

Gavel to gavel: the NAB convention
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Our 46th Year 1977

NEWSPAPER



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"Wherever she goes—including the U.S., European capitals, Mexico, South America and Japan, the lady is an international superstar, with one of the most devoted followings ever to attend a singer."
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And what a way to get around the shortage of great movies!

Reserve The Big Novels now! For Fall 1978.

MCA TV

**The highest preference score of any television series
among women 18-49, according to the January '77 TVQ.*

The Week in Brief

FIELD DAY ON FIRST AMENDMENT □ Centerpiece session at NAB convention in Washington features Severeid with an eloquent plea for full free-press rights for broadcasters, Loewinger and Cox in a rerun of their dialectic days on the FCC, Johnson with a reminder that he's still Nick Johnson, Pastore as the old lion and Washburn as the reluctant deregulator. **PAGE 21.**

FITTING FINALE □ Then at the last session of the convention, FCC Chairman Wiley and his crew of commissioners are on the hot seats in a discussion of free-press rights and their relationship to radio and television. **PAGE 26.**

WASHINGTON WEEK THAT WAS □ NAB'S 55th was, if nothing else, big. Upwards of 12,000 were in attendance in one capacity or another, and not one of them would have been able to attend all the sessions that took place or see all of the equipment and services that were on sale. **PAGE 27.**

BIGGEST OF THEM ALL □ It's clear now why Joe Allbritton went to all that trouble to acquire the *Washington Star* and its associated broadcast properties. He's sold WMAL-TV to Combined Communications for a record-smashing price of \$65 million in nonvoting stock and KOCO-TV Oklahoma City in trade. **PAGE 28.**

SHOCKER ON PAY TV □ The appeals court decision on the FCC's pay-cable rules was so stunning that those affected have no set idea on what to do next. **PAGE 29.**

NEARING END OF TRAIL □ FCC Chairman Wiley's farewell to the NAB calls for less government presence in broadcasting but emphasizes that the deregulatory burden will be on local stations to provide quality service. **PAGE 33.**

SOLACE FOR WILEY □ An NAB panel of former FCC chairmen sympathizes with the current commission head in his stunning court defeats. Looking back at their own records, most say they would not have done things much differently. **PAGE 34.**

HOPE FROM HOLLINGS □ NAB delegates are pleased by the new Senate Communications Subcommittee chairman's thoughts on broadcasting. **PAGE 40.**

VAN DEERLIN: HALT □ With the FCC's pay-cable rules

squelched, the House Communications Subcommittee chairman contends there should be a law to ban sports siphoning. **PAGE 41.**

HIGH MARKS AGAIN □ Latest Roper study for TV finds a little slippage for TV in public esteem, but it remains far and away the dominant medium. **PAGE 43.**

FUTURE OF RADIO □ Better revenues, much improved status for FM, deregulation and automation are parts of an upbeat forecast for the medium by 1985. **PAGE 45.**

GAP CLOSING □ Representatives of citizen groups and broadcasters agree they still have some differences, but that both sides have become more understanding and less acrimonious. **PAGE 50.**

TWO FOR ONE □ It was SRO at an NAB session on AM stereo; hope is expressed for FCC standards soon. **PAGE 55.**

WARNING WORD ON MUSIC □ Leslie Arries, chairman of the All-Industry TV Stations Music License Committee, tells an NAB session that ASCAP will be seeking rate increases. **PAGE 73.**

BETTER DAYS □ Syndicated programming is better than ever and in the next two years new concepts in prime access will improve first-run syndication programming, says NAB panel. **PAGE 74.**

CABLE'S ROSY FUTURE □ Some participants at an NAB workshop predict an annual cable growth rate of from 14% to 17% in the next decade. **PAGE 75.**

A STAR IS BORN □ One-inch video-tape recorders are a stand-out among stand-outs at the NAB convention equipment exhibits. Other big draws include time-base correctors, switchers, editors, cameras, still-storers, noise reducers and more. **PAGE 80.**

MIDDLEMAN □ Sam Vitt believes in thinking cautiously, but moving fast. It's a philosophy that has helped him build one of the leading media service organizations. **PAGE 105.**

Editor's note. "Where Things Stand," which normally appears the first issue of the month, will appear in the April 11 issue due to the volume of NAB convention-related reporting in this issue.

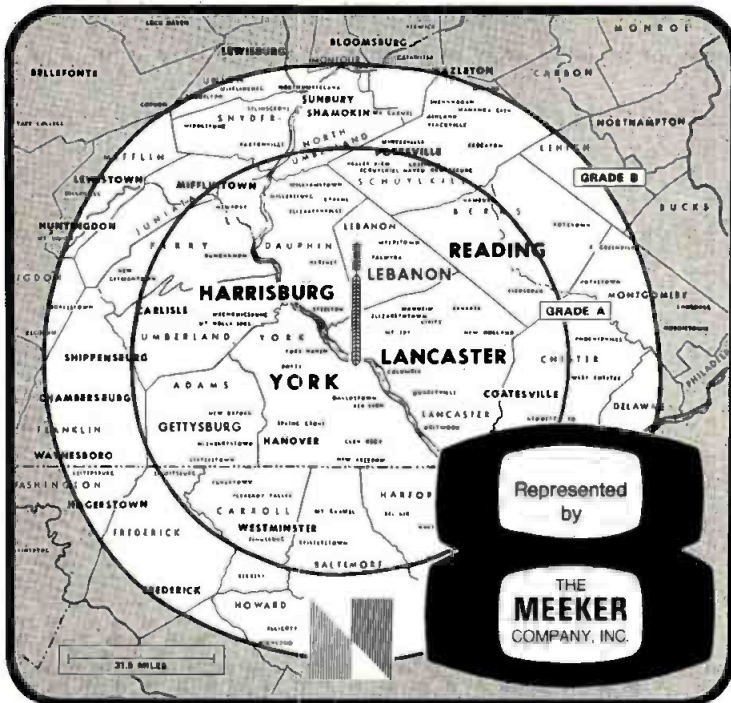
Broadcast Advertising... 63	Changing Hands..... 60	Equip & Engineering..... 80	Monday Memo..... 14
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* 1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.
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STEINMAN TELEVISION STATIONS

Closed Circuit®

Insider report: behind the scene, before the fact

Heavy support

FCC Commissioner Joseph Fogarty, who has not hidden his ambition to be chairman, is expected to get boost at White House from colleague, Commissioner Benjamin L. Hooks. Mr. Hooks, who had been regarded as President Carter's sure-shot choice for chairman until he was picked by National Association for Advancement of Colored People to be its executive director, says Commissioner Fogarty would make good chairman and plans to tell that to White House aides. Chairmanship becomes vacant on June 30, with expiration of term of Chairman Richard E. Wiley.

P&G on radio

Some of potentially best news for radio at National Association of Broadcasters convention wasn't on agenda. It was word from several western broadcasters indicating that Procter & Gamble—television's biggest advertiser—has bought as many as half-dozen radio stations per market in perhaps dozen markets for campaign for new type of Charmin. Just how big campaign is isn't clear, but it's said to go well beyond P&G's copy-test buys of recent years, and broadcasters hope it signals beginning of P&G's long-awaited return to radio.

Radio Advertising Bureau is known to have worked closely with P&G and several of its agencies, but officials there aren't talking. Campaign, running in conjunction with TV, was placed by Benton & Bowles, which thus becomes first agency to put substantial P&G budget into radio since company went into television.

Better left unsaid

President Carter's failure to turn out for National Association of Broadcasters convention in Washington last week probably can be classed as major news story that didn't happen. Carterologists say he would have given speech likely to cause distress among broadcast establishment. This is how they arrive at that conclusion: When NAB invitation was being considered by White House, presidential aides said that if President accepted, he would discuss "substantive" matters and waste no time on pleasantries. And brief message he sent indicated he is interested in such things as "needs of minorities" and "responsiveness of broadcasting."

Add sentiments he expressed at Ralph Nader forum in Washington last August, when he said he would use White House as pulpit from which to organize public opinion against violence on television (BROADCASTING, Aug. 16), and there is

basis for speculation that broadcasters were indeed denied newsy speech.

Home-size dishes

FCC and National Aeronautics and Space Administration are cooperating with Japanese in testing Japanese-built receiving antennas designed to pick up television signals from direct-broadcast satellites. NASA has permitted Japanese to test equipment in NASA facilities, and is now transmitting signals to U.S.-Canadian satellite which is relaying signals to two FCC-manned 1.6-meter dishes—one in seventh-floor office of FCC building in Washington, other at different locations in Washington.

FCC's "performance-evaluation" tests of Mitsubishi and Nippon Electric Co. dishes are said to be producing good-quality pictures on receiver in office of Julian Dixon, chief of research and standard division. Senior engineer in charge of project at commission is Irma Galane, who hopes commission is permitted to evaluate even smaller one-meter Japanese dish now being tested at NASA. All dishes are due to be shipped back to Japan in December, in advance of February launch of that country's first direct broadcast satellite.

Bigger and bigger

Katz Television projections for second quarter are that its larger-market stations will be up average of 11% to 14% over 1976 period, those in smaller markets about 8%. These would be substantial increases, considering that second quarter 1976 was block-buster, up 41.5% over 1975 period.

About to jell

Long-simmering speculation about changes affecting ABC News has reached point where some announcement is expected soon, possibly this week. Dominant report, unconfirmed, is that ABC Sports President Rooney Arledge will be put in charge of both news and sports but with ABC News President William Sheehan continuing to run news department. Other speculation, also unconfirmed, has Av Westin, former executive producer of *ABC Evening News*, returning to ABC.

Lids to be lifted?

After family viewing and violence, National Association of Broadcasters television code review board's next crisis may be how to respond to all those advertisers whose products or services have been singled out for special restriction in TV code. NAB Code

Authority (along with CBS and CBS-TV affiliate WFMY-TV Greensboro, N.C.) is being sued now by astrologer whose efforts to buy commercial time have been rebuffed. Association is hearing regularly from others besides astrologers as well—gambling enterprises and weight-reduction clinics using hypnotists, for examples.

Complainants' argument—that if their goods or services are legal they should be able to advertise them—is one NAB itself used when petitioning government for return of cigarette advertising. One prediction from inside association is that TV code board will one day drop specific product guidelines for more general guides on taste and substantiation. It's emphasized, however, that liquor and contraceptive ad bans will be last to go, if ever.

Smaller pie

Current feeling within All Industry TV Stations Music License Committee is that stations' payments to American Society of Composers, Authors and Publishers ought to be based on good deal less than total revenues, present basis. Sentiment is that attempt to put payments on strict per-use basis probably would be fruitless, but that some acceptable proportional formula might be devised: For instance, if 25% of station programs contained ASCAP music, payments might be based on 25% of revenues.

Principle presumably would also be sought in contracts with Broadcast Music Inc., but committee plans to negotiate first with ASCAP (story page 73). Committee, led by Leslie G. Arries Jr. of WBen-AM-FM-TV Buffalo, N.Y., expects to get down to hard negotiations by midsummer. Contracts expire end of 1977.

Telling all?

Stockton Helffrich, who retired as National Association of Broadcasters Code Authority director last week (he will continue as consultant until year's end), plans to write book about his career in TV program standards, encompassing 17 years with NAB and 27 years before that at NBC. To be anecdotal, even gossipy, book is scheduled for publication in fall of 1978.

Creative types

Broadcast Promotion Association is opening membership to people in art and graphics fields in broadcasting and cable. Idea was suggested to Lynne Grasz, of KMOX-TV St. Louis, BPA president, by Jerry Cappa, art director at KPLR-TV St. Louis, who has been admitted and has paid dues.

BANK ON

Donahue increases profits. It's almost inevitable! In market after market Donahue has improved ratings significantly over the same time period last season, making the time more productive to the station and, deserved

GOOD IN MORE THAN NINETY MARKETS

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GENUINE PROFITS

001218003

DONAHUE DOLLAR

*Source: NSI, November 1975 & 1976. Audiences and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Co

DONAHUE!

are profitable. You see, you can count on Donahue to make *enterprise* work! So, our station has the enterprise to go for bigger dollars, even Donahue-size dollars, the best bottom-line advice anyone can give you is to go to your telephone now—and call 513/352-5955. Ask for Don Dahlman, Lee Jackoway, or Roger Adams. You can bank on the information they have for you.

DONAHUE'S "PROOF OF PERFORMANCE" — RATING GROWTH IN THE SAME TIME PERIOD

		Nov. 1975*	Nov. 1976*
WBAL	Baltimore	3	6
WKBW	Buffalo	5	7
WCIA	Champaign	4	7
WOWK	Charleston-Huntington	2	7
WCBD	Charleston, S.C.	10	11
WGN	Chicago	3	4
WLWT	Cincinnati	4	10
WEWS	Cleveland	4	6
WDTN	Dayton	7	8
WJBK	Detroit	4	10
WTVW	Evansville	4	11
WPTA	Ft. Wayne	3	8
WLUK	Green Bay	6	8
WSPA	Greenville-Spartanburg	7	8
WTNH	Hartford-New Haven	4	5
WTTV	Indianapolis	2	3
WJXT	Jacksonville	5	7
KODE	Joplin	5	8
KCMO	Kansas City	3	4
WLKY	Louisville	2	3
WMAZ	Macon	4	6
WPLG	Miami	6	7
KETV	Omaha	3	5
WPVI	Philadelphia	2	6
WIC	Pittsburgh	2	3
WJAR	Providence	3	5
WTVR	Richmond	3	6
WCEE	Rockford	7	8
KCRA	Sacramento	5	7
KTVI	St. Louis	2	4
KCST	San Diego	1	4
WJCL	Savannah	6	7
WSJV	South Bend-Elkhart	6	9
KXLY	Spokane	3	8
WWLP	Springfield, MA	3	7
WTOG	Tampa-St. Petersburg	1	2
WTWO	Terre Haute	4	8
WSPD	Toledo	5	7
WBRE	Wilkes Barre-Scranton	4	7

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49% OF WOMEN IN THE
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18-49*

Phil Donahue

FRIEND OF
STATION MANAGERS

*such qualifications are available on request.

Business Briefly

Nestle's ☐ Nescafe coffee gets four-month spot-TV campaign starting in early April. Leo Burnett, Chicago, will buy spots in 18 markets during fringe, day and prime time, aiming towards women, 18-49.

General Electric ☐ Company sets six-week spot-TV push for its various products in early May. Grey Advertising, New York, will sprinkle spots in fringe time, looking for adults, 18-49.

C.B. Fleet ☐ Summer Eve hygiene product will be featured in eight-week spot-TV campaign beginning early next month. Cunningham & Walsh, New York, will clear spots in 22 markets during prime and late-fringe periods, targeted to women, 18-49.

Mobil Chemical ☐ Hefty trash bags launches four-week spot-TV promotion later this month. Lee King & Partners, Chicago, will place spots in day and prime time in 20 markets, geared towards women, 25-49.

Slush Puppies ☐ Ice drinks will get 4-

to 13-week spot-TV campaign starting in early April. Robert Acomb, Cincinnati, will place spots in 12 markets during children's programming hours. Demographic target is children, 6-11.

Allstate ☐ Insurance company is planning seven-week spot-TV promotion beginning in mid-April. Leo Burnett, Chicago, will arrange for spots during prime, early and late fringe periods to reach adults, 25-49.

Gorton's ☐ Fish sticks and fillets will get one-week radio-spot drive in mid-April. Daniel & Charles, New York, will look for spots to reach women, 18-49.

Venture ☐ New Country yogurt gets six-week spot-TV campaign starting in middle of next month. William B. Tanner, Memphis, will buy spots during fringe and day times, seeking women, 18-34.

Dunamark ☐ Company plans two-week spot-TV drive beginning in late April for its riding power mower. SMY Inc., Chicago, will schedule spots in 80 markets during late fringe time, gearing

to reach men, 25-49.

Fisher-Price ☐ Toy company introduces new product, Adventure People Skydiver, in four-week network-TV



flight beginning later this month. Waring & LaRosa, New York, will place commercials during weekends on ABC and CBS to reach children.

Beck's beer ☐ Beer company maps 15-week spot-TV drive starting in middle of this month. Della Femina, Travisano & Partners, New York, will select spots during late fringe time in nine markets, aiming toward men, 18-49.

Michigan Lottery ☐ Lottery slates two-week spot-radio push starting early this month. Yaffe, Stone & August, Southfield, Mich., will purchase spots to reach adults 18 and over.

Reed Union ☐ Company's Nu-Finish car polish takes four spot-TV flights beginning this month, mid-June, early July and late August and running for two to four weeks each. A. Eicoff & Co., Chicago, will gear spots in early fringe time, aiming at men.

Stearns Manufacturing ☐ Sporting goods manufacturer schedules two-week spot-TV flight this month of its flotation products. Stevenson & Associates, Minneapolis, will aim TV spots during fringe time in 17 markets toward adults, 25-49.

Warner Lambert ☐ Major pharmaceutical company schedules five-week spot-radio buy for Listerex facial scrub, starting in mid-April. Ted Bates, New York, will clear spots in top-20 markets, zeroing in on teen-agers.

Speidel ☐ Company arranges four-week spot-TV push for its watches starting late this month. Creamer/FSR, New York, will buy spots in 68 markets during day and fringe time, looking for adults, 18-49.

TGY Stores ☐ Chain schedules one-week spot-TV drive for its paint starting later this month. Grey North, Chicago, will

Family Affair

Laughter.
Love in abundance.
And a lifestyle
with sound social
and moral values
as its bedrock.

'Family Affair' is a series perfectly right
for our time. And more...
It's the kind of family every woman
wants for her own.

Viacom



The edit controller has arrived. Now your AVR-2 does everything.

First it was economy and modularity. Ampex designed the AVR-2 for people with quad taste and a tight budget.

Then it was uncompromised quality. The optional Super High Band Pilot feature of last year is switch-selectable (with HB color) this year.

Now it's new editing flexibility.

Ampex compressed some of the most technically advanced editing features ever developed into a package small enough for the AVR-2. You can buy a new AVR-2 with the EC-2 Edit Controller factory installed, or you can add it to any AVR-2 ever delivered.

EC-2 is a sophisticated product. Microprocessor circuitry gives EC-2 control over as many as 7 other

EC-2 equipped VTRs in any combination of playback or record. Call up the Slave/Record mode, and you can accomplish routines that include multiple masters or real time duplicating on seven separate machines. Another exclusive feature lets you work with either time code or tape timer information. With EC-2, you can also control an A-B-C machine edit sequence with a unique staggered start capability. That saves a lot of editing time.

Best of all, EC-2 is easy to use. Single-level functional controls are clearly marked, and the entire working situation is always displayed on a two-line monitor readout. One line shows the current tape status, and the other line displays any stored information

plus keyboard input. Verification, timing, everything you need in alphanumeric.

With EC-2 installed, you're positioned for yet another AVR-2 growth spurt. Now you can interface with an Ampex EDM-1 editing system, the ultimate in state-of-the-art, "sit-down" editing.

EC-2. It adds an edit controller to your machine and adds a lot more capability to your studio. Now your AVR-2 does everything.

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AND RADIO HAVE COME A LONG WAY....



...but our potential is still in its infancy! The FORWARD RADIO GROUP is proud to be playing a role in the progress and growth of RADIO!

The FORWARD RADIO GROUP believes in COMMUNITY INVOLVEMENT and we program our stations to the needs of our communities.

As you drive around the country...TURN US ON....

When you listen to a FORWARD RADIO STATION... you'll get the "picture."



- * WTRF-FM
Wheeling, W. Virginia
- * KVGB-AM/FM
Great Bend, Kansas
- * WONS-AM
Tallahassee, Florida
- * WBGM-FM
Tallahassee, Florida
- * WSAU-AM
Wausau, Wisconsin
- * WIFC-FM
Wausau, Wisconsin
- * WKAU-AM/FM
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FORWARD RADIO SELLS!



buy TV spots in 17 markets, including Wichita, Kan., and Louisville, Ky., during access, early and late-fringe time, seeking adults, 18-49.

International Harvester □ Farm equipment manufacturer places 20-week spot-TV promotion beginning this month. Kircher, Helton & Collett, Dayton, Ohio, will section spots in eight markets in fringe and sports hours, leaning towards men, 25-54.

American Western □ Company's Biodegradable Bags sets eight-week spot-TV push beginning later this month. Carmichael-Lynch Advertising, Bloomington, Minn., will select TV spots during day, news and late-fringe periods in test markets, aimed at women, 18-49.

Midas □ Automobile accessories manufacturer arranges four-week spot-radio promotion starting early this month. Wells, Rich, Greene, New York, will gear spots in about 50 markets, toward men, 25-49.

Southwestern Bell □ Telephone company sets nine-week spot-radio for early this month. Gardner Advertising, St. Louis, will buy spots in at least two markets, including Dallas, to reach men, 18 and over.

Gold Kist □ Company features its cat litter in four-week spot-radio buy beginning early this month. Tucker Wayne & Company, Atlanta, will select spots in Chicago, zeroing in on women, 25-49.

TAP Airline □ Airline of Portugal celebrates its 10th anniversary year as carrier of American tourists to its country by sponsoring one-hour TV special filmed in Portugal, featuring such American personalities as Orson Bean and Cyd

Rep appointments

- WHMB-TV Indianapolis: Avery-Knodel Television, New York.
- WHAM(AM)-WHFM(FM) Rochester, N.Y.: Major Market Radio, New York.
- WOEN(FM) Gadsden, Ala.: Market Four Radio, New York.
- WCTO(FM) Smithtown, N.Y.: Regional Reps, St. Petersburg, Fla., for Ohio, Indiana and Kentucky.
- WOMV(FM) Vicksburg, Miss. and WVIS(FM) Fredericksted, Virgin Islands: Jack Bolton Associates, Atlanta, for Southeast U.S.
- KBRR(AM) Leadville, Colo.: Bob Hix Co., Denver (regional).

Charisse. Called *An American In Portugal*, TV special is being offered to stations on barter basis, with TAP receiving five minutes of commercial time. AC&R, New York, will handle commercial time with Satellite Productions, New York, placing TV special in prime-time periods and other choice slots. Stations airing TV special include WPXI(TV), New York; WGN-TV Chicago and WTCG(TV) Atlanta.

Wilton □ Division of Pillsbury places six-week TV spotlight on its cake decorations starting early this month. Foote, Cone & Belding, Chicago, will sprinkle spots in 11 markets during daytime periods, seeking women, 25-49.

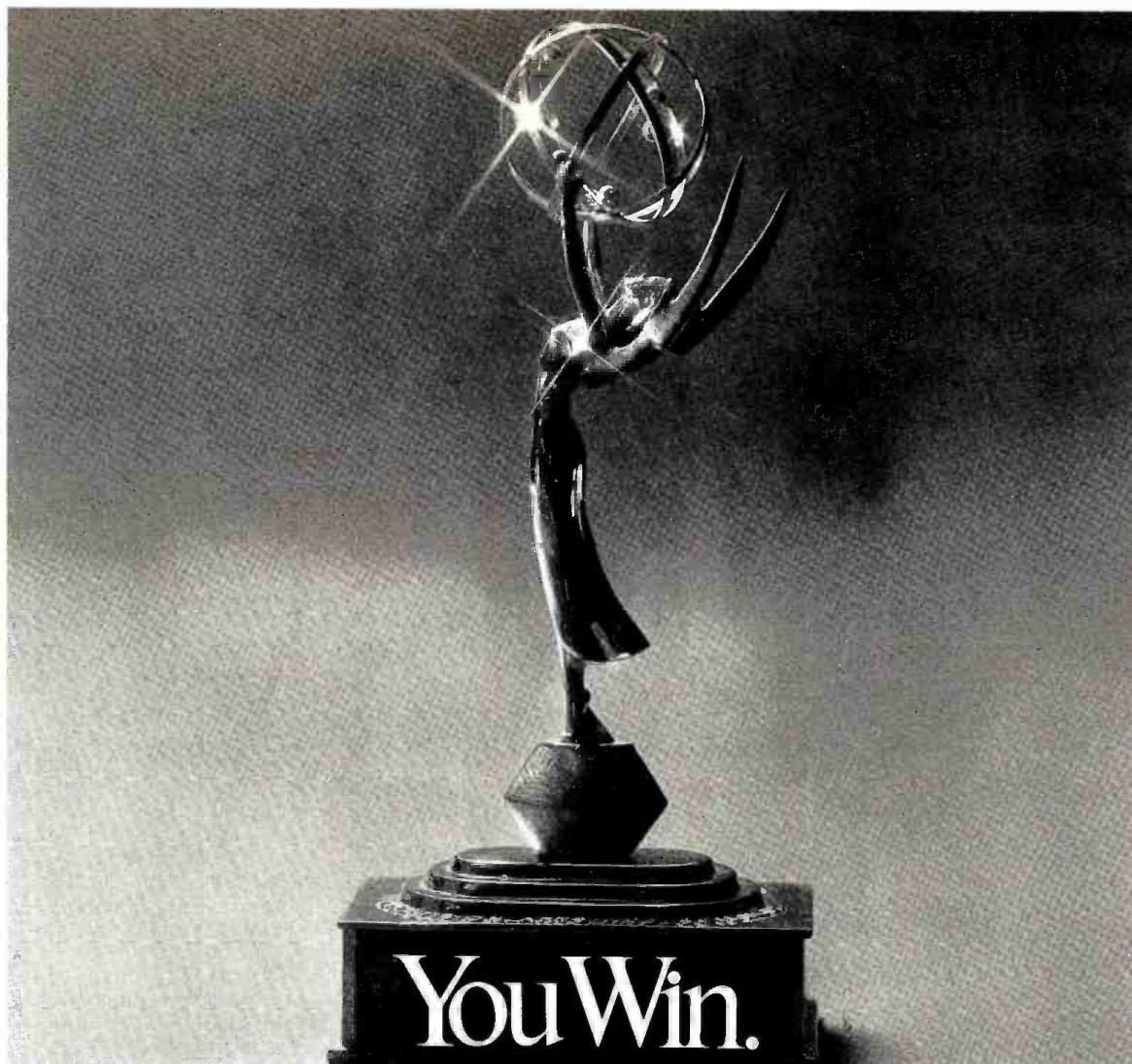
Pabst □ Brewery is getting set for four-week spot-TV campaign for its Blue Ribbon beer starting this month. Kenyon & Eckhardt, Chicago, will purchase spots during fringe time in about 50 markets, reaching for men, 18-49.

BAR reports television-network sales as of March 13

ABC \$233,668,800 (33.9%) □ CBS \$226,411,900 (32.8%) □ NBC \$229,894,700 (33.3%)

Day parts	Total minutes week ended March 13	Total dollars week ended March 13	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	150	\$ 924,600	1,442	\$ 8,433,600	\$ 7,415,000	+13.7
Monday-Friday 10 a.m.-6 p.m.	1,009	15,744,000	9,932	147,570,600	125,290,100	+17.8
Saturday-Sunday Sign-on-6 p.m.	346	8,805,400	3,611	92,261,200	73,145,000	+26.1
Monday-Saturday 6 p.m.-7:30 p.m.	99	3,806,800	1,032	39,055,800	31,351,900	+24.6
Sunday 6 p.m.-7:30 p.m.	17	880,800	238	12,684,500	11,239,900	+12.9
Monday-Sunday 7:30 p.m.-11 p.m.	417	36,212,800	4,282	384,110,000	283,449,500	+35.5
Monday-Sunday 11 p.m.-Sign-off	206	4,012,300	2,047	41,859,700	37,376,600	+12.0
Total	2,244	\$70,386,700	22,584	\$689,975,400	\$569,218,000	+21.2

Source: Broadcast Advertisers Reports



Channel 2 News is proud to have received this year's Emmy Award for *Outstanding News Program*—The Six O'Clock Report, *Outstanding Documentary Series*—Channel 2 Eye On, as well as other program and individual awards.

We're grateful for this honor, but the *real winners* in this recognition are the viewers. Because the more a television station strives for excellence, the greater the service to the community.

That's why it's no surprise that again in '77 viewers have made The Six O'Clock Report the most-watched early news program in the nation.*



Outstanding News Program:

Channel 2 News—The Six O'Clock Report with Jim Jensen and Rolland Smith

Outstanding Documentary Series:

Channel 2 Eye On

Outstanding News Individuals:

Dave Marash (Writer, "Mid-East Journal")

John Stossel (Consumer Editor, Channel 2 News)

Charles Crawford (Health & Science Editor, Channel 2 News) The Citation Of Merit

Outstanding Informational Series and Program:

The Pat Collins Show (For both Series and Program Awards)

Channel 2 News

*Source: A.C. Nielsen and Arbitron Total Homes and Total Adults.
WCBS-TV, Monday-Friday, 6-7pm, January-March, 1977 average.
Estimated subject to qualifications available on request.

Monday Memo[®]

A broadcast advertising commentary from Fred Schwartz, president, Sheldon Fredericks Advertising, New York

What's in a name and more in a 10-second ID campaign for Hotpoint

The traditional designation of 10-second television commercials as "ID's" or "identification" spots emphasizes the ability of this briefest of all selling vehicles to enhance awareness of a corporate name or trademark. If that's all it suggests to an advertiser, however, "ID" is a misnomer.

As our campaign last fall for Hotpoint demonstrates, 10-second spots can sell as well as identify. They can communicate vital information on products and even on unique features of individual products. They can relate to the needs of various segments of the audience. And they can accomplish these multipurpose objectives in the context of the 10-second spot's ability to generate increased reach and frequency within a formulation geared to maximum cost efficiency.

Sheldon Fredericks Advertising has been a Hotpoint regional and local agency for the past 15 years, so we know intimately the needs and objectives of this manufacturer of quality major appliances. The basic need is for consumer recognition. Our studies showed low consumer awareness of what the Hotpoint name means. Too few potential buyers knew that Hotpoint manufactures a full line of refrigerators, freezers, washers, dryers, free-standing, and built-in ranges and microwave ovens, food waste disposers, air-conditioners, dishwashers and compactors and that Hotpoint practically invented electric cooking through its development of the calrod unit, along with other innovations like the refrigerator on wheels, the thin-wall refrigerator, the Disposall and the front-loading dishwasher.

Our challenge for fall 1976, as in every year, was to find ways to make Hotpoint's advertising budget do the work of larger ones in making the Hotpoint name better known, in creating full-line brand awareness and, if possible, to communicate unique product features and consumer benefits.

Working with Gaynor Media Corp., we decided on a single-medium saturation campaign concentrated during three and a half weeks in November, using 10-second ID's on New York and Connecticut television stations. On a total budget of under \$100,000, including production, we were able to run 152 spots in prime, daytime and fringe time on all network affiliates and most independent stations in the area, creating the impact of a high-dollar-volume saturation campaign with primary skew towards adults in the 25-plus age group.

The television buy covered the New York metropolitan market area, consisting



Fred Schwartz, president of Sheldon Fredericks Advertising Inc., New York, worked in marketing in the furniture and appliance fields before moving into the advertising agency business. He formed Sheldon Fredericks Advertising in 1954 with his brother, Sheldon, who is art director of the agency, which specializes in retail and direct marketing accounts.

of Nielsen survey counties in New York, New Jersey and Connecticut.

In addition to day rotation on network affiliate stations, spots were scheduled on New York stations in such programs as *Today*, *Marcus Welby, Tonight* and the news on WNBC-TV; *Mike Douglas*, *Dinah Shore*, the late movie and the news on WCBS-TV; *Good Morning America* and the 4:30 movie on WABC-TV. Independent station schedules included the *AM Movie*, *Midday*, *Adam-12*, *Merv Griffin*, *Mary Hartman*, *Mary Hartman*, and the 10 p.m. news on WNEW-TV. Similarly, specific schedules were evolved for Connecticut stations.

Gaynor's buying was astute, with 98% of spots running as scheduled on specific dates and times. Gaynor got us many good bonus spots as well. And all this happened during the tight, seller's-market conditions of the fourth quarter.

When we compared our 10-second TV campaign to what the same dollars would buy in the leading-circulation newspaper in the area, television delivered four times the reach and 15 times the frequency for about one-quarter the C-P-M.

We went to the 10-second format initially because of our concern with brand awareness, but we were confident that the proper creative effort would deliver much more. Accordingly, we structured the commercials as a series of five, each featuring a

different product: (1) refrigerator-freezer, (2) oven-range, (3) microwave oven, (4) home laundry, (5) dishwasher. The products were selected for their sales potential during the fall period of the year.

The over-all theme of the series was "Hotpoint Cares." In each commercial, the Hotpoint name is mentioned in a voice over at the outset and the corporate logo and product name is supered at the close. The announcer also names a product feature and consumer benefit as well. In the case of the refrigerator-freezer spot, for example, the copy is "Hotpoint cares about your convenience and your electric bills, too. Hotpoint has power-saving refrigerator-freezers." The visual shows a mother and child, with the latter extracting ice through the special ice-and-water door without opening the refrigerator.

On the dishwasher spot, the voice-over copy was, "Hotpoint cares about saving mother's energy and America's energy, too. Hotpoint has power-saving dishwashers." The visual shows a housewife pressing the power-saver dry switch on a portable dishwasher.

The spot for the washer and dryer emphasized the rapid-wash switch, showing that Hotpoint cares about people who need their laundry in a hurry. For the counter-top microwave oven, we dwelt on its quick-cooking ability. For the 30-inch range, the self-cleaning feature was singled out for "all the cooks who hate cleaning ovens."

These examples show how a 10-second ID can encompass substantive material involving both verbal and visual exposition that far exceeds the mere mention of the corporate name. True, the product features and consumer benefits selected must be capable of quick and uncomplicated presentation. For a more detailed product story, the choice of a 30-second spot would be mandated. But with our multipurpose objective, we opted for the frequency we could achieve using 10-second ID's.

Hotpoint dealers have noticed the campaign on TV and have reported their approval, and more important, their impression that the advertising support has been significant and effective. Again, to reinforce the multipurpose potential of the 10-second ID, dealers have noted that customers are mentioning the specific product features they learned about via the television commercials.

During the course of our long association with Hotpoint, we have done a number of television campaigns, but this is the first one using 10-second ID's. We also have conceived print and radio spin-offs of the 10-second campaign that can be added in subsequent seasonal flights. But dollar for dollar, and impression for impression, the all-television campaign did a lot more for Hotpoint than the name "ID" implies.

Our movie history pilot made television history.

The highest rated prime access pilot of the season was "The Fox Ladies" episode of the "That's Hollywood!" series.

Within weeks, "That's Hollywood!" was sold in 52 markets—including the top 10.



A rich and rare collection of Nostalgia, Song-and-Dance, Detectives, Westerns, Disasters, Science Fiction, Swashbucklers, Classic Chases—our greatest moments on film, with remarkable footage never before seen.

THAT'S HOLLYWOOD!

26 Half-Hour Entertainment Specials

Executive Producer: Jack Haley, Jr.

Narrator: Tom Bosley



Datebook

■ indicates new or revised listing

This week

April 3-6—*International Tape Association's* seventh annual seminar, "Audio/Video Update." Keynote speakers will be NBC's David Brinkley and syndicated columnist Art Buchwald. Hilton Head Island, S.C.

April 5—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Capital Hilton, Washington.

April 6—FCC's new deadline for replies to Communications Services's request for inquiry considering present and future role of translators and cable systems in an over-all national telecommunications policy (RM-2826). FCC, Washington.

April 6—Quarterly meeting of *Maryland/Delaware CATV Association*. Sheraton Inn Dover, North of Dover, Del.

April 7—Washington telecommunications roundtable on "Satellite Communications: Current and Near-Future Issues," sponsored by *Public-Cable Inc.* National Education Association headquarters, 1201 16th Street, N.W., Washington.

■ **April 8-10**—Third annual convention of *South-eastern College Radio Association*. Mississippi State University's WMSB-FM will be host. Stouffer's Inn, Atlanta.

Also in April

April 11-12—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

■ **April 12**—Newsmaker luncheon of *Hollywood Radio and Television Society*. Frederick S. Pierce, ABC-TV president, will discuss "Diversity, Dialogue and Creative Challenge." Beverly Wilshire hotel, Hollywood.

April 12-14—Kliegl "Lighting for Television" seminar. Site to be determined, Little Rock, Ark. Contact: Wheeler Baird, *Kliegl Brothers*, New York; (212) 786-7474.

April 13—*New England Cable Television Association* spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

April 13—FCC's new deadline for replies in inquiry of cable television syndicated program exclusivity rules (Docket 20988, RM-2721). FCC, Washington.

April 14-15—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Chicago.

April 15-16—Region six conference of *Society of Professional Journalists, Sigma Delta Chi*, for North Dakota, Minnesota and Wisconsin. Marquette University, Milwaukee.

April 15-16—*Women in Communications Inc.* region seven meeting. Sheraton-Century hotel, Oklahoma City.

April 15-16—*Nebraska Associated Press Broadcasters* convention. Ramada Inn, Kearney.

■ **April 15-16**—Region six workshop of *Radio Television News Directors Association*. Ramada Inn, Kearney, Neb.

April 15-17—*Women in Communications Inc.* region six meeting. Speakers will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington.

April 16—*California Associated Press Television-Radio Association* 30th annual meeting. Hotel del Coronado, Coronado.

■ **April 16**—Region seven workshop of *Radio Television News Directors Association*. Medill School of Journalism, Northwestern University, Evanston, Ill.

■ **April 16**—Region one workshop of *Radio Television News Directors Association*. Ridpath hotel, Spokane, Wash.

April 16-17—*Women in Communications Inc.* region one meeting. First day at Washington State University, Pullman. Second day at University of Idaho, Moscow.

April 17—*Society of Cable Television Engineers* annual membership meeting. Conrad Hilton hotel, Chicago.

April 17-19—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton hotel, Chicago.

April 18-19—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

April 18-20—Spring meeting of *National Association of Broadcasters television code review board*. NAB headquarters, Washington.

April 18-21—Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

April 19-21—Electrol 77 electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

Major meetings

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

April 22-27—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France.

April 27-May 1—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 8-12—Annual meeting. *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 15-18—Annual meeting. *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 24-25—Annual meeting. *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

June 2-4—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

June 3-10—*International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: Directorate, 10th annual Television Symposium, P.O. Box 97, CH-1820 Montreux.

June 11-15—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

June 13-15—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

June 27-30—Meeting of the *National Association of Broadcasters* joint, radio and TV boards. Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

Sept. 15-17—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

Oct. 9-12—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

Oct. 23-26—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

Nov. 14-16—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

Nov. 16-20—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas;

April 9-12, 1978—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively in April.

the "ACTION BROKERS"

We have done it all — radio stations, television stations, and newspaper deals. In our twelve years of experience, we have closed 86 transactions ranging from \$50,000 to \$5,500,000.

George **MOORE**
AND ASSOCIATES

MEDIA BROKERS AND APPRAISERS

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DALLAS, TEXAS 75206 214 361-8970

"Well, I've looked at your 'Mary Hartman, Mary Hartman' and I don't think it's us."



Because we don't have to please all of America, we end up pleasing New York

The networks can't afford to program just for the Greater New York Area.

But Channel 5 can give you the programs you want. We know the area.

At 11 p.m., for instance, we give you the choice of "Mary Hartman, Mary Hartman." Instead of the news, the news, the news.

We can do that because we've already given you the news at 10 p.m.,

an hour ahead of every other major late-news show.

And we put "The Merv Griffin Show" on in prime time, at 8:30 every weeknight, not in the dark hours of the night.

Channel 5 gives you a choice. That's why we've got more homes watching us than two out of the three network stations.

Source: Nielsen, 1976. All Reports, Station Total Net Weekly Circulation. Audience data are estimates, subject to qualifications on request. Greater New York Area includes parts of New Jersey and Connecticut.

The Choice
5
WNEW-TV
Metromedia

SAVE THOUSANDS\$\$\$



WITH OUR CP-16 TRADE-UP '77 SPECIAL!

Trade-in any 16mm camera ...

Our CP-16 Trade-Up '77 offer is a unique opportunity for all television stations, freelance news/documentary cameramen and young independent filmmakers to trade up to the most popular 16mm newsfilm/documentary camera of the 1970's!

PURCHASE:	CP-16 (Code #1C216)		CP-16/A (Code #1C272)	
	You Pay Only:	You Save: (off list)	You Pay Only:	You Save: (off list)
	\$3400	\$1000	\$4250	\$1250

lens with Automatic Iris Control (instead of the standard 12-120mm zoom).

Incredibly low prices.

