l to r): Standing—Bill Hay, South Carolina Educational Radio Network, Columbia; Joel Seguire, WTGM(FM) Norfolk, Va.; Richard Carvell, KASU(FM) Jonesboro, Ark.; Ray Shirley, WUOT(FM) Knoxville, Tenn. Seated—Al Bolt, WPLN(FM) Nashville (elected vice chairman); Florence Monroe, WBBM(FM) Birmingham, Ala. (elected chairman), and Samuel Matthews, WLRH(FM) Huntsville, Ala.

Jack Marshcall, weekend anchor-reporter, WYTV(TV) Youngstown, Ohio, named weekday anchor.

Jim Little, weekend weathercaster, KUTV(TV) Salt Lake City, joins KXTV(TV) Sacramento, Calif., as meteorologist.

Robin Smith, reporter-anchor, KTVI(TV) St. Louis, joins KMOX-TV there as reporter.

John Alius, regional executive for New Jersey and eastern Pennsylvania, UPI, Philadelphia, named general manager of UPI's international features department in New York. **Richard S. Newcombe**, Maryland-Delaware editor for UPI, based in Baltimore, succeeds Mr. Alius. **Joseph M. Chapman**, news center editor for middle Atlantic region, based in Washington, named news editor. **Daniel C. Riker**, also news center editor for mid-Atlantic there, named regional executive for same area. **Thomas E. Whitfield**, UPI's middle Atlantic regional sports editor in Washington, succeeds Mr. Chapman. **Mary Ellen Haskett**, UPI bureau manager in Annapolis, Md., named Maryland-Delaware editor, based in Baltimore.

Nora Wolf, Mutual Broadcasting System, Washington, joins AP Radio there as editor.

Chuck Hussion, from WCLG-AM-FM Morgantown, W. Va., and **Richard Warner**, from WRFC(AM) Athens, Ga., join news staff of WSB-AM-FM Atlanta.

Denise Jimenez, news anchor and reporter, KNUU(AM) Las Vegas, joins WIND(AM) Chicago, as anchor.

John Clarke Fortner, who operated his own business in San Jose, Calif., named news director, KEEN(AM) there.

Leroy Green, announcer-newsman, WQLR(FM) Kalamazoo, Mich., named news director.

Kerry Gould, graduate, Otterbein College, Westerville, Ohio, joins WDLR(AM) Delaware, Ohio, as news director.

Steve Thomas, news director, WWC(AM) Waterbury, Conn., joins WOWW(AM) Naugatuck, Conn., in same capacity.

Steven Biro, announcer, WADB(FM) Point Pleasant, N.J., named news director.

Richard D. Prouse, graduate, University of Kansas, Lawrence, rejoins Kansas State Network, Wichita, as executive news producer. Mr. Prouse worked in news department there before attending university.

Katherine A. Harting, associate producer, ABC-TV News, Washington, awarded Nieman Fellowship for study at Harvard University during 1978-79 academic year.

Kenneth Herring, traffic coordinator, WFME(FM) Newark, N.J., appointed public affairs director.

Promotion and PR

Tina Dakin, administrative assistant, creative services, advertising and promotion, CBS Entertainment, New York, named to new position of manager, collateral material services, advertising and promotion, CBS Entertainment, New York.

Thomas F. Mocarsky, director of creative services and advertising, WIBC-TV Pittsburgh, named manager of advertising and promotion, WCBSTV New York.

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Harry Forbes, assistant editor of publication for noncommercial WNET(TV) Newark, N.J., (New York), appointed publicity administrator, WNBC-TV New York.

Donna Hutchinson, on-air promotion coordinator, WPIX(TV) New York, appointed advertising and promotion supervisor.

Laura Epps Jesberg, producer-director-writer, KBMT(TV) Beaumont, Tex., joins KHOU-TV Houston as assistant promotion-advertising manager.

Carol E. Cook, from promotion department of WXIA-TV Atlanta, appointed promotion manager, WDBO-TV Orlando, Fla.

Phil Arrington, copywriter and producer, WMT-TV Cedar Rapids, Iowa, appointed promotion manager.

Cable

Charles V. Keating, president, Dartmouth Cable TV Ltd., Dartmouth, Nova Scotia, elected chairman of board of Canadian Cable Television Association, succeeding **J.S. McDonald**, president of Western Cablevision Ltd., Surrey, B.C.

Matthew C. Blank, affiliate marketing manager, Home Box Office, New York, named assistant director of affiliate marketing services there.

Gordon T. (Pete) Moss, project coordinator, American Television & Communications Corp., Orlando, Fla., joins Communications Properties Inc., as project manager for River City Cable TV, which is to serve Louisville, Ky., when construction is completed.

Mike McLain, of Continental Cablevision of Miami Valley, Dayton, Ohio, named 'underground construction supervisor. **Jeannene Cozad**, Greene County (Ohio) systems manager for Continental Cablevision in Findlay, Ohio, named southern regional manager.

Robert Holtzman, sales manager, Suffolk Cablevision, Central Islip, N.Y., named marketing director. **John Figueroa**, customer relations manager, succeeds Mr. Holtzman.

Equipment & Engineering

Arch C. Luther, chief engineer, Broadcast Systems, RCA, Camden, N.J., appointed chief engineer in RCA Commercial Communications Systems division.

Richard H. Bohnet, director of international marketing for consumer products, Fairchild Camera and Instrument Corp., Mountain View, Calif., named VP and general manager of video products division, Santa Clara, Calif.

Michael D. Campbell, secretary of American Satellite Corp., Germantown, Md., elected VP. **Richard B. Smith**, assistant VP for broadcast services, Western Union Telegraph Corp., Upper Saddle River, N.J., joins ASC as VP for specialized network sales.

Richard V. Snyder Jr., VP-microwave products, Frequency Engineering Labs, Farmingdale, N.J., appointed chief engineer, Premier Microwave Corp., Port Chester, N.Y.

Frank F. Heyer, manager of technical support engineering and product manager, Conrac Division of Conrac Corp., Covina, Calif., named engineering manager, television products.

Gene D. Ornstead, field service engineer, succeeds Mr. Heyer.

William H. Hansher, VP-engineering, broadcast group, Taft Broadcasting Co., Cincinnati, appointed engineering assistant to chairman of company. **Eugene R. Hill**, corporate director of labor relations, Kaiser Engineers Inc., San Francisco, succeeds Mr. Hansher.



Hunter

Lee Hunter, director of engineering, WJLA-TV Washington, named assistant to president-engineering for broadcast division of Allbritton Communications there, owner of station.

Frank Maynard, chief engineer, WLS-AM-FM Lansing, Mich., joins WGSQ(AM)-WQUE(FM) New Orleans, in same capacity.

Horace M. Wyatt, with WRBL-FM-TV Columbus, Ga., appointed chief engineer.

Named recipients of Marconi Memorial Gold Medals by Veteran Wireless Operators Association at meeting held in New York: **M. Harvey Strichartz**, technical research and editorial director of American Radio Association; **George W. Bartlett**, VP for engineering, National Association of Broadcasters, Washington; **Robert J. Doherty** of Barnstable (Mass.) Amateur Radio Club, and **Dr. Joseph V. Charyk**, president and director, Communications Satellite Corp., Washington.

Sam Petok, staff VP-public relations, Rockwell International, Pittsburgh, named VP-communications, succeeding **Crosby M. Kelly**, who resigns to become consultant.

J. Robert Jones, from corporate information department, Eastman Kodak Co., Rochester, N.Y., joins company's professional and finishing markets division. **Chris Veronda**, editor of company newspaper, succeeds Mr. Jones.

Irving Friedman, director of public affairs, Continental Forest Industries, Greenwich, Conn., joins General Instrument Corp., New York, as director of corporate communications.

James E. Adams, director of National Bicentennial Council, Washington, joins federal sales department of video systems division of Pierce Phelps, Bethesda, Md.

Sylvia Allen Costa, marketing supervisor-media, AT&T marketing division, Morristown, N.J., named director of marketing, Audio Visual Laboratories, Atlantic Highlands, N.J.

Gerald F. Olsen, from corporate staff of Raytheon Co., Lexington, Mass., named VP-finance, Switchcraft, Chicago.

Allied Fields

John L. Gwynn, administrative VP, A.C. Nielsen Co., Northbrook, Ill., elected to board of directors. **William J. McCormac**, account executive for Nielsen, named manager of drug and mass merchandiser retailer relations. **Thomas J. Hargreaves**, field representative for Nielsen, joins company's local market TV rating service in Chicago, Nielsen Station Index, as service executive assistant.

Barbara J. Ratty, senior buyer, Lee King &

Partners, Chicago, named account executive, Arbitron advertiser-agency sales, Midwestern division, Chicago.

R. Peter Straus, director of Voice of America, Washington, nominated by White House for associate director for broadcasting, International Communication Agency. Nomination, subject to Senate confirmation, is result of reorganization that placed VOA in new ICA.

Hugh Downs, host of ABC News program, 20/20, elected chairman of board of U.S. Committee for UNICEF.

Clarence Thaddeus Bishop, legislative assistant to Representative Parren J. Mitchell (D-Md.), appointed special assistant to Under Secretary of Commerce Sidney Harman in Washington. His responsibilities will include National Telecommunications and Information Administration.

Thom Moon, client services director, Media Statistics, Silver Spring Md., joins Custom Audience Consultants, Washington, as creative service director.

Jim Wessel, retired national broadcast executive for Associated Press, New York, named VP of News Guide Associates, Weston, Conn., recently formed news consultancy for television and radio stations and cable TV systems (BROADCASTING, May 15).

Elle Abel, dean of Columbia University graduate school of journalism, New York, resigns to join faculty of Stanford University, Palo Alto, Calif. His resignation is effective in Feb. 1979 and he will begin teaching journalism that spring at Stanford.

Frederick Williams, dean of Annenberg School of Communications at University of Southern California, Los Angeles, named president of International Communication Association at annual meeting in Chicago.

James W. Bentley, associate professor, Los Angeles City College, named chairman of radio, television and cinema department.

W. Terry Maguire, attorney-advisor, Office of Network Study, Broadcast Bureau, FCC, Washington, named general counsel, National Newspaper Association there.

Deaths



Vernon

William S. Vernon, 50, VP and director of corporate development for John Blair & Co., New York, died on June 25 in hospital in San Francisco after suffering heart attack while on flight to West Coast. Mr. Vernon joined Blair initially in 1952 as account executive and rose to VP, special projects, before resigning in 1965 to form his own management consultant organization. He returned to Blair in February of this year after holding several other executive positions, including presidency of In Sight Marketing, a subsidiary of Katz Agency, New York. Mr. Vernon is survived by his wife, Sylvia, and four sons, Kenneth, media planner at Doyle Dane Bernbach, New York; Michael, account executive at WMCA(AM) New York; Russell and Robert.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period June 19 through June 23.

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

New Stations

TV applications

■ **Boulder, Colo.**—Family Television Inc. seeks ch. 14; ERP 900 kw vis., 90 kw aur., HAAT 484 ft.; ant. height above ground 342 ft. Address: 1790 Grant St., Denver 80203. Estimated construction cost \$631,258; first-year operating cost \$348,480; revenue \$1 million. Legal counsel Flaser Fletcher; Washington. Principals: John H. Gayer (80%), Bob Jensen (15%) and J. Arthur Grull (5%). Mr. Gayer owns engineering firm in Colorado and has banking and real estate interests there as well as owning KAAT (AM) Denver, KBMT (FM) Vail, an application for new AM there and KFNF (AM) Shenandoah, Iowa. Mr. Jensen is vice president of KAAT. Mr. Grull owns real estate brokerage firm in Lakewood, Colo.

■ **Miami, Fla.**—Contemporary Television Broadcasting Inc. seeks ch. 39; ERP 2858 kw vis., 566 kw aur., HAAT 649 ft. Address: 1050 Spring Garden Rd. Miami 33136. Estimated construction cost \$1,069,495; first-year operating cost \$552,000; revenue \$504,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Lohnes and Culver. Applicant is privately traded corporation with 10 stockholders, none holding controlling interest. Irving Pollack, president, lives in Miami Beach and has numerous real estate and industrial interests and is part owner of CATV systems in Virginia and Delaware. Richard D. Citron, vice president, owns Miami, Fla. TV production and program distributor. None of stockholders has other broadcast interests. Ann. May 25.

FM applications

■ **Safford, Ariz.**—KSIL Inc. seeks 94.1 mhz, 100 kw,

HAAT-316 ft. Address: Drawer L, Safford 85546. Estimated construction cost \$58,797; first-year operating cost \$42,820; revenue \$60,000. Format: easy listening. Principal: Harry S. McMurray, president, also owns KATO-AM in Safford. Ann. June 12.

■ **Blythe, Calif.**—Escuela de la Raza Unida seeks 88.5 mhz, 10w. Address: P. O. Box 910 Blythe 92225. Estimated construction cost \$7,3000; first-year operating cost \$5,550. Format: variety. Applicant is nonprofit primary-secondary school; Alfredo A. Figueroa, president. Ann. June

■ **Durango, Colo.**—Mountain States Broadcasting Corp. seeks 101.3 mhz, 100 kw, HAAT 439 ft. Address: 1108 Manitou Ave. Manitou Springs 80829. Estimated construction cost \$144,104; first-year operating cost \$86,000; revenue \$100,000. Format: Principal: Michael M. Galer of Beulah, Colo. (and two others. Mr. Galer is principal of KDZA (AM)-KZLO-FM. Pueblo, Colo. Ann. May 26.

■ **Danbury, Conn.**—Danbury Community Radio Inc. seeks 88.5 mhz, 10w. HAAT -89 ft. Address: 9 Nichols St., Danbury 06810. Format: variety/ethnic. Applicant is nonprofit educational corporation for public broadcasting David Abrantes, president. Ann. June 12.

■ **Hoffman Estates, Ill.**—James B. Conant High School seeks 88.7 mhz, HAAT 74 ft. Address: 700 East Cougar Trail, Hoffman Estates 60172. Estimated construction cost less than \$4,000. Format: variety. Applicant is public high school. Ann. June 12.

■ **Brewer, Maine**—Stone Communication Inc. seeks 100.9 mhz, 1 kw, HAAT 484 ft. Address: 7 Main St., Bangor 04401. Estimated construction cost \$25,708; first-year operating cost \$19,850; revenue \$50,000. Format: popular. Principals: Melvin L. Stone and his wife Frances M. Stone who own WRUM-AM-FM Rumford, Me. WGUY (AM) Bangor and are part owners (through trust) of WDSC-FM Portland, Me. and WCAS-AM Cambridge, Mass. Ann. June 6.

■ **Dearborn, Mich.**—Henry Ford Community College seeks 89.3 mhz, 17.8 w, HAAT 60 ft. Address: c/o Jay B. Korinek, Henry Ford College, 5101 Evergreen Rd., Dearborn 48128. Estimated construction cost \$8,620; first-year operating cost \$1,000. Applicant is two-year public college. Ann. June 16.

■ **Union, N.J.**—Kean College of N.J. seeks 90.5 hz, 8.67kw, HAAT 18 ft. Address: Morris Ave, Union 07083. Estimated construction cost \$4,600; first-year operating cost \$8,965. Format: variety. Applicant is public college. Ann. June 12.

■ **Greenville, N.C.**—Media Board, East Carolina University seeks 91.3 mhz, 18w, HAAT 134 ft. Address: Mendenhall Center, E.C.U., Greenville 27834. Estimated construction cost \$19,255; first-year operating cost \$13,195. Format: variety. Applicant is part of University of North Carolina, public university system which operates several noncommercial educational stations in North Carolina. Ann. June 12.