This is the time to retire any old 16mm camera you presently own — whatever its condition — and trade up to a CP-16 for the incredibly low price of \$3400! Or \$4250 for a CP-16/A with built-in Crystasound amplifier!

Save up to \$3455!

Better yet, trade-in any 16mm camera and lens for the most spectacular savings on camera/lens package deals.

For example, a CP-16/A with Angenieux 12-120mm AV30 DA lens with Automatic Iris Control. As an added bonus, we include a front-



Trade-in any 16mm camera and lens ...

PURCHASE:	CP-16 (Code #1C216) with one of the lenses listed below.		CP-16/A (Code #1C272) with one of the lenses listed below.	
	You Pay Only:	You Save: (off list)	You Pay Only:	You Save: (off list)
with Angenieux 12-120mm AV30 DA Zoom Lens (Automatic Iris Control)	\$6400	\$3040	\$7250	\$3455
with Angenieux 12-120mm AV30 Zoom Lens	\$6200	\$1540	\$7050	\$1790
with Angenieux 9.5-57mm AV30 Zoom Lens	\$6500	\$1825	\$7350	\$2075

mounted VU meter (Code #1M113) at no extra charge. You save \$3455 off list!

Automatic Iris Control for only \$200 extra!

Study the chart and pick the package deal that suits you

best. Please note that, for a mere \$200 extra, you can now have a camera/lens package with the Angenieux 12-120mm AV30 DA



Trade-Up '77 Warranty

This special offer is covered by an extended two-year factory warranty on all mechanical and electronic components when you purchase your camera from your authorized local CP-16 dealer.

Your local dealer will also provide you with a free CP-16 "loaner" for any down time on a warranty-covered repair.

Special Magnetic Head Trade-In Offer

Trade in any professional 16mm magnetic head for a 3XL-IAZ magnetic head (with individual record and playback azimuth adjustment) at the special price of \$270!



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is good 'til
JUNE 30,
1977**

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**See
your local
CP-16 Dealer
now... and
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Broadcasting[®] TELEVISION[®]

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeldenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Gary H. Huffman, assistant editor.
Barbara Chase, Mark Miller, Jay Rubin, staff writers.
David Crook, Kita Greene, John Webster, editorial assistants.
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YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
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John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Peter V. O'Reilly, Southern sales manager (Washington).
Ian C. Bowen, sales assistant.
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CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
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PRODUCTION

Harry Stevens, production manager.
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ADMINISTRATION

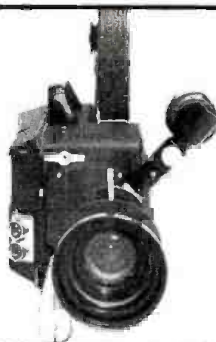
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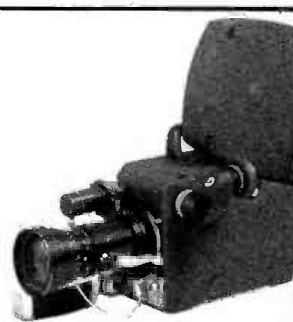
New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Douglas Hill, staff writer.
Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, advertising assistant.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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AUTHORIZED CP-16 DEALERS AND SERVICE CENTERS



NORTH AMERICAN LISTING/EFFECTIVE: NOVEMBER 15, 1976

(D/S) Dealer & Service

(D) Dealer

(S) Service

ALABAMA
(D/S) Bush & Millmaki Photo
Equipment Service
902 Rob Wallace Ave.
Huntsville, Ala. 35801

CALIFORNIA
(D/S) Alan Gordon
Enterprises, Inc.
1430 N. Cahuenga Blvd.
Hollywood, Ca. 90028

(D/S) Birns & Sawyer, Inc.
1026 No. Highland Ave.
Hollywood, Ca. 90038

(D/S) F&B/Ceco
Of California, Inc.
7051 Santa Monica Blvd.
Hollywood, Ca. 90038

(D/S) Lloyd's Camera
Exchange, Inc.
1612 N. Cahuenga Blvd.
Hollywood, Ca. 90028

(D/S) Jack Pitt & Associates
6370 Santa Monica Blvd.
Hollywood, Ca. 90038

(D/S) Sawyer Camera Co.
6820 Santa Monica Blvd.
Hollywood, Ca. 90038

(S) Camera World
1071 Sixth Ave.
San Diego, Ca. 92101

(D/S) Adolph Gasser, Inc.
181 Second St.
San Francisco, Ca. 94105

(D/S) Film Equipment Rental Co.
363 Brannan St.
San Francisco, Ca. 94107

(S) **COLORADO**
Film Equipment
Service Company
1113 S. Pearl St.
Denver, Co. 80210

(D/S) **CONNECTICUT**
Cinelease, Inc.
2098 Old Durham Road
Killingworth, Conn. 06417

(D/S) **DISTRICT OF COLUMBIA**
Brenner Cine-Sound
5215 Wisconsin Ave., N.W.
Washington, D.C. 20015

(D/S) **FLORIDA**
Photomart
6327 S. Orange Ave.
Orlando, Fla. 32809

HAWAII
(D/S) Pacific Instrumentation
5388 Papai Street
Honolulu, Hawaii 96821

(D/S) **IDaho**
Stockdale Corporation
1448 W. Bannock
Boise, Idaho 83701

(D/S) **ILLINOIS**
Victor Duncan, Inc.
200 E. Ontario St.
Chicago, Ill. 60611

(D/S) **LOUISIANA**
La Del, Inc.
808 N. Rampart St.
New Orleans, La. 70116

(D/S) **MASSACHUSETTS**
Crimson Camera
Technical Sales, Inc.
60 Landsdowne
Cambridge, Mass. 02139

(S) Sanford Camera
& Projector Repairs
1054 Massachusetts Ave.
Arlington, Mass. 02174

(D/S) **MICHIGAN**
Victor Duncan, Inc.
11043 Gratiot Ave.
Detroit, Mich. 48213

(D/S) **MINNESOTA**
Maritz Laboratories, Inc.
3000 France Ave.
Minneapolis, Minn. 55416

(D/S) **MISSOURI**
Calvin Cinequip, Inc.
215 W. Pershing Road
Kansas City, Mo. 64108

(D/S) **NEW JERSEY**
Cinecraft International, Inc.
11 Caesar Place
Moonachie, N.J. 07074

(D/S) **NEW YORK**
Camera Mart, Inc.
456 W. 55th St.
New York, N.Y. 10019

(D/S) F&B/Ceco, Inc.
315 West 43rd St.
New York, N.Y. 10036

(D/S) Film Equipment Rental Co.
419 West 54th St.
New York, N.Y. 10019

(D/S) Mobius Cine Ltd.
7 East 47th St.
New York, N.Y. 10017

(D/S) **NORTH CAROLINA**
Standard Theatre Supply Co.
125 Higgins St.
Greensboro, N.C. 27420

(S) **OREGON**
Things Unlimited
3140 N.E. Bryce
Portland, Oregon 97212

(D/S) **PENNSYLVANIA**
Calvin Cinequip, Inc.
217 Vine St.
Philadelphia, Penn. 19106

(D/S) Oscar H. Hirt, Inc.
41 N. Eleventh St.
Philadelphia, Penn. 19107

(D/S) **TEXAS**
Victor Duncan, Inc.
2659 Fondren Dr.
Dallas, Texas 75206

(D/S) Gordon Yoder, Inc.
2911 Ladybird Lane
Dallas, Texas 75220

(D/S) **UTAH**
Stockdale Corporation
2211 West 2300 South
Salt Lake City, Utah 84119

(D) **WASHINGTON**
Glazer's Camera Supply
1923 Third Ave.
Seattle, Washington 98101

(S) Phototronics
223 West Lake North
Seattle, Washington 98109

(S) **CANADA**
Cine Audio Ltd.
10251 - 106 St.
Edmonton, Alberta T5J 1H5

(D/S) Alex L. Clark Limited
30 Dorchester Ave.
Toronto, Ontario M8Z 4W6

(D/S) Branches:
7104 Hunterwood Rd., N.W.
Calgary, Alberta T2K 4J6

(D/S) 1070 Rue Bleury
Montreal, Quebec H2Z 1N3

(S) Steve's Camera Service
189 East 28th Ave.
Vancouver, B.C. V5V 2M3

(S) Western Camera Service Ltd.
1855 West Fourth Ave.
Vancouver, B.C. V6J 1M4

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**A Great Station...in a Great Market...
Joins a Great Rep.**



The Rust Communications 50,000 watt, class 1-A, Clear Channel Station that has made Rochester an exceptional radio market.

WHAM

The Famous Adult Personality (MOR) Station that year after year has reached more adults than any other station in Rochester.*

In combination with her sister, WHFM, the best radio buy in Rochester!

The "Persuader" in this prosperous city.

Rochester

Rich — 37th in Metro population, but 24th in household spendable income.*

Important — Headquarters for Kodak, Xerox, Bausch & Lomb and 948 other industrial firms.

Stable — 29% lower unemployment than the National average.**

Welcome WHAM! For over 50 years...traditionally a great station.

Major Market Radio, Inc.

"Specialists In Adult Personality Radio"



* ARB (TSA) Cume Mon. - Sun. 6:00 am - Mid.
SRDS, Feb. 1977

** New York State Dep't Commerce

WNBC New York/KMPC Los Angeles/WIBG Philadelphia/KSFO San Francisco/KVI Seattle/WBAL Baltimore/KEX Portland
KCMO Kansas City/WBEN Buffalo/WJAR Providence/KOGO San Diego/WSMB New Orleans/WHAS Louisville/WHAM Rochester

Broadcasting Apr 4

Vol. 92 No. 14

Top of the Week



Headliners. The First Amendment was the theme of last week's NAB convention, and the set-piece was this "confrontation" on Monday afternoon—so packed with delegates that the NAB had to open up an adjacent ballroom to handle the demand (even if it meant half the crowd had to view it from the rear). The keynoter was CBS News correspondent Eric Sevareid (at left). On the two panels that followed his address (l to

r): Herbert Hobler, Nassau Broadcasting, Princeton, N.J., moderator; former Senator John O. Pastore (D-R.I.); former FCC Commissioner Nicholas Johnson (now chairman of the National Citizens Committee for Broadcasting); Commissioner Abbott Washburn; former FCC Commissioners Kenneth A. Cox and Lee Loevinger. The First Amendment confrontation was held at the Washington Hilton.

A First Amendment spectrum keynotes the NAB

Eloquence from Sevareid, legalistics from Loevinger and Cox, flailing by Johnson, reluctance of Washburn and Pastore to give up fairness doctrine highlight convention give-and-take over the issue of broadcast freedom

The First Amendment is designed to promote a diversity of views. And nothing so elicits that diversity as a discussion of its applicability to broadcasting. The truth of that proposition was made manifest in a two-hour "First Amendment Confrontation" at the National Association of Broadcasters convention last week.

It was the premier attraction of the three-day gathering of some 6,000 broadcasters in Washington. It set the tone and the theme. It presented issues that were discussed in the workshops and speeches that followed. It ended no debates. But it posed the questions clearly if sometimes harshly. And it set standards of discourse not always easily matched.

There was Eric Sevareid, nearing retirement after 38 years with CBS News, literate and eloquent in speaking as a journalist in behalf of broadcasting's rights to enjoy the same First Amendment protection as print journalism. For him, the legal and technical issues so often raised are not as important as what, to him, seems a fundamental truth—the journalist, at least in America, is not free unless he is wholly free.

Then there were Lee Loevinger and Kenneth A. Cox, as articulate and as full of passion in espousing their conflicting views as they were in the 1960's, when they were members of the FCC and clashed frequently over matters of principle and policy. For Mr. Loevinger, the Proxmire bill (S.22), which would free broadcasters of fairness doctrine and equal-time obligations, as well as other constraints on programing, is essential if broadcasters are to be responsible to the public, rather than to the seven commis-

sioners. But for Mr. Cox, the fairness doctrine and equal-time responsibilities are not burdensome; besides, the grant of a public franchise carries with it some responsibilities to serve the public interest.

An then, finally, there were FCC Commissioner Abbott Washburn, former Commissioner Nicholas Johnson and former Senator John O. Pastore (D-R.I.), in a panel discussion. If style and grace were the hallmark of the Sevareid appearance, and spirit and fire marked the Loevinger-Cox debate, the final element of the afternoon was dominated by former Commissioner Johnson, who is now chairman of the National Citizens Committee for Broadcasting.

Commissioner Washburn appeared more reluctant than most of the speakers to face the consequences of an action that would actually turn broadcasters loose. And former Senator Pastore seemed something of an old lion, content to let a younger generation fight the battles of

fairness and equal time.

Mr. Johnson the old bete noire of the commission, the aging boy wonder (he made many of his listeners feel their years when he disclosed he is now a grandfather) presented the First Amendment issue in a context uniquely his own. If broadcasters are interested in the First Amendment, he said, let them fight for it in behalf of those whose causes they might not endorse.

In sum, it was the kind of "confrontation" that probably served the First Amendment well.

Sevareid to NAB: Truth is product of free reporting, free discussion

Veteran CBS commentator decries argument that networks are few so they must be controlled

"I'm perfectly sure that the grave, built-in fault of the press is not really bias. Is is haste, and, particularly in broadcasting, the severe compression of the material required."

This, from Eric Sevareid in his last year as CBS News commentator (he will retire in November), was one of the thoughts and ideas, impressions and notions formulated in his years as a broadcast journalist that he recounted in a keynote speech to the First Amendment confrontation at the NAB convention last week.

While a number of his thoughts on broadcasting and the First Amendment get to the positive by a negative ("I have never understood... 'the people's air ways,'" see box above), he said that what saves the news business is that it is a self-correcting institution. In paraphrasing the late Walter Lippmann, he said, "The theory of the free press never was that the full truth of anything would be revealed in any one account or commentary. The theory is that with free reporting and free discussion, the truth will emerge." A central concern of the free press "is not that it be fair, though it must try to be," he said, and "not that it be accurate, though it must try to be that. But that it be free."

He compared the general attitude of people toward broadcast journalism with the attitude toward newspapers: "Because there are only three [major commercial networks] we are told their content must be monitored, guided by government at various points. Their alleged power is too concentrated, we're told. Suppose there were only three daily newspapers which everyone read. No doubt there would be official and officious types who would feel the need to lay hands upon them. But the great majority of people, I suspect, would insist that their very scarcity made even more imperative their absolute freedom from the power of government, if this is to remain a free society, as the First Amendment commands."

A slice of Sevareid. "I have never understood the basic, legally governing concept of 'the people's airways.' So far as I know there is only the atmosphere and space. There can be no airway in any practical sense until somebody accumulates the capital, know-how and enterprise to put a signal into the atmosphere and space.

"I have never understood why government should be empowered to affect the content of the signals any more than it should affect the content of the newspapers carried in the newspaper truck on the people's streets. I thought the traffic laws, in both cases, were enough.

"I have never understood the concept of 'the people's right to know'; they have the right to find out, but that depends upon the publishers' right to publish. Publishers, print or electronic, have no constitutional right to be read or to be listened to. That they have to earn, as the people have to earn knowledge.

"I could never understand why so basic a right as the First Amendment could be diluted or abridged simply because of technological change in the dissemination and reception of information and ideas. Particularly when the new technologies are becoming, almost everywhere, the most pervasive technologies. Though not necessarily the most persuasive.

"I could never understand the court's argument that the fairness doctrine for broadcasting enhances the First Amendment. The First Amendment is a prohibition. How do you enhance a negative? No means No.

"I have never understood the reasoning of those critics who seem to be saying that broadcasting will enjoy full rights under the First Amendment when it is worthy of them. Who could be the timekeeper? In any case constitutional rights do not have to be earned; we were all born with them....

"I have never quite grasped the worry about the power of the press. It has influence, surely, and influence is a kind of power; but diffuse, hard to measure. The press, after all, speaks with a thousand voices, in constant dissonance. It has no power to arrest you, draft you, tax you or even make you fill out a form, except a subscription form if you're agreeable. It is the power of government, especially the federal government and more particularly its executive arm, that has increased in my time. Many politicians have come to power in many countries and put press people in jail. I can't think of any place where the reverse has occurred."

He said the "censorious instinct" is always present, but it shifts base from time to time, indicating later that the judiciary has had "far too much thrown upon it and has asserted far too much in the compulsory arrangements of our daily lives." Quoting a communications attorney, he said that "in five short years the Supreme Court has taken a number of confused steps backwards, leaving journalists, broadcasters and publishers at the mercy of unclear laws, inconsistent judges and subjective juries." Resulting from "all this nervous confusion," he said, will be "another nefarious form of censorship—self-censorship."

He said he would like to see network air time opened up to listeners' rebuttal and to differing persuasions—an advantage inherent in expanding the network evening news broadcasts to one hour, he said, insisting, "There must be ways to do it, not, certainly, under legal compulsion but by the free decision of broadcasting's managers."

Broadcast journalism is not exactly a business or a trade, he said, but a calling. "I don't know, quite, whether I'm in the news end of the broadcasting business or the broadcasting end of the news business," he declared.

"I have my evangelical moments at times," he said, "but on the whole I have tried to illuminate more than to advocate, to teach more than to preach.... It has seemed to me the best way, for all the seasons, for the long haul. And my haul has been long a one.

"The wonder of television is not that it is as bad as it is," he asserted, "but that it is as good as it is. It will get still better."

Johnson chides broadcasters for bringing up rear on 1st Amendment

Former commissioner checks off a litany of instances in which NAB and broadcasters have failed to stand by uncongenial exercises of broadcast freedom; Washburn, Pastore hold out for fairness

Former FCC Commissioner Nicholas Johnson attended his first NAB convention in 10 years last week, and proceeded to remind broadcasters why he hadn't been invited back sooner. Appearing on a First Amendment panel that was part of the featured presentation of the convention—"First Amendment Confrontation"—Mr. Johnson said broadcasters have opposed a long list of policy options—affording members of the public a right of access to broadcast stations, for instance—whose adoption might have made simpler the elimination of the fairness doctrine. And he said broadcasters have avoided important, if sometimes gamy, court fights in which broadcasting's First Amendment rights were at stake.

Despite the bluntness of his remarks, the audience in the Hilton East Ballroom gave Mr. Johnson one of the longest and loudest rounds of applause heard during the convention. However, NAB officials later claimed the audience was swelled

with a large number of college students attending the convention; indeed, the officials said partitions closing off the East Ballroom from the main ballroom were removed to permit more broadcasters to attend the 1 p.m. Monday session after the East Ballroom filled to overflowing during lunch in the main ballroom.

Mr. Johnson, who was troublesome to broadcasters throughout his seven years on the commission (1966 to 1973), and who remains troublesome as chairman of the National Citizens Committee for Broadcasting, shared the panel with FCC Commissioner Abbott Washburn and former Senator John O. Pastore (D-R.I.). Senator William Proxmire (D-Wis.), author of a bill to free broadcasters of any governmental regulation of their programming (S.22)—a measure that was the focus of much of the discussion—was unable to make a tentatively scheduled appearance.

The panel dealt mainly with the fairness doctrine, and Commissioner Washburn, one of its strongest supporters, said that after watching its operation during his two and a half years on the commission, he is "more convinced than ever that, without imposing an undue burden, the doctrine provides useful guidelines for broadcasters in carrying out their public trust."

As for the argument that the doctrine "chills" broadcasters' interest in editorializing, he said the real inhibition is a fear "of offending local advertisers." Broadcast editorials for or against abortions for the poor or hand-gun control, he said, will "draw some flak from the community and, sometimes from local advertisers," the commissioner said. "So it's easier to stick to canoe safety and seat-belt fastening."

Beyond that, Commissioner Washburn said that "regardless of what the networks may say (for reasons of their own)," the fairness doctrine is a "help and a bulwark" for broadcasters against adoption of regulations requiring them to make available to members of the public a minimum number of public service announcements and direct access to their stations. As long as broadcasters cover controversial issues of public importance and make time available for contrasting views, he said, "the commission can rightly find that requiring 'free speech messages' and all the rest is not necessary."

Mr. Pastore, another supporter of the fairness doctrine, seemed to relish giving the brief history lesson with which he opened his presentation: The essence of the fairness doctrine was incorporated in the equal-time law, in 1959, at a time when the law was being liberalized—at the insistence of Senator Proxmire. "Now when he introduces a bill to repeal the fairness doctrine," Mr. Pastore remarked, "he says, 'I've changed my mind.'"

But the former senator, whose voice still sounds at times like a trumpet ordering troops to attack, did not seem as fervent in his support of the doctrine as he has been in the past. He noted that the constitutionality of the doctrine is no longer in dis-

pute; the Supreme Court has resolved that question. "But if the doctrine is no longer in the public interest, then it should be repealed. That's what the argument is all about—not the First Amendment." He wondered, however, if broadcasters "are so timid and intimidated" they will not present the other side of controversial issues of public importance.

But it was Mr. Johnson who dominated the panel. Mr. Pastore seemed to concede that when, after stepping to the microphone after the applause for the former commissioner was quieting, he said, "The best thing I can do at this point is endorse everything Nick Johnson said, and sit down."

As Mr. Johnson framed the issue, the question was not whether the First Amendment applies to broadcasting; everyone agrees it does, he said. But then he said the question is how "the thrust of the First Amendment" is to be explained in the last half of the 20th Century—"How do we let people express their ideas?"

In Mr. Johnson's view, fairness doctrine is not the best way. Then he proceeded to taunt the broadcasters for what he said was their opposition to various alternatives to the fairness doctrine:

"The First Amendment says a different approach [than that adopted by the FCC] to pay cable is required. I'm for that; I don't think you are. . . .

"We could have [VHF] drop-ins" and presumably increase diversity of voices.

UHF channels could be converted to use for radio, he suggested, referring to the suggestion of Representative Lionel Van Deerlin (D-Calif.) for increasing enormously the number of channels available for radio.

The public's right of free or paid access to broadcast facilities would eliminate the need for the fairness doctrine, he said,

touching on the point Commissioner Washburn had made. "But you've opposed that."

Permitting licensees to own only one station would help, too, he said. "But I don't think you favor that. . . ."

"So long as you oppose alternatives to the fairness doctrine," he said, "we've got to have the fairness doctrine."

Nor did Mr. Johnson stop there. He accused the broadcasters of failing to support the First Amendment when the voice or view being threatened is not congenial. Broadcasters, he noted, did not help when Pacifica Foundation's WBAI(FM) New York appealed—successfully, as it turned out—the commission's effort to define "indecent" in terms of "the seven dirty words" in a George Carlin comedy routine broadcast over the station, or when the Yale University radio station sought—unsuccessfully—court action to block a commission policy statement warning broadcasters against airing drug-oriented lyrics. And when the commission (and, indeed, the NAB) cracked down on "topless radio," he said, "you didn't fight."

He also pointed out, as he has in the past, what he regards as the irony in a U.S. federal court granting broadcasters what he says is a major First Amendment victory in the family viewing case over the objections of the networks and the NAB. (The networks and the NAB contend that family viewing is legitimate self-regulation.)

And when a Pacifica station in Houston was bombed off the air, he said, "There was not a peep from the NAB or broadcasting. Not a word."

When broadcasters decided to participate in such fights in the future, they will find an ally. "If you fight for First Amendment freedoms," Mr. Johnson said. "I'll be by your side . . . I'll welcome your support."

Stand-off. Bridging the speech by Eric Sevareid and the panel discussion on the First Amendment and broadcasting at the Tuesday afternoon TV session was a debate on the issue between former FCC commissioners, now communications attorneys, Lee Loevinger and Kenneth Cox. The two began and ended their confrontation 180 degrees apart.

Mr. Loevinger opened by stating his firm support for S. 22, the Senator William Proxmire (D-Wis.) legislation designed to repeal the fairness doctrine and Section 315 of the Communications Act. These two regulations force the FCC improperly into the programming area, said Mr. Loevinger. And "the most serious of all effects of FCC concern for programming," he said, is that "broadcasters cannot be responsive to the public—they're responsive to the seven commissioners of the FCC."

Mr. Cox, however, said that he "wouldn't change a winning system." He ventured that "perhaps I'm wrong but most of you [broadcasters] don't get up in the morning and think that S. 22 should be passed. I really don't think you feel that constrained" by fairness and 315 requirements. He added that he thought that if S. 22 were passed, "if broadcasters were freed, they might trigger a backlash of much stronger regulations."

As for backlashes, Mr. Loevinger replied, broadcasters "should be subject to public criticism—you shouldn't be able to say, 'Sorry, the FCC makes us do this.'" The fairness doctrine, he contended, "frequently inhibits and prevents diversity of viewpoint, not encourages it." Mr. Cox countered that "a broadcaster in this country is free to say anything." And he continued his warnings about the effects of S. 22 were it passed: "If I were you I would be quite sure where the road charted by S. 22 leads. . . it goes far beyond simply repealing 315 and fairness; it would do a lot of things most of you haven't thought about." But, said Mr. Loevinger in summing up his concern: "It's high time that broadcasting is made responsive to the public and not to the FCC." Those who support government regulation, he said, say, "Trust the FCC, not the public and not broadcasters. That's not how we can continue to nurture a healthy democracy in this country."



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April 18

The Balance of Trade in TV Programing

Part I

In advance of the 13th annual MIP-TV exhibition in Cannes (April 22-27) — *the international program(me) market* — BROADCASTING will present a special report on the overseas action for American television programing. Who the sellers are. Who the buyers are. What programs will be on the block (or "in the stands," as they say there). With a special distribution to delegates at the Palais des Festivals.

May 2

The Balance of Trade in TV Programing

Part II

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the television viewer.

You belong in

Broadcasting

April 18/May 2

NAB chief sees gains for radio, dangers for TV

**For both media Wasilewski claims
First Amendment rights and asks
for renewal relief, longer terms**

President Vincent Wasilewski's annual state-of-the-industry messages to the National Association of Broadcasters last week were full of good news and bad. For radio, Mr. Wasilewski ran through a laundry list of actions—nearly all good—that NAB won in 1976. But to TV, his message was: Keep on your toes, because what is about to happen to you might be bad.

In a speech Monday morning to the opening TV session, Mr. Wasilewski reminded the broadcasters that the House Communications Subcommittee is currently at work on a rewrite of the Communications Act of 1934, and he laid out the fundamental areas he indicated that NAB will work to protect.

One is "stability"—economic and operational. He sees economic stability threatened by government regulation of broadcast advertising. "We must resist unwarranted inroads in the content of broadcast advertising if only because one restraint leads to others, and an excellent broadcast product simply must depend upon a continuing and solid advertising base," he said.

He sees operational stability weakened by the lack of relief from license-renewal paperwork and challenges. NAB will continue to push for passage of a five-year renewal bill for radio and TV, he said.

A second area to be guarded, he said, is the First Amendment. "On your behalf," he said, "let me flatly and unequivocally lay down broadcasting's claim to full and unqualified rights, both stated and implied, under the First Amendment. . . . If the most important of the news and information media—broadcasting—continues to be restricted, eventually all First Amendment rights of all the media will suffer—and the public will be the inevitable loser."

To protect broadcasting's First Amendment right, he said, and to fend off government intrusion into broadcast practices, "we must have a program of effective self-regulation"—specifically to govern the depictions on television of sex and violence. The association is currently working on amendments to the TV code to guide programers on the use of violence and sex, and it is also planning public hearings coinciding with its regular industry conferences in the fall.

A third area of concern, Mr. Wasilewski said, is new communications technologies "to which the basic broadcasting techniques as we have known them may not be as compatible."

One new technology rapidly coming of age is satellite transmission, applications of which are a prime topic at the World



Wasilewski

Administrative Radio Conference, at which NAB is a participant, Mr. Wasilewski said. He sees a threat to local broadcasting stations in direct-to-home satellite transmissions. At the Geneva meeting of WARC this year the United States was the only participant that "sees no present need for direct-satellite-to-home broadcasting of the usual entertainment and news programing," he said.

Another new technology is fiber optics, which, Mr. Wasilewski said, might lead one day to broadcasting being carried common-carrier style into individual homes by AT&T. But "whatever happens, I believe broadcasters will still provide the bulk of the programing simply because we have the programing know-how and the most popular product," Mr. Wasilewski said.

In the same context, he inserted a note about the U.S. Circuit Court of Appeals decision throwing out the FCC's pay-cable rules. "We think this decision is wrong," he said, "and I can assure you that we will do everything in our power to right this wrong."

The fourth—and in his opinion most important—area of concern for the Communications Subcommittee's rewrite project, Mr. Wasilewski said, is localism. New technologies, such as satellite-to-home transmitting, make it possible to reach all the nation's TV homes with just two or three transmitters. "Left unchecked, unharnessed, these new technologies could produce an upheaval which would crush the most important cornerstone of all: the local, intimate quality of broadcasting," he said.

To the radio side of the convention, which he addressed the same day, Mr. Wasilewski's message was more relaxed. The reason was that, in his view, "radio is healthier . . . stronger . . . has more influence than ever before." He listed these pluses achieved for radio in 1976: (1) The armed services, for the first time, are spending about \$5.5 million, and the Postal Service is spending about \$3 million on radio advertising. (2) Radio advertising

revenues in general were at an all-time high in 1976. (3) As a result of the new copyright law, cable systems cannot delete commercials from radio signals and substitute their own, and radio broadcasters will not have to pay performance royalty fees to record performers and manufacturers. (4) He feels the association is closer to persuading the FCC to reduce radio's paperwork, and that President Carter is in general support of such efforts. (5) Automatic transmission systems and AM stereo are making headway in radio. (6) An NAB-commissioned study paints a bright economic future for radio.

He listed, too, some NAB stands and activities for radio, including (1) endorsement by the NAB board of an expansion of the AM band at 1979 WARC; (2) a planned study of reporting error in radio diaries.

Mr. Wasilewski also inserted what appeared to be a jab at the rival radio association, the National Radio Broadcasters Association, when he said radio unity improves as more radio stations join the NAB. The NAB radio membership now numbers 4,143, he said, 175 more than in November 1976—"175 new NAB radio members that recognize the necessity for unity."

Looking to next year's convention (in Las Vegas), Mr. Wasilewski noted that the NAB board has given its approval to a new five-day convention format, consisting of two days for radio, two days for TV and one in between for a joint meeting. The plan will not be implemented, however, he said, without some indication of support from NAB members.

FCC panel is fitting finale for convention

Commissioners bob and weave around subject of First Amendment and intrusion into programing

It wasn't planned that way, but the NAB convention ended last week on the theme that had dominated the convention since its opening—the tension between broadcasters' First Amendment rights and the responsibilities assigned to them as public trustees.

The forum was the closing general assembly on Wednesday, in which six members of the FCC—Commissioner James H. Quello was in his native Detroit—took questions from the audience and, in one case, raised one for broadcasters. One subject that seemed to concern commissioners was programing.

The dilemma they faced was evident.

Never mind that twice in recent months courts have accused the commission of censorship—once in the family-viewing case, the second in the "seven-dirty words" case involving WBAI(FM) New York. And never mind that all the com-

missioners shunned the censor's role.

They warned that lack of restraint in broadcast programing—and not only in the areas of traditional concern, sex and violence, but also in a new one, live reporting of terrorist acts—was essential if the country is to avoid efforts by some to, as Commissioner Abbott Washburn put it in quoting former CBS News President Fred Friendly, "play around with the First Amendment."

That wasn't the only subject that occupied the commissioners' and broadcasters' time in the final session.

The commissioners expressed dismay at that section of the U.S. Court of Appeals decision overturning the commission's pay-cable rules, which directed the commission to "shun" ex parte contacts in rulemakings (BROADCASTING, March 28). They seemed to agree that the restriction would hamper them in their effort to acquire the information they need to make decisions. "It will deny me the opportunity to talk to experts," Commissioner Robert E. Lee said. "If I had to make a decision based on the briefs filed, I wouldn't get through the footnotes." (The commissioners, apparently taking the court at its word, stayed away from discussion of the merits of the case regarding the rules themselves. However, Commissioner Benjamin L. Hooks raised a question as to whether the decision pointed in the direction of cable deregulation.)

On other subjects, Commissioner Lee noted that, in the preparations now going forward for the World Administrative Radio Conference to be held in 1979, during which all international regulations will be reviewed, efforts are being made by some spectrum users—particularly the land-mobile radio industry—to carve out portions of the UHF television spectrum for themselves. Commissioner Lee, the commission's principal advocate of UHF television, promised to urge his colleagues "to protect UHF as far as feasible and possible." But he noted that once a U.S. position is adopted, every member of the delegation is sworn to uphold it.

Chairman Richard E. Wiley said a proposal to relax the rule requiring broadcasters to warn in advance persons being interviewed by telephone if the interview is to be aired would be before the commission by mid-April. And he and Commissioner Washburn said they are opposed to a proposed rule that would require broadcasters to file tapes and transcripts of news and public affairs programs. (Other commissioners have also expressed opposition to the proposal.)

And Chairman Wiley said the purpose of the commission's field monitoring of stations is to "help" the stations operate properly; it is not to see how many citations the Field Operations Bureau staff members can write. "We don't want excessive nitpicking," he said. "We don't want people going into stations like the Gestapo." And he urged broadcasters with complaints about FOIA staff members to contact the commission. Meanwhile, the commission last week issued a list of rules

"frequently violated" as a means of informing stations of problems to be wary of.

But the NAB program began and ended with a lengthy discussion of the programing issue. The first question asked whether the commission plans to appeal the WBAI decision, in which the court held that the commission engaged in illegal censorship in ruling that the "seven dirty words" in George Carlin's comedy record violated the statute barring "indecent" from the air.

Chairman Wiley said no decision has been reached. He noted that a federal statute—which the commission invoked in its WBAI decision—bars the broadcast of obscenity, indecency and profanity. "Profanity" has long since been written out of the act by the courts. And now, Chairman Wiley said, "indecent" seems to have been written out also. "I don't think it's in the public interest to have those words said with children in the audience," he said. "But if the court says indecency is out of the act, I'll go along." He expressed confidence, however, that "the great bulk of broadcasters wouldn't put such a record on the air."

Commissioner Washburn, who feels as strongly about the sex and violence question as anyone on the commission, said, "There is a rising tide of outrage against pornography, especially where children are exposed to it." And he denounced as "charlatans and scum" those who provide such material. The broadcasting industry "took a long step forward" in adopting the family-viewing plan, which reserved the first two hours of prime time for material suitable for the family, he said. "It's up to the industry to handle the problem without regulation."

Commissioner Joseph Fogarty, who feels the court was correct in reversing the FCC in the WBAI case, agreed, however, that the broadcast of the Carlin record was "reprehensible" and that the answer is self-regulation.

"With my puritanical background," said the native of Rhode Island, "you wouldn't want me censoring what you do."

The subject was broadened toward the end of the session, when NAB President Vincent Wasilewski, who was moderator, asked whether the commissioners had a question for the broadcasters.

Commissioner Washburn did. He noted that former Senator John O. Pastore (D-R.I.), at the panel on the First Amendment two days earlier (see page 21), had raised a question about live coverage of terrorist acts. Mr. Pastore said that "a lot of people were disturbed" about the manner in which the Hanafi Muslim take-over of three buildings in Washington was presented on television. He urged care in the way such matters were covered, lest coverage become "counterproductive." Commissioner Washburn, who went to the meeting prepared, quoted a Washington police sergeant as saying he would appreciate it if reporters did not talk to gunmen on the telephone; it places the lives of hostages in jeopardy. He also



Closing general assembly. L to r: Vincent Wasilewski, NAB president, FCC Chairman Richard E. Wiley and Commissioners Robert E. Lee, Benjamin L. Hooks, Abbott Washburn, Joseph Fogarty and Margita White.

quoted Fred Friendly's comment that efforts to "play around with the First Amendment" might be made if reporters and editors do not give the coverage of terrorist actions some thought.

"Are you giving consideration to this problem, in the context of the First Amendment?" Commissioner Washburn asked.

Yes, Mr. Wasilewski said, the matter is being considered, but there is no answer yet.

"Nobody on the commission wants to see the government involved," Commissioner Washburn said. But, he said, he doesn't want to leave the manner of coverage to those whose only concern is getting a story. Later, he said, he had intended to append the thought that those getting the story should also consider the consequences of what they are doing, an idea expressed earlier by Charles Seib, the *Washington Post's* ombudsman, in the wake of the incident in Washington.

But the thought as expressed hit a nerve in Mr. Wasilewski. "If you pressure us too much," he said, "it will be illegal."

At which point Chairman Wiley sought to reduce the building tension. "We share your concern, but this is not a matter we can get into. This is a matter to which you should pay attention."

In casting about for a solution, Commissioner Fogarty began treading a path that proved dangerous for Chairman Wiley and the commission in the family-viewing case. He said he had talked to individual licensees who had indicated they were considering the problem. "But wouldn't it be better if the NAB adopted a code provision" as a general guide for stations across the country?

Chairman Wiley, who saw himself accused by a court of "intimidating" network and NAB executives as a result of the talks that led to the family-viewing plan, and Commissioner Hooks broke in to make clear they were not suggesting anything.

But Commissioner Hooks and Commissioner Margita White sought to impress on broadcasters that the First Amendment

they value does not seem as sanctified to many in their audiences. Commissioner White recalled that at a regional meeting in Houston, "90% of the questions concerned programing content and what we could do about it."

"At all the regional meetings, the feeling is expressed that the FCC should have more control over programing," Commissioner Hooks said. If broadcasters do not meet the criticism, "somebody will tamper with the First Amendment we all cherish. With rights, there are responsibilities."

For those remarks, Mr. Wasilewski had a ready response. He pulled out the speech he had given on Monday, and read: "A right acquired means a duty assumed. If we are to secure and maintain those rights, we must have a program of effective self-regulation of advertising and program content." The speech had mentioned that the NAB will hold six public hearings in the fall in conjunction with the NAB fall conferences. The idea of involving the public in NAB affairs, Mr. Wasilewski told the commissioners, was inspired by the commission's series of such regional meetings.

The NAB passes but D.C. flunks

Hotel hassles, logistic problems convince association to avoid capital at least until after 1984; First Amendment theme gets high marks; even longer convention in prospect for Las Vegas next year

Depending on your point of view, last week's convention in Washington was (a) a good show, (b) about par for the course, (c) hard to put up with or (d) an absolute disaster. But whether or not the NAB won, the city lost.

The disaster category was populated by 50 to 100 broadcasters, primarily from radio, who found no room at the inn. The situation was so bad that 14 stations announced their resignations from the association—although the NAB expects most to return as tempers cool.

Those less dissatisfied but not really happy about Washington were turned off by the city's difficult logistics: it's just not equipped to handle in excess of 12,939 people (the official guess) who showed up for the NAB. This year's convention was divided among three "official" hotels, with delegates strung out all over town and even into the suburbs.

The second (about par) category was of those NAB convention veterans who've learned to live with the convention's difficulties and would only be surprised if things went well.

The majority, however, seemed to fall into the first category; the program itself drew moderate praise. The First Amendment theme, especially, seemed to take hold at a two-hour Monday seminar (see page 21) attended by 1,600-2,000 people (NAB's guess) and was carried all the way to the conclusion at Wednesday's FCC panel discussion (page 26).

This NAB get-together, as have others in the past, dwelled on business matters, but as befitted the location, it also had its fair share of regulatory and congressional issues. The broadcasters heard, for example, from two men likely to have major influence in their lives in the next few years—Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and his counterpart in the House, Representative Lionel Van Deerlin (D-Calif.). It's the latter who wants to redraft the Communications Act (page 41). But Mr. Hollings is against that (page 40).

Despite warm words for each other, the two subcommittee chairmen disagreed on another broadcast fundamental, the fairness doctrine. Mr. Van Deerlin, a former TV news director and anchorman, wants to abolish it, but Mr. Hollings said he sees nothing wrong with a requirement that broadcasters be fair.

Oddly, there was little noticeable reaction to Mr. Van Deerlin's proposal for opening virtually unlimited competition in

Too far to walk? President Jimmy Carter disappointed the 6,000 delegates to the National Association of Broadcasters convention held in three hotels a mile or so from the White House last week. But the President sent a message that both congratulated radio and television "for their vigor, dedication and creativity in serving the American people" and called on them to do better in their service to the public.

"Radio and television have become the town hall of our nation—our best insurance that this country will continue on its course of open, participatory government," he said. "The American people depend more and more on broadcasting to keep them informed on issues that affect their well being and to bring them a fuller enjoyment and appreciation of our nation's vast cultural resources."

He saluted broadcasters for the "ingenuity and innovation" they display in serving their audiences. "At the same time," he said, "I call upon you to strive constantly for greater depth in your coverage of current events, greater quality in your entertainment programming and greater service to the needs of minorities."

Another prize for ABC. The convention was not totally devoid of administration glamour, however. Vice President Walter F. Mondale visited the ABC hospitality suite Tuesday night in the company of (at left) Frank Befera of WIOU-TV Duluth. Mr. Befera is an old friend from Minnesota who travelled with then-Senator Mondale in the final days of the campaign last fall (BROADCASTING, Jan. 3). James E. Duffy, president of the ABC television network, has the Vice President's attention here, while Jack McWeeny, of WREX-TV Rockford, Ill., listens in.



radio in return for abolishing the fairness doctrine (BROADCASTING, March 28). Privately, Mr. Van Deerlin suggested after his speech to the radio group that he had put them to sleep. Some broadcasters suggested, however, that the proposal (which would permit up to 450 new low-powered, short-spaced FM frequencies) is unrealistic.

The broadcasters also heard the first rumbles of reaction—from Mr. Van Deerlin (page 41), from the FCC (page 26) and in a broadcast-pay cable debate (page 77), to the U.S. circuit court of appeals overturning of the FCC's pay cable rules.

They also felt the emotion of the presentation of the Distinguished Service Award to Harold Krelstein, Plough Broadcasting, Memphis, former radio board chairman, who is suffering from cancer (page 45).

And they heard their last address from Richard E. Wiley as chairman of the FCC. He leaves the commission June 30.

There was some disappointment that the man in government everyone wanted most to see, President Jimmy Carter, did not show up. Disappointment is too nice a term for the reaction of some: One Georgia radio broadcaster was heard to say that he helped get Mr. Carter elected, voted for him, too, but that he would not do it again. Vice President Walter Mondale was seen briefly, however, and the President sent a message by letter (see above).

All the government contacts didn't happen in the convention hotels. NAB reported 19 state broadcaster associations held breakfasts, receptions or dinners with their congressional delegations.

There were some changes in the convention format from previous years. One that was introduced with little hoopla was the scheduling of minority citizen activists in the program (page 50). The ab-

sence of any of their number brought protests from blacks at last year's convention in Chicago, but no conciliation from NAB. One NAB spokesman said their inclusion this year was "not really a conscious effort by NAB under pressure."

When all was said and done last week, however, NAB vowed not to return to Washington in the near future. For those who stayed at the Sheraton Park, it's just as well. Those broadcasters involved in the misunderstandings there report the hotel was nondiscriminatory in its ill treatment of the guests. Four NAB board members were among those that had to go begging elsewhere for rooms, and NAB President Vincent Wasilewski, who took two of the roomless broadcasters into his suite, was among those complaining about poor room service. The association reportedly is thinking of suing the hotel, and at week's end last week the Sheraton Park had offered to write any injured broadcasters and shoulder all the blame.

But the Sheraton Park isn't the only reason for the dissatisfaction with Washington. The association's officials say they won't schedule another convention there until the city builds a convention center.

Next year, NAB returns to its favorite convention center, Las Vegas, which in its opinion offers the ideal configuration and attractions for a meeting the size of the broadcasters'.

The NAB likes Las Vegas so well that it has scheduled three conventions there in the next six years—in 1978, 1981 and 1983. And the feeling is mutual; the Las Vegas convention bureau threw a lavish cocktail reception for the NAB's board at the start of its winter meeting in Hawaii in January (BROADCASTING, Jan. 31), when the board decided tentatively to extend the convention program from three to five or six days—from Sunday or Monday through Friday. "Those Las Vegas people

really know how to handle a convention," one NAB board member said last week.

Such an extended convention would further segregate radio from TV. Radio would meet by itself for two days (probably the last two), as would TV, and the two would meet jointly for a day in between. (If Sunday is included, it would be devoted to exhibits and perhaps a joint opening session.)

Those 12,939 who attended last week's 55th annual meeting included 6,176 registrants (broadcasters, associate members, students, reporters), 3,119 exhibitors and 3,644 exhibitors' guests and others. The numbers were high, but not as high as NAB's record year four years ago in Washington when there were well over 6,000 broadcasters.

WMAL-TV fetches \$100 million, trading record

Sale to Combined Communications involves swap of KOCO-TV and \$65 million in CCC stock; KRLD owners double their money

Joe L. Allbritton, the Texas financier who is chairman of Washington Star Communications Inc. (WSCI), has turned necessity into a substantial profit. Required by the FCC's crossownership rules to divest himself of all but one of his media holdings in Washington, he has reached an agreement in principle to dispose of WMAL-TV that city to Combined Communications Corp. for \$65 million in CCC preferred stock and CCC's KOCO-TV Oklahoma City. The total value of the compensation has been estimated at up to \$100 million, which would make it by far the largest sale of a single station in the history of broadcasting. No value was assigned to KOCO-TV in the announcement, but another VHF in Oklahoma City, WKY-TV (now KTVY(TV)) was sold for \$22.5 million in October 1975.

The biggest previous single-station sale was that of WBAP-TV (now KXAS-TV) Fort Worth in 1974.

A joint announcement by Mr. Allbritton and Karl Eller, president of CCC, put to rest any doubt about Mr. Allbritton's stated intention to hold on to the ailing *Washington Star* rather than the television station. And the complicated transaction (word of which had surfaced last month ["Closed Circuit," March 21]) will produce cash needed to aid the *Star*. The afternoon newspaper, which competes with the morning *Washington Post*, was said to be losing \$1 million a month when Mr. Allbritton acquired control of WSCI in 1975, but the losses are understood to have been reduced substantially since then.

Mr. Allbritton acquired control of the newspaper in 1974, when he bought 10% of the stock in WSCI, and he gained control of the parent company and its broad-

cast properties a year later when he paid \$28.5 million for 89% of the stock. However, the acquisition was conditioned by the FCC on Mr. Allbritton's disposing of properties whose ownership brought him into conflict with the rules barring acquisition of co-located multimedia holdings. He has already sold WMAL-AM-FM Washington to ABC for \$16 million. And he announced last week WSCI has reached an agreement to sell WLVA(AM) Lynchburg, Va. Neither the proposed purchaser nor the amount was disclosed.

Thus, Mr. Allbritton in less than three years appears to be well on his way to earning a major profit on his Washington venture.

Assuming completion of the WMAL-TV and WLVA-AM sales—and their approval by the FCC—Mr. Allbritton would be left with the newspaper and with WLVA-TV Lynchburg and WCVI(TV) Charleston, S.C.

CCC, which is based in Phoenix, is only nine years old but is a major multimedia owner. It owns the *Cincinnati Enquirer* and 14 radio and television stations—KTAR-AM-TV and KBBC-FM Phoenix; KARK-TV Little Rock, Ark.; KHS-AM-FM Los Angeles; KSDO(AM)-KEZL(FM) San Diego; K8TV(TV) Denver; WXIA-TV Atlanta; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; WWDJ(AM) Hackensack, N.J., and KOCO-TV.

Under the agreement—which a CCC official said was structured to provide tax benefits for both parties—the Evening Star Broadcasting Co., the WSCI subsidiary that owns WMAL-TV, would merge into a subsidiary of CCC. In return WSCI would receive 650,000 shares of a new class of CCC nonvoting preferred stock with a redemption value of \$100 a share as well as all of the stock of the CCC subsidiary that is the licensee of KOCO-TV.

The preferred stock would pay \$5 a share in annual pretax dividends, or a total of \$3.25 million a year for five years. In the sixth year, CCC would redeem \$30 million of the preferred shares, and an additional \$2.5 million of the shares annually in the seventh through 20th years.

The payment to Mr. Allbritton in nonvoting stock in the company that will control WMAL-TV is designed to avoid any further difficulty with the FCC's crossownership or multiple-ownership rules. However, a commission lawyer said he could not tell on the basis of newspaper accounts whether the agreement would satisfy the commission's rules. He said the papers to be filed would have to be studied carefully.

■ The commonly owned KRLD(AM) and KAFM(FM) Dallas are being sold to, respectively, Metromedia Inc. and Bonneville International Corp. in two simultaneous agreements, subject to FCC approval ("Closed Circuit," Jan. 31). Metromedia will acquire all of the stock of the parent KRLD Corp., for \$13 million. The purchase price includes the corporation's funded indebtedness, which will be discharged or assumed by Metromedia.

Under the second agreement, Bonneville will acquire from KRLD Corp. the assets of the FM station for about \$2,250,-

000. As a result, Metromedia will gain the AM for about \$10,750,000.

The selling corporation, owned by members of the Jonsson family, of Dallas, purchased the stations for \$6,750,000 in 1970, when they were spun out of the sale of the *Dallas Times Herald* and KRLD-TV (now KDFW-TV) to Times Mirror Co. of Los Angeles. Metromedia now owns seven FM stations and therefore was barred by FCC rules from acquiring KAFM. Bonneville, which also owns seven FM's, has announced plans to sell KSL-FM Salt Lake City.

Shock waves keep rolling from decision on pay cable

FCC's authority to regulate may be in question; commissioners unsure what ex parte part means; appeals certain in the courts

Government and private attorneys last week were combing through the 105-page opinion the U.S. Court of Appeals in Washington issued in the pay-cable case (BROADCASTING, March 28), looking for nuances and finding some ambiguities. But there is no doubt that the FCC's 1975 pay-cable rules—designed to protect broadcasters against the siphoning of sports and movie programming—have been overturned. And there is no doubt, either, that the opinion will be appealed, although



Too hot to handle. The First Amendment was turned out of FCC Chairman Richard E. Wiley's office last week. A framed rendering of it was presented to the chairman, as some 500 copies have been presented to other dignitaries as well as broadcasters and advertisers by Peters, Griffin, Woodward, New York, station rep. Mr. Wiley was on the verge of accepting it with thanks when counselors advised him the gift was probably above the minimal value acceptable under Carter administration standards. James R. Sefer, president of PGW, and William G. Walters (r), chairman, went off with the forbidden First Amendment after this picture was made. (Other Washington officials' standards are less rigid. PGW presented copies of the same painting to the other six FCC members and to Jody Powell, White House news secretary, last week.)

the line-up of appellants is not set.

Indeed, the decision could well provide the impetus that has thus far been lacking to persuade Congress to adopt legislation spelling out FCC jurisdiction over cable television. Broadcasters are expected to press key members of Congress on the siphoning issue. And Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, told the National Association of Broadcasters convention last week that Congress would support legislation providing for a ban on the siphoning of sports programming—if not movies—but indicated he would prefer incorporating such a measure into the rewrite of the Communications Act he has begun (see page 41).

But last week lawyers were wondering about the extent of the court's ruling. The major subject of discussion among commission lawyers was the court's order to FCC members and staff to avoid ex parte contacts in rulemaking proceedings. The commission has held that in all but a limited category of rulemaking proceedings, ex parte contacts are proper. But the court criticized the commission for such contacts in the pay-cable proceeding—as a result of an argument by former General Counsel Henry Geller in a friend-of-the-court brief—and told it to shun them in the future.

Does the court mean all rulemakings, including those now pending and regardless of how insignificant? Commission lawyers are not sure. And that section of the opinion seems to trouble the lawyers and the commissioners—all of whom feel that informal off-the-record contacts are beneficial (see page 26)—even more than some of the substantive matters in the decision.

Then, too, questions were raised as to whether the ruling could have the effect of narrowing or limiting the commission's jurisdiction over cable generally. Some lawyers, pointing to language stressing that the commission's authority is limited to that which is "ancillary" to its broadcast regulation, think it might, and say they expect suits to be filed challenging some rules on that ground. On the other hand, Cable Television Bureau lawyers at the FCC argue that the effect of the opinion is limited to the pay-cable rules.

And what of the effect on the commission's exclusion of the states from the regulation of pay cable? A U.S. court in New York last month barred the state from the regulation of pay cable on the ground of federal pre-emption (BROADCASTING, March 21). But if the commission cannot—or does not—regulate pay cable, are the states still barred? There is disagreement, or at least uncertainty, on that point.

Some lawyers note that the court, in stressing that the commission has not demonstrated need for the rules, is shifting the burden of proof in such matters to those seeking to regulate cable. But, the lawyers point out, the burden of proving no harm was originally placed on cable by the Supreme Court.

Some lawyers had trouble, too, in ra-

tionalizing the court's actions in throwing out the pay-cable rules while tentatively affirming the same rules for over-the-air pay television. There is no evidence of harm there, either. And if the ex parte contacts marred the record at all, they marred it with respect to the subscription-television aspect, as well. However, the court ordered the commission to hold a hearing to determine what off-the-record comments were made. It will value a make a final decision after receiving the commission's report on the hearing.

As for the thrust of the opinion, most lawyers agreed that it did not rule out commission regulation of pay cable. But no one thought the opinion leaves the commission an easy task if it attempts to reassert its authority.

The rules at issue deny to pay cable specific sports events such as the World Series and the Super Bowl, put restrictions on the amount of regularly scheduled sports events pay-cable systems might carry, and generally limit the films they may present to films that are less than three or more than 10 years old. (Films between three and 10 years old may be shown in a community if they are licensed to a station or network serving the market.) The rules also bar pay-cable systems from devoting more than 90% of their time to sports and films and prevent them from presenting commercials.

In rejecting those rules, the court, in an opinion by Judges J. Skelly Wright, George E. MacKinnon and Stanley A. Weigel, the last a U.S. judge of the North-

ern District of California, who was sitting by designation, began at the beginning. It questioned the commission's premise, as expressed in the notice of rulemaking that led to the pay-cable rules, that cablecasting should "be regulated to provide a beneficial supplement to over-the-air broadcasting without at the same time undermining the continued operation of that 'free' television service." The court said the commission had not justified its relegation of cable to a supplementary role.

Essentially, the court overturned the rules on jurisdictional and First Amendment grounds. It said the commission had not demonstrated how the rules are "ancillary" to the regulation of broadcasting—the test the Supreme Court laid down in the case in which the commission's jurisdiction over cable television was upheld. And even assuming jurisdiction, the court added, the commission had failed to state clearly the harm the regulations are designed to remedy "and its reason for assuming the harm exists."

That second factor was critical to the holding on First Amendment grounds. The court said the First Amendment would not prohibit the adoption of pay-cable rules if they were shown to serve an important and substantial interest. But, it said, the commission "has not put itself in a position to know whether the alleged siphoning phenomenon is a real or merely a fanciful threat to those not served by cable."

The reactions among broadcast industry

parties was generally predictable. Spokesmen for the National Association of Broadcasters, CBS and ABC said they would appeal, although they have not yet decided whether they will seek rehearing before the appeals court panel on the full nine-member bench, or seek Supreme Court ruling. But NBC and Metromedia Inc., which are also involved in the case, had not yet reached a decision on whether to appeal.

More important, the FCC had not yet reached a decision, and there was no certainty what that decision might be. The attitude of the lawyers and commission members regarding the ex parte section of the opinion indicated that was a likely target of attack on appeal.

But the commission has been taking a more deregulatory approach to broadcast and cable matters over the past several years. And even when the pay-cable rules were adopted, there was less enthusiasm for the rules dealing with movies than with those aimed at preventing the loss of sports.

As a result, there seemed to be the possibility last week that the commission might take a pragmatic, even coldblooded approach: Seek reversal of the ex parte section, but abandon the fight for the rules themselves. Then, if the normal, unfettered operation of pay cable leads to harm to stations and to the public they serve, the commission could again seek to adopt rules governing pay cable. As one commission lawyer said, "We'd have the evidence we need."

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In Brief

ABC's broadcasting operations in 1976 had \$150,419,000 pre-tax earnings on \$1,019,182,000 in revenues, CBS's had \$215,200,000 on \$1,042,800,000 and NBC had estimated \$115,000,000 on \$955,000,000. ABC and CBS figures come from companies' annual reports, out last week; NBC's pre-tax earnings figure is estimate based on RCA annual report, applying RCA tax rate approaching 50% to NBC's after-tax profits of \$57,500,000. **Pre-tax profit margins would be 14.8% for ABC, 20.6% for CBS, 12% for NBC.** In 1975, pre-tax profits were \$63.6 million for ABC, \$172.2 million for CBS, estimated \$104.2 million for NBC. CBS annual report also disclosed that earlier accounts of CBS-TV network having had first billion-dollar revenue year in 1976, based on estimates compiled by Broadcast Advertisers Reports and released by Television Bureau of Advertising (BROADCASTING, Jan. 24) were premature. CBS report said 1976 TV network revenues were \$826.9 million.

U.S. Court of Appeals in San Francisco **has agreed to hear broadcasters' appeals from portion of family viewing case** involving Tandem Productions Inc.'s suit for damages. Permission was required since amount of damages to be awarded Tandem has not been determined. But in agreeing to hear appeals of CBS, ABC and National Association of Broadcasters, in one cases, and NBC, in another, court limited proceeding to three issues: Whether facts establish violation of First Amendment in promulgation and 'ndorecment of family viewing policy by FCC chairman, commission or other government entities; whether actions of NAB and networks concerning family viewing were equivalent to government action, and whether First Amendment imposes damage liability in general and on nongovernmental defendants in particular. FCC along with NAB and networks already have appealed portion of case brought by Writers Guild.

RCA has decided to market VHS (video home system) type video cassette recorder-player built to its specifications by Matsushita Electric Industrial Co. of Japan, putting it in competition with Sony Corp.'s Betamax and also with Zenith Radio Corp., which has opted for Betamax. Two systems are not compatible. RCA said Matsushita's VHS offers "best balance" to meet consumer needs, including four-hour recording/playing time on single cassette, double capacity of other systems. Matsushita units with RCA label are due to reach U.S. market in late summer, with prices "fully competitive." No price given, but Betamax is in \$1,200 to \$1,300 range. Some sources speculated deal would mean further delay for RCA's home video disk system—marketing of which has not been decided.

FCC Chairman Richard E. Wiley has announced **leadership of task force** that will have staff responsibility for **commission inquiry into network practices.** Staff will be headed by **Joseph Marino**, who has served as chief of litigation section in general counsel's office and as deputy chief of Common Carrier Bureau. But he will share leadership with **Antonin Scalia**, described as "chief consultant." Mr. Scalia is former general counsel of Office of Telecommunications

Policy, was chairman of Administrative Conference, then assistant attorney general. He will join University of Chicago Law School in fall. **John Bass**, head of commission's network study unit, will be deputy chief. Task force ultimately will number 10 or 12, including additional consultants.

UA-Columbia Cablevision and **Madison Square Garden** have scheduled news conference in New York tomorrow (April 5) to announce plans for national satellite distribution of sports and entertainment to cable TV.

Showtime, Viacom International's pay cable programing subsidiary, founded last July, is announcing new president and big deal today (April 4). **Jeffrey C. Reiss**, Showtime's VP and developer, is new chief; he is succeeded by **Jules Haimovitz**, pay unit's planning/ad-ministration director. New affiliates are **eight Storer systems in California** serving 43,085 subscribers and passing 65,000 homes.

Federal grand jury in Baltimore will begin investigation Monday (April 4) into charges against ABC-TV's **U.S. Boxing Tournament of Champions**, which has presented five weekend fight cards arranged by promoter Don King. ABC spokesman said Friday that network welcomed investigation, had extended offer of cooperation to U.S. attorney, and that it was continuing own investigation into allegations of bribery and fight-fixing.

Six of 15 **Society of Professional Journalists, Sigma Delta Chi** 1976 Distinguished Service Awards went to broadcasters: radio reporting—Mike Lee and Doug Tunnell, CBS News; radio public service—WCAU(AM) Philadelphia; radio editorializing—Ed Hinshaw, WTMJ(AM) Milwaukee; TV reporting—KMJ-TV Fresno, Calif.; TV public service—KNXT(TV) Los Angeles; TV editorializing—WCVB-TV Boston.

Subject to NAB board approval, **Michael Lareau** of WOOD-AM-FM Grand Rapids, Mich., will be next **chairman of radio code board**, succeeding **Robert Harter** of WHO(AM)-KLYFFM Des Moines, Iowa.

Don Menchel, VP and director of sales, MCA TV, New York ("Profile," July 12, 1976), named executive VP. (He will continue to head sales.) He's credited by President Lou Friedland with "enormous" contribution to division's record sales in 1976, **up 60%.**

Latest defection from national to local TV ranks has been made by **Jim Hartz**, former co-host of NBC's *Today* show, who **joins NBC O&O wrc-tv Washington** as news co-anchor April 25. He follows lead of former ABC correspondent David Schoomacher, who now holds post at ABC-affiliate WMAL-TV there.

Evan Thompson, executive VP-station manager, KCOP(TV) Los Angeles, named president, broadcast division, of parent Chris Craft Industries, New York. He succeeds **Richard H. Frank**, who resigned to accept post as VP of Columbia Pictures, Burbank, Calif.



Daly



Grant



Rubin



Katz



Shephard



Golod



Ogien

CBS-TV is moving its programing and business-affairs departments to West Coast. Key executives in shift to Hollywood, which takes place May 1, are Robert Daly, executive VP; B. Donald (Bud) Grant, VP, programs; Gerald Rubin, VP, business affairs; Oscar

Katz, VP, programs, New York (his new title will be VP, special projects, and he will be succeeded by Harvey Shephard, VP, program planning); Jerry Golod, VP, children's programs, and Michael Ogien, VP, daytime programs. Program-development department stays behind.

Wiley still talks less control as he talks

In convention swan song, he continues to call for lowered government presence but says the burden is on local stations to provide quality service

FCC Chairman Richard E. Wiley last week bade his official farewell to the broadcasting industry. He was the speaker Monday at the joint radio-television luncheon at the NAB convention, and the message was one that might have been expected of Chairman Wiley, who is leaving office on June 30 after seven years as FCC general counsel, a member of the commission and chairman: He called for less government regulation of broadcast programming, more self-regulation by the industry to assure quality local service. His appeal was based on pragmatic self-interest as well as ideological grounds:

"There is—and there must be—more to broadcasting than simply spinning the latest record or taking the available network feed (however much this programming may satisfy some members of the public). If not, then the whole concept of local, public-trustee broadcasting—on which the commission has placed such emphasis in structuring your industry—must be called into a serious question."

The speech was more philosophical than the three previous ones he has delivered to NAB conventions as chairman. And it seemed to draw fewer bursts of applause, although the applause at the beginning and end of his remarks was warm.

Clearly, the audience welcomed his calls for additional deregulation. One new proposal in that respect was for the elimination of the "formal record-keeping requirements in connection with ascertainment." The commission has exempted small-market broadcasters—some 25% of all licensees—from that requirement on an experimental basis. And, the chairman said, "In my opinion, this lessened experiment in regulation should be extended to all licensees."

The critical factor, he said, is not the methods broadcasters use in determining community needs. Rather, he said, "the important point—and the only matter in which government has a legitimate interest—is that local problems and needs were ascertained and were reflected in a broadcaster's programming efforts."

However, elimination of the requirement, if it happens, is not likely to happen during the remaining three months of the Wiley chairmanship. He said after the speech he was not planning to pursue the idea with the commission. Considering the short time left before he departs, he said, he did not think it would be appropri-



Wiley

ate to start a major new proceeding. He also did not think it would be warmly received by his colleagues. He is probably right; one of them, Commissioner Joseph Fogarty, said "I sat on my hands" at that point in the speech.

The chairman also called, as he has in the past, for repeal of the equal-time law. "There is no effective governmental substitute for [a broadcast journalist's] editorial discretion," he said, "and—in terms of First Amendment freedom and the public interest in effective political broadcast coverage—there is no sensible alternative to outright repeal of the equal-time law." He said repeal would give broadcasters the right and responsibility to cover elections "not as the government requires but as the public interest dictates."

Chairman Wiley did not call for outright repeal of the equal-time rule's "companion," the fairness doctrine. Rather, he noted that he has suggested that Congress consider an experimental suspension of the doctrine in markets with a multiplicity of radio outlets—a suggestion that, he noted, was met with hostility by the Senate and House Communications Subcommittees and that a majority of the commission rejected. But he expressed the hope that, in the years ahead, officials will give "this modest proposal further consideration in light of the important values of journalistic freedom which underlie it."

Chairman Wiley also held out the promise of deregulation in technical matters with the advent of the automated transmitter—"now for FM and all AM nondirectional stations and, soon, for all broadcasters." The automated transmitter, he said, would result in a kind of "bottom-line integrity" in regulation—a performance-related approach that should result in less government involvement but, at the same time, "improved quality of broadcast service." (In the course of discussing regulation in the technical area, the chairman made a point of commending Wallace Johnson, Broadcast Bureau chief, and Paul Putney, deputy chief, for their work in helping to sweep away "much of the unnecessary nitty-gritty of technical regulation.")

Chairman Wiley discussed these specific

proposals and hopes in the light of what he said was a growing willingness "to re-examine and re-evaluate [government] programs and policies which, for so long, have been taken for granted." In that connection, he credited the FCC with being in the "forefront of the reform movement."

He recalled that at an NAB convention in 1972 he announced the start of the commission's broadcast regulation program. And that program, he said, resulted in the next five years in the elimination or amending of "hundreds of outmoded and unnecessary rules," the adoption of "far simpler forms and procedures... and, of most significance, a new spirit of cooperation, openness and willingness to change [which] pervades the commission and its Broadcast Bureau."

The chairman acknowledged that "the millenium has not been achieved"—that reregulation has not resulted in "deregulation" of the industry "nor a fundamental dismantling of the scheme of governmental oversight which has existed since the days of the New Deal." But, he said, he has come to the conviction that not only individual regulations but the basic philosophy that gave rise to them must be reconsidered. He said this is particularly true in the programming area, which is "most fraught with First Amendment dangers."

Chairman Wiley made it clear he hopes the fruits of the reregulatory program survive his departure from the commission. He cited the commission's activity in license-renewal matters—particularly "the new comparative policy statement that rejects the concept of rigid government-imposed program percentages in favor of licensee discretion"; radio format policy, in which the commission recognizes the selection of entertainment formats "must be a function of the marketplace and private sector freedom"; the abandonment of the concept that the fairness doctrine can apply to product advertising, and the like, and added:

"Hopefully, these changes—and the attitude and approach which brought them about—have been institutionalized and made permanent within the commission and its staff. And, hopefully also, reregulation and intelligent deregulation of your industry can and will continue in the years that lie ahead."

The chairman's final word was that the broadcasters' obligation to serve local communities should be viewed not as an FCC requirement but as the industry's "birthright" and, "with the advent of new technology, perhaps its ultimate salvation as well." (FCC and other government officials have been warning broadcasters for years that their last best hope of protection against being rendered obsolete by such new technologies as direct-broadcast satellites is proof of quality local service.) "In the final analysis," he said, "a real improvement in broadcast service will not come as a result of what the government does" but "through a commitment on your part to quality, to excellence and, most of all, to public service."

Ex-chairmen of the FCC know how Wiley feels

Burch, Hyde, Minow, Henry, Ford gather at NAB session, offer sympathy to current head of commission in his court defeats; most wouldn't do things differently if they were chairmen now

FCC Chairman Richard E. Wiley, who has been treated roughly by the courts in recent months, received solace last week from some of his predecessors. The occasion was the "If I Were Chairman Now" panel at the NAB convention, and the issue of the U.S. district court's decision in the family viewing case—a decision in which the commission in general and the chairman in particular were accused of having violated the First Amendment by "intimidating" the broadcasting industry into adopting the family viewing plan—was raised in a question from the audience. Three of the five former chairmen swung to Chairman Wiley's defense.

"If there's one thing a chairman learns, it is that the networks don't intimidate," said Rosel H. Hyde, who was chairman twice—from 1953 to 1955 and from 1966 to 1969—in a 23-year career as a commissioner. "They didn't adopt the code [provision reserving the first two hours of prime time for family viewing] to please Wiley; the code is an industry code. It's unfortunate that this effort of the industry was frustrated by a judge [Judge Warren J. Ferguson] who didn't understand the facts."

Dean Burch, who was chairman from 1969 until 1974 and who started Mr. Wiley on the road to the chairmanship by picking him as FCC general counsel in 1970, defended him against the criticism heaped on him in the WBAI(FM) New York indecency case as well as the family viewing decision. The commission, in holding that the "seven dirty words" used in a George Carlin comedy record were "indecent" and therefore banned from the airwaves, was said to have engaged in "censorship."

Given the same pressures from Congress to clean up the airwaves he said Chairman Wiley had felt, Mr. Burch said, all of the members of the panel would have done the same. Perhaps there would have been a difference in style, he said. But, as regards family time, "Dick Wiley is not the first one to jawbone. He's been unduly besmirched by the two opinions."

And Newton N. Minow, chairman from 1961 to 1963, agreed. Chairman Wiley "was only doing his job, and doing it correctly. Future FCC chairmen shouldn't be inhibited from doing the same thing," Mr. Minow said.

In their tours as chairman, Messrs. Burch and Minow had engaged in a great deal of jawboning.

Those sentiments, however, were not

unanimously expressed. E. William Henry, chairman from 1963 to 1966, said nothing. And Frederick Ford, who was chairman for one year (1960-61) of the seven (1957-64) he was a member of the commission, disagreed with Messrs. Hyde, Burch and Minow.

"Every chairman is under pressure from Congress to do something about programming," Mr. Ford said. "And if you agree with the First Amendment, the FCC shouldn't undertake to interfere with programming." He sought to soften his remarks by stating that Chairman Wiley did the "understandable and proper thing." But, he added, "you have to understand that family viewing and these other things present a problem."

The panel, moderated by Sol Taishoff, editor and chairman of BROADCASTING, offered the former FCC chairmen—all of them now in private law practice—to second-guess the present FCC as well their own performance. For some, the passage of time has brought no change in view.

Mr. Hyde, for instance, sounded the theme he expressed during his years at the FCC. The commission should get "out of the business of regulating programming, as required by law." To him, regulation involves such things as questioning licensees about programming and requiring the submission of program logs, and ascertainment of community needs. "I'd try to get the commission to comply with Section 326 [the no-censorship provision] of the Communications Act and the First Amendment," said Mr. Hyde. "We'd all be happier if they did that." (Later, however, he criticized the the U.S. Court of Appeals "for going overboard" in holding

would make a speech to the NAB and suggest that broadcasters take a day out to watch the programming on their stations, and then say that what they would see is a "vast wasteland." The "vast wasteland" speech he delivered to the NAB in 1961, he said, touched off a "healthy" debate on television's values as a news and information medium. Mr. Minow would direct the debate today to television's effect on children—not on how it harms children, which he says is the wrong question, but on how it could help children.

Mr. Minow was not as happy with some of the decisions he made as chairman as he apparently was with the "vast wasteland speech." He regretted voting in 1962 to support a commission position that political debates were not exempt from the equal time law (the commission under Chairman Wiley reversed that decision); he would have moved toward deregulation of radio in major markets, and he would have called for tougher standards on tuners in the all-channel sets than Congress mandated in 1962. He still thinks the FCC should be drastically reorganized. The same people, he said, cannot initiate rules, adjudicate matters arising under the rules and then punish people who violate them.

Mr. Henry apparently has no regrets with one exception: "I wish I'd applied the fairness doctrine to cigarette advertising"; that action was left to Chairman Hyde. He would do things today pretty much as he did them 10 years ago. But he did suggest two major projects he would undertake: One would be to promote the growth of public broadcasting—set a goal of two public television and two public radio sta-



If I Were Chairman Now. L to r: Former FCC Chairmen Rosel H. Hyde, Dean Burch, Newton N. Minow, E. William Henry, Frederick W. Ford, and Sol Taishoff, Broadcasting Publications, moderator.

that the FCC was guilty of "censorship" in its WBAI decision.)

Mr. Ford said he would abolish the commission's primer on ascertaining community needs. He stuck by the program policy statement the commission adopted during his chairmanship, which listed various categories of programming the commission said broadcasters had found to be in the public interest and called on broadcasters to determine community needs and interests. But he would let broadcasters determine those needs and interests in their own way. And he would extend the policy statement to the networks. One other action he would take as FCC chairman is take the lead in drafting cable television legislation.

Mr. Minow recalled some still painful memories for members of his audience by stating that, if he were FCC chairman, he

would also study the three "recent bombshells" dropped by the court—decisions reversing the commission on the crossownership question, on its WBAI decision and on its pay cable rules—to determine whether "there isn't a way I could recover for the FCC the right to make judgments in areas that are the FCC's jurisdiction, not the courts."

As does Mr. Minow, Mr. Henry favors a change in the FCC's structure, but not one as radical as Mr. Minow does. Mr. Henry said he would urge the White House to back legislation reducing the number of commissioners from seven to five.

Mr. Burch was not as certain as his colleagues in stating what he would do if he were chairman. The reason, he said, is that he has no answer to the dilemma that occupied much of the time of panelists at the convention, a dilemma that was pointed

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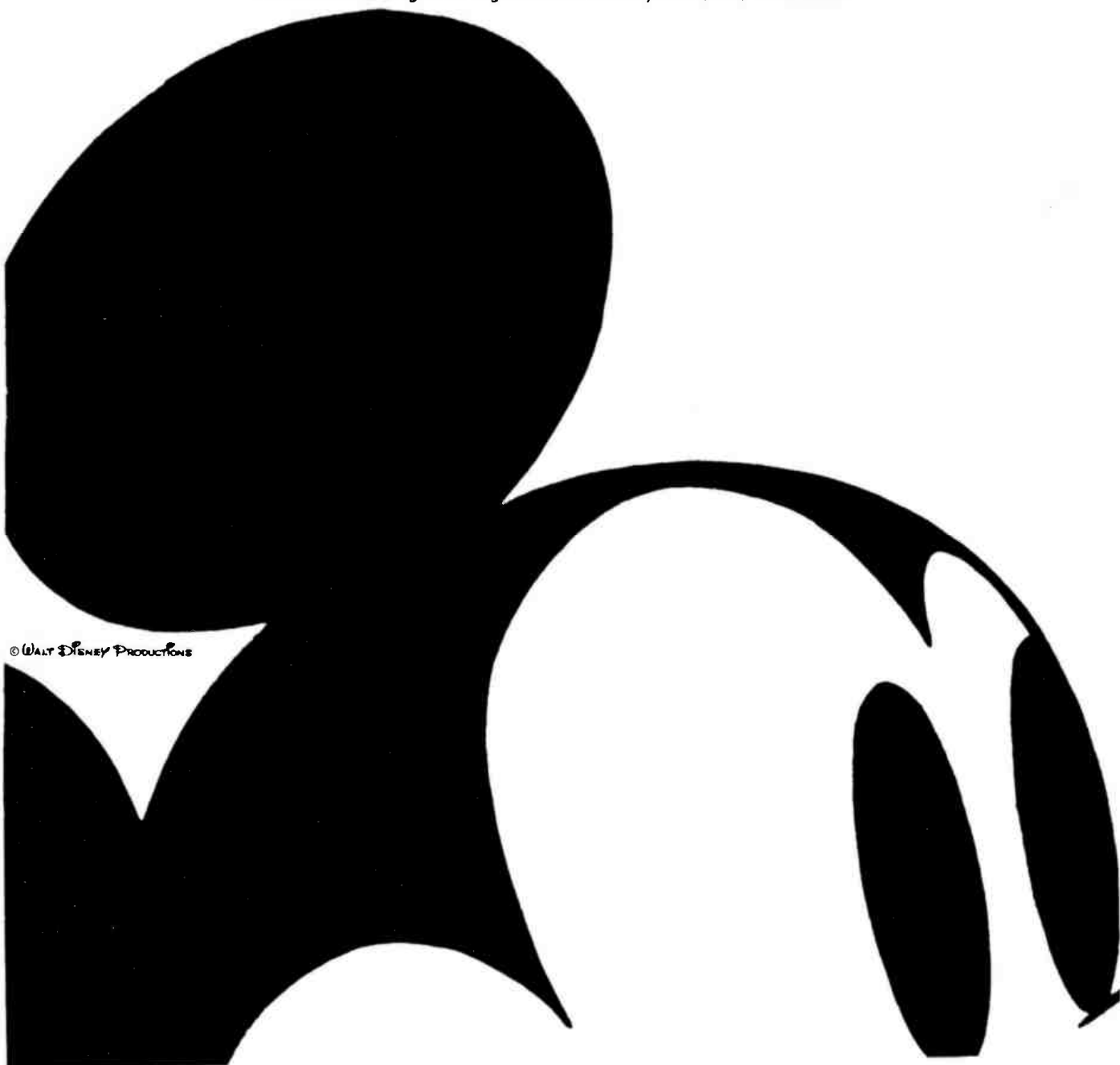
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FOOTNOTES: 1. Hamlet 2. Othello 3. Hamlet 4. Merry Wives of Windsor 5. Measure for Measure 6. Hamlet 7. Coriolanus

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up for him by the recent court decisions.

"There is a legal fantasy we indulge in when we talk of a public trustee who also has a bottom line," Mr. Burch said. He said Mr. Hyde's approach, carried to its logical conclusion, becomes *l'aissez faire*; Mr. Minow's to some form of government oversight. "In the middle is the broadcaster, with a responsibility to his stockholders or himself to make a profit, to keep his skirts clean with the FCC. I do not see today, or at the end of the rewrite of the Communications Act, any resolution of that problem," he said.

His suggestion to the commission: Make the Congress face up to that issue. But he said the commission itself doesn't face up to it.

As for what he would have done differently, Mr. Burch said, "I wouldn't have asked for those transcripts"—a reference to the furor he created when, a few days after he became chairman, he asked the networks for transcripts of commentaries they had done following a speech by President Nixon—"and I wouldn't have been so nice to Nick Johnson."

He was kidding, but not much.

Hollings promises a willingness to learn, listen

He gives himself passing marks on NAB's legislative test, reaffirms stance for longer license

"I think I could make a pretty good grade on this questionnaire," Senate Communications Subcommittee Chairman Ernest (Fritz) Hollings (D-S.C.) announced to the delight of his NAB convention TV audience last Monday. In his hand he held NAB's government-relations briefing paper for broadcasters to use on visits to their senators and representatives. It asks if the congressman will support issues such as license renewal revision, with a five-year license term; a provision exempting the proposed consumer agency from FCC license renewal proceedings; legislation to require all radios be equipped



Hollings

with FM and AM; legislation establishing fines for cable systems that break FCC cable rules; the status quo on daylight savings time. Mr. Hollings did not say which measures he specifically might oppose, but his comment indicated he would score correctly from the broadcaster standpoint on most.

He did make clear his support of a five-year license renewal bill that would give a plus to an incumbent in a comparative proceeding if he had substantially lived up to his license commitments. Mr. Hollings's actions were instrumental in the passage of just such a bill in the Senate in 1974 (it later died in conference committee).

On other measures, the senator was less specific, however. Having just taken over the chairmanship of the Communications Subcommittee this session, he said, "I haven't listened enough and I haven't learned enough . . . The truth of the matter is that it is a new experience for me and our entire committee."

His comments in large measure paralleled those he made in an interview two weeks ago ("Profile," March 28). He said, for example:

■ "I don't look for any kind of a rewrite of the Communications Act of 1934. [With technology changing so rapidly] if we could agree on an act tomorrow, it would probably be obsolete by this time next year." Instead, he said, he plans for the subcommittee to take up issues one bill at a time. Hearings on license renewal legislation, for instance, are to be held in June or July, he said.

■ He expressed disapproval of the court decision overturning an FCC ruling

on indecency and, more recently, in overturning the FCC's pay-cable rules. "Just as a novice and beginner, I'm beginning to wonder if we're going to have to regulate the Circuit Court of Appeals or the FCC. . . ."

■ On TV violence: "I don't see how you can ignore it when it's all everybody is talking about," he said.

The senator said from his own experience running for governor of South Carolina in 1958, he appreciates the power of TV to spread its message. Nearly every newspaper in the state opposed him then, he said, but he was able to buy time on radio and TV and is convinced that that is what tipped the election his way.

Despite TV's power, however, and despite his own distaste for violence and sex on television, Senator Hollings said he thinks action to curb violence should come from broadcasters acting jointly, perhaps with an antitrust exemption from the Justice Department if necessary, but without government intervention. If that failed, however, "maybe a useful service could be performed by Congress in creating a good atmosphere" for change in TV programming. The position bears close resemblance to the stance taken by former FCC general counsel Henry Geller several weeks ago in testimony on TV violence before the House Communications Subcommittee (BROADCASTING, March 7).

The senator made reference, too, to his subcommittee's scheduled hearings on broadcasting May 9-11, hearings he said are undertaken without any particular bill or act in mind. Senator Hollings added, "I think broadcasters are doing an outstanding job in America. . . . I don't think the sky is falling."