■ **Jersey Shore, Pa.**—Jersey Shore Broadcasting Co.

seeks 97.7 mhz, 3 kw, HAAT 300 ft. Address: P. O. Box 112, Woolrich, Pa. 17779. Estimated construction cost \$76,190; first-year operating cost \$80,000; revenue \$150,000. Format: religious. Principal: Jeffery O. Schlesinger (100%) who, until January, was announcer for WBPZ-AM-FM Lockhaven Pa. Mr. Schlesinger has no other broadcast interests. Ann. June 16.

■ **Waynesburg, Pa.**—Waynesburg College seeks 88.7 mhz, 10w, HAAT -33 ft. Address: 50 W. College St., Waynesburg 15370. Estimated construction cost \$3,645; first-year operating cost \$4,000. Format: Applicant is private four-year college; William Molzon station director. Ann. June 6.

FM actions

■ **Stockton, Calif.**—Broadcast Bureau granted Carson Communications 100.1 mhz, 1.5 kw., HAAT 214 ft. Address: 1145 Willora Rd., Stockton, Calif. 95207. Estimated construction cost \$47,705; first-year operating cost \$54,400; revenue \$50,000. Format: contemporary rock. Principals: Robert D. Carson (52%) and Susan V. Carson (24%) are co-owners of theater in Stockton. Mr. Carson also owns film distribution company. Clarence L. Elfman (24%) is retired. Action June 20.

■ **Ogallala, Neb.**—Broadcast Bureau granted Ogallala Broadcasting Co. 92.7 mhz, 3 kw, HAAT 294 ft. Address: 113 W. 4th St., Ogallala 69153. Estimated construction cost \$20,000; first-year operating cost \$3,500; revenue \$12,200. Format: would duplicate AM. Applicant is licensee of KOGA (AM) Ogallala. Action June 15.

Ownership Changes

Grants

■ **WMGP (FM) Fairhope, Ala.** (92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from W.G.O.K. Inc. to Christ for the World Foundation for \$175,000. Seller: Jules T. Paglin, president and principal owner is 80 years old and retiring from broadcasting. Buyer is run by John B. Vautrin, co-founder and director of foundation and Methodist pastor and Crockett S. and Elbert White, Daphne, Ala., businessmen. None of parties involved has other broadcast interests. Action June 15.

■ **WROS (FM) Scottsboro, Ala.** (AM:1330 khz; 1 kw-D)—Broadcast Bureau granted assignment of license from Scottsboro Broadcasting Co. to KEA Radio Inc. for \$200,000. Seller: owned by Ms. Rose M. Kirby, who has no other broadcast interests. Buyer: owned by Ronald H. Livengood (40%), his wife, Julia (10%) and Olvi E. Sisk and his wife, Ivous (25% each). Mr. Livengood is employe and officer of WAAX (AM)-WQEN (FM) Gadsden, Ala., respectively. The Sisks together own 50% of WVSA (AM) Vernon, Ala.; 100% of WFTO (AM)-WFTA (FM) Fulton, Mass.; 90% of WEPA (AM) and 100% of WEXA (FM) both Eupora, Miss. and WKNG (AM) Tallapoosa, Ga. and 70% of applicant for AM in Dora, Ala. Action June 15.

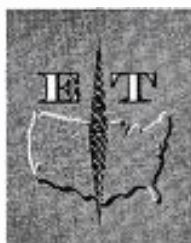
■ **KYAK (AM)-KGOT (FM) Anchorage KIAK (AM) Fairbanks, Alaska** (AM: 650 khz, 50 w-D, 25w-N; 970 khz, 5 kw-U respectively; FM: 101.3 mhz, 26 kw)—Broadcast Bureau granted transfer of control of Big Country Radio Inc. from Messrs. Cruver, Miller and Fleming (100% before; none after) to Prime Time of Alaska (None before; 100% after). Consideration: \$2,850,000 and assumption of approximately \$650,000 in liabilities. Principals: Seller is owned by Richard C. Cruver, Glenn S. Miller and Robert W. Fleming, who have no other broadcast interests. Buyer is owned by Robert J. Brown, George W. Akers, William H. Lucas and Martin J. Hamstra. Messrs. Brown and Hamstra each own 28.33%, Mr. Akers 26.67% and Mr. Lucas 16.67%. Brown and Hamstra are equal partners in Mr. Akers, secretary for licensee of KWTZ (AM) Everett, Wash. Action June 15.

■ **KRIZ (AM) Phoenix, Ariz.** (1230 khz, 1 kw-D, 250 w-N)—Doubleday Broadcasting Co. granted assign-

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■ Following dates will constitute composite weeks for use in preparation of program log analysis for commercial radio license renewals (expiration dates in 1979) and assignment of license or transfer of control applications filed in 1979. Commercial TV's with expiration dates of Feb. 1 and April 1, 1979 will use dates previously used in preparing 1977 annual programming report. Stations with expiration date of June 1, 1979, or thereafter will use composite week that will be issued by FCC in November of this year, as will composite week to be used in preparing 1978 annual programming report (due February 1, 1979).

Sunday	October 23, 1977
Monday	March 20, 1978
Tuesday	May 16, 1978
Wednesday	April 5, 1978
Thursday	November 17, 1977
Friday	August 12, 1977
Saturday	January 7, 1978

ment of licensee to Family Life Broadcasting System for \$700,000. Seller: wishes to concentrate on other broadcast interests. It is a wholly-owned subsidiary of Doubleday & Co. publishers. Doubleday Broadcasting is licensee or parent corporation for the following broadcast stations: KHOW(AM) Denver, Colo., KDWB(AM) St. Paul, Minn., KDWB-FM Richfield, Minn.; KWK(AM) St. Louis, Mo. (construction permit), KXXX(FM) Denver, Colo. and has sold, subject to FCC approval, KITE-AM-FM Terrell Hills-San Antonio, Tex. Mr. Gary Stevens, president of the corporation is also a member of the board of the licensee of KTCA(AM)-KTCL-TV Minneapolis-St. Paul, Minn. Buyer: is Michigan non-stock corporation for religious broadcasting. Warren J. Bolthouse is president, Francis Goodman is vice-president, Robert G. Schwartz is secretary, Harold Sayers is manager and treasurer. Family Life owns the following stations: WUNN(AM) Mason, Mich., WUFN-FM Albion, Mich., WUGN-FM Midland, Mich., KFLT(AM) Tucson, Ariz. Action June 15.

■ WLCO(AM) Eustis, Fla. (AM: 1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted Barringer Broadcasting Corp. assignment of license to C-S Broadcasting Corp. for \$198,500 plus \$12,000 covenant not to compete. Seller: Arimesa H. Barringer (50%), mother of Davis H. Barringer (25%), and of Carol Ann Pait (25%). They have no other broadcast interests. Buyer: principally owned by Peter Clark and Wilbur Sieger, Philadelphia investors who have no other broadcast interests. Action June 15.

■ WQWQ(AM) Highland Park Ill. (AM: 1430khz, 1 kw-D)—Vanguard Communications Inc. granted assignment of license to Metroweb Corp. for \$260,000. Seller: James F. Hoffman, president and 50% owner of KDCE(AM)-KBSO(FM) Espanola, N.M. Buyer: Newsweb Inc. (90%) and G. H. Winston and his wife Myra (10% jointly) who have no other broadcast interests. Action June 6.

■ WARV(A.) Warwick-East Greenwich, R.I. (AM: 1590 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Warwick Radio Station Inc. to Blount Communications for \$320,000. Seller: owned by James M. Bobock Jr. (33.3%) his son James B. III (22.3%) James III's wife Ann J. (22.3%) and Vincent L. Yannuzzi (22.3%). None has other broadcast interests. Buyer: wholly owned by Mr. William A. Blount, announcer at WARV. He was also cameraman for WFBC-TV Greenville, S.C. Action June 15.

■ KROD(AM)-KUDE(FM) El Paso, Tex. (AM: 600 khz, 5 kw-U; FM: 95.5 mhz, 100 kw)—WCK Media Inc. granted assignment of license to Rex Broadcasting Corp. for \$330,000 plus \$600,000 in liabilities. Seller: Melvin Wheeler, A. Boyd Kelly, E. Eric White and Ray Clymer (25% each). Mr. Wheeler owns KITT(FM) San Diego; WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex., and KFDW-TV Clovis, N.M. Mr. Kelly is majority owner of KORC(AM) Mineral Wells, Tex., and owns 20% of Wichita Falls Television. Buyer is principally owned by Jim Sloan 962.26%, and is principal of KCUB(AM) Tucson, Ariz., Action June 7.

■ WMIL(FM) Waukesha, Wis. (106.1 mhz, 19.5 kw)—Broadcast Bureau granted assignment of license from Stebbins Communications to Darrel Peters Productions for \$325,000. Seller: is owned by Paul M. Stebbins who has no other broadcast interests and is requesting waiver of Section 1.597, three-year rule, in order to recover losses. Buyer: principally owned by Darrel Peters (98%) vice president and general manager of WLOO(AM) Chicago. Action June 15.

Facilities Changes

FM applications

■ WCHK-FM Canton, Ga.—Seeks CP to change TL, type ant., make changes in ant. system; ERP: 1.78kw (H&V), HAAT: 382 feet (H&V). Ann June 26.

■ KFMV Eugene, Ore.—Seeks CP to change ERP: 100kw(H) 67 kw(V) HAAT: 784 feet (H&V), trans., ant., and make changes in ant. system (increase height). Ann June 20.

■ WCHQ-FM Camuy, P.R.—Seeks CP to change type trans., type ant.; make changes in ant. system; ERP: 50kw (H&V) & HAAT: 58 feet (H&V). Ann. June 26.

■ KSPL-FM Diboll, Tex.—Seeks mod. of CP to change TL and SL, type trans., ant., and make changes in ant. system (increase height) and HAAT: 442.5 feet (H&V). Ann. June 20.

AM actions

■ KTNQ Los Angeles—Granted license covering permit for changes. Action June 14.

■ KWBZ Englewood, Colo.—Granted mod. of permit to add remote control. Action June 12.

■ WXLL Decatur, Ga.—Granted CP to make changes in ant. system. Action June 8.

■ WNDU South Bend, Ind.—Granted CP to install new aux. trans. Action June 12.

■ KDBS Alexandria, La.—Granted CP to change TL. Action June 8.

■ WRPM Polarville, Miss.—Granted CP to increase ant. radiation. Action June 5.

■ WLW Cincinnati—Granted CP to make changes in ant. system. Action June 9.

■ WTNP Kingston, Tenn.—Granted mod. of CP to change TL. Action June 9.

■ KOQT Bellingham, Wash.—Returned as unacceptable for filing application for CP to increase daytime power, add nighttime hours of operation and change SL. Action June 1.

■ KVOO Cheyenne, Wyo.—Granted mod. of license covering change in SL and addition of remote control. Action June 8.

FM actions

■ KXXX Little Rock, Ark.—Granted mod. of CP to change SL, ant., TPO and ant. height; ERP: 92 kw (H&V); ant. height 940 ft. (H&V); remote control permitted. Action June 16.

■ WZGC Atlanta, Ga.—Granted CP to install new aux. ant. to be operated on 92.9 mhz, ERP: 100 kw (H&V) (main); 18 kw (H&V) (aux.); ant. height 900 ft. (H&V) (main); 870 ft. (H&V) (aux.); remote control permitted. Action May 31.

■ WWCT Peoria, Ill.—Granted CP to change TL; install new ant.; replace transmission line; change TPO; ERP: 36 kw (H&V) ant. height 570 ft. (H&V); remote control permitted. Action June 13.

■ WRAC-FM Williamsport, Pa.—Granted CP to install new aux. ant. to be operated on 102.7 mhz; ERP: 13.5 kw(H); ant. height 1230 ft.(H); remote control permitted. Action June 2.

■ KFMK Houston, Tex.—Granted license covering changes. Action June 14.

In Contest

FCC actions

■ FCC renewed license of General Electric Broadcasting Company, Inc., for KFOG(FM), San Francisco denying objections by Community Coalition for Media

Change which contended that KFOG had discriminated against blacks and failed to provide adequate programming for problems of black community. Action June 15.

■ FCC renewed licenses of KNEW(AM) Oakland, Calif., and KSAN(FM), San Francisco, both licensed to Metromedia, Inc. denying opposition by Community Coalition for Media Change which contended that while Metromedia's profiles on minority employment might be adequate, stations had failed to hire or promote blacks into top management positions. Action June 15.

■ FCC renewed license of WPIX, Inc., for television station WPIX(TV) New York, and denied competing application of Forum Communications, Inc., to construct a new station on same channel. Action June 16.

■ FCC denied the request of WUHQ-TV, Battle Creek, Mich., for a complete waiver of the prime time access rule to permit it to carry more than three hours of network programming between 7 and 11 P.M. Action June 7.

■ FCC denied petition by Worldvision Enterprises, Inc., that it prohibit domestic syndication of TV programs by firms owning one or more TV's or CATV systems (owner syndicators). Action June 15.

Procedural rulings

■ Palm Springs, Calif. (Gra-Schwartz Broadcasting et al) FM proceeding: (Doc. BC-78-104-6)—ALJ James K. Cullen Jr. scheduled prehearing conference for Aug. 15. Action June 19.

■ Cheraw, S.C. (Cheraw Broadcasting Co. and Town and Country Radio Inc.) FM proceeding: (Doc. 21258-9)—Review Board scheduled oral argument for July 20 on exceptions to initial decision granting application of Cheraw Broadcasting for new FM there. Action June 16.

Petition to Deny

■ KXJB-TV Valley City, N.D.—Spokane Television petitioned to deny transfer of control. Ann. June 16.

Allocations

Petitions

■ Fairfield Bay, Ark.—Broadcast Bureau has proposed assigning 106.3 mhz as its first FM in response to petition by Fairfield Bay, Inc., publisher of a monthly newspaper there. Action June 13.

■ Metropolis, Ill.—Broadcast Bureau has proposed assigning 98.3 mhz as its first FM in response to a petition by Ownesboro On The Air Inc. Action June 14.

■ New Roads, La.—Broadcast Bureau has proposed assigning 106.3 mhz as community's first FM assignment in response to petition by the Progressive Broadcasting Corp. licensee of KWRG(AM) there. Action June 13.

■ Greenville, N.C.—Broadcast Bureau has proposed substituting 107.9 mhz (Channel 300) for 107.7 mhz in response to petition by Roy H. Park Broadcasting, Inc., licensee of WNCT-TV and WNCT-FM there. Action June 20.

■ Caldwell, Ohio—Broadcast Bureau has proposed assigning 104.9 mhz as its first FM in response to petition by Tri-County Radio, Inc., which said it would apply for channel if assigned. Action June 13.

Actions

■ Haines, Alaska—Broadcast Bureau has assigned 102.3 mhz as its first FM station. Action resulted from petition by Alaska Public Broadcasting Commission, which said it intended to apply for channel through school district or educational corporation functioning under it. Action June 14.

■ Marion, Ill.—Broadcast Bureau assigned channel 27 as its first TV station in response to petition by Dennis F. Doelitzsch Action June 13.

■ Belpre, Ohio—Broadcast Bureau has assigned 107.1 mhz as its first FM in response to petition by Max Bungard. Action June 14.

■ American Wireless Signal Co., which said it intended to apply for challel. Action June 14.