■ The senator echoed many of these views in his remarks Tuesday morning at the general radio session. His support of the five-year renewal drew enthusiastic support from the audience. "Small radio stations," Senator Hollings said, "have to fill out too many forms when they should be out spending more time on news and programming."

Not generating applause were the senator's remarks on suggestive lyrics in popular songs played on many radio stations. He compared the problem to that of TV violence and said the best way to solve it is through industry self-restraint, rather than government action. He added though, that there could be the possibility of government action such as including in license renewal requirements a provision requiring stations to be "responsible to the community norms" if broadcasters don't try to solve the problem themselves.

Another broadcaster concern Senator Hollings addressed was that of FCC fee refunds. He explained that he has asked for the reimbursements to be held up, not to inconvenience broadcasters, he said, but to give Congress time to make certain that the court decision calling such fees illegal, "does not bind us in every respect to all federal agencies" and he said he hopes the FCC will be able to work out "a fair fee schedule" to offset basic FCC costs.



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Van Deerlin sees law to prohibit sports siphoning

With FCC pay-cable rules out, he talks of sports protection in new Communications Act—but wants no strings on cable movies

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), reacting to the overturning of the FCC's pay-cable rules in the U.S. Court of Appeals, said he thinks the FCC's policy was half right. "The so-called 3-10 rules [governing pay-cable access to movies] by my way of thinking never made any sense." But the ban on pay TV siphoning of live sporting events is something he thinks "we should damn well write into law."

In a speech to a TV audience at the National Association of Broadcasters convention last week, largely on the subject of the subcommittee's rewrite of the Communications Act of 1934, the congressman said the struck-down FCC formula for movies, barring pay-cable access to movies three to 10 years old, was discriminatory. "This, I think to any logical mind, had to seem arbitrary and capricious."

But, said Mr. Van Deerlin, "when you're talking about siphoning sports events, you're talking about something very different." The key difference, as he sees it, is that "there is no way to preserve the freshness of live sports events." Movies on the other hand keep much of their value after being played once. Besides, he said, "there is no way" Congress would change the ban on siphoning of sports events. "One would have to note only that there are enough jocks in Congress to know that that is unlikely to happen."

Mr. Van Deerlin's subcommittee will have the opportunity to write a sports siphoning ban into its Communications Act. rewrite, which the subcommittee chairman defended as the best possible

way to set communications policy. Among broadcasters, "there has not been unfettered enthusiasm" for the task of overhauling the act, he said. But there is "one thing that troubles me, and that's the extent to which communications policy is being made by the courts and the FCC. You seem to be caught in an increasing battle to find what the intent of Congress was and is. And reading back I find that Congress itself wasn't too damn sure."

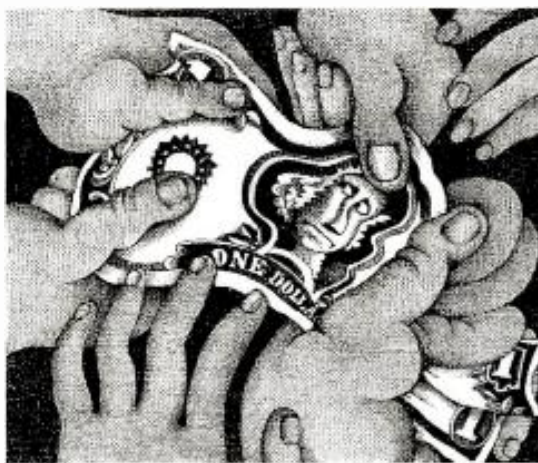
Furthermore, "I should imagine you would feel more secure having your representatives in Congress" addressing the pressing issues of communications "rather than the Ping Pong policy" of the FCC making a ruling and the courts

knocking it down. "It is the Congress ... and not the courts and not the FCC that has ultimate responsibility in setting policy."

Mr. Van Deerlin said the current posture of communications policy institutions in Washington gives new meaning to the "instability" from which broadcasters have long sought relief in license-renewal bills. What with new chairmen of Communications Subcommittees in both houses of Congress, with the identity of the next FCC chairman still clouded, with uncertainty over the future of the Office of Telecommunications Policy and with the FCC and courts playing a "sort of upstairs-downstairs script ... it's sort of

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like waiting for the other shoe to drop," he said.

Add to these factors the "runaway technology" and its effects on the communications law, and "those of us on the House side have just about decided that the 1934 Communications Act is not equal to the task."

Throughout the rewrite project, Mr. Van Deerlin said, the main goal will be to find ways to increase the number of choices available to consumers. "I know you get nervous when you hear talk of looking at network operations and localism," he said. But he pointed out that three-fourths of all TV stations are network affiliates, that 80% of stations use network programming, and that independent stations are now beginning to use satellite communications to compete. "Does it increase the choice—the opportunity for wider horizons for the consumer?" he repeated.

He also repeated stances he took the previous day before a radio audience in opposition to both the equal-time law ("an utter travesty") and the fairness doctrine. The scarcity argument, used as the rationale for imposing the fairness doctrine on stations, no longer applies to broadcasting, he said, particularly in major markets. If anything, it would better apply to newspapers, of which there are fewer outlets, than to broadcast stations. "I think it's time, at least on an experimental basis, and I hope on a permanent basis" to remove the fairness doctrine, he said.

In the end, Mr. Van Deerlin said, there is no way to have a new communications law "unless you, the broadcast industry, feel that we are being fair to you." If the broadcaster in the congressman's home district does not like the bill, he said, chances are the average congressman will not vote for it. His last word to his broadcast audience: "Keep up with us, work with us."

Roper study finds a little lost ground doesn't keep TV from dominating

Medium again earns highest marks for believability, as news source and influence in elections; current report finds public doesn't agree with detractors' violence claims; however, there is a slight decline in opposition to government control

Television has slipped a bit in public esteem, but it remains by long odds the most believable medium, the highest rated institution in terms of performance, the dominant source of news and a growing influence in state and local as well as national elections.

These conclusions emerged from the 10th national public opinion poll conducted by the Roper Organization for the Television Information Office, released at the NAB convention last week by TIO

Down the list. In the opinion of adults, especially parents, television ranks relatively low as a cause of aggressive behavior among young people. In the Roper Organization's study for the Television Information Office, respondents were asked: "There are some children who are overly aggressive, abusive or hostile toward other people. Many causes have been suggested for this. From observations of your own children or other children you know, which of these things, if any, do you think are the *main* causes of some children being more aggressive and abusive than they should be?" Respondents were shown a list of possible causes. How they ranked them is shown in this table.

	People who have children			
	Total sample %	Under 6 years old only %	Both under and over 6 years old %	6-16 years old only %
Not enough discipline at home	79	78	79	85
They come from an <i>unhappy</i> or <i>broken</i> home	45	49	48	43
They have too much <i>free time</i> and not enough to do	43	31	45	52
They see too much fighting and other kinds of violent action in television <i>entertainment</i> programs	39	38	38	39
They're that way because their <i>parents</i> are aggressive and abusive	34	40	39	31
Not enough discipline at <i>school</i>	32	20	32	35
Some children are <i>born</i> that way	9	6	8	10
None	1	—	—	—
Don't know	2	2	1	1

Director Roy Danish.

A new question in the current study found that in the opinion of the public, television falls far short of being the kind of violence creator its detractors claim it is ("Closed Circuit," March 28).

Asked to rate seven possible causes of aggressiveness in children, based on experience with their own or other children, respondents rated TV a relatively weak fourth. And those with both young and older children ranked it fifth.

While 39% of the panel thought the main cause of aggressive or abusive behavior among children was "seeing too much fighting and other kinds of violent action in television entertainment programs," 79% thought it was "not enough discipline at home," 45% thought "they come from an unhappy or broken home," and 43% thought "too much free time and not enough to do" (for details, see table).

The current study, conducted in November and December 1976, showed TV had lost some ground since the study two years earlier. There was a decline in sentiment for less government control over programming, a growing determination among the minority who oppose commercials in children's programs and some erosion in acceptance of the concept of commercial TV generally. As Burns W. Roper, chairman of the Roper Organization, put it in the report:

"1. The American public continues to endorse the commercially sponsored system of broadcasting, but a little less widely than in past years.

"2. While criticism exists, the critics are in the minority—although the minority appears to be increasing somewhat.

"3. Even though the minority criticism is sizable, most of the critics agree with others that having commercials is a fair

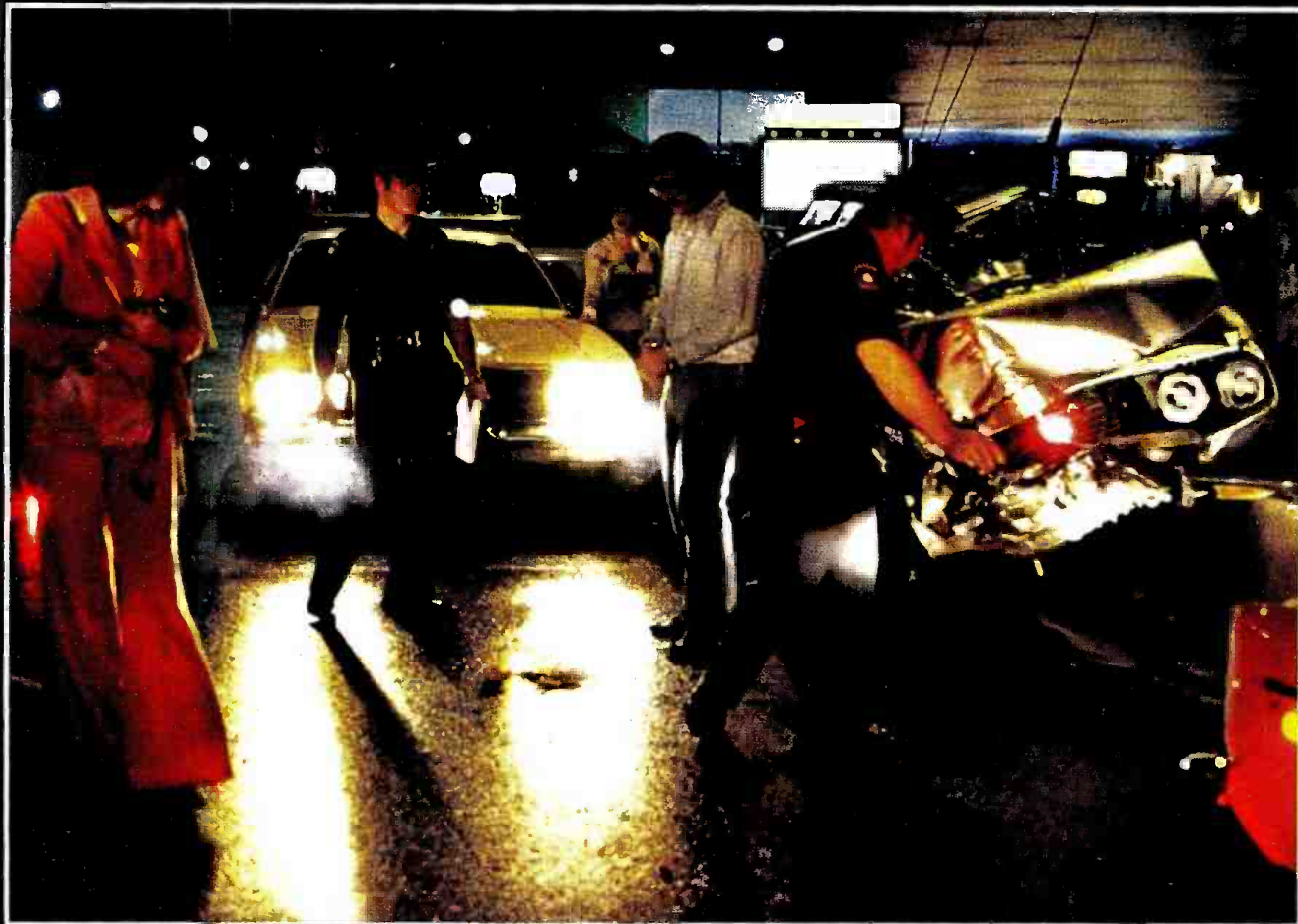
price to pay for getting their programs, though not quite as many agree as in past years."

Specifically, the number of people who felt there should be no commercials in children's programs remained about the same as two years ago—26% now vs. 27% then. And the number who thought having such commercials is all right remained unchanged at 63%. But among the 26% who were against, more than half—54% versus 35% two years ago—favored eliminating commercials even if it meant reducing the number of children's programs "considerably." It was the first time more than half of the anticommercial group had gone that far. At the same time, the number who would keep the commercials in order to avoid reducing the number of programs declined from 54% two years ago to 38% in the current study.

As for the concept that "having commercials on TV is a fair price to pay for being able to watch it," roughly three-fourths (74%) of the people agreed, but this was a come-down from 84% two years ago. Those who disagreed meanwhile rose to 20% from 12%.

Opposition to government control of programming, which peaked in the wake of the Watergate scandals, seemed to diminish slightly in the latest study. Those taking the position that government should have less control remained the largest group, 36% of the total, but this was down from 41% in 1974.

Those feeling that government should exercise more control over what programs are on TV rose, meanwhile, to 24% from 15%, while those believing the present amount of control is about right totaled 34%, down from 36% in 1974. Since the question was first asked in 1963, TIO noted, the group that would like more government control has increased by 50%



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You can shoot where special lighting would be unwelcome or impossible, because you'll have 7250's high speed (EI 400 tungsten) working for you. What's more, you can push development two stops to EI 1600 tungsten with remarkably little increase in grain. Now you can afford to stop down and cover scenes and people with a depth of field and sharpness you may never have thought possible.

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Danish

while the number wanting less control has increased by 33%.

As in every Roper/TIO study since 1963, a majority of respondents said they get most of their news from television (64% vs. 65% in 1974), with newspapers placing second (49% vs. 47% in 1974), radio third (19% vs. 21%) and magazines fourth (7% vs. 4%). The percentages total more than 100 because multiple answers were accepted, but an analysis showed that TV alone was mentioned by 36% as compared with 21% who mentioned newspapers only.

Television also retained its position as the most believable medium, named as such by 51% of the respondents (same as in 1974) while newspapers were second with 22% (up from 20%), radio was third with 7% (8% in 1974) and magazines fourth with 9% (8% in 1974).

The respondents also clearly felt TV is doing a better job than other specified institutions: 70% rated TV's performance of its job as "excellent" or "good," to 66% for churches, 65% for the police, 59% for newspapers, 47% for the schools and 41% for local government.

TV, already in the forefront as a source of information about presidential election candidates, extended its lead in that area and moved up front as a source of information about statewide candidates and those in local elections.

On the national level, when people were asked from what source they became best acquainted with the presidential and vice presidential candidates, 75% said TV (up from 66% in 1972), 20% said newspapers (down from 26%), 4% said radio (6%), 3% said other people (5%), 5% said magazines (5%) and 1% gave other sources (2%). (Again, multiple answers pushed the totals over 100.)

Asked about candidates in statewide elections, the results were 53% for TV (up from 48% in 1974), 35% for newspapers (33%), 5% radio (6%), 6% other people (6%), 1% magazines (1%) and 3% other sources (3%).

In local elections newspapers were still ahead with 44% (up from 41% in 1974), TV was second with 34% (up from 30%), radio had 7% (8% in 1974), other people 12% (14%), magazines 2% (1%) and other sources 6% (5%).

A new question in the current study found opinion divided almost equally between the belief that TV programs portray

women as more liberated than they really are (46%) and that they are portrayed realistically (44%).

Half the respondents felt that TV devotes "about the right amount" of time to having people express their opinions on the air, a gain of five percentage points since 1974. About a third (32%) felt too little time is devoted to opinion (down from 39%), while 11% thought too much time is (up from 8%).

In a follow-up to a special study in July 1975, the respondents were asked whether they thought children's TV programs have improved over "the past two or three years." The answers were about the same as in the earlier survey: In both, 29% saw improvement. In the latest, 21% saw some deterioration (as compared with 19% in the first study), 27% found little change (vs. 25%) and 24% said they didn't know (vs. 28%).

The respondents showed little awareness that noncommercial time in children's weekend programming had been cut from 16 minutes an hour in 1972 to 9½ minutes an hour in 1976. That's a 41% reduction, but 25% of the respondents thought there's "a lot more time" devoted to commercials and announcements now than "three or four years ago"; 11% thought there's "a little more time now" and 18% thought it's "about the same amount," while 2% thought it's "a little less time now," 1% said "a lot less time now," and 43% said they didn't know enough to make a judgment.

Whatever their views, people seem to be watching more and more each year. They were asked: "On an average day, about



Tip's tips. Speaker of the House Thomas P. O'Neill (D-Mass.) chided TV broadcasters in a Tuesday NAB luncheon for playing up Congress's blemishes in news coverage, but on the other hand gave TV and radio partial credit for bringing President Carter the highest popularity rating ever for a President ("This man seems to have the charm and charisma of a Jack Kennedy," he said). He said the American people lack confidence in their institutions at the moment, and asked TV's help to turn that around. Mr. O'Neill was accompanied by his chief counsel, Charles Ferris, said to be President Carter's choice for FCC chairman or commissioner.

how many hours do you personally spend watching TV?" For the total sample, the median time was 2 hours 53 minutes—three minutes more than in 1972, and 36 minutes more than 15 years ago. Among the college-educated the median was 2 hours 24 minutes, up 12 minutes from 1972 and also 36 more than in 1961, and among the upper economic levels the median was 2 hours 40 minutes, up 11 minutes from 1972 and 38 minutes from 1961.

Roper uses identically worded questions from survey to survey. In the latest study, some 2,000 personal interviews were conducted during November-December 1976. Respondents were selected scientifically to represent a nationwide cross-section of U.S. adults aged 18 and over.

A booklet presenting the questions and data will be offered in May by the TIO, 745 Fifth Avenue, New York 10022, at 50 cents a copy.

NAB's three main lobbying efforts for this Congress

Cable forfeiture legislation, consumer-agency bill and pay-TV resolution top list of priorities for government affairs

Cable forfeiture, the proposed agency for consumer advocacy and pay television are the legislative items the National Association of Broadcasters thinks will receive the most prompt attention in the new Congress and on which it is placing its own lobbying emphasis on Capitol Hill.

Donald Zeifang, NAB senior vice president for government relations, in a pitch for support on Capitol Hill from the TV broadcasters at a Monday NAB TV session, listed NAB's positions on these items (Roy Elson, vice president for government relations, made a similar plea at Monday's radio session):

■ **Forfeiture legislation.** This bill, which would give the FCC authority to fine cable systems for FCC rule violations, died last session after passing the Senate, and the House Communications Subcommittee is considering now whether to take it up apart from the Communications Act—rewrite this year. NAB wants it passed as a means of cracking down on cable scofflaws.

■ **Agency for Consumer Advocacy.** With the support of President Jimmy Carter, legislation to create this new agency is considered certain to make it to the floors of both houses this year. The proposed agency would represent consumer interests in proceedings before agencies such as the FCC, and NAB wants an exemption in the bill to keep the agency out of FCC license renewal proceedings. The renewal process is already open to virtually everyone, the association argues.

■ **Pay TV.** NAB seeks as many endorsements as it can muster for a resolution by

Representative Charles Thone (R-Neb.) opposing siphoning of sports and movies from over-the-air TV by pay cable. The measure would have no legislative force, but is intended instead to put as many members of Congress as possible on record supporting "free" TV.

Messrs. Zeifang and Elson urged delegates to visit their congressional representatives and lobby for broadcast interests during the convention; "de-briefing" forms were handed out for broadcasters to relate their Hill encounters.

Krelstein rails against suffocation by government

DSA winner recites his 43 years of frustration with an ever-growing load of regulation that should have been checked by First Amendment

Harold R. Krelstein, chairman of Plough Broadcasting, Memphis, opened last week's convention of the National Association of Broadcasters with a theme that was to be heard again and again: Broadcasters want the full protection of the First Amendment and emancipation from excessive regulation.

Mr. Krelstein appeared as the winner of this year's NAB Distinguished Service Award and as a feisty advocate of less government control.

In his 43 years in broadcasting, said Mr. Krelstein, "I have scrambled to get the order, struggled to comply with the latest turgid and incomprehensible directives from the FCC, tried to keep costs down to a reasonable 25% over what they were the year before and tried to stay out of trouble because I might have tangled with the minimum wage-hour law, the political broadcasting law, the equal opportunity law, a Federal Trade Commission directive or some other insanity supplied by the federal government in triplicate. But most of all, tried to keep my head above the useless tons of paperwork which now, and rightfully so, are beginning to drown the very bureaucracy which created this paper monster."

Because of its licensing power, said Mr. Krelstein, "some arm of government is always trying to coerce, intimidate or sweet talk us into doing something they want us to do. They have sung us the siren song of all governments: Let us handle it. Just do what we say. After all, we know what is good for you."

The regulation proliferates, said Mr. Krelstein, despite the restraints that the First Amendment was intended to impose. "We broadcasters are the chosen people," said the chairman of Plough Broadcasting, a subsidiary of Plough Inc., the proprietary drug firm. "With all respect to car dealers and cereal and soap makers and even pharmaceutical manufacturers, all of whom are our dearest spon-



Krelstein

sors and closest friends, Ben Franklin, James Madison and John Adams did not single them out for special attention in the Constitution of the United States. But they did us.

"They did not single out broadcasting," said Mr. Krelstein, "because we hadn't been invented yet, but they clearly had us in mind."

For radio, there will be an even brighter tomorrow

Prediction of \$3.2 billion revenues by '85 forecast in Future of Radio study that also makes upbeat reports on FM, deregulation and automation; other speakers add thoughts that make outlook for medium even more exciting

What will radio be like in 1985?

Some glimpses were offered at the NAB convention last week by John Dimling, the association's research vice president, in a preview of results of NAB's \$30,000 Future of Radio study. More details on the findings are contained in the April issue of *Radioactive*, to be distributed shortly to NAB radio members. Among the highlights:

- Radio revenues will be up 85% over 1975's, reaching \$3.2 billion. Radio expenses will represent about 91% of revenues but will have grown at a somewhat slower pace, aggregating 79%, so that profit margins will be up. Revenues per station will continue to grow in markets of every size, with states and geographical regions producing essentially the same proportions of total revenues in 1985 that they do today, though the South Atlantic region stands to gain most because the largest population gains are expected there.

- The FM audience will edge ahead of

AM's to represent 51.7% of the total radio audience in 1985, and FM revenues will account for more than 42% of all radio revenues. FM quadraphonics will be in general use and AM stations will counter with stereo, possibly as early as 1980. Both AM and FM will move to fully automated transmission. Cable could "dramatically alter the present competitive balance in radio markets," but its impact depends on too many unknowns to be predictable.

- Radio deregulation will continue, the license period will be extended—probably to five years from the present three and probably before 1985—and though the ban on cigarette advertising will not be lifted, no new advertising bans are expected. Advertisers may, however, have to be more careful about the language in their commercials.

- Satellite networking will be available and affordable, but no major new technological improvements in signal processing are expected within the next decade, meaning stations won't be required to make major capital investments in innovative equipment. Citizen-band radio and auto tape players aren't expected to affect in-car listening very much.

- There will be continuing pressure to increase the number of radio stations. Some of the remaining clear channels may be opened up by 1985, but there will be no relaxation of AM signal overlap standards or any reduction in AM channel spacing by that time. An expansion of the upper limit of the AM band by 200 khz is possible by 1985, as is a reduction of FM channel spacing.

- Owners of AM-FM broadcast combinations within the same market probably won't have to divest either, but AM-FM operations will probably have to be split if the stations are sold. There'll be increasing pressure on AM-FM operations to reduce program duplication but the news functions of those stations won't have to be separated.

- Specific percentage quotas for hiring women and minorities won't be imposed, and stations won't be required to give additional access time to politicians or special-interest groups. There will be some regulation of future cable carriage of radio signals in recognition of the potential for harm in unlimited importation of distant signals.

- The average American aged 12 or older will be spending 3 hours 15 minutes per day with radio in 1985.

In a convention follow-up session with Ted Landphair of WMAL(AM) Washington asking the questions, five radio specialists added some of their own views. Some of these differed from the study's.

Harry M. (Chip) Shooshan, counsel and staff director of the House Subcommittee on Communications, suggested, for instance, that perhaps a five-year station license term wouldn't be long enough and that the term, in the upcoming rewrite of the Communications Act, might be made "substantially" longer.

FCC Commissioner Joseph Fogarty went even further, saying he'd favor



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Consider the advantages.

Last year, Sony Broadcast introduced the prototype of a new 1" high band video recorder. The BVH-1000.

The BVH-1000 produced picture quality difficult to believe. In fact, broadcasters didn't believe it. They had to see it for themselves. And they snapped up every prototype we could deliver.

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Shooshan



Fogarty



Chismark



Gross



David

licenses "in perpetuity"—if it could be assured that broadcasters would "live up to your responsibility." Mr. Fogarty also said he wasn't sure how much more deregulation there will or should be, but that he'd favor loosening up some of the paperwork wherever feasible.

Mr. Fogarty also said that in his view no financial burden should be placed on licensees to furnish copies of their public records to public-interest or other groups.

Al Chismark of Meredith's WTVH(TV) Syracuse, N.Y., estimated that an FCC rulemaking on AM stereo may be initiated in about 18 months, and that a notice of inquiry and rulemaking on quad FM may come this summer. He also ventured that CB radio may destroy itself with its own clutter.

Horace W. Gross of the Washington consulting firm of Frazier, Gross & Clay, which conducted the Future of Radio study for NAB, suggested that radio stations would remain a good investment because the study indicated they would be more profitable—"not greatly, but somewhat"—in the next 10 years.

Miles David, president of the Radio Advertising Bureau, took exception to the study's forecast of an 85% increase in radio revenues by 1985. "I think we can do a lot better," he said. Growth during the past 10 years has been better than 8% annually, he said, and if this is maintained the increase will total 118% to 130% by 1985. "Why not set a goal of overaging at least 10% a year?" he asked. "At that rate by 1985 radio will have grown not 85% but 159%. It's achievable. It can be done."

Little radio guys advised to think big in localism

Wiley tells small-market session that such service is defense against inroads of new technologies; FCC's Ray offers a mixed bag of assurances, misgivings, compliments

The small market radio program at the National Association of Broadcasters convention last week provided FCC Chairman Richard E. Wiley with a second forum for another bit of farewell advice to broadcasters regarding localism: It's in their best interests.

More than that, the program—during which commission officials fielded questions from the audience—also provided a

forum for some farewell remarks from William B. Ray, chief of the commission's Complaints and Compliance Division, who will reach the mandatory retirement age of 70 before the next NAB convention. He directed some critical remarks toward commission policies—and, by implication, a suggestion of representative Lionel Van Deerlin (D-Calif.)—and some complimentary ones toward Chairman Wiley.

The proposed rewrite of the Communications Act as well as Representative Van Deerlin's suggestion that a portion of the UHF spectrum be reassigned for radio use was on the mind of one broadcaster who asked a question about them.

Paul Putney, deputy chief of the Broadcast Bureau, said the addition of channels to large cities seems "unlikely." But Wallace Johnson, chief of the Broadcast Bureau, noted that the commission, in preparing for the World Administrative Radio Conference to be held in 1979, is reviewing the needs for various areas of the spectrum. And, he noted, there are proposals—which "have not been discarded"—for expanding AM service and carving FM channels out of UHF spectrum space.

At that point Mr. Ray jumped in, noting that he was at his "last convention," a fact that, he suggested would permit him to express himself with somewhat more candor he might otherwise have. Speaking as a former broadcaster—he had headed NBC news in Chicago before buying KASI(AM) Ames, Iowa, which he operated 1959-61—"I think the commission for years has been issuing too many licenses." The purpose is diversity, "but there comes a time when competition becomes impossible."

As for the proposed rewrite of the Communications Act, Mr. Ray said broadcasters should hope the present act is retained. "Any new one will be harder on broadcasters," he said, "more regulatory."

But he also suggested that broadcasters could relax: "I don't think there will be a new one this year or in the next five."

Chairman Wiley touched on a theme he sounded in his luncheon speech the day before (see page 33) in stating that, during the review of the Communications Act, questions will be raised as to whether "we need a locally based system." Broadcasters, he added, should "take stock", determine what their role is, how they feel about "localism." "I believe in it," he added, "I hope you do, too." He contends that local service is broadcaster's best defense against seeing the present system made obsolete by new technologies.

Mr. Ray's compliment for Mr. Wiley—issued after Mr. Ray noted that there wasn't anything the chairman could do for him now—was in connection with the commission's attitude toward broadcasters who violate fraudulent billing and similar rules.

The commission under Chairman Wiley, he noted, has engaged in regulation—or deregulation—"on unimportant things." But the commission has been "deadly" on matters involving basic character qualifications, such as fraudulent billing or misrepresentations to the commission. "The commissioners," Mr. Ray added, "don't think those people belong in broadcasting." Summing up, he said, "It's laissez faire on the one side, tough as hell on the other." And the audience applauded.

CRTC is looking into pro-separatist charges against Radio Canada

The Canadian Radio-Television and Telecommunications Commission, at the request of Canadian Prime Minister Pierre Elliot Trudeau, is investigating charges



Small Market Radio Committee—FCC Q and A. L to r: Richard J. Shiben, chief, Renewal and Transfer Division; Martin I. Levy, chief, Broadcast Facilities Division; William B. Ray, chief, Complaints and Compliance Division; Paul W. Putney, deputy chief, Broadcast Bureau; Wallace E. Johnson, chief, Broadcast Bureau, and Chairman Richard E. Wiley.

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*Patent applied for



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that members of the Canadian Broadcasting System show bias in favor of independence for Quebec. The commission expects to have a report completed by July 1.

The prime minister reportedly has said that Quebec nationalists have quietly taken over Radio Canada, the French-language service of CBC, and are systematically distorting news and public affairs programs to favor the separatist government of Quebec Premier Rene Levesque.

A.W. Johnson, president of CBC, reportedly said he was "surprised and dismayed by the intensity of the ruling Liberal Party's attacks. We have never engaged people on the basis of a political blood test, and we are not going to start now," he said.

CBC is financed by the government (\$467 million has been allotted for its operation in the coming fiscal year) but it operates independently in programming.

FCC's short form for radio renewal sometimes catches broadcasters short

Opportunity to clear up confusion provided at NAB session; burden of paperwork is apparent in issues posed to commission's Bauman

"The key to this whole thing is periodic review. . . . If you wait until the last minute to file this thing, you can be in a lot of trouble."

The "thing," Jeff Bauman, FCC renewals branch chief, was referring to is the commission's short radio-renewal form issued last year for commercial AM's and FM's. Mr. Bauman, along with Washington communications attorney Robert Coll, of McKenna, Wilkinson and Kittner, ran down the form for confused renewal applicants at the second of two such similar sessions at the convention last week. Erwin Krasnow, NAB general counsel, served as moderator.

Mr. Bauman's point was brought out when the discussion turned to "promise-versus-performance" charges that can de-

velop from the programming percentages written on the form. If it looks like a licensee isn't able to carry through with his commitment at any time during the license period, Mr. Bauman urged, an amendment to the renewal form should be filed.

In an NAB radio-renewal workshop sheet distributed at the session, it was explained that the "FCC defines 'substantially' [different] as meaning a 15% decrease in any one [programming] category or a 20% decrease over-all."

One specific problem with the form cited by both the FCC representative and the broadcasters in the audience involved question 19 which asks the renewal applicant to state how much political advertising he or she plans to accept. The oversight: a line was left out of the form, without which, according to Mr. Bauman, any answer becomes meaningless. The NAB explanation sheet sought to clarify the matter, saying that the FCC permits "four minutes excess of normal commercial limit during 10% total operating hours during 45 and 60 day pre-election periods for political advertising."

Another problem involved broadcasters' fears of burdensome research and paperwork from question 18 for those who must compare commercial practices between license periods. Mr. Bauman said that he believed "composite week" comparisons would suffice but added that he would check it out. NAB's Mr. Krasnow said he planned to write the FCC the following day asking for a public clarification. (Mr. Bauman explained that the session was also for the benefit of the FCC, to let the commission know broadcaster complaints to be considered in possible form revisions.)

As for the equal-employment-opportunity sections of the form, Mr. Bauman explained that the commission, from those licensees not exempt from filing, especially wants documentation of recruiting attempts.

Mr. Coll took his turn earlier and, in explaining part three on engineering, said he's been surprised just how many applicants fail to adjust their equipment and describe their operation which is actually improper.

Fortunately the commission generally takes "remedial rather than punitive action," he said, but warned broadcasters to

make sure their engineering systems are within the rules.

The panelists also spent time explaining the filing requirements regarding station ownership, with one broadcaster citing the difficulty of tracking down required information from closed-mouthed directors. The answer, in effect, was to keep trying.

The gap between broadcasters and citizen groups is narrowing

Representatives of both factions vent their feelings at NAB convention; agree there are still differences, but that both sides have become more understanding, less acrimonious

It may be too early to say that the days of confrontation between broadcasters and citizen groups that are dissatisfied with the broadcast service they receive are over. But a workshop at the National Association of Broadcasters convention indicated that civility is beginning to replace suspicion, as both sides gain experience in negotiating with the other.

The workshop on a "Look at Television/Community Group Negotiations," was held on Tuesday. And James Lynaugh, vice president and general manager of WTOP-TV Washington, and Kathy Bonk, National Organization for Women, held forth on how well they had resolved differences. So did Jack Harris, president of KPRC-AM-TV Houston and a member of the board of the Association of Maximum Service Telecasters, and Pluria Marshall, chairman of the National Black Media Coalition.

Another workshop, dealing with negotiations between radio stations and citizen groups, however, indicated not only that some of the rough edges on those relations remain but that race is not necessarily an index to how a group will get along with a broadcaster. To Alvin O. Chambliss, a black attorney for the North Mississippi Rural Legal Services, in Oxford, Miss., Herman A. Gilliam Jr., a black man who is president and general manager of WLOK(AM) Memphis, Tenn., is, first, a broadcaster.

Mr. Chambliss has been engaged in discussion about a programming matter with Mr. Gilliam—some citizen groups are determined to have a weekly 90-minute *People United to Save Humanity* program returned to the station's schedule, while WLOK is proposing a 45-minute program.

Mr. Chambliss noted that an agreement on various matters had been reached, but said, "Even with the best agreement, there's a hassle. So if the problem cannot be resolved, we're going back to the FCC." Howard Robertson, an owner of the station who is also black and who participated in the workshop, expressed confidence that the problem could be resolved.

Indeed, compared to the television ses-



Filling out the Short Form. L to r: Robert Coll, McKenna, Wilkinson & Kittner; Jeff Bauman, FCC, and Erwin Krasnow, NAB.

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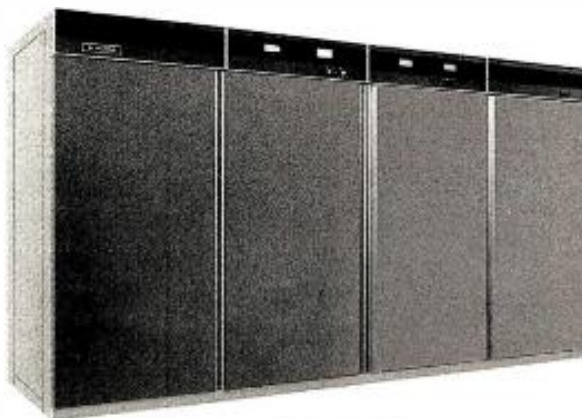


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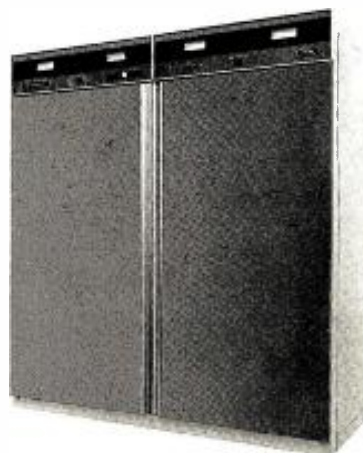


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MW-50A, fifty kilowatt transmitter



MW-5A, five kilowatt transmitter



A Look at Television/Community Group Negotiations. L to r: James Lynaugh, WTOP-TV Washington; Kathy Bonk, National Organization for Women; Lionel Monagas, chief, Industry Equal Employment Opportunity Unit, FCC, moderator; Jack Harris, KPRC-TV Houston; Pluria Marshall, National Black Media Coalition, and Nolan Bowie, Citizens Communications Center.

sion's workshop, the one involving radio seemed to be a kind of throwback. Not only did Mr. Chambliss relate the problems with WLOK and the previous owner, Starr Broadcasting Group Inc.—Mr. Chambliss had filed a petition to deny Starr's renewal application—but Lawrence G. Stamps, chairman of the executive committee of the Lynchburg, Va., chapter of the National Association for the Advancement of Colored People, told a tale of dealings with the *Washington Star's* WLVA-AM-TV Lynchburg that reflected suspicion and hostility on both sides.

"We laid out demands, not requests," Mr. Stamps said at one point. "The community was not being served... We continually keep the heat on them."

That kind of talk seemed reflective of the dark side of the moon of the negotiations known to WTOP-TV and NOW, and to KPRC-TV and Mr. Marshall. Not that the present state of affairs was easily arrived at.

Mr. Lynaugh recalled the uneasiness he felt when he received telephone calls from NOW regarding WTOP-TV's plans to make changes in a woman-oriented program, *Everywoman*, that was not doing well in the ratings. "We perceived their message as indignation and as a threat to us if we persisted with this change," he said. And a number of questions went through his mind: "Is this a group that is out to prove a point or are they going to be receptive to ideas and information... I wonder if they have met with other stations, or are we going to be their test case?... Shall we sit in a circle, or at a table?..."

The fears, apparently, were groundless. A meeting promised NOW was held, and the outcome was "understanding and cautious trust on both sides."

Not only that, but Ms. Bonk persuaded Mr. Lynaugh to hold another meeting to discuss WTOP-TV's minority and female employment. That led to a request for modifications of the station's affirmative action program and a full workforce analysis.

The request for an analysis disturbed the station, Mr. Lynaugh said. "Why do more than the law required?" But we decided to see if something could be learned. Something was learned, he said: "First, that analysis was helpful and not a burden; second, that the NOW requests were reasonable and constructive."

Ms. Bonk was as friendly to WTOP-TV as Mr. Lynaugh was to NOW. Not only has NOW developed good relations with the station, she said, "But they don't need us any more. They have their own in-house

women and community groups" to look after their own needs.

She also labeled the dealing with WTOP-TV "a positive experience," and said: "Broadcasters can learn from community groups, and groups can learn from broadcasters."

Mr. Harris and Mr. Marshall also indicated that their relationship was not always as comfortable as it seemed last week. Mr. Harris said that in most instances in which stations have begun dialogues with groups in Houston, they began with "suspicion and perhaps hostility on both sides. It requires patience and a desire for understanding on the part of both parties before this attitude can be dissolved into a mutual effort for reasonable accommodation."

Now, Mr. Harris said, KPRC-TV seeks to benefit from "the expertise" of citizen groups. "Where their suggestions or demands have run counter to our judgment," he said, "we have explained our reasoning, but our judgment has prevailed. We have cooperated, but we have not been railroaded or blackmailed."

For his part, Mr. Marshall indicated that at least some groups are becoming more sophisticated in their dealings with stations, better informed and more institutionalized. The changes, he suggests, are for the better, so far as the stations as well as the groups are concerned.

In 1968 and 1969, he recalled, black groups would confront station management with statements like, "'This is what you're going to do, Whitey.' But those days are gone." Now, he said, groups discuss problems, and if they have done their homework, they will be heard. If not, they'll be "summarily dismissed."

Furthermore, he said, groups are becoming permanent fixtures in communities,

and he forecast changes in their approach. "You will see fewer petitions to deny," he said. Instead, groups will be conferring with stations several times a year to check up on their activities.

But he also suggested that groups should not be regarded as having gone soft. "We will go for agreements with every station in the market," he said. "But with hardheads that are not going to deal, they'll be sent to the man."

For all the talk about understanding between groups and stations, Nolan A. Bowie, an attorney with the Citizens Communications Center who appeared at both workshops, probably had a meaningful message for all concerned when, in discussing the negotiations process, he said it is similar to a poker game:

"It involves a certain amount of chance. There is a point which the players cannot go beyond and thus must drop out. There must be an honest appreciation of the cost involved (i.e., cost of settlement vs. cost of litigating a petition to deny). There is a certain amount of bluffing, acting and attempts to manipulate the odds in one's favor. Moreover, everyone tries to play with a poker face."

Monagas reminds that broadcasters must make an affirmative effort in minority hiring

Finding qualified applicants is not an impossibility, but it does require a management commitment, he tells NAB convention session

Broadcasters' complaints that they can't find qualified minority applicants for job openings is a "cop-out," Lionel Monagas, chief of the FCC's industry equal employment opportunity unit told an NAB convention TV workshop on Tuesday. The problem is not where to find them, he said, but how committed station management is to look for them.

If stations are willing to seek out minority job candidates they can, he said, mentioning Howard University's referral service and the NAB Employment Clearinghouse, both in Washington,



A Look at Radio/Community Group Negotiations. L to r: Nolan Bowie, Citizens Communications Center; Ernest Fears, Washington Star Group Stations; Patricia Russell, deputy chief, Industry Equal Employment Opportunity Unit, FCC; Lawrence G. Stamps, Lynchburg, Va., chapter of National Association for the Advancement of Colored People; Howard Robertson, WLOK(AM) Memphis, and Alvin Chambliss, North Mississippi Rural Legal Services.

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A new, unique television series. Six hour-long programs that tell viewers something about themselves. About their families. About families they know.

Six American Families premieres the week of April 4th. Nationally on the PBS stations and on the five Group W stations.

The GroupW camera crews lived in the homes of six very different families scattered around the country. With an Iowa farm family and the family of a black New York City cop. A Polish-American blue-collar household in Chicago and an affluent-though-broken one in a San Francisco suburb. An Albuquerque scientist and his family and a poor, 25-member family in rural Georgia.

The crews' assignment: give us a portrait of these American families. Show us their problems, their frustrations, their hopes and their disappointments.

The result is something different in television. The first 50 minutes of each program is a living portrait of each family, warts and all. There are no actors, no scripts, no scenarios. The family goes about its life openly, honestly, sharing its most personal experiences.

Then, in the final ten minutes they learn something about themselves. This segment of the program focuses on the family *after* they've seen themselves on videotape for the first time. We see them reliving their lives as initially caught by the camera. And they react, sometimes with

Families can do 71 million.

surprise, sometimes with shock.

Six American Families gives viewers a picture in microcosm of the family at the beginning of our nation's third century. The series will also give them a better insight and understanding of the problems and conflicts, the decisions and dreams of the most important family they know. Their own.



WESTINGHOUSE BROADCASTING COMPANY

Six American Families was produced by Group W in association with the United Church of Christ and the United Methodist Church. The PBS telecasts have been made possible by a grant from The Travelers Insurance Companies.



WATCH FOR IT ON THESE DATES:

Week of April 4:

The Pasciaks of Chicago

Week of April 11:

The Greenbergs of California

Week of April 18:

The Kennedys of Albuquerque

Week of April 25:

The Georges of New York City

Week of May 2:

The Stephenses of Iowa

Week of May 9:

The Burks of Georgia

**(CHECK YOUR LOCAL LISTINGS
FOR STATION, DAY AND TIME.)**



What You Don't Know About EEO Can Hurt You. (l-r) Lionel Monagas, FCC chief of industry EEO unit; moderator, Erwin Krasnow, NAB general counsel, and Arthur Goodkind, from Washington law firm of Koteen & Burt.

Clark College in Atlanta, and job-skills banks across the country. "But ask yourselves," he said, "how committed are you?"

Mr. Monagas was the main distributor of information at the workshop, moderated by Erwin Krasnow, NAB general counsel, in which the other panelist, Arthur Goodkind of the Washington law firm of Koteen & Burt, assisted the audience in asking "nitty-gritty" questions about the FCC's EEO filing requirements.

Reaching the FCC's "zone of reasonableness" or 25%-50% of parity in minority hiring requirements is based on minorities as a whole group rather than the different groupings of minorities in a community, Mr. Monagas said in answer to a query from Mr. Goodkind. Women, however, are a separate category from minorities, he said, adding there are more women in the work force than minorities.

Concern about the commission's recruitment requirements was expressed in a number of questions to Mr. Monagas. Stations should use every possible means available to inform minorities and women of job vacancies at the station, he advised, suggesting women's groups and minority-read newspapers. No matter what the situation is at the station with a job vacancy, some type of outreach is required before filling the vacancy, he said. If a job opens today and a qualified minority applicant walks in tomorrow, that person cannot be hired on the spot, he said. Other applicants must have an opportunity to get that job.

Executive recruiters may be used, he said, but the station must be sure that the recruiter has an adequate EEO policy. Promotion from within is fine, he said, but when creating a new job, some type of outreach must be made.

Mr. Monagas said that the FCC's EEO requirements are made to protect the broadcaster from possible Equal Employment Opportunity Commission confrontations. In fact, he said, EEOC rules are stricter than the FCC's. He suggested that if stations followed state EEO rules, they would "more than amply" meet FCC specifications.

Good management best prevention for unionization

NAB panel says happy employees won't want to organize and it's worth the price in wages

A Wednesday NAB radio workshop, "Unions—Your Future Partner," turned out to be a how-to course for management for avoiding the unionizing of radio stations.

NAB's Ron Irion, who moderated the session, set the tone of the workshop in his opening remarks. Unions, Mr. Irion said to the assembled station managers and owners, "restrict your decision-making." Commenting on the relatively small turn-out for the session, Mr. Irion said,

"Unions are like crime statistics, impersonal and meaningless, until you become a statistic."

The members of the panel were Marshall Berman, labor counsel with the Washington law firm of Dow, Lohnes & Albertson; James Wesley Jr. of Cox Broadcasting, and Abiah Church of Storer Broadcasting.

Mr. Berman led off the panel with a two-part presentation on "avoiding unions and winning a National Labor Relations Board election."

The first part of his speech concentrated on how broadcasters can keep unions out of their stations. Basically, Mr. Berman's comments came down to: "make it a lot better place to work." He suggested, for instance, that employers pay as high a salary to their personnel as they can. "Book or better," Mr. Berman said was what non-union stations should be paying.

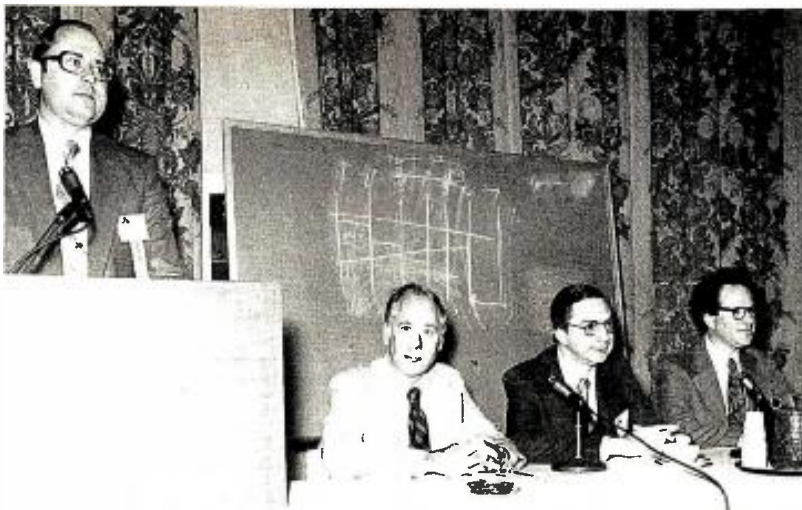
Beyond salary guidelines, Mr. Berman suggested three "preventative" methods for discouraging union activity. Mr. Berman said every business should have a "valid no-solicitation rule. The Tupperware parties will have to go." By that, Mr. Berman said he meant that companies with lax rules on activities not directly related to business being carried on during the business day open themselves up to employees using company time to carry on organizing activities.

Mr. Berman also suggested that managers make certain that the key people in their organizations "meet the legal definition of supervisors." That is, that supervisory personnel be given enough responsibility that they cannot become members of unions themselves.

Finally, Mr. Berman said managers should see that the various departments of their stations are not delineated in such a way that the employees are divided into



EEO Reporting. Panelists at a radio workshop on the FCC's new EEO reporting procedures were (l-r): Frank Mullin of the Washington law firm, Mullin, Connor & Rhyne, and Glenn Wolfe of the FCC. Moderator of the panel was Richard Wyckoff of the NAB's legal department. Mr. Wolfe, who oversees licensee EEO filings, told the Monday morning audience the commission expects an "honest effort" to comply with its employment guidelines. "There's no big failing in not meeting the established percentages," Mr. Wolfe said.



Unions—Your Future Partner? L to r: Ron Irion, NAB; Abiah Church, Storer Broadcasting; James Wesley, Cox Broadcasting, and Marshall Berman, Dow, Lohnes & Albertson.

"appropriate bargaining units." Unions, he said, would be discouraged by companies that do not have fixed and rigid departments that have little to do with each other.

As for winning an NLRB election, Mr. Berman said management should do all it can to show employees the disadvantages of unionizing. That does not, he said, extend to firing employees for organizing activities, which is against the law. But, he said, management could "remind" employees that "employers can hire permanent employees to replace strikers."

Mr. Wesley, who is general manager of KFI(AM)-KOST(FM) Los Angeles, and Mr. Church reiterated and elaborated on Mr. Berman's comments. Mr. Wesley especially outlined what employers should do to see that their employees do not need unions. He told the audience that management must have a good attitude toward employees. "It's about the only thing we can control to avoid unions in our stations." He suggested that managers "keep their attention focused on performance, not profits." He added, "Too much emphasis on profits or efficiency, and the union man has a field day. He says, 'Let's get a piece of the action.'"

"If we run good radio stations, stations we can be proud of, profits will grow faster than we dare to believe," Mr. Wesley said.

stressed that they extensively research executive candidates and firms and ultimately will save a company the minimum 20%-of-first-year-salary fees that they typically charge. Mr. Youngs said that "90% of the time a wrong candidate is chosen is because the firm hasn't checked the person thoroughly."

Ms. Barish, who specializes in broadcast journalists, noted that air talent is a different animal from the management executive. She said she could send a station 10 or 12 candidates for a news-anchor post that are perfectly qualified, and only one will be hired. But in the case of a news-director post, she could send three candidates and "two wouldn't be hired because of the way they comb their hair; every taste in talent is a preconceived notion."

Mr. Neff detailed how to search for executives: Never go directly to a person, but start with an organization with "people who might qualify"; then find sources of information about these people (former employees and employers, business acquaintances). A systematic approach, he said, reduces hiring risks.

Mr. Youngs said his firm exercises a healthy skepticism about job candidates and through an interview process with the candidate and people who know him or her, tries to form a complete picture of that person and sizes that up against the complete picture of the job that person is to fill.

Mr. Sullivan said a recent study showed

that station general managers list "personnel problems" fourth in a ranking of their work-related problems. "A search firm can save you time and money," he said.

Another panelist, on the inside of broadcast hiring, Eleanor Brown of WMAL-TV Washington, said of executive search firms, "there are good ones and bad ones." But she also said she uses them (she recently paid a search firm \$4,000 for a female CPA) and admitted "it costs money and its costs time to find good people."

It need not cost an arm and a leg to promote, say BPA panelists

NAB session gets rundown of some of the more successful campaigns; there are also warnings against old ideas, over-use and clutter

Although admitting earlier that it takes money to make money, Broadcast Promotion Association President Lynne Grasz of KMOX-TV St. Louis billed her session: "How to promote your station for practically nothing." She garnered a standing-room-only crowd last Monday at the NAB convention with a panel of radio broadcasters who offered ways to earn the most listeners with the least investment.

Pat Powers of KTPK-FM Topeka, Kan., described his station's "reciprocal advertising" technique, which last year brought in \$30,000 worth of promotion for slightly more than \$3,000 cash. Carolyn Metheny of KAAY(AM)-KEZQ(FM) Little Rock, Ark., told of the "Christmas wish contest," the promotion with the "most residual effect" and which on occasion hasn't cost her AM station "a single penny." William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y., advised that, like architects, promoters should avoid clutter and follow the "less is more" credo. Jon Beacher of WXIA-TV Atlanta warned that "we're not using our media properly" by leaving out the "magic ingredient"—psychology.

Mr. Beacher told some 325 broadcasters in attendance Monday (and others catching the repeat session the following day)

Hiring a new hand is more than guesswork

Placement specialists emphasize time and energies saved by use of professional search companies

An NAB workshop titled "How To Fill Executive Vacancies" heard several executive-search firm representatives say that one way is to hire them.

Sherlee Barish of Broadcast Personnel Inc., Carl Youngs of Ron Curtis & Co., Joe Sullivan of Joe Sullivan & Associates and Tom Neff of Spencer Stuart & Associates



How To Fill Key Executive Vacancies. L to r: Tom Neff, Spencer Stuart & Associates, New York; Carl Youngs, Ron Curtis & Co., Chicago; Nancy McCormick (moderator), NAB; Sherlee Barish, Broadcast Personnel Inc., New York; Joe Sullivan, Joe Sullivan & Associates, New York; Eleanor Brown, WMAL-TV Washington.



How to Promote Your Station For Practically Nothing. L to r: William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Carolyn Metheny, KAAV(AM)-KEZO(FM) Little Rock, Ark.; Lynne Grasz, KMOX-TV St. Louis and Broadcast Promotion Association president; Pat Powers, KTPK(FM) Topeka, Kan., and Jon Beacher, WXIA-TV Atlanta.

that "people are getting bored with contests." Furthermore, he argued, pushing program content isn't the answer either. "Well heck," he asserted, "everybody's got Elton John." Although the panel concentrated on radio promotion, Mr. Beacher crossed over to television to make his point. There's no need for NBC to push *Angie Dickinson* and fast action for its *Police Woman* series, he said, claiming that as a top-rated show, those elements are already known.

Mr. Beacher's technique is three-fold: create "stress"—make a listener uncomfortable enough with his or her present programming choice to switch over to your side; appeal to a listener's "basic human" needs—"they don't want to hear what you [the station] are"; they want to know what you can do for them, and learn your medium—"you don't have to go out and blow \$20,000" on a research company, he said, claiming that promoters can take advantage of NAB and local library resources and that by hiring "a real sharp kid out of school," a \$9,000-a-year salary can be turned into \$200,000 to \$300,000 in advertising revenues.

Over-all, Mr. Beacher, himself out of school for only about six years, said, the age of "fly-by-the-seat-of-your-pants promotion is changing." And he admitted that he too was creating "stress" in his presentation to convince the crowd: If you don't change, "your competition will."

Mr. Powers's "reciprocal advertising" ploy at KTPK-FM means convincing other media that they need radio as much as radio needs them. His philosophy: If we think our advertisers should have a media mix, he said, it stands to reason we [radio] should have it too. Radio time trade-offs are made with television, newspapers, billboard companies, bus companies and other communications outlets.

Ms. Metheny told her audience never to leave a promo on the air for more than four days: "short, entertaining, change them often" were her catchwords. In the case of the free "Christmas wish" promo, she described how KAAV sent a young girl who was going blind, and her mother, to Disneyworld in Orlando, Fla., after the tab was picked up by an airline, hotel and others.

WVOX-AM-FM's Mr. O'Shaughnessy espoused the merits of the "community" broadcasters and spoke of his "all-day community salutes" honoring the various ethnic groups within his service area. A

promotional campaign should be a "true and accurate reflection of your radio station," he said, noting that his own station's image has been built around "VOX"—"vox populi" (voice of the people). The best promos have been the cleanest, he claimed, citing what he called the worst, an "exhausting" letterhead he received which included everything from network affiliations to a Bicentennial logo.

Daytimers persist on extended hours

They see Congress as main hope for year-round 6-to-6 operation

The FCC's regulations came under fire from the Daytime Broadcasters Association, meeting last week in Washington during the NAB convention.

Principal targets were the time restrictions on daytime stations and a current docket at the FCC that would permit 50 kw

clear-channel stations to operate with as much as 1 million watts.

Ray Livesay of WLBH(AM) Mattoon, Ill., DBA chairman, said the commission's rules were promulgated four decades ago to deny local radio service to millions of Americans, in effect making them "second-class radio citizens." He claimed FCC rules "perpetuate the monopoly of the clear-channel stations that claim their nighttime skywave service is vital in reaching people in isolated sections of the U.S."

Mr. Livesay said the conflict of opinion should be settled by legislation. He contended a fair hearing on the matter is possible only in Congress since the FCC "is too set in its old-fashioned adherence to obsolete standards which place the public interest in an engineering strait-jacket."

Mr. Livesay took issue with FCC standards that "basically acknowledge two conditions of radio wave transmission propagation, daytime and nighttime conditions." Actually, he maintained, there is a third condition—the "transitional period" that includes four hours at sunrise and four hours at sunset. The DBA feels that recognition of that last period and grant of permission for all daytimers to operate from at least 6 a.m. to 6 p.m. would best serve local listeners.

The DBA, which had been inactive since 1969, was reactivated at the NAB's 1976 convention in Chicago. In the past year, the association has filed petitions at the FCC on the June 30, 1976, freeze on AM applications, AM-FM program duplication, the superpower docket and the recording of nonentertainment program matter. It also actively opposed in Congress the expansion of daylight saving time.



Vigilance. Communications attorneys and the chief of the FCC Complaints and Compliance Division urged a sparse crowd of broadcasters attending an NAB workshop, "Easing TV's Compliance Headaches," to take a little preventive medicine. "Exercise very close supervision over the operation of your stations," said the commission's Bill Ray. "Make sure there are control systems to insure you know what's going on," said attorney Frank Fletcher. "Be alert: jump fast if your nose twitches," said attorney Joel Rosenbloom. But if a station does get into hot water and an FCC investigator arrives on the scene, "don't do anything you don't have to do," said Mr. Fletcher. "And call your lawyer." L to r are Erwin Krasnow, NAB general counsel; Mr. Ray; Mr. Rosenbloom and Mr. Fletcher.

Two FCC members question need for act overhaul

That's one viewpoint shared by Fogarty and White in panel at broadcast education session

"The courts are telling us to tread very carefully wherever the First Amendment is concerned and wherever a legitimate business is concerned." The FCC would have to take a second look at its procedures and the areas it goes into.

That conclusion was offered by FCC Commissioner Joseph Fogarty at a Broadcast Education Association panel in Washington, the day after the FCC's latest defeat in the U.S. Court of Appeals there. The court, in overturning the FCC's pay cable rules, found First Amendment violations and criticized "ex parte" contacts made by the commission while the rulemaking was pending (BROADCASTING, March 28).

For the educators and smattering of students who attended the BEA convention in Washington the weekend before the National Association of Broadcasters' event commenced, a "meet-the-new commissioners" gathering highlighted three days of workshops and committee meetings.

Commissioner Fogarty was joined on the panel by Commissioner Margita White and by Roy Elson, vice president, government relations, National Association of Broadcasters. Richard Block, a broadcast consultant, and chairman of the Council for UHF Broadcasting, moderated the session.

The issues and answers:

■ On the proposed rewrite of the Communications Act of 1934: Commissioner White said "overhaul" may be too strong a word but added that she would abolish the equal-time provisions as they relate to presidential elections. Commissioner Fogarty, too, claimed not to be convinced a "total revamp" was in the best interest. Mr. Elson urged broadcasters to "bite the bullet and stand up for their First Amendment rights in a big way." And broadcasters had better be their own censor, he advised, unless they want the government to set down guidelines.

■ Cable forfeiture: That was Mrs. White's answer to what new authority the FCC needs most. Add to that increased common-carrier powers, and that too was Mr. Fogarty's response. Mr. Elson said it looks as if the Congress in this session will pass a law enabling the FCC to fine cable systems that are in violation of its rules.

■ Crossownership: Commissioners Fogarty and White reiterated their disagreement over the merits or consequences of co-owned and co-located newspapers and broadcast stations. Mr. Fogarty was not upset with the court's overturn of the FCC's crossownership rules that permitted most media combinations to stand pat. While some groups like Newhouse may be a "benevolent giant," he said, the



Educational experience. Prior to March 26's Broadcast Education Association FCC luncheon, the BEA officers and board members and two guests gathered at the Mayflower hotel. The guests included (sitting, l to r): James Sefert, president, Peters, Griffin, Woodward, New York, and Margita White, FCC commissioner, sitting next to officers: Pat Cranston (vice president) University of Washington; Wallace Dunlap (president), vice president, Westinghouse Broadcasting, Washington; Robert Snyder, (vice president), University of Wisconsin, Oshkosh. Standing were board members (l to r): Edwin L. Glick, North Texas State University (newly elected); Clayton Brace, vice president/general manager, KGTV(TV) San Diego; Rod Rightmire, Ohio University; Frank Balch, president/general manager, WJOY(AM) Burlington, Vt.; Robert Smith, Boston University (newly elected); Wendell Mayes, president KNOW(AM) Austin, Tex.; Allan Williams, Grambling University; Jo Anne Cantor, University of Wisconsin; Harold Niven, NAB.

"principle we should be espousing is diversity." Mrs. White took the side of the commission majority, claiming that, for one, financing to run media operations might not be available unless there was crossownership.

In response to other questions, Commissioner Fogarty called the prime-time access rule a "dismal failure," and while saying that he does not like to single out individual licensees, he did—with praise. He called WMAL-TV Washington's 7:30 Live, a Monday-Friday "magazine" show at 7:30-8 p.m., a "wonderful program . . . I wish local licensees around the country would copy it." Commissioner White said that she is wary of abolishing the fairness doctrine, fearful of what might result from pressure to replace it. As for editorializing by educational licensees, Mr. Fogarty (who said he made up his mind on the subject while answering the question) argued that "public broadcasting is ripe to be invaded" by government influence. With federal funding providing a good deal of public stations' budgets, he concluded, editorializing, especially during elections, wouldn't be advisable. In addition, he said, public broadcasting has an inherent responsibility to present both sides of an issue.

Government regulation was not the only topic of interest at the meetings. At the Sunday morning session, "Conversation with the Critics" featured writers including Les Brown, *New York Times*; Neil Hickey, *TV Guide*; Jack Carmody, *Washington Post*; and Robert Smith, Boston University who talked about their jobs reviewing television.

There was a general agreement among the four that TV criticism differs from other types in that it is not very effective. It can't get a bad show canceled as a theater review can.

Why bother with criticism of what many think is a medium that offers nothing but

Pablum? "Because," said Mr. Brown, "it is something that reaches nearly every household. The critic's role is to keep the lady honest."

Station buyers and sellers urged to know their property values

Financial types say today's high prices for outlets mean true worth is most important

At a time when radio stations are selling for record prices, when even small-town daytimers are going for over \$250,000, media brokers and financial advisers alike are urging their clients to examine thoroughly the financial condition of their stations and, if they are in the market for new broadcast holdings, to get to know what they are buying.

A panel of financial experts addressed a standing-room-only crowd of broadcasters at a Tuesday NAB radio workshop—"What's Your Station Worth?" Members of the panel were: Don Jones, KFIZ(AM) Fond du Lac, Wis.; Harold Poole, president of the Institute of Broadcast Financial Management, and Paul Chapman of the Atlanta-based brokerage firm, Chapman Associates.

Mr. Poole talked extensively on how broadcast buyers and sellers should go about determining the value of broadcast properties. To the potential sellers in the audience, Mr. Poole said: "Analyze your market and the value of your station." To the buyers: Be a "better negotiator" than the seller.

Mr. Poole made a brief outline of what station buyers should look for in buying stations. "A thorough study of the market is essential to determining its future growth." He said such a study should in-



What's Your Station Worth? L to r: Ron Irion, NAB; Don Jones, KFIZ(AM) Fond du Lac, Wis.; Harold Poole, Institute of Broadcasting Financial Management, Kalamazoo, Mich., and Paul H. Chapman, Chapman Associates, Atlanta.

clude total market sales, its total audience and its potential for further growth.

As far as the particular station goes, Mr. Poole said, buyers should acquaint themselves with everything about the station; its share of the market's total audience, its personnel (especially management), its past performance, its cash flow, its technical facilities.

"Provided you have done all of your homework, you should at least feel rea-

sonably sure of where you stand during the purchase negotiations," Mr. Poole concluded. "In today's market, the astute buyer or seller approaches either a purchase or a sale from strength."

Complementing Mr. Poole's statement, Mr. Chapman presented the "computer investment analysis," a program designed to estimate future growth of broadcast facilities.

Mr. Jones, who spoke as "a 33-year-old

second-generation broadcaster," told the audience, "We are businessmen and business women first, and broadcasters second." He stressed the necessity of financial expertise as well as managerial and technical know-how.

Changing Hands

Announced

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

■ **KRAM(AM) Las Vegas:** Sold by Nevada Broadcast Inc. to Cole Industries Inc. for \$750,000 plus \$250,000 covenant not to compete. Seller is wholly owned by Sovereign Broadcast Inc., James B. Francis (51%) and Robert D. Hanna (49%). Sovereign also owns 25% "contract interest" to acquire KPTEL-AM-FM Carson City, Nev. (transfer now in litigation). In addition, Mr. Hanna is one-third owner of KOLE(AM) Port Arthur, Tex. Buyer is Donald F. Cole, who has various retail, manufacturing and realty interests but no other broadcast holdings. KRAM is on 1340 khz with 1 kw day and 250 w night. Broker: Holt Corp.

■ **KJIN(AM)-KCIL(FM) Houma, La.:** Sold by KCIL Inc. to South Louisiana Broadcasters Inc. for \$450,000 plus \$200,000 covenant not to compete. Seller is owned by estate of Denver T. Brannen (80%), his widow, Eugenia (5%), and three children (5% each). Buyer is owned equally by Joel T. Brannen (son of late owner) and Charles K. Winstanley. Mr. Brannen has minority interest in WDLP(AM) Panama City, Fla., and various realty interests. Mr. Winstanley is general manager and 39% owner of WSCM(AM) Panama City Beach, Fla., and former general manager of WDLP. KJIN operates on 1490 khz with 1 kw day and 250 w night. KCIL is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WMSH-TV South Bend, Ind.:** Sold by Gordon G. McKenzie, trustee of G&E Religious and Educational Broadcasting Corp., to Lester Sumrall Evangelistic Association for \$495,000. Station has been in receivership for past year and half. Buyer is religious organization that also owns WHME(FM) South Bend and WHMB-TV Indianapolis. Lester Sumrall is president. WMSH-TV is on channel 46 with 891 kw visual and 178 kw aural. Broker: R.C. Crisler.

■ **WZZM-FM Grand Rapids, Mich.:** Sold by West Michigan Telecasters Inc. to JAM Broadcasting Co. for \$450,000. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr. Buyer is James A. Morse, former CBS announcer, who has extensive real estate investments in Midwest and Atlanta. Mr. Morse is also president and majority stockholder of WVIC-AM-FM East Lansing, Mich. WZZM-FM transfer is spin-off in \$14-million sale of co-owned WZZM-TV to Wometco Enterprises (BROADCASTING, Dec. 20, 1976).

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4-4

NZZM-FM is on 95.7 mhz with 50 kw and antenna 175 feet above average terrain.

■ WSCQ(FM) West Columbia, S.C.: Sold by Sanders Guignard and Preston Callison to a group of WSCQ employees for \$380,000. Sellers have no other broadcast holdings, but Mr. Guignard will retain 20% interest in station. Buyers are Bill Benton, Gene McKay, Dennis Waldrop and Dave Wright, who now own 39% of station but have no other broadcast interests. WSCQ is on 100.1 mhz with 2.4 kw and antenna 130 feet above average terrain. Broker: Chapman Associates.

■ KUPK-AM-FM Garden City, Kan.: Sold by KAKE-TV and Radio Inc. to Midwest Radio Co. for \$325,000. Seller is owned by Mark H. Adams, Martin Umansky and Sherrill C. Corwin who also own KAKE-AM-TV Wichita, Kan., and KUPK-TV Garden City. Mr. Corwin also has 20% interest in KEMO-TV San Francisco. Buyers are James E. Thronberry, D.E. LeClerc and Van Smith (one-third each). Mr. Thronberry is KUPK-AM-FM general manager. Mr. LeClerc is highway patrolman. Mr. Smith is attorney. KUPK is 5 kw daytimer on 1050 khz. KUPK-FM is on 97.3 mhz with 11 kw and antenna 230 feet above average terrain.

■ KWOE-AM-FM Clinton, Okla.: Sold by Western Oklahoma Broadcasting Co. to Clinton Radio of Western Oklahoma for \$300,000. Sellers are Mr. and Mrs. Lonnie J. Preston who have no other broadcast interests. Buyer is partnership of Dr. Rodney Worthen, Dr. George I. Bridges Jr. and Bill Shoemate. Drs. Worthen and Bridges are Lawton, Okla., dentists and partners in clinic there. Mr. Shoemate is former general manager of KSWO(AM) Lawton. They have no other broadcast interests. KWOE is 1 kw daytimer on 1320 khz. KWOE-FM operates at 106.9 mhz with 100 kw and antenna 285 feet above average terrain.

■ WAKC(AM) Normal, Ill.: Sold by Great Oaks Broadcasting Inc. to Samuel L. Martin and others for \$275,000. Seller is owned by Douglas H. Donoho and Mrs. Alta Jackson, personal representative of the estate of her late husband, Allan Jackson, long-time CBS newscaster. Buyers, other than Mr. Martin, are Bob Bivans, Don A. Ruth and Mr. Martin's son, Richard A. Senior Mr. Martin is president of Iroquois County Broadcasting Co., licensee of WGFA-AM-FM Watseka, Ill., and

WTKM-AM-FM Hartford, Wis. He is also president of Watseka bank. Mr. Bivans is vice president and general manager of Watseka stations, and Mr. Ruth is treasurer and office manager there. Younger Mr. Martin is secretary of Iroquois. WAKC operates at 1440 khz with 1 kw day and 500 w night. Broker: Richard A. Shaheen.

■ KCAD(AM) Abilene, Tex.: Sold by KCAD Inc. to Abilene Broadcasting Co. for \$235,000. Seller is principally owned by Delwin W. Morton (70%), who also owns 30% of Interstate Venture Capital Corp., 35% owner of KJOE(AM) Shreveport, La. Buyers are Norman Fischer and Paul Hull (50% each). Mr. Fischer is already 30% owner of KCAD, and he is president of Austin, Tex.-based media brokerage firm, Norman Fischer & Associates. Mr. Hull is KCAD general manager. KCAD is 500 w daytimer on 1560 khz.

■ Other station sales announced last week by the FCC include: WLCB-FM Hodgenville, Ky. (see page 89).

Approved

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

■ WHAG(AM)-WQCM(FM) Halfway, Md.: Sold by Regional Broadcasting Co. to Interstate Communications Inc. for \$530,000. Seller is principally owned by Warren Adler, president of Adler Com-

munications Corp., and has 44 other stockholders. ACC recently sold WAYE(AM) Baltimore and WAAT(FM) Johnstown, Pa. (now WFMM(FM)). Buyer is owned by Gary L. Portmas (31.25%), James L. Grant (56.25%) and Edward N. Button (12.5%). Mr. Portmas, president of buyer, is sales manager with WJEJ-AM-FM Hagerstown, Md., and former general manager of WHAG-WQCM. Mr. Grant is senior engineer with RCA Alascom, Anchorage, Alaska. Mr. Button is attorney. WHAG is 1 kw daytimer on 1410 khz. WQCM is on 96.7 mhz with 3 kw and antenna 165 feet above average terrain.

■ KYVA(AM)-KGLP(FM) Gallup, N.M.: Sold by KYVA Inc. to Road Runner Radio Inc. for \$500,000. Seller is principally owned by Raymond I. Kandel, owner of KHSJ-AM-FM Hemet, Calif.; KTUC(AM)-KFMM(FM) Tucson, Ariz.; and KHOT(AM)-KUUL(FM) Madera, Calif. Buyers, Russell B. Carpenter and George B. Malti, are San Francisco attorneys. Former has interest in publishing firm, and Mr. Malti also has real estate investments. KYVA is on 1230 khz with 1 kw day and 250 w night. KGLP is on 94.5 mhz with 25 kw and antenna 70 feet above average terrain.

■ Other station sales approved last week by the FCC include: WSFT(AM) Thomaston, Ga.; KSMB(FM) Lafayette, La.; KUZN(AM)-KYEA(FM) West Monroe, La.; and WSTH(AM) Taylorsville, N.C. (see page 89).



Danforth

Schmitt

Correction. In a story about the new members of the Senate Communications Subcommittee March 28, BROADCASTING incorrectly labeled the pictures of Senators John Danforth (R-Mo.) and Harrison Schmitt (R-N.M.). Reprinted here are the correct identifications.

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Ringer on copyright

Top government authority sees problems with off-air TV recorders and with satellite imports for cable

An overview of the new copyright law was given to broadcasters by Register of Copyrights Barbara Ringer at a Tuesday morning TV workshop session at the NAB convention.

The new law, most of which takes effect the first of next year, clarifies and expands broadcasters' rights, she said.

There will be a growing problem, she predicted, with off-the-air taping by individuals with Betamax equipment who will try to sell the tapes in violation of the rights of broadcasters. "You must act now to secure your rights," she told the audience. "Take them to court now; don't wait five years or it may be too late," Miss Ringer warned.

A similar situation, but one where the liability is not as clear-cut, involves the filing of TV programming by schools for



The New Copyright Law and Your Station. L to r: Jim Popham, NAB; Barbara Ringer, register of copyrights.

classroom use. So far the problem has not been resolved by the parties, and Congress has said if an agreement is not reached, it will step in. To help find a solution, the Ford Foundation has offered to fund a major copyright congress to be run by the copyright office to study the matter and it is scheduled for later this year.

With cable systems now covered by the new law, she reviewed the filing requirements systems must follow (BROADCAST-

ING, Feb. 7, 28), and predicted trouble for broadcasters in the future with the growing use of satellites and earth stations by cable systems to import distant signals. "Satellites are going to break markets down," Miss Ringer said.

ABC's Erlick urges affiliates to become fully involved in communications rewrite

His warning: don't rely on network, and NAB to totally carry the ball

The chief counsel for the American Broadcasting Co. told a meeting of that network's radio affiliates that ABC would be keeping a close eye on the House Communications Subcommittee as it rewrites the Communications Act.

Everett H. Erlick, the lead speaker at a Sunday morning breakfast session of local broadcasters and network officials said "the major revisions in the national policies which have governed the development of broadcasting" that the subcommittee will be undertaking this year would have a direct impact on the way broadcasting operates. Mr. Erlick urged those present to "participate directly" in the legislative process.

"While it is the easiest course to rely upon us or the NAB," Mr. Erlick said, "it has been our experience that the most effective communication to the Congress is accomplished directly between the constituent and his representative."

Mr. Erlick urged his audience to get "in touch with your own members of Congress and find out how much they know about this development." Mr. Erlick said as well, that "ABC will continue to play a leading role" in the Communications Act rewrite, but, he added, "There is too much at stake for you as a licensee to permit someone else to do what is essentially your own job."



Names making news. Franklin C. Snyder, the Hearst Corp., who was elected chairman of the Association of Maximum Service Telecasters (center, at left) presents Arch L. Madsen, Bonneville International Corp., with the gavel the latter used during his three years as president of AMST. At the right is Lester Lindow, who was elected president after 21 years at AMST's executive director. In the picture at the right are four new members of AMST's board of directors—(l-r) Richard M. Wolfe, WBNB-TV Columbus, Ohio; Donald L. Perris, Scripps-Howard Broadcasting Co.; Wilson C. Wearn, Multimedia Inc.; Joel Chaseman, Post-Newsweek Stations Inc. The titles of the officers represent one new change in the AMST organization put into effect during the annual election of officers held by the board in Washington last week. The AMST president's title was changed to chairman; the vice presidents' titles to vice chairmen, and the executive director's to president. In addition, two assistant executive directors, Roy W. Easley and Lee C. Hanson, were elected vice presidents. The other major change, based on studies made over the past several years, was in the dues structure; dues will be based on market revenues rather than advertising rates. The change becomes effective Oct. 1, 1977. Other officers elected last week are Wallace J. Jorgenson, Jefferson-Pilot Broadcasting Co., first vice chairman; Robert F. Wright, WTKR-TV Meridian, Miss., second vice chairman, and Ralph S. Jackson, Orion Broadcasting Inc., secretary-treasurer. The executive committee elected by the board consists of the chairman, vice chairman and secretary-treasurer as well as Jack Harris, KPRC-TV Houston; Terry H. Lee, Storer Broadcasting Co., and Mr. Madsen. Mr. Snyder appointed an engineering committee to consist of Clyde G. Haehnle, of the Greater Cincinnati Educational Foundation, and the following members: James E. Boyd, Scripps-Howard Broadcasting Co.; Albert H. Chismark, Meredith Corp.; A. James Ebel, Fetzer Communications Inc.; Robert W. Flanders, McGraw-Hill Broadcasting Co.; Ralph L. Hucaby, WTVF-TV Nashville; Carl G. Nopper, WMAR-TV Baltimore; Daniel H. Smith, Capital Cities Communications Inc., and Leonard A. Spragg, Storer Broadcasting Co.

Open door policy. AMST also changed its standards for membership. Commercial and educational stations no longer need to operate with maximum facilities in order to qualify. The board felt that standard, adopted in the early days of television as a means of determining top quality operations, no longer applies. Officials could give no immediate figure as to the number of new members the change—which could also add a large number of educational facilities (which pay no dues to AMST) to the organization's commercial broadcasting clout—will make possible.



Erlick

Moss hot under collar over light Cottone rebuke

Representative John Moss (D-Calif.), chairman of the House Commerce Committee's Subcommittee on Oversight and Investigations, has condemned the FCC's one-day suspension of communications attorney Benedict Cottone as giving "ample notice that, no matter how flagrantly a practitioner violates the commission's ethical rules, he can expect no meaningful sanction." Mr. Cottone received the symbolic censure as a result of his actions as attorney in KUPY(AM), formerly KAYE, license renewal hearings (BROADCASTING, March 21).

"I am frankly astounded that the commission could impose so light a penalty upon one who has so flagrantly violated the integrity of the hearing process," the congressman wrote FCC Chairman Richard E. Wiley. Mr. Moss asked for a justification—"more than a simple recital" of the commission's decision.

The FCC's response, from Executive Director R.D. Lichtwardt: "The adjudicative nature of the proceeding continues, and it must be regarded as 'restricted' until such time as a decision by the commission is no longer subject to reconsideration or to review by any court. Accordingly, your letter cannot be considered at this time by Chairman Wiley, or any other decision-



Journey back in time. Pioneer commentator Lowell Thomas shared recollections of his radio days that dated back to KDKA(AM) Pittsburgh in the early 1920's. Speaking at a packed Tuesday luncheon during the NAB convention, he told touching, humorous and sometimes slightly irreverent anecdotes about the 14 members of NAB's Hall of Fame, most of whom he knew personally. The 85-year-old Mr. Thomas also offered a G-rated report on his recent marriage, combining Bob Hope-type one-liners and rambling humorous stories in the tradition of Lou Holtz.

making commission personnel..." The commission letter, however, promised to keep Mr. Moss informed and put the complaint in the public file.

'Fourth network' more a problem of semantics

NAB session concludes that there is no room for direct competition with ABC, CBS and NBC, but that their sold-out positions create fertile ground for experiments in advertising/program alternatives

The "fourth-network" concept will be a growing influence in television broadcasting—provided "fourth network" is defined as an occasional network, not one patterned along the lines of ABC, CBS or NBC.

That was the consensus of a panel of broadcast management and sales executives and agency officials exploring fourth-network prospects at the NAB convention's television assembly on Wednesday.

With the shelving of plans for early operation of Metronet, the Metromedia/Ogilvy & Mather/Benton & Bowles project, Operation Prime Time (OPT) remains the only active "fourth network" undertaking at the moment—and its creators have emphasized repeatedly that it was formed as a programming venture for stations, not with "fourth network" preten-

Optimod delivers!

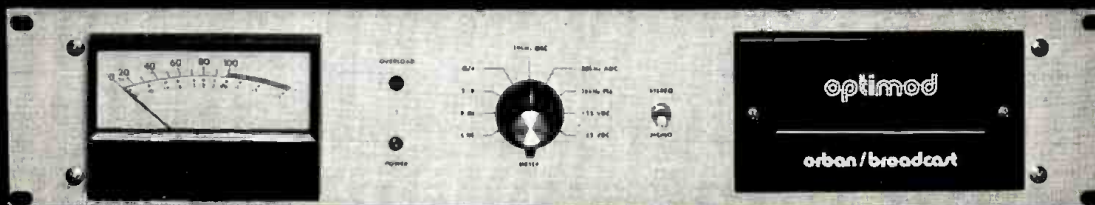
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How Now Fourth Network. L to r: Howard Eaton, Ogilvy & Mather; Don Durgin, Dun & Bradstreet; Michael Lepiner, Benton & Bowles, and Al Masini, Telerep Inc.

sions. But as a form of occasional network, said Al Masini of Telerep, who led in putting the station line-up together and selling it to advertisers, OPT is doing well indeed.