■ Lexington, Va.—Broadcast Bureau has assigned

Summary of broadcasting

FCC tabulations as of May 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,525	43	4,568
Commercial FM	2,976	1	69	3,046	120	3,166
Educational FM	920	0	36	956	74	1,030
Total Radio	8,391	5	131	8,527	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

sion of Wadesboro, for Wadesboro, N.C. (CAC-12424); Leeds Cablevision, for Leeds, Ala. (CAC-12432); Muncy TV, for Muncy Creek, Wolf, Muncy, Picture Rocks, Pa. (CAC-12527-30); Commonwealth Cablevision, for Stanley, Va. (CAC-09868); TV Extension, for Upper Mahanoy, Little Mahanoy, Jordan, Washington Jackson and Lower Mahanoy, Pa. (CAC-10428-33); Miami Valley Cable, for Franklin, Ohio (CAC-10521); Community Telecable of Ga., for Lagrange, Ga. (CAC-11287); Brownwood TV Cable Service, for Clyde, Tex. (CAC-11301); Teleprompter Southeast, for Winter Garden, Fla. (CAC-11869); Lynchburg Cablevision, for Campbell and Bedford counties, Va. (CAC-12254,5); Cable TV of York, for York, West York, North York, Dallastown, Jacobus, Hallam, Dover, Manchester, West Manchester, Spring Garden Loganville, Jackson, Conewago and Springfield, all Pa. (CAC-12358-75); Brigham City Associates, for Brigham City, Utah, (CAC-12639); Fairview TV Cable, for Fairview, Okla. (CAC-12652); Huntington CATV, for Huntington, Ind. (CAC-12668); Kingsbay Cablevision, for St. Marys, Ga. (CAC-12670); GSL Electronics, for Plymouth, Pa. (CAC-12392).

96.7 mhz as its first FM in response to petition by Energy Exchange Inc.

■ West Salem, Wis.—Broadcast Bureau has assigned 100.1 mhz as its first FM in response to petition by Everbody's Mood Inc. Action June 14.

Fines

■ WCTC(AM) New Brunswick, N.J.—Notified of apparent liability for \$2,000 for repeated violation of sponsorship identification rules. Action June 9.

■ KABW(AM) Albuquerque, N.M.—Notified of apparent liability for inaccurate logging of commercials. Action June 12.

■ WAMB(AM) Nashville, Tenn.—Great Southern Broadcasting Company, Inc. notified of apparent liability for \$2,000 for repeated violation of rules including the requirement that amendments to articles of incorporation be filed within thirty days of execution and that pledges of stock be reported within thirty days of the date pledged. Action June 9.

■ KCCT(AM) Corpus Christi, Tex.—FCC granted short term (to August 1, 1979) renewal of license and notified station of apparent liability for forfeiture of \$10,000 for logging violations of various promotional activities. Action June 15.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance:

■ Community Tele-Communications, for Artesia, N.M., (CAC-11516); existing operation.

■ Cablevision Warr Acres, for Warr Acres, Okla. (CAC-12949); existing operation.

■ Cable TV of Lake Tahoe, for Lake Tahoe, Calif. (CAC-12976); commence operation.

■ Lake Charlevoix Cable TV, for Otsego Lake, Mich. (CAC-12977); commence operation.

■ Warner Cable of Roaring Springs, for Newry, Pa. (CAC-12979); commence operation.

■ Vidor Cablevision, for Vidor, Tex. (CAC-12981); commence operation.

■ Bridge City Cablevision, for Bridge City, Tex. (CAC-12982); commence operation.

■ Cable TV of Winnsboro, for Winnsboro, La. (CAC-12987); changes.

■ Nantucket Cablevision, for Nantucket, Mass. (CAC-12988); changes.

■ General Television of Minnesota, for St. Cloud, Minn. (CAC-12989); changes.

■ TV Selection Systems, for Meridan, Miss. (CAC-12990); changes.

■ TV Selection Systems, for Meridan, Miss. (CAC-12990); changes.

■ Warner Cable of Bristol, for Bristol, VT. (CAC-12991); changes.

■ Lakeview TV, for Lakeview, Ore. (CAC-12992); changes.

■ Murrieta Hot Springs Antenna, for Murrieta Hot Springs, Calif. (CAC-12993); existing operation.

■ Seminole Cable TV, for Seminole, Tex. (CAC-12994); changes.

■ Teleprompter of Trinidad, for Trinidad, Colo. (CAC-12995); changes.

■ Sammons Communications, for Russellville, Ala. (CAC-12997); changes.

■ Seagraves Cable TV, for Seagraves, Tex. (CAC-12998); changes.

■ Denver City Cable TV, for Denver City, Tex. (CAC-12999); changes.

■ Fort Stockton Cable TV, for Fort Stockton, Tex. (CAC-13000); changes.

Certification actions

■ The following operators of CATV systems were granted certificates of compliance by FCC:

■ Cablecom General, for Idabel, Okla. (CAC-12582); Coaxial Development Associates, for Mauldin and Greenville, N.C. (CAC-12449-50); International Cable, for Depew, N.Y. (CAC-12417); Dixon Cable TV, for Dixon, Ill. (CAC-10844); Dynamic Cablevision, for West Homestead, Pa. (CAC-10603); Cambria TV Distribution, for Barr, Pa. (CAC-11240); Sweetwater Television, for Rock Springs, Wyo. (CAC-11676); Range TV Cable, for Hibbing, Minn. (CAC-12048); Six Star Cablevision, for Howell, Mich. (CAC-12111); Cass Community Antenna TV, for Clarksdale, Ariz. (CAC-12303); Community TCI of Ohio, for Moundsville, W. Va. (CAC-09583); Comtronics Cable TV, for Grand Retel TV Cable, for Perryville, Trout Run and Cogan Station, Pa. (CAC-11727-9); Four Flags Cable TV, for Niles and Howard, Mich. (CAC-12101-3); Retel TV (CAC-11727-9); Four Flags Cable TV, for Niles and Howard, Mich. (CAC-12101-3); Complete Channel TV, for Maple Bluff, Wis. (CAC-12211); General Electric Cablevision, for Kentwood, Mich. (CAC-1220); Kansas State Network, for Yukon, Okla. (CAC-12232); City Communications, for Crest Hill, Ill. (CAC-12240); for Glenolden, Pa. (CAC-12295); Greater Humboldt-Dakota City Cable TV, for Humboldt, Idaho (CAC-12557); Liberty TV Cable, for Glenolden, Pa. (CAC-12295); Greater Humboldt-Dakota City Cable TV, for Humboldt, Idaho (CAC-12257); Liberty TV Cable, for Liberty, Tex. (CAC-12578); Bayshore CATV, for Onancock, Bloxom, Accomack, Onley, Melfa, Parksley and Accomack, Va. (CAC-12587-94); Fairfield Cablevision Associates, for Lancaster, Ohio (CAC-10749); High Sierra Communications, for Susanville, Calif. (CAC-10865); Uvalde Television Cable, for Del Rio, Tex. (CAC-12235); Vision Cable Television for Fairview, N.J. (CAC-12330); Cablevi-

Other actions

■ FCC has instituted wide-ranging actions affecting noncommercial broadcasters including: opened inquiries on who is eligible for noncommercial status; proposed restricting amount of air time devoted to membership and fund drives; proposed changes in time and length of announcements identifying corporations and others who underwrite programs; proposed allowing of announcements of parties who contribute goods and services (as well as money); opened for public comment table of assignments suggested by CPB; directed that stations operate minimum of 36 hrs. per week and that they share frequencies unless they operate for at least 12 hrs. per day; ordered low power (10 w) radios to increase power to at least 100 w or move to new frequencies; established new radio channel (87.9 mhz) to which some stations may shift; imposed freeze on applications for new 10 w stations and asked for public comments on proposed group ownership limitations for noncommercial broadcasting.

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager—Binghamton, NY Market Station. Strong sales and leadership experience a must. Great potential. EOE. Write Box G-170.

Newly formed public radio station, KNPR-FM, now accepting applications for General Manager, Development Director, Operations Manager and Chief Engineer. Send detailed resume, 3 letters of professional reference, salary requirements and a brief statement of objectives for the position to KNPR-FM, P.O. Box 43177, Las Vegas, NV 89104. Application must be received by July 14.

Broadcasting: Radio Station General Manager, teach two courses in broadcast fundamentals and audio production and coordinate broadcast curriculum. Ph.D. preferred. Radio management experience required. Salary \$14,000-\$15,500 (9 month contract) depending on qualifications and experience. Position available immediately. Send resume to: Bill Hays, Chairman, Dept. of Journalism, Broadcasting and Film, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Closing date is July 24, 1978. An equal opportunity/affirmative action employer.

Group owner is looking for future managers. Train now as salesperson or sales manager. Sunbelt. Top pay. Profit sharing. EOE. Box E-151.

General Manager for AM/FM combo in Kennewick, (Tri Cities) Washington. Must be experienced and capable in all areas. E.O.E. Complete resume and salary history to Don Heinen, KUTI, P.O. Box 261 Yakima, WA.

HELP WANTED SALES

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 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.

We're splitting—twice as many avails to sell in 30th largest market. We need help! If you're dedicated, aggressive and experienced, we're interested. Salary + commission. EOE Send quals., Chuck Fritz, KHNH AM/FM, 7351 Lincoln, Riverside, CA 92504.

Beautiful Monterey, California—a great place to live, work and play. Outstanding 24-hour AM, adult contemporary. ABC Network programming—expanding sales team. Career opportunity for dynamic, creative, RAB salesperson to join outstanding radio group that believes in promotion from within. Minimum two year successful local radio sales experience. Resume to Mike Schultz, KMBY, Monterey, CA 94556. EOE/MF

If you can sell, you can live the good life in the heart of Minnesota's Lakes. A Detroit Lakes radio station is looking for a sincere, motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Immediate opening—Call Sales Manager Bob Spilman 218-847-5624 or send resume to KDLM, PO Box 746, Detroit Lakes, MN 56501. An Equal Opportunity Employer.

Rapidly Expanding Southwestern broadcast group needs experienced radio sales and management personnel. EOE. Al Cohen 915-532-4979.

AM Rocker under new ownership needs sales help. Major market South. The sky is the limit if you're good. Reply Box G-208.

Salesperson/Sportscaster in Southern California coast, top 100 market. Excellent sales potential, plus pbp. Send tape, resume to Larry Deutch, KBBQ-KBBY, Box 5151, Ventura, CA 93003. EOE.

Experienced, aggressive, on-street salesperson needed for WROC/WXPY Radio. Send resume in complete confidence to: Dick Ferry, 201 Humboldt Street, Rochester, NY 14610.

Are you looking for a career growth opportunity? WMCL needs a sales manager or account executive who is a real pro. We are one of the highest billing daytime small market stations in the country. Also, we are part of a Group with stations in the South and East, so we offer fantastic growth for the right person. If you are bright and hard working, write Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call. EOE MF

Jock who wants to sell for FM Contemporary. Stable organization. Salary plus commission. E.O.E. Tapes & resumes to Marc Phillips, WDNL, Danville, IL 61832.

Unique Sales Future WOTB-FM Stereo 107 ... Rhode Island's newest Quality music Station is building a Sales Management team. Resumes Only to Box 450, Middletown ... in Newport County, New England's vacation Capitol.

Local Sales Manager for expanding AM-FM combo. Rock, MOR, and top ratings. Excellent pay and opportunity to advance. Bob Rooney, GM, WOSC, Box 177, Oswego, NY 13126.

Top rated 24 hour contemporary AM needs a highly self-motivated person who loves to sell. Sales Management possibilities. E.O.E. Contact Ken Riggie, WCMD, P.O. Box 1665, Cumberland, MD 21502. 301-724-5400.

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.

Western North Carolina—AM—Experienced person with potential for moving into management-ownership. Established account list, salary and contract negotiable. 404-283-3084 evenings.

Sales Manager and sales persons for new FM station in Metro market. Advancement to G.M. possible. Initial salary guarantee. Resume to WQVE, Box 38, Carlisle, PA 17013. Equal opportunity Employer.

Religious formatted radio station needs full-time commercial sales person. Send resume and salary requirements to Wilbur Goforth, GM, WMOO, Box 1967, Mobile, AL 36601.

Outstanding Opportunity for self starter with proven track record to take over established account list. Must be professional—must have at least 3rd Class License with Broadcast Endorsement and ability to do a board shift. Send complete resume, account list history, current earnings to: General Manager, WRHL, P.O. Box 177, Rochelle IL Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Position open for experienced announcer/les, news/sales, sports produce own spec spots, and client's copy. Box G-21.

Immediate Opening, Northern California afternoon drive and production. Modern country format. Must have experience. Good pay. Contact Larry Lee, KUBA, Yuba City, CA. 916-673-1600.

Experienced Communicator needed in Midwest Major Market. Personality Adult Music Format. Production skills required. Equal Opportunity Employer. Box G-161.

Immediate opening for adult/contemporary communicator. 2 years commercial experience required. Rush tape, resume and salary requirements to: Randy Rundle, PD, WZOE Radio Broadcast Center, Princeton, IL 62356. No calls, please.

Colorado—Program Director—24-hour AM adult contemporary. Must be strong on air, production and detail. Dick Elliott, 303-243-1230, Box 1448, Grand Junction, CO 81501 EOE/MF

Position open for an experienced AOR communicator. Minimum of 3 years experience with AOR format and a natural delivery. Strong production is a must. Tapes and resumes to Neal Mirsky, WQXM, P.O. Box 4809, Clearwater, FL 33518. EOE.

92/PRO-FM, Capital Cities Communications in Providence has a choice opening for an on air personality. If you have experience in Top 40, do great production, hold a Third Class License, and carry impeccable references, maybe you're qualified to join our team of "PRO's..." Send tapes and resumes to: Gary Berkowitz, Program Manager, PRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Familiar with Bonneville? Schulte? Then you know what we're looking for in a full-time announcer. Plus run your own board on AM, operate FM automation, tend transmitters, do production and news. Yes, we keep you busy, but working with a team of real pros makes it worthwhile. Third class ticket needed. Union shop. Resumes and tapes to: Program Director, WROW, 341 Northern Boulevard, Albany, NY 12204. No phone calls. Equal Opportunity Employer.

Immediate opening. Sports, sales, production, news, board. Send resume, tape, salary requirements to KUTA, Blanding, UT 84511.

WFNC 50KW AM modern country seeks personality. Must be good on production. Tape and resume to Randy Jenkins, WFNC, Box 35297, Fayetteville, NC 28303. Females and minorities are strongly encouraged to apply.

Country Personality for Central Florida evening shift. Strong production-copy desired. Send resume to Box G-216.

Midwest Modern Country, looking for a communicator, good production, good board, to work with a great staff for a great company in a great atmosphere. We are open to all ideas. Box G-217.

Mid-Atlantic Resort area. Announcer—3rd Endorsed. Beginner considered. Auto required. Minimum wage, but maximum training. Box G-226.

Immediate opening, 3rd class endorsed. Adult contemporary, Western New York. Send tape and resume to PD: WCJW, Merchant Rd., Warsaw, NY 14569. EOE.

Top rock and MOR combo, Syracuse market, needs top announcer for key air and production slot able to work with automation. We're No. 3 of 24 stations and offer good pay. Bob Rooney, GM, WKFM, Fulton, NY 13069. 315-343-5648.

Strong Air Personality/Music Director for area's Number One Contemporary Station. If you have it, rush resume, air check to WENY, Box 208, Elmira, NY 14902.