He said the line-up for OPT's first program—a six-hour made-for-TV movie called *Testimony of Two Men*, based on the Taylor Caldwell novel and scheduled for broadcast in May—now totals 90 stations, representing more than 80% coverage of the country. Bristol-Myers and General Foods have each bought a minute in each of the six episodes at about \$70,000 a minute, and Mr. Masini said he could have sold four or five more minutes to network advertisers if the rest of the time weren't being reserved for sale to spot and local advertisers.

Howard Eaton of Ogilvy & Mather said Metronet's problem had been that advertisers and agencies wanted lower costs—per-thousands from Metronet than they could get from conventional networks—and he suggested sufficient disparity might become evident when the regular networks disclose their 1977-78 season prices a couple of months from now. He said a new start date for Metronet will be selected when advertiser interest becomes apparent but did not indicate when this might be. In the meantime, he said, Metromedia has been asked to proceed with pilot programs for presentation tapes and will be asked to set up a station line-up "at the appropriate time."

The original plan for Metronet had been to offer a half-hour of programming a night (8-8:30 NYT), Monday through Friday. There was also talk of two hours of family-type programming on Sunday nights. Mr. Eaton reported last week that there also has been some preliminary thought of specialized programming such as "upper-income night" and "50-plus night."

Opportunities for future occasional network programming were seen both in what Michael Lepiner of Benton & Bowles described as "expansion of network opportunities for the expenditure of advertising budgets" or what Mr. Eaton called a means of putting a halt to unchecked price increases by conventional networks, and in a need for more quality programming for stations.

The demand for conventional network time exceeds the supply, Mr. Lepiner said, and this situation will continue, giving impetus to advertiser interest in alternative outlets. Mr. Eaton said the networks' virtually sold-out position in prime time

raises a number of questions as to what they will do when all day-parts are similarly sold out, including: How will the networks resist the temptation to add commercial time? Mr. Eaton also suggested that additional station time for alternative networking will be opened up if, as a result of its current network investigation, the FCC puts further limits on the amount of prime time conventional networks may program.

Don Durgin of Dun & Bradstreet, former president of NBC-TV, saw the occasional network concept as "a very useful notion" in that it represents "a different way of looking at and using the television medium," not only from the advertiser's standpoint but from those of the broadcaster and other elements of the television business as well. And he said he thought conventional network affiliates would be less reluctant than they used to be about pre-empting regular network programming in order to carry the offerings of occasional networks.

The concept is important, he said, in that it gives the whole industry a chance to "look at new ways to go." He confessed he was a little slow in warming to the idea. When he first read of "fourth network" plans he couldn't believe they were for real, he said, but came to appreciate the possibilities after understanding what the concept really was—just as, he quipped, he couldn't believe the motion picture "Network" when he first started watching it but soon came to realize that "I worked all my life with these people."

There's gold in those small radio markets

But it's only the diligent miner who finds it, NAB session is told

Close identification with the community is one of the keys to success in radio in smaller markets, an NAB convention workshop was told last week.

"Radio does a fantastic job of serving the public in small markets," Moderator Philip J. Spencer of WCSS(AM) Amsterdam, N.Y., said in opening the radio workshop on "Selling in the Smaller Markets."

Panelist Robert A. Laird of KSUM(AM) Fairmont, Minn., said his staff "is encouraged to become involved in community affairs. If they become aware of a need, we'll design programming to meet it, whether it's a single program or a series. We [also] broadcast many parades within our service area as well as music from the street dances and other activities that are often held in connection with these parades."

Gary H. Voss of WBNF(AM) Binghamton, N.Y., described a "Nifty Fifty" station promotion that involved retailers in the celebration of the station's 50th anniversary. He also stressed the importance of continuous sales training for the station staff.

William C. Bland of WNCC(AM) Barnesboro, Pa., and WFMM(FM) Johnstown, Pa., stressed the values of selling radio's selectivity and its advantages as a daily advertising medium in contrast to less frequent advertising exposure in weekly newspapers.

For panelist Jerry Fitch of KDGO(AM) Durango, Colo., ideas were important: "We don't sell rates, we sell ideas. If the campaign works, the merchant won't care about the cost. If it doesn't work, he'll squawk that 10 cents is too much."

Mr. Fitch said his four-man sales staff is constantly on the lookout for ideas—from other stations, from RAB, from the mail, from the advertiser himself, who can be "a



Selling in the Smaller Markets—RAB. L to r: Robert A. Laird, KSUM(AM) Fairmont, Minn.; Gary H. Voss, WBNF(AM) Binghamton, N.Y.; Jerry Fitch, KDGO(AM) Durango, Colo.; William C. Bland, WNCC(AM) Barnesboro-WFMM(FM) Johnstown, both Pennsylvania, and Philip J. Spencer, WCSS(AM) Amsterdam, N.Y.

gold mine of ideas if you'll listen to him."

Does it pay? Said Mr. Fitch:

"Our cash register rings to the tune of almost a quarter-million dollars a year in a town of 12,000, with six competing radio stations, a TV station, a daily and weekly paper and three or four give-away papers."

Stations are told to shoot straight with their clients

RAB session at NAB offers tips on reaching potential advertisers

Court the advertiser, but don't confuse him.

That was one message from panelists at the NAB convention's Tuesday session on "Sales Promotion Ideas." Another pertinent thought came from Robert C. LaBonte, Kaye-Smith Radio, Bellevue, Wash., who moderated the Radio Advertising Bureau gathering. Avoid the Band-Aid approach in sales promotion; make a 52-week effort to sell your station, he advised.

Doug Auerbach, WBZ(AM) Boston, said simplicity keynotes his station's initial approach to advertisers. In place of a complicated rate card, a brochure pictures a station personality with a suggested sample grouping of times available and frequencies with a single price tag. Later, when the

prospect becomes an established client and the buy builds, a more detailed rate card is introduced in presentations.

Erica Farber, WXLO(FM) New York, pointed out that a retailer should not be swamped with numerous number-one claims. "Everyone is number one in some part of the day or in some audience area," she said. She offered one example of how WXLO programming people helped her in setting up humorous commercials for presentation to Smiler's, a 24-hour delicatessen in New York. The pitch and subsequent schedule was so successful,

Smiler's is now a confirmed radio convert, she said.

Harold Hinson, WNCI(AM) Columbus, Ohio, stressed that sales promotions should work in three areas: for the client in sales results, for the station in raising its visibility and for the listeners in giving them something different. He cited a Christmas idea that succeeded to the extent that two of the city's TV outlets covered the promotion as a news event.

Peter M. Schulte, WRBQ(FM) Tampa-St. Petersburg, Fla., called attention to his slightly unusual problem: He has to pro-



Sales Promotion Ideas. L to r: Peter M. Schulte, WRBQ(FM) Tampa-St. Petersburg, Fla.; Harold Hinson, WNCI(AM) Columbus, Ohio; Erica Farber, WXLO(FM) New York; Doug Auerbach, WBZ(AM) Boston; Robert C. LaBonte, Kaye-Smith Radio, Bellevue, Wash.

Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boatowner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from thieves, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

Dave Hurst
Public Relations Department
State Farm Insurance Companies
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Bloomington, Illinois 61701

Please send me your public service series on boating safety and boat theft prevention. I understand there is no charge.



Name _____

Station _____

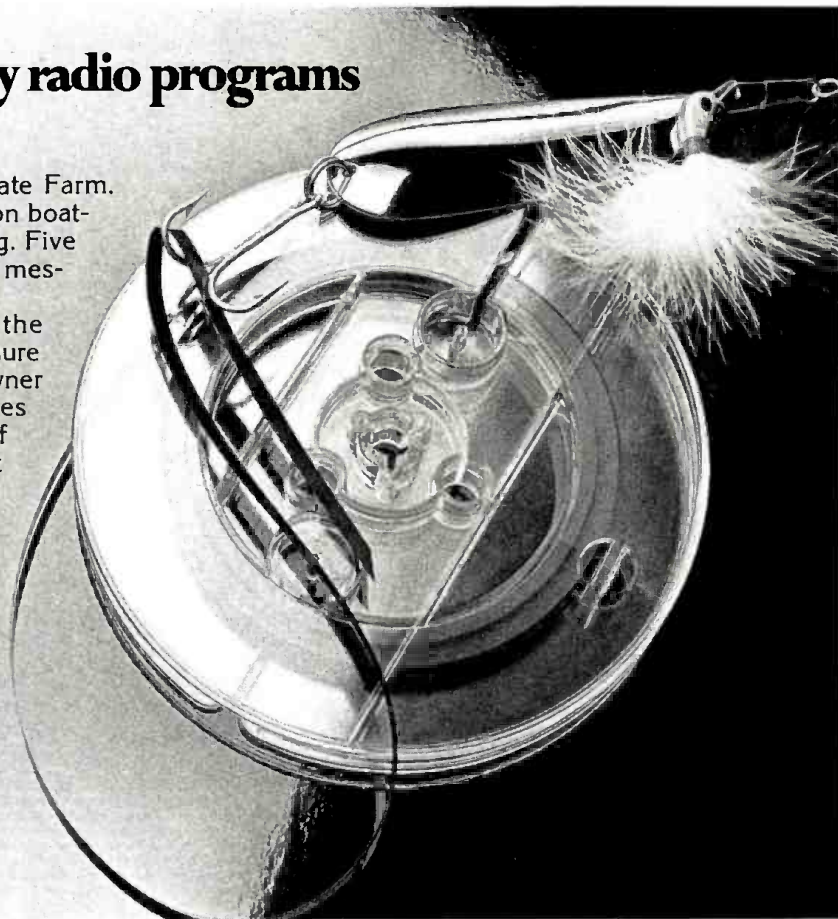
Address _____

City _____

State _____

Zip _____

(No P.O. Box Numbers, please)



mote a rock station in a market that is largely for retired persons. Again clarity was the theme in his successful sales brochure. The first section emphasized the medium, drawing on facts from RAB and other radio sources. The second part was devoted to the market, "The Q-Coast," clearly showing how and why it is growing. The last portion was devoted to the three-year history of WRBQ with simple charts, maps and illustrations.

Mr. Schulte also has borrowed an idea from the record industry to promote his clients. Each year a golden record plaque is presented to WRBQ's top-10 advertisers.

Wall Street's Suter sees gains of up to 11% in spot and 17% in network TV

At NAB session, he says growth this year will be overshadowed by last year, but will still be substantial; all-media billings will rise as much as 11%

Local-spot TV billings will increase by 7% to 11% this year, and total network billings will rise by 15% to 17%, according to the best estimates of William P. Suter, vice president and broadcasting industry specialist for Merrill Lynch Pierce Fenner & Smith, who appeared before an NAB television session Wednesday.

"With total national advertising expected to be up by 11%," he said, "the



Suter

15% to 17% rise expected in network dollars could mean that some of the money that might have been used for spot allocations may be used to pay the higher network prices."

Network cost-per-thousand is expected to rise by 12% to 14%, he said, and spot cost-per-thousand should increase 5% to 7%. That spot-billings gain would put the total cost-per-thousand increase for last year and this year at 30%, the same as that for the networks, he continued, but the difference is that the networks' increase was spread more evenly over the two years and spot made most of its gain last year.

The third quarter of this year will present the greatest challenge, he said, partly because that season is typically slow and partly because this year Olympics and election coverage won't figure into it. He expressed hope that stations will hold their price lines and achieve a modest third-quarter gain and then see the rate of price gains begin to accelerate in the usually ac-



At what cost? "Is Television Still Underpriced?", an NAB "In the Box" convention session, featured a debate between Walter Reichel of Ted Bates (l) and Walter Schwartz of Blair Television (r) and was moderated by Richard O'Leary of ABC-TV. Mr. Schwartz held that TV is still underpriced and represents a good buy for advertisers. "Message for message, no other medium comes close to its effectiveness," he said. "Ours is the basic medium for consumer marketing. TV pricing today at its new realistic level reflects its accurate value," he said claiming that the great jump in ad demand and prices in 1976 allowed the industry to catch up to price levels that had been below the industry average. Mr. Reichel, speaking from the advertiser point of view, disagreed and said that catching up was not necessary since the networks had been making a profit for years. He also argued that over the past five years the advertiser cost-per-thousand for prime-time network TV has increased 60% and network radio, 30%, while magazines rose 16%. "The question of alternatives to TV are very important now in the [advertising] planning process," Mr. Reichel said.

tive fourth quarter. "That, combined with a rise in minutes sold, could provide a good fourth-quarter revenue gain and establish some momentum for the beginning of 1978," he added.

He said that the "TV station industry is in good financial shape and has an increasingly sophisticated approach to management of the business and to the key element of pricing. That should mean... that the industry realizes it has no need for significant price discounts, even though gains may be difficult to achieve this year in comparison with the large increases last year."

He said that if stations can make a 10% gain in spot revenues this year with only a 6% to 7% increase in cost-per-thousand, advertisers will respond positively and therefore may be less anxious to try alternative media.

In closing he said, "I believe that results last year simply created a higher base from which you can achieve long-term compound growth of 9% to 10% in revenues. To my mind, such growth would make you one of the more attractive industries in which to invest capital."

Ratings: neither be-all nor end-all in radio

NAB workshop emphasizes that they must be taken with perspective, if not a grain of salt; NAB says it's working to help small stations with audience research; Arbitron considers full-year measurements

Ratings can be useful in programing and selling radio, but they must be used with care, an NAB convention workshop was told last week. In fact, one participant said, "sometimes the best way to use ratings is not to use them at all."

The session also brought word of two collateral developments:

■ John Dimling, NAB research vice president, said the association is trying to put together information to help stations in smaller markets—markets too small to support ratings—to "get a perspective on their audiences." NAB hopes to have something available in six months or so, he said.

■ Bill Engel of Arbitron Radio said his



What Good Are Radio Ratings? L to r: Robert Williams, WURL(AM) Winston-Salem, N.C.; Bill Engel, Arbitron Radio; Doug Clemensen, Orion Broadcasting group, Louisville, Ky.; Ms. Sam Paley, Custom Audience Consultants, Washington, and John Dimling, NAB research vice president.

company is looking into the feasibility of extending audience measurements over a full year, perhaps picking up basic data every three months and offering full reports once or twice a year. Arbitron, he said, will solicit industry views on the idea before making a final decision.

Mr. Engel explained the uses of Arbitron services as programing tools, and Ms. Sam Paley of Custom Audience Consultants, Washington, reviewed a presentation developed by her company to show how a retail store could reach more prospects through a combination of radio and newspaper advertising than by newspapers alone—without increasing the advertising budget.

The suggestion that nonuse of ratings may sometimes be their best use was advanced by Doug Clemensen of the Orion station group. He said he wasn't criticizing any rating service but that the statistical margin of error is often sufficient to wipe out all differences between given ratings. Ratings, he emphasized, are estimates. Use them, he advised, but also use additional research, common sense and the benefits of experience.

Robert Williams of WURL(AM) Winston-Salem, N.C., maintained that "ratings are overrated on Main Street USA." Retailers, he said, are becoming more sophisticated. They know their typical customers, he said, and stations should learn about theirs, finding out who listens when, in order to schedule commercials most effectively. One way to learn in small markets, he suggested, is to arrange with a local bank to include a questionnaire in the bank's mailings. Whatever the market size, he said, "The retailer knows who his customer is. Do you know who yours is?"

Nielsen, Arbitron had a skeptic in the audience

Ratings services offer explanation of their TV methods at NAB session, with Orlando's Walter Windsor again questioning discrepancies

After the two vice presidents from Arbitron and A.C. Nielsen had completed their presentations, explaining the merits and accuracy of their respective ratings services, Walter Windsor, general manager of WFTV(TV) Orlando, Fla., repeated a question he's asked several times lately.

The session, with Arbitron's Rip Ridgeway and Nielsen's David Traylor, was called "Understanding Television Ratings". And what Mr. Windsor, sitting three rows from the front, wanted to understand was why there are "tremendous discrepancies" between the two service's ratings of his market (BROADCASTING, Feb. 7 et seq.). Neither man claimed to be prepared to answer. But each appeared to hold that since his service is right, the other must be wrong.

(Mr. Windsor's own verdict is that the answer lies in the way the services weigh their respective ratings and the base from



Understanding Television Ratings. L to r: John Dimling, NAB; Rip Ridgeway, Arbitron, and David Traylor, A.C. Nielsen.

which they choose their market universes.)

The panel was moderated by John Dimling, vice president, research, for the National Association of Broadcasters, and Arbitron and Nielsen service representatives were positioned at the back of the room, ready to sign new clients when the meeting broke.

Both Messrs. Ridgeway and Traylor discussed their procedures to measure black and Spanish audience levels. Through telephone calls to black households each day, Mr. Ridgeway explained, the response rate among that group has risen to 75%, as opposed to 30% from those unassisted in filling out diaries. Spanish families receive personal visits from bilingual surveyors. Mr. Traylor, who said there is less "cooperation" in poverty areas, explained that Nielsen provides black families with more money, special letters, and diary reminder calls, and sends bilingual personnel to Spanish households. Since the special procedures for blacks were instituted by Nielsen last fall, Mr. Traylor said, significant gains in "cooperation" have been made.

As for metered service, Mr. Traylor claimed that San Francisco looks like the next city to be measured with the home monitoring devices. (It is understood that Nielsen plans to begin service there in the fall of 1978.) Several other cities in the top-20 markets may also get the Nielsen service, he said. Currently Nielsen offers metered service in New York, Los Angeles and Chicago; Arbitron has it in the first two, and plans to take it to Chicago in April 1978.



One way or the other. At the first of two RAB sessions, "Pricing and Presenting Your Rate Cards," at the NAB convention, it was standing room only as different types of rate cards were compared and contrasted. The panel on both Monday and Tuesday consisted of (l to r): Peter R. Dreyer, WNOX(AM) Knoxville, Tenn.; Robert H. Biernacki, WABC(AM) New York; Ronald L. Sack, KOBI(AM) Albuquerque, N.M.; Kurt Drowall, KSOO(AM) Sioux Falls, S.D., and moderator, James Arcara, WPAT(AM) Paterson, N.J. Messrs. Biernacki and Dreyer talked about their use of grid rate cards while Messrs. Drowall and Sack explained the value of using RAB's rate card task force standardization method. Both camps answered questions on a number of topics including sales resistance and combination rates.

Local TV business still booms along

TVB's Rice sees 13% gain in first quarter; this on top of last year's 30% increases

TV-station business is moving at a strong clip, thanks in part to a growing reliance on television by competitive advertisers, Roger D. Rice, president of the Television Bureau of Advertising, told the closing TV assembly of the NAB convention last week.

Although business "softened somewhat" in February and March after a strong survey that first-quarter station revenues would rise 13% above year-ago levels. And the first quarter a year ago, he noted, was close to 30% above the 1975 period.

The 13% gain forecast for this year's first quarter was derived from projections of a 15% increase in spot, 14% in local and 2% in network compensation. Reflecting ABC-TV's spectacular prime-time ratings successes, Mr. Rice added, ABC affiliates are showing bigger gains than affiliates of CBS and NBC. And in another departure from the frequent norm, smaller markets are often leading larger markets in gains.

Much local TV growth is generated by increased use of television by competitive categories, Mr. Rice said.

"Look at local television's number-one category, restaurants and drive-ins," he said. "Their local dollars were up 26% last

year. Look at drive-ins' competitive category—food stores and supermarkets: also up 26%. We have television increasingly used by those who promote 'eat out' and by those who propose 'eat in.'"

Mr. Rice saw a second major local battlefield in the rivalry between department stores and discount department stores—the former, which is the second largest local category, was up 23% in 1976 after a 40% gain the year before, while discount stores were up 40% on top of a 39% rise in 1975.

"When one category learns it has to compete stronger—and learns television is the way—we're in good shape," Mr. Rice asserted.

In spot TV, he continued, there are some things the broadcaster can't do much about: "For example, the number-one spot category, food and food products—up 24% last year. But this year a word of caution. Last winter's cold and the drought may reduce the supply of some food products and that could reduce their ad dollars." Similarly, he said, the drought may create problems for the wine business, which represented about a third of the dollars in spot TV's 10th-ranking beer-and-wine category last year.

Among spot TV's major growth categories for 1977 he listed were household equipment and supplies, automotive and toiletries and toilet goods. This year, he said, "will be the year of the salesperson."

Be sure you're right, then go ahead into computers for stations

Most radio managers at NAB forum are considering automation

Radio managers who are standing somewhat timidly at the brink of buying computerized accounting and traffic systems for their stations got words of encouragement and caution Monday from six colleagues who have already taken the plunge. Their advice: check the system with its users, know what you want, commit yourself and take the time to get used to it.

The forum was an NAB convention panel discussion, "Computers Come in All Sizes." Participating were traffic managers and general managers from small-to-medium-market stations that have implemented or are about to implement various computer systems. An attentive, overflow audience of about 350 listened (some who were turned away returned for a repeat performance Wednesday). They indicated with a show of hands that, for the most part, they represented nonmajor-market stations, and about 85% said they are considering automation.

On the panel were Sandy Alexander, WFLA-AM-FM Tampa, Fla.; Ted Boyd, WHBC-AM-FM Canton, Ohio; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Mike Crouch, WIBW-AM-FM Topeka, Kan.; Bob McKune, KTTR(AM)-KZNN(FM) Rolla, Mo., and Jonathan Hall of the NAB.



Computers Come in All Sizes. L to r: Ted Boyd, WHBC-AM-FM Canton, Ohio; Mike Crouch, WIBW-AM-FM Topeka, Kan.; Bob McKune, KTTR(AM)-KZNN(FM) Rolla, Mo.; Jonathan Hall, NAB; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M., and Sandy Alexander, WFLA-AM-FM Tampa, Fla.

Hard facts of life operating in small television markets

NAB session dwells on costs and how to keep them down

"Successful Operations in the 100-Plus TV Markets" was the tagline for an NAB workshop on Monday, but moderator Bill Bengtson pointed out that at times it was a matter of survival as well as success.

Mr. Bengtson, chairman of the NAB's 100-plus TV market committee, offered three experts with advice on sales, promotion and operation economy. The fourth panelist, Dr. Herbert A. Elion of Arthur D. Little Inc., had a message on the new technologies that would be affecting small-market operators.

Fiber optics were the main thrust of Dr. Elion's presentation. With 1977 as a starting point, he foresaw that within 25 years fiber optics would be in every telephone home and office, that the time has come for broadcast and cable TV studios equipped with fiber cabling as well as satellite earth stations with fiber optic lines.

Panelist Robert J. Kizer, Avery-Knodel Television, emphasized to the workshop audience that an increasing proportion of the national spot dollar is flowing into the smaller TV markets. He also urged operators to help ratings organizations reflect their status by scrupulously reporting format changes, program alterations and other station profile factors.

Richard Wright, WHNT-TV Huntsville, Ala., said that promotion is just as vital to

the 100-plus station as to the outlet in the top-10 markets. As a promotion manager/operations manager, he reported he must, of necessity, partially utilize everyone at the station—"begging, borrowing and stealing hours" to compensate for lack of a full promotion staff.

Jay Gardner, KRDO-TV Colorado Springs, concentrated on the need for the smaller operator to cut shipping and booking costs for programming. One way, he suggested, was to ask the film distributor for permission to put films on cassettes the first time programs are shipped, thus doing away with the shipping cost for subsequent uses.

Retail testimonials

Retailers offered their own case histories to recommend radio's sales power to other retailers in a Radio Advertising Bureau presentation shown at the NAB convention last week.

In edited form the 20-minute 10-screen presentation, "Radio—The Greatest Salesman," will be made available to individual stations or groups of stations for use in selling retailers in their own markets.

The presentation, conducted by RAB President Miles David and Executive Vice President Robert H. Alter, employs the voices of retailers across the country to support the claim that as an advertising medium radio is as easy to use as newspapers, matches the creative possibilities of television, has the selectivity of direct mail—with greater efficiency—and "is the most cost-efficient medium any retailer



Successful Operation in a 100-Plus TV Market. L to r: Richard Wright, WHNT-TV Huntsville, Ala.; Jay E. Gardner, Pikes Peake Broadcasting Co., Colorado Springs; Robert J. Kizer, Avery-Knodel Television, and Dr. Herbert A. Elion, Arthur D. Little Inc.

can use." It also makes the point that radio can do the job alone.

Typical sales-tested commercials are also included—among them a promotion by Montgomery Ward that, according to Messrs. David and Alter, "has run for



David

seven years now, four times a year, and produces five times as much response as print—more leads, in fact, than most of the [participating] stores can handle."

Looking to the future

Stations increasingly use computers to predict sales and business

Computers was the key word, according to panelists and broadcasters attending the NAB's TV workshop last Monday on how to predict station sales and business.

"The main tool in forecasting," said panelist William B. Faber, president of WFLA-AM-FM-TV Tampa, Fla., "is the computer." Its value, he said, lies in being able to get printouts of sales and market data



Station Sales and Business Predictions. L to r: Paul Ramon, WAGA-TV Atlanta; Thomas M. Percer, WHNT-TV Huntsville, Ala.; James E. Rupp, WCCO-TV Minneapolis; Jerry Marcus, WTTG(TV) Washington; William B. Faber, WFLA-TV Tampa, Fla.

for both the year to date and the corresponding period a year ago.

Agreeing was another panelist, Jerry Marcus, vice president/general sales manager of WTTG(TV) Washington, who also included among the uses of computers comparisons of weekly and monthly inventory recaps, local and national sales budgets and Broadcast Advertiser Reports data. Another regular practice that Mr. Marcus said he found useful was a 14-week inventory scan.

James E. Rupp, vice president/chief operating officer of Midwest Radio-Television (WCCO-AM-FM-TV), Minneapolis, suggested using financial reports available monthly from various Wall Street firms as another way to keep track of trends.

The other panelist, Tom M. Percer, vice president/general manager of WHNT-TV Huntsville, Ala., used computers on a

small scale. "We rely on our rep for our national forecasts," he said, but use and monthly reviews of local business to give flexibility and control to spot inventory.

TM offers keys to the cash box

Early-morning session attracts NAB delegates to hear line-up of speakers tell methods that paid off for their stations

The lure of "a workshop that'll make you money" was strong enough to almost pack a 7 a.m. breakfast session sponsored by TM Productions. The "Moneyworkshop" last Monday was independent of the NAB convention, but was scheduled to take ad-

The American Chiropractic Association

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for distinguished service in health reporting



Plan now to do a story or program in 1977 that will bring public attention to the health needs of our nation. Then enter it in this important competition. Closing date — March 1, 1978.

If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation...if your work has served to motivate your community to a better understanding of a health problem...if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

Awards to be given for:

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CASH PRIZES AND MEDALLIONS OF MERIT WILL BE AWARDED

vantage of the broadcasters in town.

TM, a Dallas-based supplier of packaged music formats, jingles, custom music for commercials and the like, assembled a panel that included Bruce Johnson, Starr Broadcasting president; Jerry Blum, WQXI(AM) Atlanta; Kerby Confer, WLYC(AM) Williamsport, Pa.; Doyle Peterson, WKTQ(AM) Pittsburgh; George Logan, KGNC(AM) Amarillo, Tex., and Jerry Lyman, WGMS(AM) Washington.

KGNC's Mr. Logan urged attendees to make sure their sales people have a positive attitude toward agencies, and above all, not to play favorites among agencies. WLYC's Mr. Confer told his audience to convince a future client that the station's sales idea is actually his own and to "keep complimenting" the prospect on the idea.

WQXI's Mr. Blum, who boasted that his station has not had a salesman quit in nine years, said that he has no "house" accounts; all accounts bring the sales staff commissions. Unlike other panelists, he argued against the structure of formalized sales meetings and charged: "The speed of the leader [sales manager] determines the speed of the pack."

Another to address the group was Starr Broadcasting's Mr. Johnson who made the case for "zero base budgeting.... First you visualize your station as having no people, equipment, desks, chairs or services... then you look at your plan and begin to add back [what you need]...." Among his other suggestions, which were put on paper and distributed that morning, was a proposal for the creation of promotions and the like "that in dollar value will add up to 20% more than your sales target for the week, month or year."

FTC nominee vows lines to FCC will be kept open

Pertschuk sails smoothly through friendly waters at confirmation hearing on Hill, says 'consumerist' label is acceptable to him

Michael Pertschuk, chief counsel of the Senate Commerce Committee and President Carter's nominee for the chairmanship of the Federal Trade Commission, said last week that if confirmed he intends to work closely with the FCC to police television advertising, particularly that aimed at children.

"It's my hope," he told his boss, Commerce Chairman Warren Magnuson (D-Wash.) at confirmation hearings Wednesday, "to work more closely with the FCC chairman perhaps than in the past to deal with problems of broadcast advertising."

In response to a question from Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), Mr. Pertschuk said he thinks the FTC and FCC should continue their dual jurisdiction over TV ads, with the FTC regulating ad content and the FCC controlling commer-

cial time standards.

In written answers also submitted for the hearing record, Mr. Pertschuk elaborated, saying that in his opinion, "advertising can be unfair or deceptive to children without crossing the threshold of adult deception or unfairness.... The literal truth of an ad is no defense when it manipulates sound and symbol to exploit the vulnerabilities of a child's mind."

He also said he favors affirmative disclosure, corrective advertising, "and, where consumers have acted upon false information, restitution," as remedies for false ads. He is interested, he said, in a petition to the FTC from the Institute for Public Interest Representation calling for a rule requiring corrective ads in all instances where there have been false or misleading health and safety claims.

Mr. Pertschuk said that, in his opinion, "The broadcast medium is not simply an extension of the print medium," and he wants the FTC to learn more about how TV advertising affects children. He said he wants to find what if any part TV plays in malnutrition among teen-agers, specifically if it is "responsible for conditioning a nation of sugar junkies."

Mr. Pertschuk readily embraces the label consumerist, and has the backing of the nation's leading consumer advocate, Ralph Nader (BROADCASTING, Feb. 28). Senator Hollings, noting accounts of Mr. Pertschuk's and Mr. Nader's close ties in the past, asked in effect if Mr. Nader would be running the FTC by means of lunch-table meetings with the prospective Chairman Pertschuk.

No, replied Mr. Pertschuk. In accordance with strict rules against ex parte contacts, Mr. Nader's input would be confined to on-the-record proceedings. "In informal settings, if he comments on a case before the commission, that's a violation of commission rules and I would be disqualified," Mr. Pertschuk testified.

During the hearing, Mr. Pertschuk stated these other positions:

■ "Business is not the enemy. Business has a right to be heard... But it must be subjected to the balancing test of vigorous consumer advocacy." In this connection he endorsed reimbursing public interest groups for their participation in FTC proceedings, even if they add no new facts. He also said, "lawyers may not be the

enemy, but more often than not they're not the solution" to problems.

■ In accord to President Carter's condemnation of the "revolving door," whereby people (mostly lawyers) move back and forth between agency jobs and jobs with the industries they help regulate, Mr. Pertschuk said he never intends to practice law before the FTC, but instead to finish his term (which expires September 1984) then continue in some public-interest function or teach.

Owing to his 13-year association with Chairman Magnuson, the Pertschuk appearance made for a congenial hearing. The exchanges between the senator and the chief counsel bordered on the affectionate at times, with Mr. Pertschuk referring to his schooling in the "Magnuson Academy of Public Affairs," to the obvious pleasure of the senator, and on occasion demonstrating his intimate familiarity with the chairman's habits. Barely able to hear the opening words of Mr. Pertschuk's prepared statement for example, Mr. Magnuson interrupted: "Now you should know by now...." "To bring the microphone closer," Mr. Pertschuk said finishing the thought.

Later, Mr. Magnuson warned smilingly, "We're going to be on top of you probably more than any other chairman, because we know how to get to you."

The frequent exchange of compliments between nominee and senators was evidence of the ease with which Mr. Pertschuk, President Carter's first nominee to a regulatory agency, is expected to obtain Senate confirmation. That will happen probably as early as next week.

But one witness who followed Mr. Pertschuk found the proceeding in bad taste. Henry Etzkowitz, associate professor of sociology at the State University of New York at Purchase and co-chairman of the Committee for an Effective Federal Trade Commission, said there "clearly is a conflict of interest between the nominee and the committee." He charged, as his committee had done earlier in a letter to President Carter ("Closed Circuit," Feb. 14), that Mr. Pertschuk as committee chief counsel has "legitimated and perpetuated the enormous influence that big business has on our democratic political process." Mr. Magnuson repeatedly disputed Mr. Etzkowitz's specific allegations.



Pertschuk



Magnuson

Johnson tells NAB to carry big club in violence area

NCCB head and AMA representative meet with code board in session that Swafford says was helpful; no NAB action expected until after meeting later this month

In the last of their planned dialogues on TV violence, members of the National Association of Broadcasters TV code board met last Tuesday with former FCC Commissioner Nicholas Johnson, now head of the National Citizens Committee for Broadcasting, and a representative of the American Medical Association.

Both nonbroadcast groups, highly visible advocates of less violence on TV, made predictable suggestions to the code group it was reported by some attending the closed-door session. Among Mr. Johnson's concerns, for example, were that NAB should give itself power to enforce restrictions on TV programing and advertising and that it should also monitor compliance with the code standards. Further, Mr. Johnson suggested that NAB code authority should keep records on its decisions about what programs and commercials are appropriate for TV and make that research available for public scrutiny.

NAB, not surprisingly is reluctant to introduce such reforms, association officials say, for several reasons. One is that it doesn't think it can enforce the TV code within the confines of Los Angeles district court Judge Warren Ferguson's decision against family viewing. And it is reluctant to make code records public because of competition. In some instances NAB receives information on programs and products before they are introduced, with the understanding, one member said, that the information will be kept confidential.

The official from AMA, Dr. Robert L. Stubblefield, expressed his concern that TV should exercise responsibility not just to children from healthy families, but to children of broken homes and emotionally or deprived families. Privately NAB officials feel that that is asking too much of TV.

Nevertheless, the meeting was helpful, said Thomas Swafford, NAB senior vice president for public affairs, who said he thinks the dissidents' suggestions "had merit," and that there will probably be more meetings as a result.

The TV code board committee has now completed the round of dialogues it planned last December (BROADCASTING, Dec. 20), including meetings with the presidents of the three networks, Hollywood producers and the National Parent Teachers Association.

What will come out of the meetings has not been decided yet, said the TV code board chairman, Robert Rich of KJBR-TV



No such luck. Television Information Office Director Roy Danish (l) wished out loud at an NAB TV session Monday that groups such as the National Parent Teachers Association, having raised broadcasting's collective consciousness about violence in programing, would now go quietly away. "The time is right to leave this matter to the broadcaster," Mr. Danish said to the PTA TV Violence Commission's Ann Kahn, his opposite number at an "In the Box" debate. Mrs. Kahn made it clear that not only is the PTA here to stay on this issue; it's likely to increase its presence. A plan of action on television violence to be presented at the PTA's convention next month will emphasize that "broadcasters are licensees and legally responsible" for the programs they carry, she said. The national organization also will "publish among our chapters the advertisers who continue to support violent programs." In debating the issue, Mr. Danish and Mrs. Kahn stuck to their stories, as they had at the series of "hearings" PTA sponsored on TV violence in February and March. Mr. Danish said broadcasters are "discouraged and disappointed by the outpouring of unsupported theories" linking violence on the screen to violence in real life. Mrs. Kahn contended, however, that the "overwhelming body of evidence" points to a causal link between TV and real violence. "We feel very comfortable about this emerging consensus," she said. Mrs. Kahn also indicated her campaign would not stop at entertainment programing. "We should take another look at news," she said, "to make sure we're not showing only car accidents in every bloody, gory detail." The session was moderated by Kenneth Harwood of Temple University.

Duluth, Minn. Between now and April 18-20, the dates of the TV code board's next regular meeting in Washington, he said NAB will be working on more legal clarification of Judge Ferguson's family-viewing decision.

Some likely outcomes of the code board's activity, he said, are the setting up of a mechanism by Mr. Swafford for disseminating to the public the code board's decisions and the gathering of more public input. What's been done up to now has been important, he said. "We've set up

very valuable dialogues with a lot of important groups that we've never had before."

But Mr. Rich's crystal ball goes dim when trying to predict what new code language might end up on paper. Trying to work out some guidelines on taste at times seems a one-step-forward-two-steps-back proposition he said. Whether something concrete will result, "I don't know." For sure, he and Mr. Swafford said, nothing will be committed in writing by the April meeting.

The now, the new in TV programing

NAB panel examines current trends, looks to developments in the future

An innocent bystander might have expected it to be a game-show rehearsal. Allen Ludden, of *Password* fame, stood behind a rostrum off to the side, as three contestants-of-sorts searched for the right answers.

The moderator would have been recognized by the general public, but probably not the others. They were Grant Tinker, head of MTM Enterprises; Nancy Dockry, of the William Morris Agency, and Merrill Panitt, editorial director of *TV Guide* (a last-minute fill-in for ABC-TV programing chief Fred Silverman). The show was part one of "Television's 'Golden Age'—Yesterday, Today or Tomorrow," a presen-

tation at last week's National Association of Broadcasters convention in Washington.

Perhaps the biggest news to come out of the session was Ms. Dockry's statement that Johnny Carson, who already has one weekday off, will be going on a three-day work schedule. From her expression, that remark appeared to have slipped out, unplanned.

NBC, which has been concerned over the gains being made by Mr. Carson's competition (BROADCASTING, Feb. 28 et seq.), vehemently denied it. When questioned later, David Tebet, NBC's senior vice president, talent, said that Mr. Carson, who remains number-one in his time period, has a contract that calls for him to do shows four days each week. That con-



Television's 'Golden Age.' L to r: Allen Ludden, Allen Ludden Productions; Grant Tinker, MTM Enterprises; Nancy Dockry, William Morris Agency, and Merrill Panitt, *TV Guide*.

tract has two more years to run as of April 3, Mr. Tebet added.

Mr. Tebet said the late-night personality has never asked management for a three-day week. There's "no truth whatsoever" to the rumor, he said, concluding that "Nancy Dockry is out of her head."

Aside from the tip, or rumor, the panelists offered some general conclusions on the state and future of the television art. Mr. Panitt sees the industry reaching the "culmination of some trends that have started in the past"—among them: more miniseries; one season with "continuous turnover of shows"; program testing in March filling the air time usually occupied by reruns, and a reduction in "excessive or gratuitous violence." He added, however, that the violent programs are likely to be replaced by "a lot more *Charlie's Angels*."

Ms. Dockry agreed that the age of the second season is gone. She said that its

demise and the advent of short programming packages make the future look good for fresh talent. With the need for a larger choice of product, she said, "it's a chance—they're [the networks] are really listening to new ideas."

Mr. Tinker, faced with an economic/idealistic dilemma, said in the best of all possible worlds, he'd be all for third, fourth and fifth seasons, but he and other producers have enough trouble financing their costs without losing the return when their series go into syndication.

As to future themes, Ms. Dockry told the audience that the networks' new schedules will offer less violence and sex. Less sexy, but still sexist, she said. As an example she cited NBC's new offering, *3 Girls 3*, and in a more passionate moment asked, "Why don't they give us guys in jockey shorts." She put in praise for the soap-opera genre, noting that the lowest-rated soap opera attracts more young

women than the highest-rated game show. Mr. Ludden then commented that game shows appeal to older audiences.

When it came to talk of the so-called "fourth network," Ms. Dockry said that aside from a push from Universal, it seems to have gone away. Mr. Ludden then called on the audience to vote by applause if they think a fourth network will be in operation in a decade. Most thought not.

As the session concluded, Mr. Ludden asked whether anyone had jobs for two former broadcast station employees. It was an introduction for Mr. Tinker's wife and his own both seated in the audience. Up stood Mary Tyler Moore and Betty White, stars of MTM's *The Mary Tyler Moore Show* which ended a seven-year network run March 19.