Exciting new 'rocker' in West Palm Beach, Florida looking for air personalities, production manager, news director and sales people. Send tapes, resume and salary requirements to Pearl Broadcasting Corporation, P.O. Box 669, West Palm Beach, FL 33402.

WKIK, Leonardtown, Maryland, needs mature mid day and production announcer. Send details, tape with return postage to Ted Tate, P.O. Box 346.

Morning drive contemporary M.O.R. Beautiful, competitive Western Michigan community. Good voice—production and some continuity experience required. Immediate opening. Send tape and resume to P.O. Box 238, Muskegon, MI 49443. E.O.E.

Immediate opening for dedicated, contemporary, air-personality, strong on production. Send air check, resume to: Bob Day, WCPA, 1032, Clearfield, PA 16830. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED ANNOUNCERS CONTINUED

Come, West Young Man/Lady (Greatest living, fun, opportunity in fourth largest growing market in country, already 300,000+ and growing by hundreds monthly) We have Career positions open for two fulltime Contemporary announcers. Top stations, AM on air now. 100,000 watt FM coming this year. If you are good and want to build something for yourself as well as us, we want to hear from you. Tapes and resumes to General Manager, P.O. Box 8087, Boise, ID 83707.

New FM in Northwestern Michigan small market is seeking sign-on announcing/news staff. Adult Contemporary Format, minimum one year commercial experience. Send tape and resume to P.O. Box 993, Frankfort, MI 49635 (EOE).

Two Announcers. One, a morning personality; a second for odd and weekend shifts. -Fulltime. Country MOR format. Now 5000 watts. Daytimer. Central Pennsylvania. Stable. Major fringe benefits. WHPA/WKMC, P. O. Box 44, Hollidaysburg, PA 16648. 814-696-1000.

WKBW Buffalo is seeking an all night radio personality. Exceptional opportunity with a Capital Cities' Station. We need an experienced pro with a third class endorsed ticket. Some news required. If you're an entertainer, send tape and resume to Sandy Beach, Program Director, WKBW, 1430 Main St., Buffalo, NY 14209. No calls please. An equal opportunity employer.

Immediate openings. Announcers for Adult Contemporary, and Big Band Format stations in Naples-Marco Island, Florida. Extra money if you can handle high school play by play and remote broadcasts. Additional compensation if you can sell. Submit tape, resume, availability date and salary requirements to Manager, WRGI, 950 County Road 31, Route 9, Naples, FL 33942. Telephone: 813-775-3321. An EEO Employer.

Top rated contemporary station in beautiful Rocky Mountain area wants newscaster-sportscaster combination, capable of play-by-play. Tape and current salary with first letter. Dick Elliott, KEXO, Box 1448, Grand Junction, CO 81501. EOE/MF.

WBOC, Salisbury, MD. Experienced Mid-day person with flexibility. Must handle news, production, be able to communicate and entertain. Adult Contemporary. Looking for stability. Paid retirement, life and health insurance. Resume, references and tapes to: Ed Hunt-WBOC-AM-FM-TV, Salisbury, MD 21801. Equal Opportunity Employer.

KDTH Radio, MOR format, is seeking an Announcer/Commercial Production Person. Should have two years of commercial production experience. Must hold a Third Class FCC License with Broadcast Endorsement. To be considered apply by July 17 and send audition tape with announcing and commercial production, resume and salary requirements to: Tom Kamere Personnel Director, Telegraph Herald, PO Box 688, Dubuque, IA 52001. An Equal Opportunity Employer, M/F.

Morning person with experience, good AM starter, warm friendly approach. WSGO, Oswego, NY 13126, 315-343-1440. EOE.

HELP WANTED TECHNICAL

Major group seeking engineers and chief engineer. Must have hands-on knowledge of all phases of AM and stereo radio. Good opportunities for talented, hard working people. EOE. Reply in confidence to Box G-120.

Immediate opening Chief Engineer with maintenance, background. Full time Class IV AM and 3 KW automated FM in Atlantic City, New Jersey. 5 Figure salary. Call Mr. Johnstone-609-344-5113. E.O.E.

Take charge Chief Engineer needed by major Broadcast Group. Experience with AM Directionals, FM Automation, and Construction gets you a very good salary, excellent working conditions, a great future. An EOE/affirmative action employer. Contact L. Stephen Shrader, P.O. Box 647, Atlanta, GA 30324.

Technical Director for Albuquerque AM-DA, FM. 5 years experience in top 50 market required. Those without and Construction gets you a very good salary, excellent working conditions, and a great future. An EOE/affirmative Consulting Engineer, Box 22835, Denver, CO 80222. No phone calls accepted.

WXCL Chief Engineer Wanted. First Class License and supervisory experience required. Excellent benefits, impressive references and credentials need not apply. Excellent salary. Send resume to Larry D. Ellis, RE., Telecommunications

Caribbean. Non directional AM/FM. Strong maintenance audio. All equipped with main alternate transmitters new. 1976-77. Straight engineering, pleasant climate all year, five figure salary. Bonus December. Major medical, other fringes. Resume, reference WLEO, Box 7213, Ponce, Puerto Rico 00731.

Midwest Stereo FM has an opening for a chief engineer to maintain and construct new studio facilities in great college town. Must be able to maintain high quality audio equipment, automation, STL, and have background in station construction. If you are looking for a good opportunity, send resume and salary to Box G-213.

First Class Full Charge Engineer/DJ Combo wanted for Northern California 5KW Country Daytimer ... Excellent opportunity in prime recreational area. Resume/salary Box G-235.

Chief Engineer for U.S. Caribbean stations. Must have 1st. ticket and good background. No announcing required. Good pay and benefits. Send resume and references to Box G-244.

Maintenance technician for nights at top AM-FM in Syracuse market. Excellent pay, even better if you have good pipes. Bob Rooney, GM, WKFM, Fulton, NY 13069. 315-343-5648.

Chief Engineer—for long established 5000 watt directional AM and 3000 FM. Excellent permanent position either for person with chief experience or qualified staff person wanting to move up to chief position. Contact general manager, WPAG, Ann Arbor, MI.

Immediate opening for a full time Chief Engineer. Must know directional antennas. Only experienced applicants apply. Best references required. E.O.E. Contact Greeley N. Hilton, WBUT/WLXN, Lexington, NC.

Immediate Opening for First Phone Engineer for Miami, Florida AM Radio Station four tower directional. Combo plus solid experience in all phases transmitter and solid state studio equipment. Isolated transmitter site requires 4 days on duty. Good pay and benefits. Contact S. Lew, WRHC Radio, 2260 Southwest 8 Street, Miami, FL 33135 or phone 305-541-3300. An Equal Opportunity Employer.

University seeks full-time Chief Engineer for Non-commercial FM NPR affiliate. Good salary at a good university in a good city. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees. Closing Date August 1, 1978.

WIGY/WJTO Looking for hard working experienced engineer who has worked with all aspects of AM & FM Stereo who can do short AM air shift. Call T. Porter. 207-443-5542. Bath, Maine.

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.

News Director to locate in fast-growing upper Midwest community. Must be a self-starter, aggressive, experienced ... to supervise a three person department. Send resume to Box G-96.

WNDE, Indianapolis, Looking for conversational, morning drive newscaster. Send tapes, resumes, and salary requirements to: David Harding, News Director, 6161 Fall Creek Road, Indianapolis, 46220. An Equal Opportunity Employer.

Reporter to gather and air local news. Excellent opportunity. Equal Opportunity Employer. Call S. Lubin, Radio Station WVOX, Liberty, NY.

General Assignment Radio Journalist for five-person news staff in growing corporation. Strong production and news gathering skills needed for this later day shift. Degree preferred and experience helpful. EEO. Resume and tape representative of on-air and production skills to: David Ahrendts, News Director, KLMS Radio, P.O. Box 81804, Lincoln, NE 68501. 402-489-3855 or 402-489-6397.

Mid Atlantic Regional needs person to join solid news team, a real opportunity in a great market. Must be able to report, write and deliver. An Equal Opportunity Employer. Send full resume and information to Box G-240.

Experienced News Anchor and Reporter needed for immediate position with the Arkansas Radio Network. Tape and resume to News Director, ARN, 4021 West Eighth, Little Rock, AR 72204.

Director Ecumedia News Service. Responsible overall direction and development of inter-faith broadcast news agency in New York City. Experienced newscaster, technical abilities in audio equipment, good radio voice. Ability as administrator. Able to deal with an inter-faith and national perspective. Willingness to travel. Salary range sixteen to eighteen thousand plus benefits. Send letter, resume and photograph to ENS Directorship, Room 520, 475 Riverside Drive, New York, NY 10027. EOE.

Immediate opening; gather, write and deliver local news. Adult contemporary in Western New York. Send tape and resume to: PD, WCJW, Merchant Rd., Warsaw NY 14569. EOE.

News Director. Good opportunity for seasoned professional. Must have the ability to direct and motivate small staff in total involvement effort. Outstanding facilities. Large highly professional and congenial staff. Highly desirable family lifestyle. \$12,000. or better start. Send tape ... local writing samples ... resume to Dudley Waller, KEBE/KOOI Radio, Box 1648, Jacksonville, TX 75766. Phone 214-586-2527. Equal Opportunity Employer.

News Director to head three person radio news staff in Colorado Metro area. Journalism degree preferred with minimum three years gathering and reporting experience in small-medium market. Prefer news director experience in multi-person news staff. Tape and resume to: Rusty Shaffer, KBOL/KBVL, Box 146, Boulder, CO 80306.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio-Production Person needed for a top Midwest radio station, AM Contemporary & FM Country. Must have on-the-job experience. Send resume and tape to: Tom Thiede, WAXX/WAYY, P.O. Box 41, Chipewaga Falls WI 54729. An Equal Opportunity Employer.

Modern country music radio station seeking qualified program manager. 50,000 watt facility. Group operation with good benefits and opportunities for advancement. Applicant must be a hard worker, management oriented, and detail conscious. Salary commensurate with experience. All resumes and applications held in strict confidence. An Equal Opportunity Employer. Box G-153.

South Dakota Opportunity. Top wages for experienced Production or Program Director. Small market with large coverage. Contact Box G-183.

Production-oriented writer-announcer, with top quality commercial voice, dialects, etc. Position combines commercial production with general announcing duties, including music and interview shows, telephone call-in shows, remotes, etc. First Ticket and college degree desirable, but not required. Well-established Midwest station near major markets, but not suburban. Generous salary and fringe benefits, ideal working conditions, and daytime work schedule. Equal Opportunity Employer. Box G-186.

SITUATIONS WANTED MANAGEMENT

Black Sales oriented Programmer. Know FCC R&R's, ascertainment renewals, etc. Looking for solid growth career position. Box G-141.

General Manager position desired in Rocky Mtn or Plains area. Medium/small market background. Box G-201.

SITUATIONS WANTED MANAGEMENT CONTINUED

"Dynamic" General Salesmanager. Contract is up Aug. 1st for Small to Medium N.E. Radio Market. Write immediately. Box G-205.

SITUATIONS WANTED SALES

Experienced Sales Manager; AM/FM separate staff operation. 22 year broadcast veteran. Looking for next step. General Manager. Present market 150,000 major university city. Need \$35,000 with good fringe benefits. Box G-198.

Broadcast professional Radio/TV. 25 years management ownership. Excellent references. Expertise: management, sales, film buyer, programming, accounts receivable control, marketing. Prefer position with broadcast service company traveling the South, Southwest, Southeast areas of The United States. Resume on request. Box G-199.

Hoosier announcer wants to stay but only in sales. Credentials including I.U. Radio-TV degree. Ohio, Kentucky, Illinois considered. Box G-204.

White Male seeks account executive position Top 10 market. Radio sales includes Boston/Philadelphia. Outstanding track record, Super references. Prefer Washington area. Box G-246.

SITUATIONS WANTED ANNOUNCERS

Young, Aggressive Air Personality. Expertly trained. 3rd Endorsed. Will relocate anywhere immediately. Tape and resume upon request. Call 312-767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago IL 60652.

Experienced DJ, 3rd endorsed, tight board, good news/commercial delivery, will go anywhere. Box G-145.

First phone, good news and announcing, and maintenance ability. Prefer small to medium station in Southeast. I'd like a responsible, long-term position. Box G-169.

Jock Itchin' for first job Radio. Professionally trained. 3rd Endorsed. Would prefer relocating out West. For tape and resume contact Mark Jay Muller, 9047 N. Crawford, Skokie IL 60076. 312-673-9047, 312-673-9049.

Communicator with 3 1/2 years announcing experience seeks medium market adult contemporary position. Good production, news experience. Available immediately. 609-678-8161.

ATS Graduate 1st Ticket AFRTS with Radio in his blood, knows music, seeks AOR or MOR format, will relocate—call Ric Acquaviva, NJ 201-363-5249. If no answer, call after 6 p.m.

Format Change makes available Small Market PD/MD. Excellent speech, production, and references. Local news experience, too. Any format except Country. Box G-115.

Top 40, D.J. versatile no phone, well versed in stereo Separations. Box G-202.

Not Looking for a break. Want to contribute 1000% to Small Market Station. Smooth performance, energy, loyalty. Excellent Newscaster, D.J. Tape-resume available. Box G-229.

Experienced Sports, strong PBP writing and reporting, DJ, 3rd, will relocate, East coast preferred, Mike Schikman, 67-12 Juno St., Forest Hills, NY 11375.

Want a Winner? College/Commercial Radio, Television sales experience. Communications major. 3rd Phone. Relocate anywhere. Dave Rothschild, 4415 Avenue K. Brooklyn, NY 11234.

Green Recruit. First Phone, take a chance. Dave, 502-368-6108.

So you're looking for a Disc Jockey, Huh? Well here's a young lad seeking Large Market Adult Contemp. Experienced, creative, good production, just a heck of a guy. Call 316-227-6821. Before 11 AM or after 7 PM.

Communicator seeks Full time position to settle in. Presently part time Major Market. Experienced veteran. Talk, MOR or Beautiful. 414-384-0160.

Hard working announcer/newsman wants to meet with GM concerning future employment. Some experience. Available Mid-August. Rod Morrison, 55 Pond Street, Natick, MA 01760. 617-653-3607.

Seasoned professional—9 years experience. Single. Anywhere U.S.—Bob Cole 234 Crescent, St. New Haven, CT. 865-3528-562-5244.

Calling New England: Experienced Broadcaster would like full time position with responsibilities. Commercial Manager/Announcer. MOR/C&W station. Jim Duffy, 324 E. 93rd St., New York 10028, 212-876-6508.

Five year Pro seeks Contemporary format in SW or SE. Currently PD and morning personality with great creativity, production, stability, and references. Have degree & ticket. Duane 507-437-1056 after two.

SITUATIONS WANTED TECHNICAL

Assistant Chief Engineer seeks Chief engineer position in small town. Kansas or Texas preferred. Write Box G-187.

Experienced Chief with diverse background seeks position. Box G-200.

Aggressive, Ambitious Engineer desire position in Large or Medium Market. Looking for station committed to Technical excellence. Can design & build from ground up. Major Market experience. Box G-207.

Young, aggressive, chief, experienced in all phases of broadcast engineering with emphasis on audio, automation, and directionals. Currently consulting many of the South's top-rated stations. Desires permanent position with a station or group that appreciates and wants quality engineering and is willing to pay for it. Top-notch assistant also available. Box G-243.

Experienced Chief Engineer looking for new, challenge-experienced in Audio, Studio Construction, RF Installation, STLs, Directional Arrays, FM, FCC Rules, Proofs, etc. Larry Radka 412-941-9569.

Professional Engineer seeks administrative position with quality broadcast organization. Northeast only. Minimum \$22K+. 914-565-5365.

SITUATIONS WANTED NEWS

Middle Market Newsman with extensive sports background seeks to work in field he loves. I can make you money, have track record to prove it. Box G-151.

Canadian Newsman, three and a half years experience in both on-air and reportorial functions. Previously worked at number one stations in Top Ontario Markets. Wishes to immigrate to U.S. Box G-180.

Aggressive digger wants new horizons. Former ND with metro experience and not just another pretty voice. College, too. Write Box G-194.

Sports Minded Stations take note. 26-year old Sports Director wants position in Medium-Major Market. Have been around professional and college sports for 5 years. All PBP-Talk show experience. Box G-211.

Small Market ND seeking challenging news position. Excellent references. Degree and license. Box G-232.

Serious about news. UNC Graduate, Broadcast Journalism. Stringer experience. Available for anywhere. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

TV/Radio Sportscaster—Play by Play experience college level. Sports Director, Promotions Director, news, advertising sales, Disc Jockey 1-219-432-3083.

—News Director of major NY college station seeks small market news position. Excel at political reporting. Gary Horn 212-671-5771.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Troubleshooter: Country format from ground up or fine tuning. Heavy experience turning losers into winners. Top programming success. May I help you shape your team? Top 100 markets. 901-362-0862.

Production—Announcer. Self starter. 30 mos. News/office exp. 1st phone 207-882-7395.

Sports Director polished to move. Exciting all Sport PBP, telephone sports talk, Interviews, sportscasts, documentary. 8 yrs. experience. B.A. Jim 815-433-4779.

Production Director—From "Legendary" West Coast FM seeking challenges in programming, production, music. Experienced in storming Major Markets, from the suburbs. If new ideas interest you, call Mark, 408-683-4882.

TELEVISION

HELP WANTED MANAGEMENT

Wanted: Program Director at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, P.O. Box 13, Huntington, WV 25706.

Program Manager, KTSC-TV Assistant Director, Telecommunications Division, Pueblo, Colo. Develop guidelines for program service of KTSC-TV, a public television station licensed to the University of S. Colorado. Manage program and operations department. Assist Director in budget, consulting with faculty and administration, direct non-broadcast activities. Some teaching may be required. Minimum 5 years experience in program department with 3 years in supervisory position. M.A. preferred. Salary range \$20,500 to \$22,500. Letter of intent, resume and names, addresses, and telephone numbers of three recent references no later than July 21 to John C. Crabbe, Chairman, Search and Screen Committee, University of Southern Colorado, 900 West Orman Avenue, Pueblo, CO 81004. USC is an equal opportunity/affirmative action employer.

KCRA-TV is seeking a Broadcast Business Manager. Applicants must have at least 5 years broadcast experience and accounting background with knowledge of budgeting, sales, income and capital projections. CPA or MBA a plus. Familiarity with union contracts helpful. Resumes to Don Saraceno, KCRA-TV, 310 - 10th Street, Sacramento, CA 95814. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Top Northeast Network Affiliate offering excellent career opportunity for a Promotion Director with a strong creative flair. Must have solid credentials for on-air and print advertising/promotion. An Equal Opportunity Employer. Please forward a resume, stating experience and salary requirements to Box G-157.

WHYY TV, Philadelphia, needs 3 strong on-air personalities for a major business news program being developed for PBS: 1. Host/Interviewer-crisp, hard-headed and warm. 2. Roving Correspondent-strong producing and writing skills. 3. The Gene Shallit of economics-able to write and present succinct, witty and enlightening capsules of economic concepts, trends and forecasts. Good opportunity for network-quality candidates with a business background. Good pay. Call Joe Tobin, 215-243-2209.

Staff announcer with excellent commercial production voice, plus on-air experience. Potential for news position. Equal Opportunity Employer. Contact Meyer Davis WTAJ-TV Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Technician. Southeastern educational station seeks experienced technician to be responsible for Master Control Switching, VTR set-up, record, edit and playback local and network programs. First Class FCC License required. Minimum of two (2) years experience in TV Broadcasting. EOE Send resume and salary requirements to Box G-143.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer Needed for U.H.F. TV. Station in the South. Box G-124.

Maintenance Engineer. Southeastern educational station seeks experienced engineer with First Class FCC License. Experience in all areas of engineering with minimum of five (5) years experience in maintaining two inch VTR's, color cameras, and UHF transmitters. Excellent fringe benefits. EOE. Send resume and salary requirements to Box G-144.

Chief Engineer—Must have minimum five years broadcast experience including demonstrated supervisory skills, organizational ability, strong maintenance background and first class ticket. Full color UHF public TV station in upper Midwest looking for take-charge individual to assume full responsibility for technical staff and facilities including mobile unit. Salary dependent upon qualifications. EOE/AA employer. Send resume to Box G-218.

Engineering Supervisor—Responsible for all maintenance and operational engineers and scheduling. Must have extensive maintenance and troubleshooting experience, demonstrated supervisory skills and first class ticket. Full color UHF public TV station in upper Midwest. Salary dependent upon qualifications. EOE/AA employer. Send resume to Box G-218.

Experienced T.V. Broadcast Engineer for responsible position in operation, maintenance, and set-up of broadcast studio and VTR equipment. Washington, DC production studio. Prior supervisory experience a plus. Resume to Box G-220.

Experienced video engineer for closed circuit educational T.V. studio. Salary plus state benefits. Contact Dr. Mary Herron, Dept. of Vet. Anatomy, Texas A&M University, College Station, TX 77843.

TV Maintenance Engineer: Experience with Ampex 1200, studio cameras, ENG-First Class License. Send resume with references and salary requirements to: A.L. Ladage, Dir. of Eng., XYZ Television, KREX-TV, P.O. Box 789, Grand Junction, CO 81501, 303-242-5000. An EOE. M-F.

Audio/promotion Assistant—Audio for newscasts, write and record cart promos. \$7,000. Contact Margie Laskoski, WSKG Public Television, Box 97, Endwell, NY 13760. 607-754-4777. AA/M-F/EOE.

Television Operations Engineer—Immediate need. Switching. 1st. Class FCC License. \$8,700. Contact Margie Laskoski, WSKG Public Television, Box 97, Endwell, NY 13760. 607-754-4777. AA/M-F/EOE.

Video Maintenance Engineer. Exp. on cameras, Switchers, Quad VTR's etc. Very busy & exciting Production House. Full benefits. Send resume and salary requirements to: Bob Churchill, Telemation Productions, Inc. 3200 W. West Lake, Glenview, IL 60025.

Assistant Maintenance Engineer—4 AVR - 2 VTRS RCA TTU-30 Transmitter. 3/4" Sony Eng. Assist in repairs and preventive. Minimum 2 years experience. \$11,500. Start July 1. Send resume to Margie Laskoski, WSKG Public Television, Box 97, Endwell, NY 13760. 607-754-4777. AA/M-F/EOE.

HELP WANTED NEWS

Reporter/Writer/On-Camera Talent for ENG unit needed. Must be energetic reporter and perceptive interviewer. Plan, prepare, produce, and evaluate TV news clips and featurettes for distribution to Minnesota TV Stations. TV News experience and Masters Degree required. Strong background and interest in agriculture desired. \$16,000 and up. Request application form from William Milbrath, University of Minnesota, 240 Coffey Hall, St. Paul, MN 55108. An Equal Opportunity Employer.

Producer wanted. Must be qualified in vital areas of news operation such as writing, story selection, visual, and on-air news presentation. News production experience required. Must have working knowledge of film editing and ENG use. An equal opportunity employer. M/F. Send detailed resume and salary requirements in first letter mailed to Reply Box G-152.

Reporter-weekend anchor with knowledge of film and editing procedures wanted for growing news department in the beautiful Northwest-Rocky Mountain area. We will turn a hard working person into a pro who could move to any market. Box G-160.

Reporter/Weekend Anchor—Top 100 market station committed to news, totally eng equipped. EEO employer. Send resume to Box G-171.

Anchor—Top 100 market station to begin early morning news program in fall. Must have had anchor and production experience. EEO Employer. Send resume to Box G-171.

Medium Market VHF network affiliated station seeking weekend sports anchorperson. Heavily into ENG with some play-by-play and/or color announcing. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box G-181.

Denver: Associate News Producer/Writer. Strong writing background. Must have experience producing daily newscasts, capable of substituting for producer. Resume and cassette to Executive News Producer, KMGH-TV, 123 Speer, Denver 80217.

Reporter/Weekend Anchor needed for our No. 1 Midwest affiliate. \$12,000 a year in salary and AFTRA talent fees for a person who can communicate and wants to move up fast. Co-anchor Sunday night half-hour and report four days. The last two people who filled this slot moved to five-day co-anchor and on to larger markets. An E.O.E. Box G-214.

General Managers and News Directors...we're looking for a news anchor, and if there's one in your market you'd like to see making \$25,000 somewhere else, let us know. Box G-222.

Producer: creative, experienced manager of people needed now. Top 10 market. Equal Opportunity Employer. Send resume to Broadcasting Box G-225.

News Director needed at central Florida VHF network affiliate. Must be seasoned journalist with strong administrative background. ENG experience and news production expertise essential. EOE. Send replies to Box G-230.

Executive news producer wanted for Southeastern network affiliate. Position requires dedicated journalist with heavy ENG background. EOE. Send replies to Box G-242.

Central California NBC Affiliate in the nation's No. 1 farm county is looking for a professional Farm Editor/Reporter. Degree in agriculture/journalism preferred. Must have extensive TV work history in field reporting, in anchoring news or farm news. 40-hour week. Salary negotiable depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

Photographer: Both film and ENG. Need someone with a good eye and a good disposition. Send VTR and resume to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No calls, please. Equal Opportunity Employer.

Fiercely Competitive weather-person needed for weekend weather, reporting three days a week. Experienced. Top Company, benefits, equipment. Send tape and resume with first letter to: Tom Collier, News Director, KCRG-TV, 501 Second Ave. SE. Cedar Rapids IA 52401. EOE.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Production Manager—You've got at least 3 years experience and you think you're about the best in the business! You love people, work well under lots of pressure and deadlines, and you don't make excuses; you get the job done right the first time. You're organized, know your priorities, and you personally follow up on important matters. You're innovative, flexible and creative, and you don't have time for pettiness and excuses. Client satisfaction is of primary importance to you. You take pleasure in training your crew and maintaining high standards and high morale. An equal opportunity/affirmative action employer. No beginners, please! If you'd like to join a team with this kind of dedication at a new sunbelt network affiliate, send a complete resume and references to Box G-166.

Production Manager/Executive Producer. Top ten network affiliated station. Must have heavy local production experience. Expertise in program development. Send detailed resume with references to Box G-212.

Vibrant Talk Host/Public Affairs Producer for top fifty, group owned, ABC Affiliate. Experience required. Excellent interviewer with good on-camera presence and commercial voice. Be prepared to work hard. Submit resume and tape to: Leo MacCourtney, VP & GM, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer.

Cinematographer needed for information services at major land grant university. Person selected will be skilled in single and double system film production techniques and editing, and field production experience with EFP Bachelors Degree and 2 years professional experience required. Experience can be submitted for educational requirements. Salary starting \$10,992 year. Contact Mr. Tom Barnett, Personnel Department, 324 Burruss Hall, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity/Affirmative Action Employer.

Promotion Director for Eastern Top 50 market network affiliate. Opportunity for Assistant PD to step up. Resume to Box G-239.

Research Coordinator for KPTS Channel. Available July 15. All research activities including: Ascertainment of community needs, market research, audience-response, analysis and special projects. Training or experience necessary in statistics and marketing research. College graduate or equivalent. Salary \$8,500 up to \$12,000 per qualifications. Send resume before July 14 to: KPTS, Dept. G, Box 288, Wichita, 67201. Equal Opportunity Employer.

Graphic Artist. WNED-TV/Bufalo seeks second designer for position which includes television graphics, print, and scenic design beginning on or before October 16. Applicants should be especially strong in design, typography, and illustration. Bachelor's Degree or equivalent training required; experience preferred. Contact Bryon Young, Art Director, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

TV-Director for evening newscasts. Fast-paced shows, film, tape, ENG, live remote. Excellent working conditions in one of Midwest's newest broadcast facilities. Send salary requirements and resume to Operations Director, KCRG-TV, 500 Second Avenue S.E., Cedar Rapids, IA 52401. EOE.

Terrific Opportunity for on-air talent. KXTV Sacramento is now interviewing for co-hosts for a nightly magazine program. You'll be working with a four person unit—traveling our coverage area looking for unusual stories and people. Requirements are: on-camera experience, not necessarily news, ability to communicate and have fun interviewing people, desire to work very hard to reach a high level of audience acceptance. Tape and a short note about yourself to Owen Uridge, PO Box 10, Sacramento, CA 95801. KXTV is an Equal Opportunity Employer.

Promotions Director. Major NBC affiliate TV station in top 20 Southwestern market needs an experienced promotions director to plan, direct, and execute audience building programs. Salary commensurate with experience. Please reply by sending income requirements and resume to Box G-159.

SITUATIONS WANTED MANAGEMENT

Aggressive, experienced Station Manager/Programmer, a proven winner currently in Top 50 market seeks new challenges. Box G-57.

Sharp, Black Communications Generalist/Broadcast Professional, 15 years, MA degree, currently employed in corporate communications seeks high level position in TV programming or public communications. e.g. Executive Producer, Director of Public Affairs, Director of Corporate Communications, Project Director. Box G-117.

Medium Market PD looking for next rung up career ladder as PD, Assistant PD, or Station Manager, in Top 50 Market. Production background, including Major Market Producing/Directing. Currently responsible for daily programming; contact with syndicators and network; supervising and budgeting of production, traffic, and continuity departments, plus much more. Can be available soon. Contact Paul Dicker, Box 816, Cedar Rapids, IA 52406.

SITUATIONS WANTED TECHNICAL

First Phone: Transmitter, and or studio maint, prefer East, South, Box G-197.

Young, aggressive, experienced chief and assistant capable of complete design and construction of high power UHF or VHF color operation. Ideal one/two combination for new station or established facility desiring the best. Box G-219.

SITUATIONS WANTED NEWS

Foot-in-door spot sought by aspiring TV reporter, 28, who recently underwent career objective change. Summer or longer. Journalism B.A.; partial M.A. Extremely bright, resourceful, personable, and tireless worker. Good skills, eyes and ears. Am no dummy. NYC-NJ-CT area hopefully 212-242-3993.

Articulate Graduate Producing, writing, anchor, interview experience college TV. Seeking entry level position Small/Medium Market. Will relocate. Art Pocaroba, 273 Elm Street, West Hempstead, New York 11552. 516-485-4091.

Producer/Assignment Editor: Major and Medium market experience. Strong political and production background. Female. Box G-209.

News Director-Movie Reviewer. Fourteen years heading up five-member news dept. in medium Northeast market. Strong in all skills of newsroom operation. Looking to move into larger market. Eight years in the same station as film critic, a popular and saleable feature. Will relocate. Box G-215.

Advised to move up; top reporter/writer. Looking for Medium-Large Market. Some investigation...some producing. Young, aggressive. Looking for strong news commitment...will work 80 hour weeks. Box G-227.

Eight years experience radio and TV anchor. Desire anchor slot Southeast market. Box G-236.

Weathercaster, personable male seeks beginning position. Good meteorological background, very limited TV experience but willing to learn. Ken Stafford, 2 Launcher Way, Wayland, MA 01778.