Sagan says scientists need a better shake on television shows

Astrophysicist asks NAB engineers to work for more realistic treatment, especially in children's programs

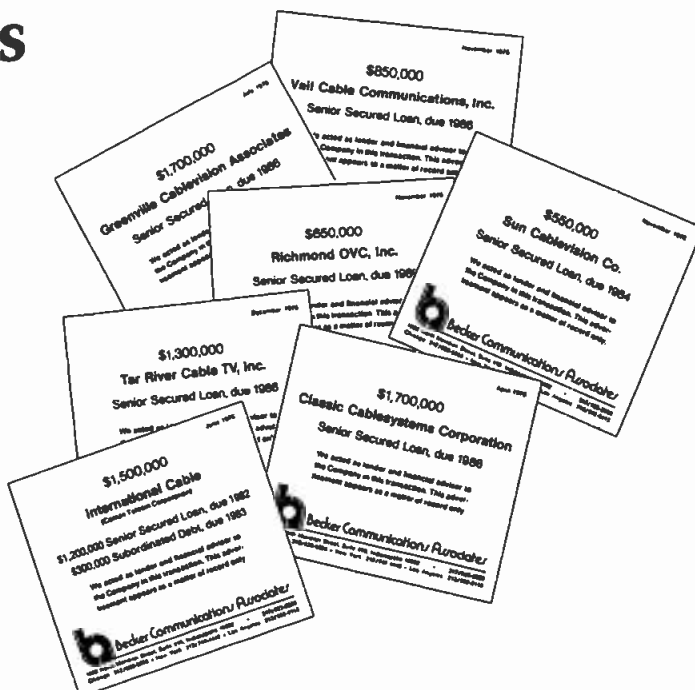
Dr. Carl Sagan is an anthropysicist. He spends his workdays directing the Planetary Studies Laboratory and teaching astronomy at Cornell University, or helping other scientists figure out how to land a space vehicle on Mars, and how to make it take pictures once it gets there.

When Dr. Sagan is around his

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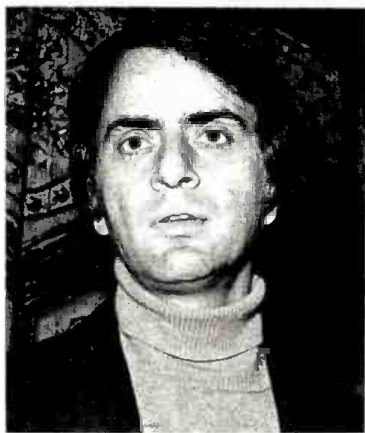
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Sagan

home on Saturdays, he sees his son watching cartoon scientists on television. They are usually doing something such as shrinking people with secret formulas, and they are usually crazy.

Dr. Sagan asked a gathering of the NAB's engineering conference Tuesday to help change that image. "The better understanding of science and technology is essential for our survival as a species," he said, "and therefore I appeal to you as friends of science and technology in the television industry to help promote better scientific knowledge on the air."

He said the urgency of the need to understand scientific achievement, especially in a democracy, derives from the extent to which technology dominates daily life—influencing everything from transportation and entertainment to communication and even sex.

Unhappiness over ASCAP audits surfaces at NAB

Two officials of the American Society of Composers, Authors and Publishers were on hand to discuss differences in ASCAP music-contract interpretations with radio broadcasters at an NAB convention workshop last week, and the positions they took differed sharply from those that broadcasters attributed to ASCAP field auditors.

The ASCAP officials, Louis Weber and Dr. Paul Fagan, took generally conciliatory approaches. But broadcasters who had been subjected to field audits spoke more often of take-it-or-leave-it attitudes on the part of ASCAP auditors, sometimes accompanied by threats of lawsuits if the stations refused to accept the auditors' reports and settle up.

Andy Murtha of Maplewood, N.J., a broadcasting consultant who for years was chief financial officer of Time-Life Broadcast, contended that in dealing with ASCAP, broadcasters are "mismatched" because ASCAP works with the problem full time while station operators have little experience with it.

Gerald Carrus, senior vice president and controller of Metromedia Radio, who like Mr. Murtha was a workshop panelist

along with the ASCAP executives, recommended that broadcasters learn as much as possible about the ASCAP contract but make sure they seek a conference with ASCAP top authorities whenever they disagree with the results of an audit.

One of the more troublesome areas raised in workshop questions had to do with the value to be put on trade deals. ASCAP's Dr. Fagan said if a station acquired a \$5,000 car for, say, \$10,000 worth of airtime, only \$5,000 should be treated as station revenue to which ASCAP rates apply. But one broadcaster said he'd made a trade on a three-for-one basis and been required by the ASCAP auditor to treat "all three" as revenue.

Dr. Fagan and Mr. Weber insisted that they wanted broadcasters to be "satisfied customers" and urged them to call whenever they have an audit problem.

Robert Hilker of the Suburban Radio Group of stations was moderator for the workshop.

The word to TV: Brace yourself for another round with ASCAP

Licensing group will try for raise, says Arries, who also asserts station use of music has dropped and rate reduction is in order

Television station operators were told last week that the American Society of Composers, Authors and Publishers is seeking an increase in the TV music rate on which they paid the society more than \$25.6 million last year.

The advice came from Leslie G. Arries Jr. of WBEN-AM-FM-TV Buffalo, N.Y., chairman of the All-Industry TV Stations Music License Committee, in a report at



Arries

the NAB convention on the committee's preparations to negotiate a new ASCAP contract. The current contract expires at the end of this year. So does the stations' contract with Broadcast Music Inc., but Mr. Arries said the committee will negotiate first with ASCAP.

Mr. Arries did not disclose how big an increase ASCAP is seeking. Nor did he say what counterproposal the committee will make, other than to tell the NAB television assembly that "in the committee's view, an increase in the ASCAP rate would not be justified." He added, however, that "in recent years the use of ASCAP music on television [stations] has declined by about 10%," which led observers to conclude that the committee would seek a reduction in the present ASCAP rate.

A continuation of the stair-step incremental rate formula that went into effect as part of the current contract presumably will also be sought. Mr. Arries told the convention audience that this feature's savings to TV stations amounted to more than \$15 million in 1976.

The discussions with ASCAP representatives thus far have been "preliminary," he said, but "we expect that full-fledged



ASCAP Audits and What Your Rights Are. L to r: Louis Weber and Dr. Paul Fagan, ASCAP; Bob Hilker, Suburban Radio Group of stations; Gerald Carrus, Metromedia Radio, and Andy Murtha, broadcasting consultant, Maplewood, N.J.

negotiations will begin almost immediately."

Mr. Arries said the stations must prepare not only for difficult negotiations with ASCAP but also for the possibility of litigation. Contract talks have regularly landed in court under provision of a consent decree governing ASCAP's operations, although eventually—but sometimes only after years of litigation—they have ended in compromise agreements.

"It is vital that we have your support in the months ahead," Mr. Arries told the TV broadcasters, warning that an ASCAP rate increase would inevitably "involve additional cost for each station" and "would be a step backwards from years of progress under the current licenses."

The committee will send out solicitations for station financial support within the next few weeks, he continued. "I hope you will respond both affirmatively and promptly," he said. "The last negotiations were of enormous benefit to television stations and we hope, in the forthcoming negotiations, to continue that progress."

The all-industry committee historically has negotiated on behalf of all stations that authorize it to do so. When new contract terms are finally reached, however, each station must decide for itself whether to accept or reject them. Financial support usually is based on station rate cards.

Music-license group has hands out at NAB convention

Thurston asks stations to help with money in ASCAP court fight

The All-Industry Radio Station Music License Committee last week called on radio station operators to give full support to the committee's efforts to reduce their payments to the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

Donald Thurston of WNMB-AM-FM North Adams, Mass., a member of the committee, told a general radio session of the NAB convention that stations' music payments are too high.

"In 1975," he said, "at a time when radio was buffeted with the effects of the recession, radio's income was down, yet the fees to music-licensing organizations continued to increase so that in that year they were equal to approximately 50% of radio's pre-tax income. We think this is just too high. We strongly feel that the radio industry is paying too large a share of its income" on music-licensing forms.

In three court proceedings since 1959,

he recalled, the committee has succeeded in reducing ASCAP's commercial fee rate from 2.25% of specified revenues to 1.725% and is now seeking a further reduction to 1.3%. But ASCAP, he noted, is asking for an increase to 2%, which he said would increase radio stations' annual ASCAP bill by more than \$3.5 million in 1977 alone (BROADCASTING, Feb. 14). G.

The case is currently beginning to make its way through court proceedings. The ASCAP license expired Feb. 28 but the litigation insures that participants may continue to use ASCAP music without fear of infringement suits pending settlement of the case.

In addition to the cut in commercial fee, Mr. Thurston noted, the committee is seeking "an incremental rate formula comparable to that in the BMI radio licenses, elimination of the sustaining fee and various proposals to simplify the current cumbersome license, including a proposal for an optional standard deduction that will be meaningful enough so that stations will no longer have to go through the tedious and costly bookkeeping involved in itemizing deductions."

In stressing the need for financial support, Mr. Thurston said: "In 1976 alone, ASCAP had revenues in excess of \$80 million. The only revenues that the committee has to finance the court proceedings against ASCAP are your contributions. Moreover, we have not asked for contributions from you since 1971-72."

But, he added, "it is not only the money that is necessary. We would also like you to authorize us to have your stations in our petition to the court so that ASCAP will recognize that it is a united, and not a fragmented, industry that it has to reckon with."

The committee is headed by Elliott M. Sanger, retired chairman of WQXR-AM-FM New York. At the end of his report Mr. Thurston noted that Mr. Sanger had been a member of the committee since its formation in 1958 and chairman since 1967, and presented him a commendation expressing gratitude on behalf of NAB.

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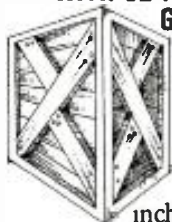
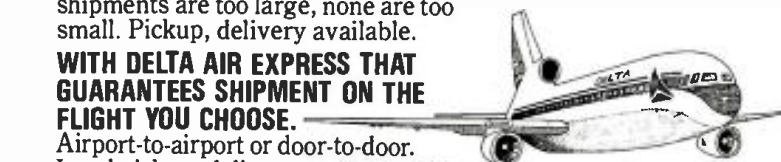
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Better quality, different concepts in first-run programs hailed by syndicators

However, panellists at NAB point to some economic facts of life that are dictating their plans; cable may be answer for short-form shows; no one has Betamax answer

"The golden age of syndication is absolutely now," David Fein of 20th Century-Fox told a syndication panel at last Tuesday's general television session at the



Syndication's Age. L-r: Moderator Phil Boyer, WLS-TV Chicago; Norman Horowitz, Columbia Pictures Television; David Fein, 20th Century-Fox, and Henry Gillespie, Viacom Enterprises.

NAB convention. "The days of shoddy production are over," he said, projecting that in 1978 and 1979 we'll see different concepts in prime access, raising the level of first run programming.

Panelists Norman Horowitz of Columbia Pictures Television, Henry Gillespie of Viacom Enterprises and Mr. Fein, all agreed that more money is needed to improve the quality of first-run programming. "The quality program is going to cost," Mr. Fein said. Mr. Horowitz explained that foreign income floats the business now. Profits from the international market make it possible to produce programs in the U.S. that stations can afford, he said, citing *Born Free* as an example. It runs very well everywhere but the U.S., he said, because there is not enough money here to make a go of it. He said that the networks run the business, with no consideration for syndication and the economics at the station level will not support network-quality programming. "Syndication is in the back of the bus," he said.

However, in answer to a question by moderator Phil Boyer of WLS-TV Chicago concerning the sale of ABC's *Happy Days* series, Mr. Gillespie said that prices for syndication of network programs are reaching a new plateau. "People want to pay more for what they're afraid they can't get," he said, adding that it favors the seller to publicize its programs to keep the momentum going.

When asked if syndication will aim for a different demographic target than the younger audiences the network programs cater to, all the panelists again agreed on the answer: "We make programs that people buy, period." The 18-49 age group controls the majority of the television sets, Mr. Gillespie said, explaining that programmers have to aim at that age group, trying to get the others in around the edges. "It's buying power, and that's it," Mr. Fein emphasized. Mr. Horowitz said the solution for the forgotten demographic groups will probably come from cable, where ratings won't figure into a program's longevity.

Cable may also be the answer to the problems created for syndication by the network's trend toward short-form programs, he said.

Asked about the effect of the Sony

Betamax on syndicators, none of the panelists had a solution to the problem. "Material has been stolen by cable," Mr. Horowitz said, "and it will be stolen by Betamax. It's just people breaking the law."

Networks send dove to warring academies to save Emmy telecast

The uncertainty surrounding the Emmy telecast set for NBC-TV on May 15 was underlined last week when the three TV networks issued a joint statement urging that differences within the National Academy of Television Arts and Sciences be patched up so that the awards telecast can proceed as scheduled.

There has been a widening rift for the past year between NATAS and its Hollywood chapter, and in February the academy revoked the charter of its West Coast branch (BROADCASTING, Feb. 28). Officers of the former Hollywood chapter have formed their own organization, the Academy of Television Arts and Sciences, and said they will have their own awards presentation telecast next fall.

As for this year's telecast, a number of West Coast producers and performers have declared that they will not appear on the program. NBC-TV has maintained the program will go on as it has a contractual commitment, but said last week it will be up to the academy to deliver it. The academy insists it will have a program, and the defections will not be widespread.

The joint statement from the networks last week was described by one network spokesman as "a show of cooperation" by organizations that are nominally competitive. The statement stressed that "in view of the public interest in the awards, we feel that all members of the academy should support the presentation of the Emmy awards, scheduled for May 15 on the NBC Television Network." The networks added: "We propose that a full-scale review of all factors relating to existing and future award structures be made to determine the most appropriate course of action" after the May 15 telecast.

NAB sessions on cable paint a rosy future

Pay-TV decision, fiber optics, the wired nation are given optimistic treatment by most participants; others see still a long, slow climb ahead

Heartened by the U.S. Court of Appeals decision against the FCC's pay-cable rules, several operators in and around cable television were extremely bullish about the medium's future last week.

This was evident in at least two sessions at the NAB convention. Some participants were predicting an annual cable growth rate of anywhere from 14% to 17% in the next decade. The broadcasters in workshops Monday and Tuesday mornings weren't pleased to hear the projections, but the cable optimists sought to assuage any fears.

Irving Kahn of Broadband Communications Inc. was one: "The political climate as of last Friday [March 25, the date of the court's decision] took a giant step forward," he said. "The fact of the matter is that pay TV now has a shot at gaining real competition in the marketplace. It's not going to put broadcasting out of business, ladies and gentlemen ... You can't stop progress. There's a dominant groundswell and cable has that."

For Mr. Kahn, actually, the promised land of the future will be reached through fiber optics, and he announced Monday that his firm is going to demonstrate a "working mainline system" at the National Cable Television Association this month in Chicago using "a new type of solid-state laser as light source."

The court decision remained in the background during most of the workshop at which Mr. Kahn appeared. Instead, most of the discussion, dwelled on business, as seen from eight perspectives:

■ Warren G. Bender of the Telecommunications Sciences Section of Arthur D. Little Inc.—Back in 1972, Little put out a study making "wildly optimistic" projections for the cable business, none of which ever came true because "the bottom fell out" of the business, Mr. Bender said. But he said there has since been a reawakening of interest in financing cable operations. "A year and a half ago, it seemed to us that was 1972 again."

Little's latest study, which Mr. Bender co-wrote, predicts cable's annual growth rate for at least 10 years will be 14%-17%—not in miles of cable laid, but in numbers of customers added to systems. The study projects 20-million cable subscribers by the early 1980's and total industry revenues of \$2 billion.

Pay cable is included in this optimistic projection, in fact is to be the "catalyst" of growth, Mr. Bender said. He sees pay cable



The Cable TV Picture Today and Tomorrow, Part One. L to r: William J. Donnelly, Young & Rubicam; Warren G. Bender, Arthur D. Little Inc.; Thomas R. Dargan, KATU(TV) Portland, Ore.; Robert Resor, NAB; Irving Kahn, Broadband Communications Inc., and Robert Arum, Top Rank Inc.



The Cable TV Picture Today and Tomorrow, Part Two. L to r: Mr. Donnelly; Mr. Bender; Mr. Resor; Robert Rice, WRAU-TV Peoria, Ill.; David Kinley, American Television & Communications Corp., and Joseph M. Cohen, Madison Square Garden Cablevision Inc.

as "the sparkplug that will promote further penetration of cable television." The newly emerging "inexpensive earth station" in turn is to be the sparkplug for pay TV growth, he said.

The future is considerably more bleak, however, for two-way cable communications, Mr. Bender said. In the past, "whenever the money underwriting two-way has stopped, the system has shut down. We think this is the way it will continue." He said people will pay for the improved TV picture cable provides and for entertainment programs, but not for education.

■ David D. Kinley, former FCC Cable Bureau chief, now with American Television & Communications Corp.—Mr. Kinley indicated he doesn't buy Mr. Bender's projection for pay cable. "ATC has moved very slowly into pay," he said, for two reasons: (1) There is a "serious" security problem with pay cable, and (2) there is the problem of "churn," subscribers hooking up to pay cable, then unhooking, then occasionally hooking up again. It is not unusual to have complete turnover of subscribers every six to 12 months, he said.

In Mr. Kinley's opinion, if cable is to meet Mr. Bender's projected cable growth rate, it must make an effort to wire metropolitan areas. His own firm, whose largest system is now in Birmingham, Ala., is currently considering moving into the Queens borough of New York.

■ William J. Donnelly, Young & Rubicam Inc.—He is certain the wired-nation concept will become reality, and that ultimately the question facing broadcasters will be when, not whether, to sell their TV facilities and lease cable channels instead. "You're in the distribution business," he said to the TV broadcasters. "In fact, most of you are just telephone booths."

Mr. Donnelly places cable's growth rate at about 16%, in the same range as Mr. Bender sees it. But more important, from Young & Rubicam's point of view, he sees cable developing as an advertising medium. As far as he is concerned, cable and broadcasting have more in common

than not. Both are delivery systems for entertainment, information, and advertising—with cable the "superior delivery system over the long haul," he said. "There will always be mass communications supported by advertising," he added.

What Young & Rubicam is trying to do now, he said, is determine where people's time and attention are going to be in the future. Its current projection is that by 1981 the country will see the beginnings of what he called "the shape of a video environment"—as opposed to the print environment that he said is predominant now.

The television set "is the most underutilized piece of machinery in the home," Mr. Donnelly said. When a viewer buys a

set he has bought a 40-80 channel capacity, yet in no TV market are there that many channels today.

■ Irving Kahn—Mr. Kahn disagrees with Mr. Bender that the main factor holding cable down in the last five years has been economic. It was political, he said: It was broadcasters and legislators, working together.

But amidst the speculation over pay cable's growth as a result of the court decision against the pay-cable rules, Mr. Kahn argued that the real future lies elsewhere. "Pay TV represents something less than 5% of the potential of broadband," he said. "Out of left center field a new word has come out and it's fiber optics."

After announcing the demonstration his company will run in Chicago, Mr. Kahn then devoted several minutes to extolling optical fiber's virtues—its small size in comparison to the quantity of messages it can carry. It cost about \$150,000 per mile to lay the cable for the first cable system in New York, he said. But with fiber "we could have cut that cost by a factor of 10."

Mr. Kahn was later disputed on his projection for fiber optics. Mr. Bender said his study predicts fibers will have no effect on cable in the 10-year future. And Mr. Kinley said a cost study by his firm showed installation of fiber would cost 30 to 35 times what it would cost to lay cable. The bulk of that would go for labor and installation. Fiber is "far more complicated" to hook up than conventional cable, he said.

■ Robert Arum, Top Rank Inc.—Mr. Arum, who has promoted several Muhammad Ali title fights, predicts that regardless of how much cable and pay ca-

Optical fibers: Will they or won't they? Contrary to the predictions of those trying to read AT&T's mind, optical fibers are not going to be the means for wiring the nation for video, Bell's chairman, John deButts has said—at least not at the level of today's state of the art. The National Cable Television Association, for one, has vocalized fears that Bell could drive cable TV out of business with the glass threads, a pencil-thin bundle of which is said to be capable of carrying all the same services (entertainment, classroom instruction, video newspapers, telemedicine, meter reading, to name some) cable envisioned for itself.

"I got a little tickled at the position the cable TV people took that we were going to take over their business," Mr. deButts told the weekly newsletter *Telecommunications Reports*. "It just doesn't make any sense. No way that we could use optical fibers to do that with today's technology." The reason, he said, is that the cost of pulling one strand of fibers off a trunk to go into the home "would be astronomical."

NCTA, which has mounted a campaign against the so-called Bell bill—legislation pending in both the House and Senate to stifle new competition against AT&T—is skeptical of Mr. deButts's remark. Just because Bell does not think it has the technology now to make widespread use of fiber optics does not mean that it won't some day in the future, said NCTA President Robert Schmitt. He said Bell has been "propagandizing" Congress with its concept of carrying communications services into the home over just one wire—Bell's wire. Eventually fiber optics may work for AT&T, he said, and cable would then become a mere lessee on Bell's wire. "From our hard experience of 10 to 15 years when the telephone company was leasing to us, they were absolutely without limitation as to how they could gouge us."

In direct contradiction of Mr. deButts's statement is Irving Kahn, director of Times Fiber Communications Inc., Meriden, Conn., who said that not only is glass fiber into the home economically feasible, but that he is prepared to offer it for home use within 24 months at prices competitive with copper wire. He said 12 months after the Times Fiber's demonstration of a mainline trunk of optical fiber at the NCTA convention in Chicago next week, the firm will demonstrate general distribution. Then 12 months later it will take fiber into the home. The reason Times Fiber can do it, he said, is that "we do not function as a common carrier." "We could have gotten the same quote [as Mr. deButts's above] when we originally went into coaxial cable."

ble compete for sporting events in the future, the networks are going to come out way ahead. "Cable and pay TV will get their share," he said, "but only the leavings" because of the networks' increasing willingness to pay huge sums for events.

Even if cable one day gets together the money to compete for the big events, he added, "it will be too, too late." The reason, he said, is that the networks are beginning now to tie up events and performers with long-term contracts prohibiting them to be shown on cable.

With the networks as financially powerful as they are, Mr. Arum concluded, broadcast television has nothing to fear.

■ Joseph M. Cohen, Madison Square Garden Cablevision Inc.—His comments paralleled Mr. Arum's; his projection is that pay cable won't be able to compete for sports programming for 20 years. Furthermore, he said, "You can take com-

fort from the fact that the largest cable company, Home Box Office, is following a policy of buying sports and entertainment on an exclusive basis," the effect of which he said, is to diminish the amount of money it can offer for sports shows, in turn causing the suppliers to save the good events for the networks.

■ Thomas R. Dargan, KATU(TV) Portland, Ore.—"I disagree with practically every remark made up here," Mr. Dargan said. In his opinion, unaltered growth of pay cable will not lead to more and better entertainment and other programming, because "we're not all of a sudden going to develop 300 or 400 new creative geniuses as writers."

These are tentative thoughts, in light of the freshness of the latest court decision, he said, but he sees not so bright a picture for pay cable as did the other panelists. "Perhaps the so-called success for pay ca-

ble has within it the seeds of its own destruction," he said. After all, "we're not talking about news and information" going out over pay cable. "All we're talking about is taking programs off free TV and charging for them."

■ Robert Rice, WRAU-TV Peoria, Ill.—"We're not ready to roll over and play dead yet," charged Mr. Rice in response to those predicting cable's inevitable spread. He said broadcasting still plays an important role in providing free information and service programming to those who cannot afford to pay for programming. He urged broadcasters to tell NAB they want the fight against cable to be the number-one priority for the association. And he further urged broadcasters to protect their own interests through direct involvement in all legislation on Capitol Hill and rulemakings at the FCC that have impact on cable's relationship to broadcasters.

Pay-cable decision sparks new debate

Levin says cable market will enlarge program supply; Beranek forecasts siphoning

"Our appetite is not for the World Series, not for the Super Bowl. Our appetite is for those events not otherwise televised."

It's unlikely that Home Box Office President Gerald Levin convinced many broadcasters that those were the true aspirations of pay cable. As one broadcaster said later: "I've got to just shake my head," adding that he probably would have said the same thing if he were in Mr. Levin's place.

Mr. Levin's defense of his business, and Leo Beranek's (WCVB-TV Boston) attacks against it, came during the pay-cable part of Tuesday morning's television session at the National Association of Broadcasters convention. It had originally been promoted as "Pay Cable Is in the Public Interest—a Debate." The U.S. Court of Appeals in Washington, with a decision a few days earlier, prompted a more specific discussion.

In the short-term, Dr. Beranek said, it's the producers who stand to gain most from a freeing-up of movies and special events to pay cable. They "can ask for more money," he explained, because there will be more competition for product.

It's the broadcast/cable picture in the next few years that has Dr. Beranek worried. He sees increased cable penetration laying the groundwork for increased revenues with which to outbid broadcasters for attractive programming. "In the end, the viewers are going to go where the better programs are," he said.

"Basically I would say not to worry," Mr. Levin responded, claiming that he and his associates are not looking to siphon but rather to provide an additional outlet for more product from an expanded creative community. He cited pay cable's pick-up of a sporting event not covered by the networks and HBO's own on-location series.

Dr. Beranek questioned whether Mr. Levin's programming acquisition taste

would be as "modest" in the future and predicted audience fractionalization unless broadcasters and cablecasters work together. "For both factors to stay in the business," he said, they have to supplement each other, rather than pay cable taking the premium programming and leaving broadcasters the leftovers," he said.

Mr. Levin again stressed that broadcasters have taken that attitude because presently "producers have a narrow aperture through which to pass their programs." He anticipates the growth of a "tripartite" system of program financing. Amplifying that remark after the debate, he said the system would be along the lines of what is in practice now with commercial television (advertiser-support), public television (government and underwriter support) and pay cable (direct consumer support). Rather than siphoning programs that might be expected to go to broadcasters, he said he believes strong direct support would mean "the injection of new money" into a "pool for more programming."

While Mr. Levin stressed that, in terms

of program buying and audience fractionalization, pay cable offers a "very little threat," Dr. Beranek used his own market, Boston, for a rebuttal—to show that UHF television progress there has further divided the market. His belief is that UHF is analogous to cable in the respect that, if a UHF channel can make inroads in the potential audience for the generally dominant VHF stations, an imported cable channel should also be able to do so. In 1966, he said afterwards, only 3% of a potential 19% of the Boston-area audience was drawn to UHF between 5-7:30 p.m. Currently, he said, UHF stations have "just about achieved parity," taking about 36% of the Boston market during the time period.

Should pay cable cut deeply into broadcast audiences, Mr. Beranek told the convention, local programming would be reduced. He outlined WCVB-TV's efforts in that area and said that cable doesn't have to even attempt it because there's no financial incentive or governmental compulsion. Pay cable, he said, offers nothing the viewer can't get free over the air.



Pay cable and the public interest. L to r: Dr. Leo Beranek, president, WCVB-TV Boston; moderator Don West, managing editor of BROADCASTING, and Gerald Levin, chairman, Home Box Office.

Newsman too often play the politician's shell game—Pettit

NBC reporter uses engineering conference platform to plead for better reporting procedures

NBC newsman Tom Pettit admitted at the outset of his speech to the NAB engineering conference luncheon Monday that technology is not his forte. So he filled his address with what seemed at times would be an unbroken string of one-liners, and some very funny ones at that.

But mixed in with the joking were some serious thoughts on his topic, "Television and Politics," and Mr. Pettit clearly was less concerned with *how* news is gathered than with *what* news is gathered.

"I'm here to tell you that minicam coverage of politicians is okay," he said. "We can get suckered by them on tape even better than we could on film."

Newsman are being used, according to Mr. Pettit, because they have not yet learned to grapple with issues as well as they have with events. "If television is ever to mature, we must get away from being captives of the candidate" he said. "We have to show more than the guy getting off a plane in six different cities. We should cover what they do, but we also should distinguish their ideas from that. It is, in fact, the ideas that are involved... and you can't take a picture of an idea."

Consequently, he said, the tendency is to focus on the strategies of the political horse race, leaving the public with a fuzzy image of the candidates' qualifications. Among the techniques singled out by Mr. Pettit as contributing to that tendency: polling, which he said yields results that are out of date before they're reported; the assassination vigil, which anchors cameramen and reporters at a candidate's side

when they could be out adding depth to their reports, and emphasizing personalities at the expense of issues.

Mr. Pettit acknowledged after his speech that some of his remarks might offend his superiors. "I'll hear about them," he

laughed. His conclusion, for example, could not have been calculated to warm hearts in the executive suite. "I would ask you gentlemen who built the box," he said, "to now persuade the management to fill it up with something."

Two sides of the coin on media and terrorists

Washington newsmen and police address the problem, fail to find any tidy solution

"Do you assume that we don't know lives are at stake?"—WTOP-TV Washington News Director Jim Snyder.

"I haven't seen it so far."—Deputy Chief Robert Rabe of the Metropolitan Washington Police Department.

Two weeks after the Hanafi Muslim seige on Washington (BROADCASTING, March 14, 21), broadcast journalists and law enforcement officers wrestled with the terms (if any) of the press/police relationship during the 30 hours when 134 persons were held hostage in three Capital locations.

Joining Messrs. Snyder and Rabe on a panel sponsored by the Washington chapter of the Radio Television News Directors Association March 24 were Preston Padden, an attorney for Metromedia Broadcasting; Preston Horstman, a psychologist for the Prince Georges (suburban Washington) county police, and moderator Ed Tobias, WASH(FM) news director and local RTNDA president. Their audience at a downtown Washington auditorium: more than 50 broadcast reporters, news directors and policemen, an FBI-man, and at least one concerned television viewer who accused the electronic media of "desensitizing the American public to horror."

During the brief presentations by panelists and the hour of questions that followed, the police clearly took the offensive ("Is it going to take the loss of life" before broadcasters set coverage guidelines?" asked Deputy Chief Rabe) and the reporters the defensive ("I don't expect Chief Rabe to love me," said Mr. Snyder, saying that an adversary relationship between journalists and the police is part of the "pains of democracy").

The deputy police chief, who is his department's chief negotiator and is responsible for handling police tactics in emergency situations, made an impassioned call for the media to establish "reasonable guidelines." In his estimation, those would include prohibitions on tying up phone lines to seige areas, interviewing suspects or reporting police movements. "You [the media] are part of the problem," he charged.

Mr. Horstman also had his suggestions, all stemming from his conclusion that the media has "tremendous responsibility" in hostage situations. Among his recommendations: don't name names—"you give him credit, it strengthens what he [the terrorist] is doing"; don't reveal his method



Snyder

Rabe

in taking hostages or his demands—"if [he] can't get it out, [he's] lost what [he] is trying to do."

And if media coverage is indeed part of the demands, Mr. Horstman suggested it should be as limited as possible. Furthermore, he asserted that coverage should present the situation as "what it is—despicable," with the point made that no hostage situation has been successful for the terrorist. Like Deputy Chief Rabe, he came out against direct calls to a hostagetaker saying it could aggravate the situation and "continuous on-site coverage" where, among other things, police maneuvers are outlined.

Mr. Padden, claiming that he was not intending to give legal advice, urged the reporters in the audience "to suspend" their competitiveness during such incidents. "Some of the worst abuses would be avoided," he said, if everyone wasn't in a rush to scoop each other. He also reminded journalists that while the First Amendment applies to news presentation, there is no absolute right to gather the news.

Mr. Snyder, who with Mr. Rabe, the most vocal participant, claimed that his and other stations cannot join "in pre-arranged coverage plans." Furthermore, he said that nothing in the broadcast coverage of the Hanafi episode makes him think formal guidelines are needed.

From the audience a reporter gave his credo—"it's news and my job is to report the news." That same reporter, however, later added that his own judgment at the time does constitute informal guidelines. Another news director said that he has not rebroadcast certain news after police have suggested it could be inflammatory but "that is about as good as it's going to get."

And to journalists' claims that policemen are guilty of withholding information that the public should know, a law enforcement official said that he can't trust the media because there are no formal guidelines and while most journalists may be responsible, what about those who are not?



Pettit

The Broadcasting PlaylistTM Apr 4

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last This week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Rich Girl (2:23) Hall & Oates—RCA	2	1	2	1
3	2	Things We Do for Love (3:32) 10cc—Mercury	3	3	1	3
1	3	Love Theme from "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia	1	4	4	4
4	4	Dancing Queen (3:50) Abba—Atlantic	4	2	3	2
6	5	Don't Give Up on Us (3:30) David Soul—Private Stock	6	5	5	5
5	6	Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	5	7	6	7
10	7	Hotel California (6:09) Eagles—Asylum	7	6	7	6
16	8	Southern Nights (2:58) Glen Campbell—Capitol	9	8	8	8
14	9	I've Got Love on My Mind (4:20) Natalie Cole—Capitol	8	11	9	12
9	10	Carry On, Wayward Son (3:26) Kansas—Kirshner/Epic	10	12	10	10
15	11	So Into You (3:19) Atlanta Rhythm Section—Polydor	11	10	11	9
7	12	I Like Dreamin' (3:29) Kenny Nolan—20th Century	12	14	12	11
11	13	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	13	9	13	13
12	14	Night Moves (3:20) Bob Seger—Capitol	14	13	15	14
28	15	Trying to Love Two (3:05) William Bell—Mercury	15	15	16	18
15	16	Go Your Own Way (3:34) Fleetwood Mac—Warner Bros.	16	16	14	16
17	17	Maybe I'm Amazed (3:13) Wings—Capitol	17	17	19	19
20	18	When I Need You (4:11) Leo Sayer—Warner Bros.	18	19	17	15
18	19	Year of the Cat (4:32) Al Stewart—Janus	19	18	18	17
8	20	Fly Like an Eagle (3:00) Steve Miller Band—Capitol	20	21	22	23
22	21	Lido Shuffle (3:40) Boyz Scaggz—Columbia	21	22	21	25
20	22	Weekend in New England (3:38) Barry Manilow—Arista	25	20	29	21
30	23	Your Love (3:30) Marilyn McCoo & Billy Davis Jr.—ABC	22	25	25	30
34	24	I Wanna Get Next to You (3:29) Rose Royce—MCA	23	23	27	28
13	25	Blinded by the Light (3:48) Manfred Mann—Warner Bros.	24	28	24	32
29	26	Sir Duke (3:52) Stevie Wonder—Tamla/Motown	32	33	20	20
21	27	Long Time (3:03) Boston—Epic	29	26	28	24
31	28	Can't Stop Dancin' (3:18) Captain and Tennille—A&M	28	31	26	22
37	29	Whodunnit (3:35) Tavares—Capitol	26	27	30	31
40	30	Right Time of the Night (2:53) Jennifer Warnes—Arista	27	29	31	33
24	31	New Kid in Town (5:02) Eagles—Asylum	30	24	33	27
—	32	Calling Dr. Love (3:02) Kiss—Casablanca	34	38	23	29
25	33	Hot Line (2:59) Sylvers—Capitol	38	30	32	26
26	34	Enjoy Yourself (3:24) Jacksons—Epic	31	34	34	34
27	35	Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	33	32	35	35
33	36	Say You'll Stay Until Tomorrow (3:30) Tom Jones—Epic	35	35	37	36
—	37	I'm Your Boogie Man (3:58) K.C. & The Sunshine Band—TK	36	36	36	38
—	38	Couldn't Get It Right (3:14) Climax Blues Band—ABC	37	37	39	39
35	39	Do Ya (3:45) Electric Light Orchestra—United Artists	40	39	40	37
—	40	Dancing Man (2:25) O—Epic	*	40	*	40

Playback[®]

Fast follow-ups. From Fleetwood Mac to the Jacksons, brand new releases are blooming. Each with a record still on "Playlist's" top 40, these groups have follow-ups hot on the trail of those earlier releases. Fleetwood Mac, whose *Go Your Own Way* (Warner Bros.) was the first single from its *Rumours* LP, tries again with *Dreams*. Already at 46 on "Playlist," it was named as an addition to KJR(AM) Seattle, KFR(AM) San Francisco, WAYS(AM) Charlotte, N.C., and WRKO(AM) Boston. *Show You the Way to Go* (Epic), the Jacksons' newest, is slower paced than *Enjoy Yourself* (at 34), but Judy Smithart of WHOI(AM) Memphis testifies it's just as good. **First mentions.** Chilliwack, a Canadian group with a 10-year history recording for London, A&M and Sire, has now produced a single for Mushroom Records. They're "four men in a rock 'n' roll band, fly at night, in the morning we land." So go the lyrics to *Fly at Night*, an uptempo tune laced with a few mellow notes. Vocal harmonies and strong guitar dominate. Mesa, an American group of five, begins its history with *Sailing Ships* (Ariola America), its first record ever. The title and tune are the same: It's a "light sea ballad with four-part harmonies," explains Chris Van Ness of Ariola.

Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6- 10a	10a- 3p	3- 7p	7- 12p
1	1	Southern Nights (2:58) Glen Campbell—Capitol	1	2	1	1
3	2	Lucille (3:39) Kenny Rogers—United Artists	2	1	3	2
13	3	You Can Never Tell (C'est La Vie) (3:27) Emmylou Harris—Warner Bros.	3	5	4	4
5	4	She's Got You (3:04) Loretta Lynn—MCA	4	3	5	3
2	5	She's Just an Old Love... (2:33) Charley Pride—RCA	5	4	8	9
15	6	She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy	7	6	9	6
4	7	It Couldn't Have Been Any Better (3:00) Johnny Duncan—Columbia	6	7	6	8
7	8	Mockingbird Hill (2:58) Donna Fargo—Warner Bros.	8	10	2	7
8	9	Paper Rosie (3:56) Gene Watson—Capitol	9	8	10	5
6	10	Adios Amigo (3:35) Marty Robbins—Columbia	11	9	7	10
9	11	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	12	12	13	13
14	12	You're Free to Go (2:40) Sonny James—Columbia	14	13	12	12
—	13	Easy Look (2:46) Charlie Rich—Epic	10	14	15	15
11	14	Don't Throw It All Away (3:09) Dave & Sugar—RCA	18	11	11	18
—	15	Some Broken Hearts Never Mend (2:43) Don Williams—ABC/Dot	15	17	14	17
19	16	Play Guitar Play (3:20) Conway Twitty—MCA	17	16	16	14
—	17	Anything But Leavin' (2:42) Larry Gallin—Monument	16	15	18	11
—	18	Slide Off of Your Satin Sheets (2:57) Johnny Paycheck—Epic	13	20	17	16
21	19	I'm Not Easy (3:03) Billie Jo Spears—United Artists	22	19	19	24
18	20	I Just Came Home... (3:24) Cal Smith—MCA	21	25	21	21
25	21	Desperado (3:16) Johnny Rodriguez—Mercury	*	18	20	*
17	22	Moody Blue (2:48) Elvis Presley—RCA	23	21	24	25
12	23	If Love Was a Bottle of Wine (3:14) Tommy Overstreet—ABC/Dot	20	*	25	22
—	24	I'll Do It All Over Again (2:52) Crystal Gayle—United Artists	19	*	23	*
—	25	Wrap Your Love (2:39) Lynn Anderson—Columbia	*	23	22	*

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 and for the part of the day at which it appears. A (M) indicates an upward movement of five or more chart positions.

One inch VTR's one star in the firmament of NAB exhibits

Helical format gets much attention in exhibit halls, but it wasn't the only one; manufacturers reported sales up over last year, despite being spread over three hotels

"The convention of 1977 will be known as the convention of the one-inch video-tape machine." That was how NAB engineer Chris Payne introduced his "What's New at the Exhibits" session at the National Association of Broadcasters gathering last week in Washington.

Some exhibitors would have argued with Mr. Payne, saying that other equipment is potentially as revolutionary—including a digital noise reducer (page 80), computerized control of on-air TV switching systems (page 81), frame storers (page 81), automated radio programming equipment (page 82), cameras and ENG equipment (page 82), automatic transmission systems (page 83), time-base correctors (page 83), transmitters (page 83) and editing systems (page 84).

Whatever the highlights, it can also be said last week's convention was a selling one. Most manufacturers said orders for equipment were up over last year, and despite the fact that the exhibits were located in three hotels, traffic flow generally was heavy.

There were approximately 1,250 broadcast engineers at the convention, and, as one NAB official said, the high engineering registration means that travel money is being spent for a particular reason, and that reason is to do some shopping.

The battle between helical and quadruplex may be over

What Chris Payne tactfully avoided saying was which one-inch video-tape recorder—segmented or nonsegmented—might be-

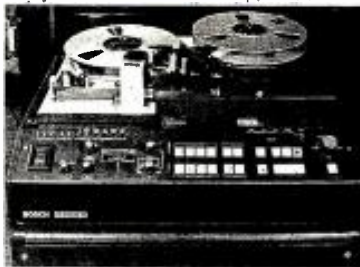
come the broadcast standard. But it is generally agreed that one of the formats will replace quadruplex, which one broadcaster said "will go the way of the 78 rpm record."