Our Husband-Wife Team is the right addition to your news team. Self starting Reporter-Photographers with our own ENG unit. Nick Isenberg and Dawne Gundel 303-945-9124, 303-945-8839.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-Director Top Twenty-five market. looking for more creative challenge. Experienced in all phases of local production. Strong writing skills. Box G-114.

Major Market Producer seeks 1st time Ex. Prod. Asst. PD. or Program Director position in small to medium market station. Box G-126.

Female Director seeks more challenging market. Three years in all phases of production at network-affiliated station. Want to work with professionals and am anxious to relocate. Box G-140.

Producer/director seeks position in small or medium market. More than two years experience producing/directing public affairs, news, commercials, even sports. Programming background also. Box G-188.

Experienced Production Operations Manager desires employment in larger market. Willing to relocate. Six years in television. 209-527-8947; 209-529-3379.

Diligent, Aggressive, Female, Broadcast Journalist. Two years production experience in top ten market. Wants reporting, writing, hosting spot in major or medium market. Box G-221.

Career position wanted! TV station, Corp. or Industry. Hard-working female, experienced in film/TV prod. news. Write Box G-46.

Attention Dallas Area. Experienced Radio-TV announcer/personality. Good public relations. Creative children's and adult shows. Theatrical background. First ticket. Mature, sober, family man, excellent references. Personal interview, please. Jack Parker 214-386-6713.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Capable administrator for expanding community video access center. Funding, staff management, budgeting, video production experience required. \$9,200 and benefits. H. Moss, P.O.B. 73, Derby, CT 06418.

HELP WANTED SALES

Broadcast Equipment Salesperson. Top quality audio Mfg. urgently needs sales pro to fill newly created position on world wide sales team. Based out of factory, personal sales and representative liason experience will earn good starting salary, excellent incentive program, full company benefits, and chance to grow. If you're used to and enjoy dealing with G.M.'s C.E.'s, and Owners and can prove you're good at it, send resume in confidence to: Box G-182.

Salesperson for established New York-based jingle company. Radio or advertising background desirable. Guaranteed territory in N.Y.-N.J.-PA. areas. Draw against excellent commission. Car necessary. Call Al Goldstein at 212-687-1490 or write to C.A.G. 12 East 44th Street, NY, NY 10017.

International TV news and documentary production company in the US and Europe and bureaus requires experienced sales and marketing executive. Resume with specimen of work and salary requirements to Telepress International News Agency, 1221 Avenue of Americas, New York, NY 10020.

HELP WANTED NEWS

International TV news and documentary production company in the US and Europe and bureaus requires experienced news-documentary camerapersons/eng camera operator-editor. Resume with specimen of work, if possible video tape, and salary requirements to Telepress International News Agency, 1221 Avenue of Americas, New York, NY 10020.

International TV news and documentary production company in the US and Europe and bureaus requires experienced journalist/director. Resume with specimen of work, if possible video tape and salary requirements to Telepress International News Agency, 1221 Avenue of Americas, New York, NY 10020.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good Used Audio Console (Board) or Consolette. Ribbon Mike RCA 77-DX. Jimmie Arnold, 5350 Arlington Expressway No. 302, Jacksonville, FL 32211.

Wanted: One Gates FM 3-G with or without Exciter. Contact Fred Fishkin, 201-269-0927.

FOR SALE EQUIPMENT

5" Air Heliex—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Schafer Automatic System—Call 404-487-9559.

16mm Jamieson Color Processor Mark IV, now being used to process VNF film. Has take-up elevator, complete spare part, motor, pump and chemical kits. Excellent condition. Call Howard Kelley 904-354-1212.

Collins 20V Transmitter 1KW AM, Call-404-487-9559.

Kensol Model 12A Hot Press complete with all accessories, stand, type fonts, books, etc. New. Cost new \$3,000. Will sell for \$1,975. Call Alan Batten 904-354-1212.

FM Transmitters (Used): 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW. Communication Systems, Inc., Drawer C; Cape Girardeau, MO 63701. 314-334-6097.

Ampex Tape No. 631, 7 inch reels, 32 for \$69.95; No. 406, 10-1/2 inch hubs, 12 for \$69.95 Val-tronics Inc. Call collect 717-655-5937.

Ampex VR 3000. Like new. Only 120 hrs. use. With one spare head. \$25,000. Merlin Engineering Works, 1880 Embarcadero Road, Palo Alto, CA 94303. 415-329-0198 or 800-227-1980.

Willing to donate to non-profit organization. GE BT4 10kw transmitter with or without Gates stereo M6095/6146 exciter and SCA. In service, available now. Call WXXM 312-943-7474.

Tape-Athon Programmer III—Fully automatic tape playback system with four transports. Never used. No tapes. \$3500. Ed Bench KCFM St. Louis, Missouri 314-361-7500.

Never used 5K FM Transmitter, and stereo exciter, Still in carton at factory. Both for \$14,000. Call 203-235-5747.

AM Transmitters (used): 5 KW, 1 KW, 250 W. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

40' Tractor-Trailer Combo. Tractor is 1966 white diesel (low miles) with a 45KW 208 3-phase gas generator. Completely finished plush interior, trailer has air ride, two doors, 5-ton 60,000 BTU air conditioner, picture window, sink and refrigerator. Best offer will drive away. Scott Kane, Telemation Productions, 312-729-5215.

Audiopak Cartridges manufacturers overrun, 7 seconds to 7 minutes, 24 for \$39.95 Val-tronics Inc. Call collect 717-655-5937.

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.

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.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B. San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 31 and September 11. Student rooms at each school.

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".

RADIO

Help Wanted Announcers

IMMEDIATE OPENING

Midnight-5AM, Talk/Music Show, Tapes + resume to Bill Rogers, WMBD, 3131 North University, Peoria, IL 61604.

Equal Opportunity Employer.

Help Wanted Production

Production Person Wanted

50,000 watt station in San Jose, California has immediate opening for good production person. Male or female send tapes and resumes to Bill Weaver, KLOK Radio, PO Box 21248, San Jose, CA 95151.

Help Wanted Management

GENERAL MANAGER

Susquehanna Broadcasting Co. has a rare opening for Manager of an established Major Market MOR station.

If you are successful Medium Market Manager, or a Major Market Sales Manager, and seeking greater opportunity and broader challenges, you may have the necessary qualifications.

Send resume and letter of application to: Arthur W. Carlson, Sr. Vice President, Susquehanna Broadcasting Co., PO Box 1432, York PA 17405.

Help Wanted Technical

Technical Maintenance Supervisor

Immediate opening for maintenance supervisor in leading, good music station in New York Metropolitan Area. Excellent benefits and compensation for the right person. First phone and heavy maintenance experience necessary. 201-345-9300. AN EQUAL OPPORTUNITY EMPLOYER.

RADIO ENGINEER SUPERVISOR

WMBD-AM, WKZW-FM, Peoria, IL, looking for engineer with 1st Class ticket and expertise in maintenance of radio transmitter and radio broadcast equipment. Includes directional AM, stereo FM transmitters and studio equipment. Top pay, excellent benefits and working conditions. An EEO employer. Send resume to William L. Brown, Vice President and General Manager, WMBD AM-TV, WKZW-FM, 3131 N. University, Peoria, IL, 61604.

Help Wanted News

A Nationwide Search

Top flight broadcast journalist needed for AM drive news and community affairs programming. We don't care where you are now...if you're good and you want to work in the nation's number one market for excellent pay and benefits, send your tape and resume to: Ken Lamb, Operations Manager, WPAT AM/FM, 1396 Broad Street, Clifton, New Jersey, 07013.

Situations Wanted Announcers

SPORTSCASTER

Experienced and enthusiastic young Sportscaster with an exciting style and Pin Point Play By Play accuracy seeks collegiate sportscasting job with an established station (preferably NCAA Division I Market)—graduate of Columbia (Broadcasting) College, Chicago. Most recent broadcasting employment with "Sportsphone", Chicago.

Send for resume and tapes. Box G-238.

MORNING KILLER

All the tools necessary ... Sincerity and Warmth first and foremost ... Enhanced by Humor ... Phones ... Voices, etc. Major Market Track Record ... Call Now! 314-727-8721.

TELEVISION

Help Wanted Promotion

A desirable TV Promotion Manager spot has opened up. Sun-belt market. Major group station.

If you're a talented Promotion Manager who's looking for a new challenge ... or if you're a strong number two person who's ready to move up ... look into this rewarding opportunity.

The station is KOTV, Tulsa, A CBS Affiliate.

As KOTV's Promotion Manager, you'll plan and build hard-hitting campaigns in all media.

You'll have a full complement of resources, including the services of an ad agency.

You'll have the opportunity to flex your creative muscles and stretch your mind.

If this sounds like the kind of move you're ready to make, send me your resume now. I'll contact you for your samples of your work later.

Sheryl Gold
VP Advertising & Public Relations
Corinthian Broadcasting Corporation
280 Park Avenue
New York, N.Y. 10017

An Equal Opportunity Employer

Help Wanted Programing, Production, Others

DIRECTOR TOP TEN MARKET

must have experience directing prime time news program with multiple talent, children's programs, talk variety show, sports and commercials. Send resume to BROADCASTING BOX G-223. This Station is an EQUAL OPPORTUNITY EMPLOYER M/F

ART DIRECTOR

Minimum two years broadcast graphic experience. College degree in Advertising, Commercial Art or equivalent. Solid experience in designing and executing print, on-air and news graphics. Knowledge of papers, inks and printing techniques. Good managerial skills. Applications available at WTTG, 5151 Wisconsin Avenue, N.W. Applicants must be prepared to leave portfolio before interview. No phone calls.

WTTG is an EQUAL OPPORTUNITY EMPLOYER M/F

MEDIA SPECIALIST/ COORDINATOR

Federally funded project developing videotape insertive training package in early childhood/special education for regular preschool personnel. M.A. or equivalent professional experience in all aspects of media production. Knowledge or experience with young children preferred. Send resumes as soon as possible to Dr. J.B.E. Nadeau, Project S.E.R.V.I.C.E., Dartmouth Medical School, Hanover, New Hampshire 03755. An Equal Opportunity/Affirmative Action (M/F) Employer.

WCVB-TV Channel 5 Boston

RAIDED BY NETWORK

As a result of this raid, we need individuals to fill the following positions:

HOST (Male or Female)

This person will host a variety/entertainment and current events program. The host must have a familiarity with current, major concerns and be comfortable operating in a live show format. Background in television is highly desirable.

DIRECTOR

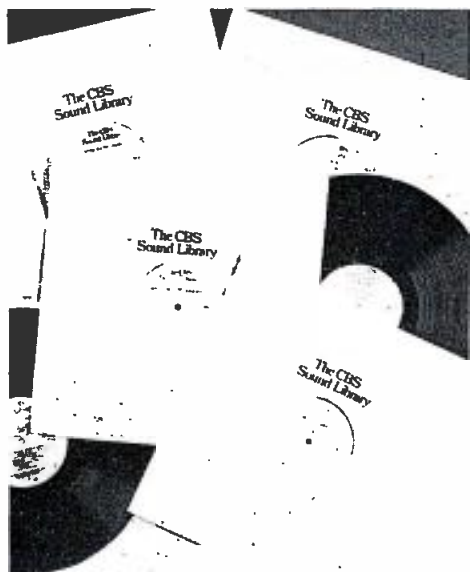
This individual will direct a talk/music variety program and other shows as assigned such as dramatic production and public affairs. This person should have extensive knowledge of major market studio, post, and remote production in standard and minicam operations and should have ability to relate to and motivate talent for discussion and dramatic productions. Candidates should have three years' major market television directing experience.

ASSOCIATE PRODUCER/ LOCATION PRODUCER

This individual will conceptualize, develop, and produce segments from the studio and remote locations with a special interest in entertainment. Candidates should have five years' producing experience.

These positions are demanding and require a great deal of professionalism. Interested and qualified applicants should send resume (no telephone calls please) to: Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F



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**OVER 8 HOURS OF
SOUND EFFECTS:** fire engines and fire-
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is enclosed.

Help Wanted Announcers

TV Magazine Program

Major TV Group has the best hosting job in the
United States with established magazine
program. Don't make a move until you
send your resume!

BOX G-245.

We are an Equal Opportunity Employer.

Help Wanted Technical

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.

OPERATORS & MAINTENANCE ENGINEERS NEEDED!

Excellent jobs and pay for persons with thorough
knowledge of tv engineering. Must know ENG and
digital, and have two years experience or more.
(Beginner app's welcome for other engineering posi-
tions.) All jobs require 1st Class FCC license. Call Mar-
vin Born, 512-883-6511. Equal Opportunity
Employer.

BROADCAST TECHNICIAN

Minimum of two years broadcast experience
plus a BS in electrical engineering. Operating
positions include Video Tape, Projectors,
Camera and Audio. First Class FCC license.
Applications available WTTG, 5151 Wisconsin
Avenue, N.W. Washington, D.C. 20016, NO
PHONE CALLS.

WTTG is an Equal Opportunity Employer

Help Wanted News

NEWS DIRECTOR

Midwest TV & Radio Station looking for experienced
News Director to manage completely equipped News
Department, including live ENG. Must possess good
journalistic judgment and be able to administer bud-
get. EEO employer. Send resume to Box G-210.

Environmental Reporter

KRON-TV in San Francisco is con-
ducting a nationwide search for an
Environmental/Science/Weather re-
porter. This person should have pre-
vious reportorial experience, prefer-
ably in reporting on Environment,
Science or Weather. Send resumes
and videocassette auditions to:

Mitch Farris
News Director
KRON-TV
Box 3412
San Francisco, CA 94119

Help Wanted News Continued

ANCHOR/REPORTER

6 & 10 weekdays. No. 1 ABC affiliate. Resumes/Cassettes to ND Ridge Shannon, KMBC-TV, 1049 Central Ave., Kansas City, Mo. 64105 (816) 421-2650.

ANCHOR TALENT

Co-anchor for 6-11 PM news in great midwest market. Must be sharp, aggressive, able to think and write news. This good paying position won't be open long. Send resume, salary requirements and a writing sample to Box G-177. EEO employer.

News Director

Southern medium market. VHF Network seeking experienced broadcast journalist for News Director position. Journalism degree preferred, minimum five years television news experience, personnel management a must. Send complete background information to Manager, WJTV, Box 8387, Jackson, MS. Equal Opportunity Employer

Weatherperson

for top twenty market. Meteorologist preferred. Send resume and cassette to News Director, WFLA, Inc. P O Box 1410, Tampa, FL 33601. E.O.E.

STREET REPORTER

LOCAL STATION IN TOP TEN MARKET needs street reporter with heavy TV/News experience aggressive, mature journalist who likes to work and dig and who can turn out polished film and ENG pieces as part of a small staff. SEND RESUME TO P. O. Box G-224.

EQUAL OPPORTUNITY EMPLOYER M/F

Situations Wanted Management

CEO—Radio/TV/CATV

National, International.
High level of achievement.
Box G-234.

Situations Wanted News

You Want Frank Gifford???

How about Pat Summerall or Rick Barry. No, I'm none of the above, but I'm an ex-jock sportscaster. I just never made it to the big leagues. As a six-year pro in TV, tho, I know my sports and how to deliver it. Top 40 market now, but I want more. Box G-231.

NEWS/TALK PRO

Completely well-rounded news anchor, talk host, editorialist. Knows WHAT to say, not just how. 6 years Top 3 market TV, with Emmy 3 1/2 college degrees. 4 years overseas. 3 trips around world. Mature 45-years-old and growing! \$180 for heavy 50-hour radio/TV week. Dan O. (312) 642-6626.

Situations Wanted News Continued

News Director/Anchor

Top 5 market. Emmy award winning anchor seeks medium market with good climate. Experienced reporter, creative producer and former news director. Box G-247.

Situations Wanted Programing, Production, Others

Buy One—Get 3 Free!

Here's a special offer you should not pass up. I am a dynamic young and creative producer, director, announcer and program host with 12 years major market background. Hire me for any one of the above positions and you receive my other talents absolutely FREE! Available August 1st. 213/653-5483.

Free Film

FREE FILMS? CALL MODERN TV
The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Lum & Abner Distributors

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Employment Service

"HOT TIPS!"

YOUR MONEY BACK ... If ANY issue doesn't give you an edge in your jobhunt. EXCLUSIVE RADIO OPENINGS! 55-75 NEW jobs per WEEK for jocks, news, programming & production ALONE! \$12 for 13 weeks. \$30/yr. FREE SAMPLE! Call our 24 HOUR HOTLINE! 904-252-3861. Box 678, Daytona, FLA 32017

For Sale Equipment

FOR LEASE OR LEASE-PURCHASE

Working tele-van. Now active in Major West Coast market. Three cam. Custom-built, ideal for broadcast, sports, mobile or fixed location. Specs, details available. Box F-169.

Business Opportunity

REAL ESTATE WANTED

Will purchase and lease back your tower site and/or equipment. \$50-300M range. J.A. Harris, CheckersSimon & Rossner. 33 N. LaSalle. Chicago 60602 (312) F1 6-4242.

For Sale Stations

NORTH CAROLINA

Top Market Full Time AM Exclusive Offering. Excellent Potential in Rich Growth Area. Terms to Qualified Buyer. Submit Financial Qualifications.

Box G-123.

VHF

Small Market VHF Television Station for sale.

Box G-196.

Financial and Management Advisory Mergers/Acquisitions

Robert R. Pauley
E. F. Hutton & Company Inc.
One Boston Place
Boston, MA 02108
(617) 523-7600

H.B. La Rue, Media Broker

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East Coast:
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For Sale Stations Continued

Virginia Large Market
Powerful Daytimer
Priced Right
Good Terms
Profitable
Box G-233.

MID-ATLANTIC

Class IV Fulltime AM
 Powerful FM
 Terms
 Good Cash Flow.
 Box G-241.

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Brokers, Consultants & Appraisers

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 Los Angeles, Ca. 90049 Washington, D.C. 20036



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 14902
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HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
 OVER A DECADE OF SERVICE
 TO BROADCASTERS

The Holt Corporation
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 Bethlehem, PA 18016
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Holt Corporation West
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CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

MW Small	AM/FM	\$655K	\$175K
S Medium	Fulltime	\$200K	Cash
W Metro	AM	\$325K	Terms
S Metro	AM	\$525K	\$265K
E Major	AM	\$725K	29%

CONTACT

David Kelly	(414) 499-4933
Bill Hammond	(214) 387-2303
Bill Whitley	(214) 387-2303
Bill Chapman	(404) 458-9226
Warren Gregory	(203) 767-1203

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

- New construction permit. 10,000 Watt daytimer. Small town, Mid-South. Potential population coverage about 200,000. \$45,000 or lower as per FCC approval.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Ethnic daytimer in Southern part of N.C. \$160,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
- 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.
- 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.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. June 28	Closing Wed. June 21	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	47 3/8	47 3/8		51 3/4	35 3/8	8	18,221	863,219
CAPITAL CITIES	CCB	N	70 1/4	71 5/8	- 1 3/8	74 3/4	44 3/4	11	7,115	499,828
CBS	CBS	N	52 7/8	54 3/8	- 1 1/2	62	43 7/8	8	28,100	1,485,787
COX	COX	N	42 1/2	42 1/2		43 5/8	25 1/2	11	6,637	282,072
GROSS TELECASTING	GGG	A	22 7/8	22 3/4	+ 1/8	23 7/8	13 5/8	10	800	18,300
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2		11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	33 1/8	35 3/4	- 2 5/8	37 1/8	16 1/2	10	2,801	92,783
MOONEY	MOON	O	5 3/8	4 7/8	+ 1/2	5 3/8	1 7/8		425	2,284
RAHALL	RAHL	O	20	20		21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRIP	O	44	45	- 1	45	30 1/2	9	2,589	113,916
STARR	SBG	M	12 3/4	12 3/4		13 1/8		12	1,512	19,278
STORER	SBK	N	29 3/4	28 7/8	+ 7/8	31 1/2	19 3/8	10	4,876	145,061
TAFT	TFB	N	38 1/2	41 3/4	- 3 1/4	44 7/8	24 5/8	8	4,119	158,581
TOTAL									78,921	3,711,702

Broadcasting with other major interests

AOAMS-RUSSELL	AAR	A	8 1/2	8 3/4	- 1/4	9 3/8	3 3/4	9	1,229	10,446
JOHN BLAIR	BJ	N	25	24 7/8	+ 1/8	25 7/8	11 1/8	6	2,427	60,675
CHRIS-CRAFT	CCN	N	11 3/8	10 1/2	+ 7/8	11 3/8	4 1/2	27	4,458	50,709
COMBINED COMM.	CCA	N	28 5/8	27 7/8	+ 3/4	28 5/8	19	13	10,380	297,127
COWLES	CWL	N	22 1/4	23 3/8	- 1 1/8	24 7/8	12 1/2	22	3,969	88,310
DUN & BRADSTREET	DNB	N	33 3/8	33 1/2	- 1/8	35 5/8	26 1/4	15	26,339	879,064
FAIRCHILD IND.	FEN	N	26 7/8	26	+ 7/8	28 3/4	9 1/2	10	5,708	153,402
FUQUA	FOA	N	10 3/4	10 7/8	- 1/8	13	8	7	9,396	101,007
GANNETT CO.	GCI	N	42 3/4	42 3/4		44 3/4	32 3/4	16	22,430	958,882
GENERAL TIRE	GY	N	24 7/8	25 3/4	- 7/8	29 1/4	22 3/8	5	22,692	564,463
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4		4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	19 1/2	19 1/2		19 1/2	8		8	475	9,262
HARTE-HANKS	HMN	N	41 3/4	41 1/2	+ 1/4	41 3/4	26	14	12,500	521,875
JEFFERSON-PILOT	JP	N	29 7/8	30 3/8	- 1/2	32 3/8	26 5/8	9	23,351	697,611
MARVIN JOSEPHSON	MRVN	O	16	16 1/4	- 1/4	17 1/4	10 1/4	9	1,978	31,648
KANSAS STATE NET.	KSN	O	12 1/8	12 3/4	- 5/8	13 3/8	4 3/4	11	1,727	20,939
LEE ENTERPRISES	LNT	N	28 3/8	31 1/4	- 2 7/8	31 1/4	22 1/4	11	4,930	139,888
LIBERTY	LC	N	27 1/2	28 1/4	- 3/4	29 1/4	18	7	6,762	185,955
MCGRAW-HILL	MMP	N	22 5/6	23 1/4	- 5/8	24 1/4	15 5/8	10	24,682	558,430
MEDIA GENERAL	MEG	A	18 1/4	18 3/8	- 1/8	20	13 5/8	10	7,451	135,980
MEREDITH	NDP	N	33 3/4	35 1/2	- 1 3/4	36 3/8	17 3/8	8	3,074	103,747
METROMEDIA	MET	N	54 5/8	52 7/8	+ 1 3/4	57	25 1/4	11	6,630	362,163
MULTIMEDIA	MED	O	23	25 3/4	- 2 3/4	27 1/2	16 1/4	12	6,594	151,662
NEW YORK TIMES CO.	NYKA	A	22	29 1/8	- 7 1/8	29 1/2	15 3/4	9	11,599	255,178
OUTLET CO.	OTU	N	24	24 3/8	- 3/8	26 5/8	16 5/8	6	2,415	57,960
POST CORP.	POST	O	31 1/4	32 1/2	- 1 1/4	33 1/2	16 1/4	9	867	27,093
REEVES TELECOM	RBT	A	3 1/8	3 3/8	- 1/4	3 3/8	1 3/4	45	2,388	7,462
ROLLINS	ROL	N	18 1/8	18	+ 1/8	24 1/4	14 7/8	10	33,000	598,125
RUST CRAFT	RUS	A	25 1/4	24 5/8	+ 5/8	25 1/4	8 1/2	15	2,297	57,999
SAN JUAN RACING	SJR	N	13 1/4	13 3/8	- 1/8	13 3/8	7 5/8	19	2,509	33,244
SCHERING-PLOUGH	SGP	N	32	32 1/2	- 1/2	44 3/4	26 3/8	10	53,870	1,723,840
SONDERLING	SDB	A	20 7/8	20 3/4	+ 1/8	20 7/8	8 3/8	9	1,105	23,066
TECH OPERATIONS	TO	A	6 3/4	7	- 1/4	7	2 3/8	169	1,344	9,072
TIMES MIRROR CO.	TMC	N	28 1/2	29 5/8	- 1 1/8	30 1/2	20 3/4	9	34,760	990,660
TURNER COMM.*	O	12 1/2	12 1/2		12 1/2	5			3,800	47,500
WASHINGTON POST CO.	WPO	A	38 3/4	41 1/8	- 2 3/8	43 5/8	21 3/4	9	8,200	317,750
WOMETCO	WOM	N	14 1/4	14	+ 1/4	15 3/4	10 7/8	9	9,554	136,144
TOTAL									379,662	10,381,505

Cablecasting

ACTON CORP.	ATN	A	9 3/4	10 3/8	- 5/8	10 1/2	3 1/8	8	2,710	26,422
AMECO*	ACO	O				1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	43 1/2	41 1/2	+ 2	49	19 3/4	19	3,996	173,826
ATHENA COMM.*	O	3/8	3/8			7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	5 1/8	5 3/8	- 1/4	6 1/8	3 1/8	23	8,381	42,952
CABLE INFO.*	O	1/4	1/4			1 1/2	1/4	1	663	165
COMCAST	O	10 3/8	10 1/4	+ 1/8	+ 1.21	11 1/2	3 3/4	14	1,583	16,423
COMMUN. PROPERTIES	COMU	O	14 1/2	14 1/2		14 7/8	3 5/8	18	4,839	70,165
ENTRON*	ENT	O	1 1/4	1 1/4		3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	31 3/8	32	- 5/8	33 7/8	17 5/8	10	7,508	235,563
GENEVE CORP.	GENV	O	14 1/8	13 1/4	+ 7/8	14 5/8	7 1/2	7	1,121	15,834
TELE-COMMUNICATIONS	TCOM	O	18	16 3/4	+ 1 1/4	19	2 7/8	257	5,281	95,058
TELEPROMPTER	TP	N	11	10 7/8	+ 1/8	13 1/8	6 3/4	20	16,926	186,186
TEXSCAN	TEXS	O	1 1/2	1 1/2		2	1 1/4	9	786	1,179
TIME INC.	TL	N	40 7/8	40 1/4	+ 5/8	48 3/4	31 3/4	9	20,450	835,893
TOCOM	TOCM	O	9	9 1/4	- 1/4	9 1/4	2 1/4	19	894	8,046
UA-COLUMBIA CABLE	UACC	O	32	32		35	15 1/2	19	1,679	53,728
UNITED CABLE TV	UCTV	O	16 1/2	16 7/8	- 3/8	18 3/8	3 7/8	21	1,915	31,597
VIACOM	VIA	N	21 5/8	21 3/4	- 1/8	23 1/2	9 1/2	14	3,795	82,066
TOTAL									86,831	1,877,122

	Stock symbol	Exch.	Closing Wed. June 28	Closing Wed. June 21	Net change in week	% change in week	1977-78 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming											
COLUMBIA PICTURES	CPS	N	20	18 7/8	+ 1 1/8	+ 5.96	21 1/2	7 3/8	4	9,254	185,080
DISNEY	OIS	N	40 1/2	41	- 1/2	- 1.21	47 5/8	32 1/2	15	32,380	1,311,390
FILMWAYS	FWY	A	14 5/8	15	- 3/8	- 2.50	15 1/2	6 7/8	11	4,258	62,273
FOUR STAR			1 1/4	1 1/2	+ 3/4	+ 150.00	1 1/4	1 1/2	13	666	832
GULF + WESTERN	GW	N	14	13 7/8	+ 1/8	+ .90	18 3/8	10 1/4	5	48,215	675,010
MCA	MCA	N	47 5/8	49 1/2	- 1 7/8	- 3.78	54	32	9	18,558	883,824
MGM	MGM	N	38	36 1/4	+ 1 3/4	+ 4.82	38	16	15	14,609	555,142
TRANSAMERICA	TA	N	15	15 1/4	- 1/4	- 1.63	16 1/2	13 1/4	6	66,781	1,001,715
20TH CENTURY-FOX	TF	N	39 3/8	34 3/8	+ 5	+ 14.54	39 3/8	10	5	7,733	304,486
VIDEO CORP. OF AMER	O		7	5 1/4	+ 1 3/4	+ 33.33	8	3 1/2	14	988	6,916
WARNER	WCI	N	41 3/8	39 7/8	+ 1 1/2	+ 3.76	45	25 3/4	8	14,458	598,199
WRATHER	WCO	A	11	11 1/8	- 1/8	- 1.12	12 1/2	4 1/2	28	2,243	24,673
TOTAL										220,143	5,609,540

Service

BBDO INC.	BBDO	O	35 1/4	34 3/4	+	1/2	+	1.43	38	22 1/2	9	2,513	88,583
COMSAT	CQ	N	39 1/4	38 3/4	+	1/2	+	1.29	44	28 3/4	12	10,000	392,500
DOYLE DANE BERNBACH	DOYL	O	24 1/4	22 1/4	+	2	+	8.98	25	16 3/4	7	1,776	43,068
FOOTE CONE & BELDING	FCB	N	20 1/4	20 7/8	-	5/8	-	2.99	21 1/4	14 3/4	7	2,304	46,656
GREY ADVERTISING	GREY	O	30	29	+	1	+	3.44	34	16 1/2	4	716	21,480
INTERPUBLIC GROUP	IPG	N	33 3/4	35 3/4	-	2	-	5.59	39 1/4	22 1/2	8	2,387	80,561
MCI COMMUNICATIONS	MCIC	O	3 3/4	4 1/4	-	1/2	-	11.76	4 7/8	7/8	38	20,159	75,596
MOVIELAB	MOV	A	2 1/4	2 1/4				3	1		13	1,414	3,181
MPO VIDEOTRONICS*	MPO	A	5 7/8	5 7/8				65 3/8	4		7	520	3,055
A. C. NIELSEN	NIELB	O	27 1/4	27 1/2	-	1/4	-	.90	28	18 7/8	13	10,832	295,172
CGILVY & MATHER	OGIL	O	55 1/2	56	-	1/2	-	.89	56	31	10	1,805	100,177
J. WALTER THOMPSON	JWT	N	26 3/4	27 1/4	-	1/2	-	1.83	27 3/8	15 1/8	8	2,649	70,860
WESTERN UNION	WU	N	16 5/8	16 5/8				20 1/4	15 3/4		7	15,177	252,317
TOTAL											72,252	1,473,206	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	8	7	+ 1	+ 14.28	8 1/4	2 3/8	8	1,672	13,376
AMPEX	APX	N	13 7/8	14 3/8	- 1/2	- 3.47	17 1/4	7 3/8	12	10,928	151,626
ARVIN INDUSTRIES	ARV	N	18 1/2	19 1/8	- 5/8	- 3.26	22 1/2	14 1/2	5	5,959	110,241
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4	4 3/4	- 3/4	- 15.78	5 3/8	1 3/4	10	2,127	8,508
CDHU	CDH	A	4	3 7/8	+ 1/8	+ 3.22	4 1/2	2 1/8	11	1,779	7,116
CONRAC	CAX	N	20 3/4	21 5/8	- 7/8	- 4.04	27 1/4	19 1/4	8	1,842	38,221
EASTMAN KODAK	EASKO	N	54 1/2	54	+ 1/2	+ .92	86 3/4	42	13	161,370	8,794,665
FARINON	FARN	O	13 1/4	12 1/4	+ 1	+ 8.16	14	8	13	4,635	61,413
GENERAL ELECTRIC	GE	N	49 3/4	50 1/4	- 1/2	- .99	56 5/8	44 1/2	10	184,581	9,182,904
HARRIS CORP.	HRS	N	54 1/4	54 1/8	+ 1/8	+ .23	59 3/4	28	14	12,455	675,683
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	45	45			45	1/4		2,701	121,545
M/A COM. INC.	MAI	N	26 7/8	26 1/4	+ 5/8	+ 2.38	41 7/8	20 1/4	14	1,320	35,475
3M	MMM	N	54 5/8	54 7/8	- 1/4	- .45	57	43 1/2	14	115,265	6,296,350
MOTOROLA	MOT	N	45 1/8	45 5/8	- 1/2	- 1.09	56 7/8	34 1/4	12	28,544	1,288,048
N. AMERICAN PHILIPS	NPH	N	27 1/2	28	- 1/2	- 1.78	36	24 3/4	6	12,033	330,907
OAK INDUSTRIES	OAK	N	28 7/8	29 7/8	- 1	- 3.34	34 1/8	9 5/8	44	1,746	50,415
RCA	RCA	N	26 7/8	27 1/2	- 5/8	- 2.27	31 3/4	22 3/4	8	74,810	2,010,518
ROCKWELL INTL.	ROK	N	31 7/8	31 5/8	+ 1/4	+ .79	36 3/4	28 1/4	7	33,600	1,071,000
RSC INDUSTRIES	RSC	A	2 5/8	2 3/4	- 1/3	- 4.54	2 7/8	1 5/8	38	2,690	7,061
SCIENTIFIC-ATLANTA	SFA	A	25 1/4	27 5/8	- 2 3/8	- 8.59	29 1/2	16 3/4	13	2,429	61,332
SONY CORP.	SNE	N	8 1/8	7 3/4	+ 3/8	+ 4.83	10 3/8	7	14	172,500	1,401,562
TEKTRONIX	TEK	N	40 7/8	41 1/2	- 5/8	- 1.50	68 1/2	28 1/4	13	17,804	727,738
TELEMATION	TLMT	O	1 1/4	1 1/4			2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	17	17 1/4	- 1/4	- 1.44	21	14 3/4	11	6,838	116,246
WESTINGHOUSE	WX	N	21 1/4	21 5/8	- 3/8	- 1.73	23 1/4	16 1/4	7	86,656	1,841,440
ZENITH	ZE	N	14 1/8	14 1/4	- 1/8	- .87	28	11 3/8	19	18,818	265,804
TOTAL									967,529	34,673,106	

GRAND TOTAL 1,805,338 57,726,181

Standard & Poor's 400 Industrials Average 105.40 106.13 -0.73

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 Horblower, 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.

Bob Rosencrans: nurturing a cable MSO from infancy

When Robert Rosencrans, president and chief executive officer of UA-Columbia Cablevision Inc., talks about his business, he sounds like a programmer. And he means to.

For the present, he mentions the upwards of 50 local hours each week at UA-Columbia's northern New Jersey system ("that's what every system will be moving toward"). Or the national distribution of Madison Square Garden sports and *Calliope* children's programming.

For the future, there's the video-game potential. And perhaps nationwide cable coverage of Capitol Hill activity (he's chairman of an industry group pushing a congressional gavel-to-gavel coverage plan).

Bob Rosencrans is emphatic that his idea of the cable business goes "well beyond the concept of just retransmission of signals." Not as competition to conventional broadcasting, he says, but as a way to "fill gaps," take "advantage of the multiplicity of channels" and service "specialized and limited audiences."

The company that Mr. Rosencrans co-founded and has been leading since 1962 has more than a few channels to offer the cable public. At an estimated worth of about \$7.8 million (including \$26 million debt), UA-Columbia operates about 20 system groups in 100 communities and 16 states, representing some 250,000 subscribers.

For a multimillion-dollar company, the beginnings as Columbia Television Co. were relatively humble. Ten partners put up \$550,000, and a 3,300-subscriber system in Pasco-Kennewick, Wash., was acquired. The company took its name from the area's Columbia river.

At that point, Bob Rosencrans became a cable system operator. However, his entrance into the cable programming business came earlier, in 1953, when at 26 he helped form Box Office TV, a closed-circuit operation that had large-screen offerings including Notre Dame football.

What seemed to Mr. Rosencrans a good business opportunity also attracted the interest of others. Box Office TV, which was then leaning more toward closed-circuit business meetings, was taken over in 1955 and renamed Sheraton Hotel Closed-Circuit TV Corp. Mr. Rosencrans also remained the divisional boss when Teleprompter Corp. took control the following year and was presenting boxing matches and handling meetings for the likes of General Motors, Ford and Pan Am.



Robert Morris Rosencrans—chief executive and president, UA-Columbia Cablevision Inc., Westport, Conn.; b. March 26, 1927, Woodmere, New York; U.S. Air Force, 1951-52; BA, economics, Columbia University, 1949; MBA, business, Columbia, 1951; co-founder and partner, Box Office TV, New York, 1953 (became Sheraton Hotel Closed Circuit TV Corp., 1955; became division of Teleprompter, 1956); co-founder, Columbia Television Co., 1962, which became UA-Columbia Cablevision in 1972; m. Marjorie Meyers, 1956, four children—Richard, 20; Ron, 17; Robbie Jo, 14; Robert, 12.

By 1962, the closed-circuit business-meeting business had "lost its steam" as video tape was coming into its own, Mr. Rosencrans recalls. Simultaneously, however, Mr. Rosencrans says, he saw another business ready to take off—cable.

Pasco-Kennewick was bought. It became the lead system in a series of acquisitions and mergers that gave the company its development potential. In 1963, the firm bought a second system, in Pendleton, Ore., and by 1964, subscriber count over-all was at the 10,000-mark.

"The nucleus to go public" in 1968 came a year earlier with the purchase of systems in Yuma, Ariz., and El Centro, Calif. When the renamed Columbia Cable Systems Inc. began selling 175,000 shares over the counter at \$15, it had about 25,000 subscribers all told. A decade later, UA-Columbia Cablevision has 1,915,000 shares outstanding at about \$32; its debt is \$26 million.

The money brought in from going public was used to rebuild newly acquired systems in San Angelo, Tex., and Fort Pierce-Vero Beach, Fla. By the time of the company's major merger in 1972, Columbia Cable had about 60,000 subscribers to combine with United Artists' 75,000 to form UA-Columbia Cablevision.

Acquisitions and system construction continued. And in 1978, the MSO now has

its eyes on the franchise for San Antonio, Tex., an area that has 200,000 homes.

As the hardware end of the business was being nurtured for potential growth, so was the software end. That Mr. Rosencrans places an emphasis on programming early on is explained by his background—from "a business and exhibition side" not from construction and engineering. His job at U-A Columbia, however, means blending all four of those aspects. Mr. Rosencrans, the programmer, now claims some 1.5 million subscribers across the country who can receive the Madison Square Garden feeds. That involvement was first tested back in 1970 in the Wayne, N.J., system.

UA-Columbia Cablevision's initial step into the pay-cable business was with Optical Systems, but by 1973 it was using microwave to bring Home Box Office to New Jersey.

The significance of the UA-Columbia/HBO connection, however, was to show itself two years later when UA-Columbia and American Television & Communications became the first MSO's to set up earth stations to receive the inaugural satellite feed from HBO.

That first Ali-Frazier fight was only carried in Fort Pierce and Vero Beach for UA-Columbia, but months before and on a Monday following a Friday when HBO Chairman Gerald Levin had made his pitch, UA-Columbia began making its plans to build seven earth stations (at the time, a \$100,000 commitment for each).

Bill Daniels, president of Daniels & Associates, who has known Mr. Rosencrans since the time they were both working for Teleprompter and Mr. Rosencrans was negotiating rights for the fights, calls him a "tremendous asset to the cable industry," citing his "good purchases," continuous franchising efforts and "vision and hard work" to do something about Madison Square Garden when many others were just looking at the possibilities.

When not in Westport, Conn., with his wife and four children, Mr. Rosencrans is likely to be working in the community, fundraising for his alma mater, acting as president of his country club or with the local health systems agency.

Then there's his latest volunteer effort, one that doesn't seem so unusual for a man who was varsity pitcher for his college baseball team and who years later has been an integral part in distribution of Madison Square Garden sports. He's cable's representative on the board of trustees of Save Amateur Sports, an interindustry effort to return sports to New York City high schools where they've been cut back.

A need for counsel

As reported here a week ago, there is growing concern among knowledgeable broadcasters that their interests will be under-represented in the world administrative radio conference next year. The U.S. delegation itself contains a lopsided representation of FCC staffers who, if not wedded to land-mobile causes, are at least uninterested in the perpetuation of broadcasting's present assignments in the spectrum. The delegation's advisory committee contains grossly disproportionate shares of land-mobile and broadcasting representatives.

Glen O. Robinson, the professor who is to head the U.S. delegation, professes to see no imbalance in the composition of delegation or committee. Despite his former service on the FCC, where he was in a position to get glimpses of the real world, Mr. Robinson may be looking at his lists with an academic detachment. For every advisory committee member from a Motorola, which is primarily committed to the manufacture and sale of land-mobile equipment, there ought to be a counterpart from a company equally committed to the broadcast market. There is not. For every delegation member from a nonbroadcast (or even antibroadcast) section of the FCC there ought to be one from broadcasting. The ratio in this case is four to one.

If Mr. Robinson can conclude that the appointees constitute an impartial body or an evenly distributed collection of conflicting interests, he may be imperfectly prepared to grapple with the hard-eyed professional negotiators he is destined to meet in the pit at Geneva next year. More than ever, it appears that he could use a senior adviser with experience in international negotiation and knowledge of spectrum use. A logical nominee for that role is FCC Commissioner Robert E. Lee.

Mr. Lee has been seasoned by more than 24 years on the FCC and by membership or chairmanship of U.S. delegations to five international conferences. His long-time championship of UHF television may not endear him to the land-mobile interests, but his general interest in the American position in international spectrum allocations cannot be denied. He would have made a splendid co-chairman of the U.S. delegation to WARC '79, but the administration chose not to share Mr. Robinson's command. As senior adviser, Mr. Lee would not impinge upon the chairman's protocol and, while retaining his FCC assignment, would be available as the occasion required to lend Mr. Robinson experience and toughness, qualities that may otherwise be absent on our side in Geneva.

Stopgap financing

From its inception, this country's noncommercial broadcasting system has been an orphan, existing principally on doles, grudgingly disbursed. Federal funding has been insufficient to support the system by itself, and criticized not only for its parsimony but also for its threat of federal corruption of the system's independence. State and local governmental grants rise and fall in competition with the demands of other services and moods of local taxpayers. Fund solicitation from the public is increasingly expensive as direct-mail costs rise, and increasingly criticized as audiences are bombarded by on-air promotion. Commercial underwriting of major programs is getting closer to the forbidden sale of advertising, if indeed it did not long ago cross the line.

No wonder future funding was a topic of interest at the annual membership meeting of the Public Broadcasting Service in Dallas last week.

Much of the discussion centered on pending legislation to authorize federal budgets for the next three years. Senate and

House versions are about even in the limits specified (in the House bill, \$180 million in fiscal 1981, \$200 million in 1982 and \$220 million in 1983; in the Senate, \$180 million in 1981 and \$200 million in each of the next two years). They differ, however, in the strings they would attach to the federal bounty.

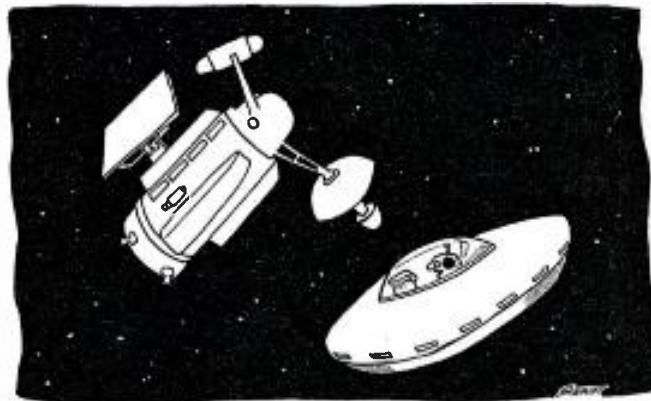
There is no space here to discuss the differences, except to note that in general both bills confer added authority on the Corporation for Public Broadcasting, under increased surveillance of the government's General Accounting Office, and thus would remove some autonomy from local stations. The Public Broadcasting System, which at times has been at odds with CPB, sees little expansion of its role in either legislative measure, although if it had to make a choice, it would take the Senate's somewhat less restrictive bill.

Both houses must pass some kind of legislation if the noncommercial system is to operate with the ability to plan its immediate future. We tend to think the Senate bill, with its lesser federal oversight, is to be desired. But neither bill can pretend to define the noncommercial system's long-range function and to provide the means to perform it. The making of long-range policy has now been pre-empted by the House Communications Subcommittee's rewrite of the Communications Act. The rewrite contains the model of a new bureaucracy in noncommercial broadcasting and a radically new method of federal funding derived from fees paid by spectrum users, especially those operating commercial television stations in VHF spectrum space.

Coincidentally, the second Carnegie Commission is working on its federally assigned study of the noncommercial system that its predecessor largely invented. If its time is not to be utterly wasted, the final consideration of the public broadcasting provisions in the act rewrite must await the Carnegie report. At the PBS meeting last week, the Carnegie chairman dropped the figure of \$1.5 billion a year as the probable goal for a system now operating on a fraction of that figure. He did not, however, reveal his magic formula to raise the sum.

There are features of the act rewrite that deserve general support, especially those parts that outlaw the sale of advertising under the pseudonym of commercial underwriting and those declaring the noncommercial system's independence of federal controls.

The funding, however, is open to much debate, not only as to sources but also amounts. It will be a while before Congress can write the legislation to succeed the Public Broadcasting Act of 1967.



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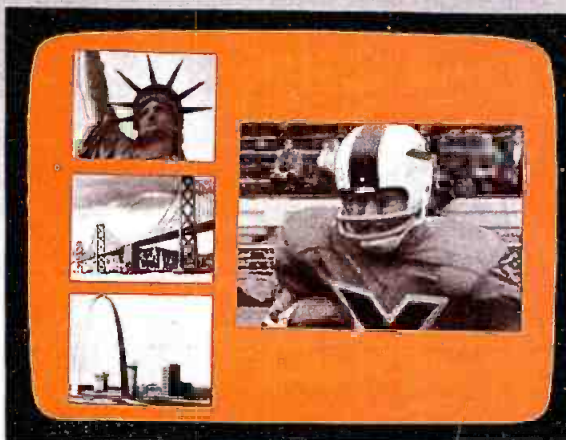
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