Most broadcasters, including the networks, have expressed strongest interest in the nonsegmented recorders because of their stop-frame and slow-motion capabilities for editing. Indications that sales of the nonsegmented models would be held up until compatibility standards are agreed to by the two manufacturers on the market, Sony and Ampex (BROADCASTING, Feb. 14), appear to be contradicted somewhat by CBS's and NBC's recent purchases of 30 Sony VTR's, and by Sony's report that it sold more than 15 more units at this year's convention.

Sony's BVH-1000, at \$49,000 with a



Sony's BVH-1000 video-tape recorder.



Bosch-Fernseh's BCN-50 video-tape recorder.

time-base corrector, features a new "bidirex" search-control dial that moves the picture in either direction from still frame, single step, normal speed and fast motion (with picture coherency up to 30 times normal speed). By switching to a jog mode, the tape reels follow the bidirex dial as it is turned by hand back and forth, giving the "hands-on" effect Sony says most broadcasters requested. Sony also introduced a 36-pound portable variation at the NAB—the BVH-500—which is to be available early next year for about \$30,000.

Ampex's VPR-1 one-inch nonsegmented VTR has a new "shuttle knob" similar to Sony's bidirex dial, and an automatic scan tracking accessory (AST) which automatically corrects deviation during playback. The VPR-1 system, with time base corrector and the AST option sells for about \$50,000. Ampex also expects to begin shipments in mid-1978 of its VPR-10, a portable one-inch machine which will sell for about \$35,000.

Although the consensus in broadcasting circles currently favors the nonsegmented format, the chief manufacturer of segmented VTR's, Bosch Fernseh, is fighting hard to change that. Bosch brought to the NAB its family of BCN one-inch VTR's, including two production models that eventually are to be combined into one machine with "jogging" and freeze-frame capabilities similar to the nonsegmented VTR's. To accomplish this, Bosch has included in its studio control cabinet a "still-storer" unit to summon up single frames (with a storage capacity of 100,000 frames on a 90-minute tape). For slow motion, the BCN-50 actually rocks the reels back and forth. The basic BCN-50 with a time-base corrector sells for about \$70,000; the still-store and jogging options, to be ready in about six months, will cost about \$16,000. Other variations in the BCN format will be an interchangeable cassette/reel-to-reel version and a BCN-5 portable cassette machine, expected to be ready for delivery next year.

Turn that noise down: Thompson CSF's digital reducer is a big draw

One of the major attention grabbers of the exhibits was Thomson-CSF Laboratories' digital noise reducer, which is designed to eliminate noise from NTSC signals. Depending on the input signal characteristics, an improvement in signal-to-noise ratio of 9 db, 12 db or 15 db can be expected, according to Thomson. The system is a digital adaptation of a frame-to-frame recursive filter, plus a controlling motion detector that scans every element of each TV picture and decides whether the filter should operate.

The production model that Thompson had on display was from the CBS studios, and during the NAB exhibit show, ABC bought two units—which sell for \$20,600 each.

Thomson-CSF said the noise reducer is useful in improving the signals from portable color TV cameras operated under

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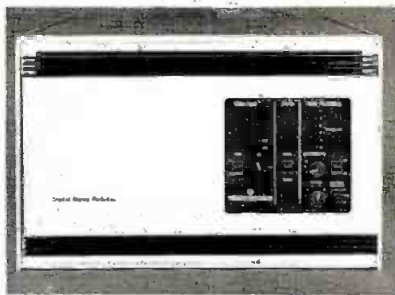
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marginal lighting conditions and of video tapes that may be many generations removed from the master tape. Among other applications Thomson said the system can improve the signals from studio cameras engaged in electronic film production, the removal of noise from microwave and CATV transmission, noise reduction in off-air reception and grain reduction in telecine film.

Studios are next in line to be hooked to automation

If one-inch VTR's have arrived, it was probably television studio automation that loomed most noticeably on the broadcast horizon this year. Several companies developed automation systems for station switchers in the last year, and judging from the interest in their booths, they have refined those systems to the satisfaction of many large, medium and even small market broadcasters.

The gate may have been opened by the growth over the last few years of accounting and traffic automation. Several on-air automation systems can use log information sent down over video display terminals from stations hooked up to, for example, the BIAS or Jefferson Data systems. "I'm confident that total automation will be a fact of life within two to five years," said Patrick Choate of BIAS.

Mr. Choate said he took a survey of customers on the BIAS clerical systems and found that 90% of those responding said they would eventually go to total automation.

The Grass Valley Group of California drew many broadcasters to see its microprocessor-based system, which can be purchased incrementally to reach a full level of automation for about \$40,000. The system is designed for small and medium market stations, and a Grass Valley spokesman said the company sold five of them during the NAB. Like the automation systems displayed by Vital Industries and Central Dynamics Corp., the system automates control of on-air switching, telecine projectors, VTR's, studio cameras and other video sources.

Frame storers have arrived on the scene, and some say they operate like magic

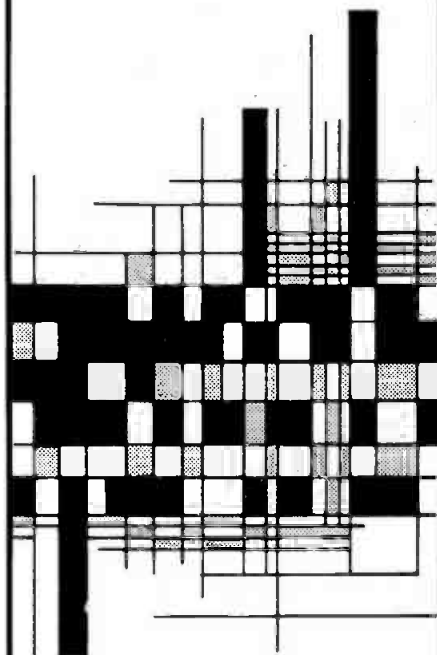
Joining the automation systems in the studio's future will be some new computer-based still storers offered for the first time this year. Broadcasters were calling Ampex's ESS graphic retrieval system "the state of the art" — which presumably is why it sells for \$200,000. Developed last year in conjunction with CBS, the system was used on CBS's election coverage last November and is now at work on the network's evening news and 8:57 p.m. *Newsbreak*. ESS electronically converts an analog television signal into digital form and stores on a magnetic disc pack, up to 1,500 on-line stills, any one of which can then be retrieved in less than 100 milliseconds.

Vital Industries also presented a new frame storer, the Squeezoom VMU-1, with features that caused one competitor to say, with not a little envy, "the damn thing's magic." Based on microprocessor technology, the Squeezoom stores up to four video signals at once, and can display



Ampex's electronic still-store graphic retrieval system.

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and manipulate simultaneously any one or all four of them on a single screen. The machine also can enlarge a selected part of the image for an expanded closeup. A company spokesman said some video noise problems will be worked out by the time deliveries begin this fall, and prices are expected to begin from \$80,000. Also at the NAB, Vital previewed its Production Switching Automation System (PSAS), for about \$50,000, which allows an engineer to program in advance various switching effects for automatic cueing.

For a little less money, Arvin/Echo offered a Basic Expandable Storage unit which enables the broadcaster to tie two of the company's EFS-1 frame storers together, giving on-air access to 400 slides. The new linkage unit costs \$7,500, a full three-piece system about \$37,000.

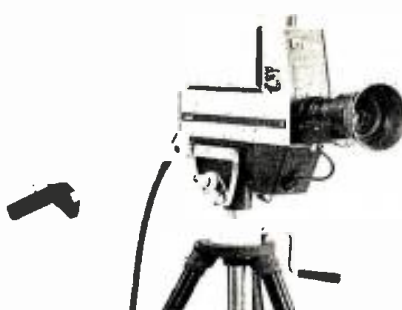
Automated radio programmers: sophistication for a price

International Tapetronics' exhibiting booth was usually jammed with people wanting to take a look at its automated system for radio. The prototype, computer-operated unit holds 1,024 cartridges and is capable of 10,000 programed events. Cartridges are automatically stored and selected, eliminating the possibility of human error and damage. Programed information is presented on a video screen not only in coded numbers but also in word descriptions. Production models will be available next year and the price will be between \$50,000 and \$75,000, depending on final production types.

Pacific Recorders was demonstrating Consolidated Electronics Industries' Cuerac, an automatic, computer-controlled, random-access library of 500 cartridges that can be expanded to include five libraries with 2,500 cartridges. The unit sells for \$60,000 and is available now.

Cetec Shafer was displaying its Audiofile II multi-cart program system which contains 48 cartridge trays, 16 in each module; 16-tray or 32-tray units are optional. The major difference between earlier Audiofiles and Audiofile II is that the switch panel and motors—for heat dissipation—are located at the top of each module.

IGM's Magna Carta tape storage handling system holds up to 1,000 cartridges



New in ENG. Philips's Video 80 camera is shown in studio configuration (top left) and one-piece ENG configuration (bottom left). Sony's BVP-200 is shown top right, and JVC's CY-8800U bottom right.

and is automated to remove any cartridge from storage, place it upon a tape transport play table for instant play upon command and return to its cubicle. The production models are expected to be available by January 1978, and will cost from \$35,000 to \$40,000.

More versatility, lower costs for ENG equipment

Progress in broadcast cameras and ENG equipment, while definitely in evidence at the NAB, was more evolutionary than revolutionary in 1977. The emphasis was on refinement, particularly in making equipment more affordable for the broadcaster who must get the most for his money. "Versatility" was the key word.

One company pushing hard in that direction was Philips, which introduced its Video 80 line based on a "modular convertible design concept"—in other words, building cameras in blocks. Video 80's components combine to form as many as four different camera configurations:

studio, one-piece ENG, two-piece field production or telecine and "special applications." Beginning with a single camera system at \$16,000, snap-on components can be purchased individually or in systems ranging up to about \$50,000.

Many manufacturers featured double-duty studio and field production cameras to help stations take advantage of the local commercial production market. RCA was one of them, introducing its TK-760, from \$48,000. Ikegami introduced an adaptable HK-357 at about \$48,000 operable on a triax cable for outdoor use or on a 39-core multi-conductor cable in the studio. Delivery by fall is anticipated.

ENG cameras became lighter and cheaper during the year. Thomson-CSF brought out production models of its Microcam ENG, weighing about 13 pounds and costing about \$30,000. Sony brought out a BVP-200 ENG, to be available in November for about \$18,000. It weighs 12 pounds and operates without a backpack. JVC's new CY-8800U weighs 17.4 pounds and costs under \$20,000.

New transmission accessories for ENG attracted quite a bit of attention. Nurad's Superquad antenna, for \$6,680, features a digital remote control system and both cir-

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cular and linear polarization. Microwave Associates will bring out a new 2-watt portable transmitter in September for about \$6,700, and has a new rotating antenna system, for \$13,000, which is available with a remote control option.

Automated transmitters introduced at NAB for radio and television

Automatic transmission systems for radio made their debut at the NAB exhibits. Now that the FCC has issued its ruling on ATS, manufacturers are coming forth with their systems, although broadcasters are taking a wait-and-see attitude toward the systems. The FCC ruling allows the use of ATS by FM stations and AM stations using nondirectional antennas. ATS for TV also made its appearance at the NAB exhibits.

Harris Corp. had a demonstration model of an ATS that was programed to provide a simulation of an 18-hour broadcast day through station turn-on, including turning tower lights off, overmodulating on negative peaks; simulation of overpower condition and system shutdown.

The Harris ATS is microcomputerized and programed to make data manipulation and decisions for automatic control. It also features a transmitter data-acquisition subsystem, a CRT terminal, an audio attenuator and a modulation monitor. Cost of the Harris system ranges from \$10,000 to \$15,000, depending on options.

CCA showed the ATS by Widget Works Inc., which features a complex microprocessor algorithm. It has modulation monitor and modulation control. The system's cost ranges from \$4,500 to \$9,200, depending on options.

Time and Frequency's ATS facility controls modulation, controls and monitors RF power, and features a time clock for switch-operating power. The system is designed to provide remote control for operation and monitoring. The AM ATS is \$5,000 and the FM ATS is \$3,500.

Eric Small & Associates showed its prototype ATS for TV, which the company guarantees to be capable of meeting the FCC's forthcoming TV and directional AM rules. The solid-state system is remote controlled, having up to 256 independent controlled and monitored functions, and is based on the Digital Equipment Corp.'s processor.

Time-base correctors: getting fancier while getting cheaper

The cost in time-base correctors appears to be edging down, depending on the broadcasters' needs. Portable TBC's can

now be purchased for \$12,000 for basic designs, and studio TBC's now range from \$16,000 up.

Microtime introduced a portable TBC with charge-coupled device technology. Specifically designed for remote and mobile use, the system weighs less than 25 pounds and is designed to use less than 50 watts of power. The system is in prototype and price for the production model is estimated at \$12,000.

Microtime also showed its image-correction system for video tape. Its Image Plus is an accessory to the company's 2020 model time-base corrector and is designed to reduce or eliminate the distortions of the video-recording process as well as deficiencies from the original camera signal after recording. The image processor is designed to provide 6 db improvement in luminance performance while color noise is reduced by up to 12 db. According to the company, the new image-correction technique allows the use of lower-cost, lightweight cameras and recorders where large, expensive units were previously used. Also, it is designed to achieve broadcast quality of instant news programs that are shot at night or without special lighting. The unit sells for less than \$7,000.

Micro Consultants exhibited a broad range of digital video products, including the new DTC 300 digital TBC and two digital frame-store synchronizers. The TBC is modularly designed to correct signals from direct-record VTR's of virtually any type. Options permit processing of signals from heterodyne and small non-phased VTR's. Other options include remote-control unit, drop-out compensator, look-ahead velocity compensator and sync generator driver. The basic TBC sells for \$12,350; with options up to \$18,505.

The company's DFS 3000 digital frame-store synchronizer is a microprocessor-controlled remote panel and fits into a switcher, allowing for push-button picture manipulation. Capabilities include frame or field freeze, video compression, full-frame positioning, auto-key image centering, variable transition time and on-air switching from compressed to full frame. Options are available for production and ENG applications. The price range is from \$50,000 to \$87,000, depending on options. The company's DFS 1500 digital field-store synchronizer doubles as a time-base corrector, complementing the DFS 3000. It is basically designed for ENG, field production and multi-unit installations where it is used in addition to a DFS 300. Weighing 50 pounds, it stores more than one-and-a-half fields. The price is \$25,300 and with heterodyne color TBC, sync generator, drop-out compensator and



Microtime's Model 1600 remote time-base corrector.

remote-control options, sells for \$31,715.

A new TV image enhancer with an internally generated output for chroma-key application was introduced by 3M. The 6220 in-line image enhancer is designed to accept NTSC color video signals from a camera and provides both vertical and horizontal enhancement. For chroma-key operation, an auxiliary output provides a keying signal which may be applied to the key input of a switcher for chroma-key effects. Delivery is about 180 days, and the price is approximately \$3,400.

Movement in radio transmitters is toward solid-state operation

The news in transmitters this year was solid state, with various companies exhibiting transmitters of all sizes for AM and FM. And the exhibitors say their AM transmitters are capable of transmitting in stereo.

RCA has a new 5-kw solid-state AM transmitter that uses transistor arrays in place of the vacuum tubes of earlier generation units. It is designed to operate with reduced power consumption, and features pulse width modulation and a synthesized exciter which uses a single temperature-compensated crystal oscillator.

One of the main attention grabbers at the Harris exhibit was its MS-15 FM exciter, which features digitally synthesized modulation designed to present a 2 db to 6 db increase in loudness. Harris introduced a new "K" line of FM transmitters at the NAB show—the FM-2.5K and the FM-20K. The FM-2.5K is a 2,500 watt transmitter, designed to consume 4.8 kw at full power and provide 3000 watts radiated power in both horizontal and vertical planes. The Harris FM-K transmitters are available in powers ranging from 10 watts to 40,000 watts. The company also showed a 1 kw solid-state AM transmitter, the MW-1A, which has patented progressive series modulation and a new audio-processing circuit. Harris also had its MW-5A and MW-50A AM transmitters on display.

The Collins Division of Rockwell International showed the newest FM transmitter in its Generation 4 series. This transmitter is the strongest in the Collins line, with 25 kw power. Collins also introduced two new AM transmitters, one 5 kw and the other 2.5 kw. Both employ a series switching modulator (class D) designed to provide high performance amplitude modulation up to 125% positive with low power consumption.

Cetec Sparta displayed a wide range of AM and FM transmitters, many solid state. The company's line of solid-state AM transmitters has been expanded to include models in 1 kw, 2.5 kw and 5 kw power levels. Single-ended class B modulation is used, combining optimized RF and audio devices. Cetec Sparta also had a line of FM solid-state transmitters that have been introduced in the past two years.

Sintronic had a new 1 kw solid-state transmitter that is designed to ease the transition from tubes to transistors. The modulator is in a single module which



Ampex's EDM-1 video-tape editing system.

plugs in next to the RF modules, thus five plug-in modules take the place of the four tubes that performed the same function in a tube-type AM transmitter.

Video-tape editors: up to speed, down to size

Editing systems introduced at the NAB show ranged from the smaller built-in units to the large console models. Makers generally believe that there is a \$10-million market in the areas of broadcasting and production. The emphasis in editors is time-saving—getting video tape shot, edited and on the air quickly in ENG situations. Manufacturers are also eager to point out that film can be edited easier with video-tape editing systems, but the film has to be run through a film chain to be edited as video tape.

A new video-tape editing system was shown by Ampex as part of a line of new equipment aimed for automated TV functions. The system features a computer-controlled switcher with special effects and a floppy-disk memory that can store as many as 3,200 edited scenes. It sells for \$95,000.

RCA's new SE-1 built-in editor device for its TR-600A quadruplex video-tape recorder is designed for simple local editing requirements such as commercial tags,

station promotions, sports highlights and art-card animations. The SE-1 editor's microprocessor and programable read-only memories are contained in modules mounted inside the VTR, and the operational controls are mounted on the main control panel. The unit sells for \$3,750, with delivery this summer.

One-inch helical VTR augurs era of greater quality, broader range

Network speakers at NAB session cite successful use in field and studios; Flaherty cautions that standards for format are critical to its development

Portable electronic cameras took video tape out of the studio; now, one-inch helical video-tape recorders are bringing minicams back in.

An NAB session designed for engineers and management delegates titled "Beyond

Electronic News Gathering" attracted a sizable early morning crowd on the last day of the convention to hear about non-ENG applications of minicams. The key to using portable cameras for high-quality applications such as shooting commercials, covering sports events, doing documentaries and even taping prime-time network programming will be, the participants in the session agreed, the increased use of one-inch VTR's.

Joseph Flaherty of CBS-TV said that his network is so attracted to the quality of the one-inch format and its attendant cost efficiencies and flexibility that it is building a studio in Hollywood for the production of prime-time programming using helical recorders (CBS works principally with the Sony BVH 1000, he noted). In fact, said Mr. Flaherty, "We at CBS hope we have bought our last quadruplex recorder."

Isaac Hersley of ABC-TV detailed how his network used portable minicams coupled with helical recorders in covering the winter Olympics and the political conventions of last year. ABC used several configurations: cameraman with backpack, cameraman with an RF backpack transmitter, cameraman hooked to triaxial cable (with the ability to travel nearly a mile from his base) and cameraman hooked to co-axial cable (with a much shorter tether).

As with CBS, Mr. Hersley said minicams are getting into the studio act at ABC, serving as back-up cameras in producing daytime programs, using Sony 2850 VTR's.

In the discussion on standardization of the one-inch format, session moderator Blair Benson of Teletronics International said that introduction of the one-inch format poses the problem of interchangeability. He noted that the helical format is not as interchangeable as the quad format.

Merle Thomas of the Public Broadcasting Service, a member of the Society of Motion Picture and Television Engineers committee on standardization of the one-inch format, said that his group has met twice and is dealing with the question of standards for segmented and nonsegmented scan. Standards have been proposed for segmented scan, he said.

Richard Monroe of Westinghouse said that one of his firm's principal concerns, as a program syndication company, is that it "could send out a tape that could go to any broadcaster and he could put it on."

In a segment of the session given to discussion of standards for the one-inch format, Mr. Flaherty said that the issue of standards is critical because set criteria could "cut off development" and innovation prematurely. He did say, however, that as far as quality standards for the one-inch formats go, "they're already there."

Other points, brought out in a question-and-answer session with the audience:

Frank Flemming of NBC-TV said that "tape-editing costs are getting out of hand" and that his network looks to the one-inch format as "improving our ease of editing." Mr. Flaherty said that the editing capability of the one-inch format also can

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Highest honor. George Bartlett (r) of the NAB congratulates Dan Smith, retired vice president for engineering of Capital Cities Communications, after Mr. Smith received the 1977 NAB Engineering Achievement Award Tuesday.

allow electronic photography to return to the single-camera technique of film photography from the three-camera system now often employed in studio VTR work.

Mr. Fleming also took the occasion to complain about the lack of "competent maintenance people" for electronic camera-related equipment. "They're just not coming out of the schools," he said. "We have to train them."

Mr. Monroe said that one-inch tape-cassette standards would evolve once overall helical-format standards are set, but he "hopes that manufacturers understand we are very interested in helical cassette formats."

Interest high in AM stereo at NAB

Engineers crowd session to hear technical descriptions, hope for FCC standards early next year

It was standing room only at the NAB engineering conference's AM stereo workshop as engineers discussed the various systems proposed by manufacturers and the problems that may be encountered.

Moderated by Chris Payne, NAB assistant to the vice president for engineering, the panel was made up of Mike Davis of Thomson CSF Laboratories; Leonard Kahn of Kahn Communications; Harold Kassens of A.D. Ring & Associates and chairman of the National AM Stereophonic Radio Committee; Al Kelsch of Magnavox; Arno Meyer of Belar Electronics, and Norm Parker of Motorola.

There are four major systems under consideration and testing: Three—by Belar, Magnavox and Motorola—are being tested by the committee. According to Mr. Kassens, testing will be completed in the next couple of months and results will be presented to the FCC by late summer. Mr. Kassens said he hopes the FCC will make a decision on standards for AM stereo six

months after the committee makes its presentation. The fourth system is being presented to the FCC by its developer, Kahn Communications.

Problems in AM stereo that the committee has encountered in its testing, according to Mr. Kassens, are incidental phase of transmitters, which the committee has brought to the attention of the manufacturers; antenna impedance, and modulation.

Mr. Parker explained the technical differences of the four systems. He said the systems' phase modulation results are the same and the monophonic "en-

velope" signal is the same.

Mr. Meyer discussed monitoring AM stereo, and said there are two parameters to measure: envelope signal and the angle. He said broadcasters also may want to monitor decoded left-to-right signals. "Monitoring is a simple requirement," he said, "and is more a protection than a necessity." He said negative modulation must be monitored carefully, how carefully will depend on the system that is approved by the FCC.

Problems that may occur in limiters were discussed by Mr. Davis. Three major problems are angle modulation, pre-em-

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AM stereo. L to r: Chris Payne, NAB; Harold Kassens, A.D. Ring & Associates and chairman of the National AM Stereophonic Radio Committee; Norm Parker, Motorola; Mike Davis, Thomson-CSF Laboratories; Al Kelsch, Magnavox; Arno Meyer, Belar Electronics, and Leonard Kahn, Kahn Communications.

phasized schemes and negative modulation which will not be tolerated.

AM stereo will have a dramatic and extensive impact on the receiver market, according to Mr. Kelsch. He said the features on AM stereo receivers will be essentially the same as those on the FM receivers: stereo indicator light, interstation mute and selectable bandwidth switch. Manufacturers of receivers will probably have AM stereo receivers available promptly after the FCC rule adoption, he said.

The cost involved in converting a station to AM stereo was not discussed at the workshop, but estimates by some manufacturers and broadcasters range from \$10,000 to \$20,000, depending on the studio equipment needed to broadcast in stereo.

ENG and labor: three solutions to the problem

NAB panelists discuss experiences at their stations, urge others to prepare themselves for a fight

Three television managers, all veterans of jurisdictional disputes with labor unions over the introduction of electronic news-

gathering equipment at their stations, explained at an NAB workshop Tuesday how they won.

The three men represented small, medium and large market stations: George Gonyar, director of operations for WABI-TV Bangor, Me., the 146th market; William Orr, vice president and director of engineering for WTHR(TV) Indianapolis, the 19th market, and for WBNS-TV Columbus, Ohio, 34th; and Kenneth Tiven, news director for KYW-TV Philadelphia, the fourth market.

Their basic problem was essentially the same: Management wanted to assign the operation of new ENG equipment to non-union news personnel; the local unions, often at the behest of national union leadership, wanted the jobs for their own men.

The unions typically took the position that since ENG is electronic equipment, it fell within the union's jurisdiction as defined by existing contracts. Management, according to Mr. Tiven, "can suggest that it [ENG] is just a replacement for film and is nothing new, or take the opposite approach of saying it's revolutionary, and none of the old jurisdictions applies." Either way, the result at all three stations was the same: arbitration.

From there, negotiations and the eventual resolutions became highly individual—as the three panel members said they would be for any station. "There are

enormous numbers of ways to assign work in a television station," said Mr. Tiven. "I doubt if there are three stations in this country that have identical contracts."

Mr. Gonyar's settlement, for example came after management had given up on the idea of ENG and bought two 16mm film cameras and a color processor. "The [union] men," Mr. Gonyar said, "obviously weakened by the loss of ENG at their point of leverage, bolted from the union camp and readily agreed to a jurisdictional paragraph in an 11th-hour exchange for a few cents more." And so Mr. Gonyar came to this year's NAB convention shopping for ENG equipment.

Despite the dissimilarities in eventual settlements, however, the panel members had some general suggestions for colleagues facing similar disputes: Prepare for the introduction of ENG by analyzing the existing working relationships within and between departments, then project how those relationships will change with ENG; include in contracts provisions for the addition of more advanced equipment in the future; understand that unions have legitimate concerns of their own with ENG and hire the best labor lawyer the station can afford.

FCC asks engineers for input on WARC

Commission panel at NAB asks for broadcaster ideas for 1979 conference; it also deals with CB complaints, AM backlog

A panel of FCC staff members appeared before an NAB engineering conference session on Monday and urged broadcast engineers to get involved in preparations for the upcoming World Administrative Radio Conference in 1979.

The session, attended by Wallace Johnson, FCC Broadcast Bureau chief; Phyll Horne, Field Operations Bureau chief; Charles Higginbotham, Safety and Special Radio chief; Neal McNaughton, Broadcast Bureau assistant chief, and Dennis Williams, Aural Facilities Branch chief, ranged over a broad spectrum of problems facing engineers.

Mr. McNaughton implored broadcasters "to respond to the FCC on allocations inquiries" involving WARC '79. "It's imperative that we get as much input on this as we can," Mr. McNaughton said.

The panel also addressed itself to a number of questions posed by the members of the audience. One of the problems that bothered most of those present was the growing amount of citizen-band radio interference creeping into the television frequencies.

Mr. Higginbotham, whose bureau oversees CB's, said that it was as much the broadcasters' part as his to keep their eyes on the CB violators. "Educate the public on TV interference in your public service announcements," Mr. Higginbotham said.

Mr. Horne added that interference had increased greatly since the first of the year



ENG Labor Relations. L to r: Ron Irion, NAB; George Gaynor, WABI-TV Bangor, Me.; William Orr, WBNS-TV Columbus, Ohio; Kenneth Tiven, KYW-TV Philadelphia.



FCC technical panel. L to r: Joseph P. Gill Jr., Cosmos Broadcasting; Charles A. Higginbotham, FCC Safety and Special Radio Services Bureau; C. Phyll Horne, FCC Field Operations Bureau; Wallace E. Johnson and Neal K. McNaughton, FCC Broadcast Bureau, and Dennis Williams, FCC Aural Existing Facilities Branch.

when 40 new channels were added to the CB spectrum. He said that since the addition of the new CB channels, TV channels 6, 2 and 5 have been especially plagued by CB'ers.

Mr. Johnson also addressed himself to the commission's backlog of AM applications that last year's freeze (lifted at the first of this year) was supposed to have alleviated. "I don't think we're going to try that again," said Mr. Johnson. "We got many more applications than we bargained for just before the freeze." Mr. Johnson said that he hoped to "get the AM applications out of the way" some time this fall. He said the bureau had hired four new engineers to work on the stalled applica-

tions. He expects them to start the first part of the summer—"after they graduate."

SBE sets priorities

Engineering group to emphasize certification program, closer ties with FCC; says it would like engineer on commission but doesn't plan to push for Wallace Johnson

The Society of Broadcast Engineers presented its new board at a Sunday after-

noon membership session during the NAB convention. The society's new president is Robert B. Wehrman, vice-president of engineering for Cox Broadcasting. The new vice-president is James F. Hurley of WTAE-TV Pittsburgh, and the new secretary/treasurer is James L. Grinnell of WLS-TV Chicago.

Mr. Wehrman, addressing the members, said that SBE's "top priority" for the year would be "implementation of the certification program." He also said SBE would be trying to "develop a closer liaison" with the engineering staff of the FCC this year. Mr. Wehrman said that closer relationship with the commission would not, however, extend to a concerted lobbying effort to have Wallace E. Johnson, Broadcast Bureau chief, appointed to the commission. It would be an "asset" to have an engineer on the commission, Mr. Wehrman said, but "we're not going to lobby for it."

The first series of the society's new certification examinations will be given June 16. The tests will be evaluated by the University of Wisconsin at Milwaukee.

According to the SBE's plan, the tests will result in "professional guidelines" for broadcast engineers. Engineers passing the tests will be certified as "associates" or "senior engineers," and they will have to take an exam every five years.

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Media

Dan Rustin, manager, corporate communications projects, ABC Inc., New York, named manager, audience information/public relations. **Robert W. Dinsmore**, accounting director, Leisure Group division, New York, appointed director of administration, finance and planning, ABC Picture Holdings.

James F. White, VP, news, business affairs and administration, NBC, New York, appointed VP/treasurer.

C.E. (Pep) Cooney, president/general manager, KRON-TV San Francisco, named to same post, KTAR(TV) Phoenix, succeeding **Robert L. Brown**, who resigned to accept similar position at KTHV(TV) Little Rock, Ark.

Virgil (Buddy) Evans, VP, WCSC-TV Charleston, S.C., joins WCBD-TV there as general manager.

Bob Sutton, program manager, WWJ-TV Detroit, appointed director of broadcast operations.

J.W. (Jack) Lee, one-time president of Rahall stations and before that with LIN Broadcasting, named general manager, WATE-TV Knoxville, Tenn. He succeeds **John (Ty) McCloud**, who retires after 11 years in that post.

Jim Maddox, program director, KDAY(AM) Santa Monica, Calif., joins KLYX(FM) Clear Lake City (Houston), Tex., as VP/general manager.

Howard Bernhard, director of operations/sales administration, KMOX(AM) St. Louis, named station manager.

James A. Johnson, sales manager, KMPC(AM) Los Angeles, named general manager, KVI(AM) Seattle, succeeding **Jack Bankson**, named to same post, KSFO(AM) San Francisco. All are Golden West Broadcasters stations.

Inge Rauchbach, VP/controller, WWDJ(AM) Hackensack, N.J., appointed VP/station manager.

Alan Goodman, general manager, Doubleday Broadcasting's KRIZ(AM) Phoenix, joins co-owned KXXK(FM) Denver in same capacity.

Richard P. McKee, owner/operator of broadcast management consulting firm, Albuquerque, N.M., joins KRKE-AM-FM there as general manager, replacing **Dell Wood**, resigned.

Jim Williams, sales manager, KCAP-AM-FM Helena, Mont., appointed general manager.

Michael Spears, operations manager, KFRC(AM) San Francisco, named to same post. KHJ(AM) Los Angeles. Both are RKO stations.

Carol B. Worman, promotion director, WPLG(TV) Miami, named director of promotion services, Kaiser Broadcasting, San Francisco.

Bob Kanner, production assistant, WTTG(TV) Washington, appointed on-air promotion producer.

Mike Crawford, program director, WGCI(FM)

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Chicago, named promotion director.

Broadcast Advertising

Carl E. Behr, senior VP/group management supervisor, Foote, Cone & Belding, Chicago, named executive VP and director of FCB International, Frankfurt, Germany. **Julian Morrison**, senior VP/international management supervisor, J. Walter Thompson, Chicago, joins FCB International there as executive VP/director.

William Power, management supervisor/European coordinator, Chrysler account for Young & Rubicam, Paris, named VP/division head.

Richard C. Anderson, executive VP/general manager, Frankfort Communications, New York, joins Needham, Harper & Steers, Chicago, as senior VP/director of media services. **Michael Cafferata**, associate creative director, NHS, Chicago, named VP.

Virgil (Bud) Watts, associate creative director; **Ron Condon**, executive art director, and **John Kovas**, account supervisor, Leo Burnett, Chicago, appointed VP's. **William J. Lunn Jr.**, account supervisor, named VP/management director. **Carmen Animagi**, account executive, appointed account supervisor.

Joan Yonkier, media director, Henry J. Kaufman & Associates, Washington, named VP.

Marshall Karp and **Andrew Langer**, senior VP's/associate creative directors, Marschalk, New York, named co-creative directors.

Peter Wolfe, assistant media director, SSC&B, New York, joins Rumrill-Hoyt there as media supervisor.

David E. Murphy, from Pro/Meeker radio representatives, New York, joins Market 4 Radio's new San Francisco office as VP/manager. **Marty Harrison**, from Savalli-Gates, New York, named to Market 4's New York sales staff.

Michael Gillham, account executive, KSTP-TV Minneapolis, named general sales manager, KDNL-TV St. Louis.

Mike James, from Media Investment Service, buying arm of McCann-Erickson, New York, joins WINK-TV Fort Myers, Fla., as general sales manager.

Mike Sommerfeld, account executive, KGUN-TV Tucson, Ariz., named national sales manager.

Michael N. Poth, account executive, KIRO-TV Seattle, appointed regional accounts manager.

Bill Lorin, program director/operations manager, KMIR-TV Palm Springs, Calif., joins KDES-AM-FM there as sales manager.

Monroe Falitz, account executive, WMCA(AM) New York, joins WNBC(AM) there as manager of retail sales.

Richard Morris, from WSFA-TV Montgomery, Ala., joins WCBF-TV Charleston, S.C., as regional sales manager.

Robert William Fulstone, national sales manager, KMOX(AM) St. Louis, appointed general sales manager.

Tom J. McMillan, account executive, KRTH(FM) Los Angeles, promoted to local sales manager.

Dick Lyons, sales manager, KSRR(FM) Santa Monica, Calif., joins KRTH as account executive.

Perry S. Ury, sales director, WTIC-AM-FM Hartford, Conn., named sales VP.

Mark A. DeBoskey, local sales manager, KEZL(FM) San Diego, assumes additional duties as local sales manager of co-owned KSDO(AM) there.

Joe Battaglia, account executive, WWDJ(AM) Hackensack, N.J., promoted to sales manager.

Robert W. Vanderwell, account executive, WTAC(AM) Flint, Mich., promoted to sales manager.

Sam Littleton, national sales manager, WSM-AM-FM Nashville, assumes additional duties as local sales manager. **Jim Regan**, sales executive, promoted to sales manager.

Programing



Livingston

Alan W. Livingston, VP, entertainment group, 20th Century-Fox, Beverly Hills, Calif., named president, entertainment group. Areas now under his supervision include television division, film processing subsidiaries, 20th Century Records and 20th Century Music Corp.

Raymond Doig, assistant to board chairman, J.A. Terteling & Sons, San Francisco, joins Fox as VP, corporate planning and development. **Roberta Haynes**, director of program development, Viacom Enterprises, New York, joins Fox as director of movies for television.

Arthur S. Gross, executive VP, VIP Television Los Angeles distribution firm, joins National Telefilm Associates there as VP/domestic sales manager.

Richard C. Thrall Jr., executive program director, Multimedea Program Productions, subsidiary of WLWT(TV) Cincinnati, appointed VP.

Irving N. Ivers, director of advertising, Columbia Pictures, Burbank, Calif., named sales manager for Canada, based in Toronto.

Melvin J. Jeske, designer of video-tape editing system at Video City production facility, Miami, promoted to technical maintenance supervisor.

Betty Woodland, executive secretary, National Association of Television Program Executives, Lancaster, Pa., will retire late this month after 10 years in post.

Bob Smith, producer/writer/program host, WMAQ-TV Chicago, joins WBBM-TV there as executive producer of regularly scheduled programs.

Jim Schaeffer, general manager, KCAP-AM-FM Helena, Mont., named director of programing for parent, Western Broadcasting Co. Radio Group.

Ross Miller, program manager, WTIC-AM-FM Hartford, Conn., named programing VP.

Peter C. Cavanaugh, program director, WTAC(AM) Flint, Mich., appointed VP.

Charley Steiner, sports director/reporter, WERE(AM) Cleveland, named program director.

(Buffalo) **Joe Stephens**, from KSPN(FM) Aspen, Colo., joins KBRR(AM) Leadville, Colo., as program/music director.

Broadcast Journalism

Harry McKenna, news director, WEAN(AM) Providence, R.I., **Bob Shilling**, WCBM(AM), Baltimore; **Carlton Cordell**, WALA-TV Mobile, Ala.; **Curtis Beckmann**, WCCO(AM) Minneapolis and **John Howard**, KRCB(AM) Council Bluffs, Iowa, named to board of directors, Associated Press Broadcasters Association, New York. **Gene Foster**, supervisor CATV activities, Associated Press Western division, Denver, named general broadcast executive there.

Blanch Schleier, producer of weekly news magazine show, WLS-TV Chicago, joins CBS News, Atlanta, as associate producer of weekend editions of *CBS Evening News*.

Karen Strobach, producer, WCAU-TV Philadelphia, joins WMAL-TV Washington as news producer/writer.

Dan Akens, managing editor, WSB-TV Atlanta, joins WNGE(TV)-WSIX-AM-FM Nashville, as news/public affairs manager.

Lawrence Boyle Jr., executive news producer, WCMH-TV Columbus, Ohio, joins WCBF-TV Charleston, S.C., as news director.

Ron Miller, anchorman, WDBJ-TV Roanoke, Va., joins WWBT(TV) Richmond, Va., as news director.

Dick Bertel, news/public affairs director, WTIC-AM-FM Hartford, Conn., appointed VP/news and public affairs.

Roger Cornish, reporter/photographer, KTVH(TV) Hutchinson, Kan., appointed anchor-man.

Jon McClintock, reporter, WTAJ-TV Altoona, Pa., promoted to associate news director.

Dale Curtis, newsman, WKTS(AM) Sheboygan, N.Y., named news director.

Mitch Barker, from KPAR(AM) Albuquerque, N.M., joins KBRR(AM) Leadville, Colo., as news director.

Fred Thomas, co-anchor/reporter/program host, WRC-TV Washington, relinquishes duties as co-anchor and will be assigned to additional programing responsibility.

Cable

Keith J. Cunningham, assistant to president/member of audit committee, Communications Properties, Austin, Tex., named VP.

Jerry B. Greene, finance VP/treasurer, Teleprompter, New York and **Paul L. Field**, media broker, have formed Greene/Field brokerage firm, Bronxville, N.Y., specializing in cable systems.

Equipment & Engineering

Emerson A. Ray, systems sales representative, Lykes Electronics, Orlando, Fla., joins RCA Broadcast Systems as sales representative, Overland Park, Kan.

William E. Garrison, director of engineering,

Multimedia Broadcasting, Cincinnati, named VP, engineering and government affairs.

Allied Fields

Bryce Rathbone, Eastern sales manager, Arbitron Television, New York, named VP, sales.
Alvin L. Pariser, research director, ABC Radio Network, New York, joins Arbitron Radio there as VP, market development.

Pete Senoff, national director of advertising and merchandising, ABC Records, joins Levinson Associates international public relations agency, Los Angeles, as VP, marketing services.

Ralph M. Jennings, associate director, United Church of Christ's Office of Communication, New York, appointed deputy director of communication policy.

Jesse L. Rotman, group supervisor, Harshe-Rotman & Druck public relations, New York, named VP.

Joe Fields, director of radio/TV news service, Texas Farm Bureau, Waco, Tex., named director of broadcast services, American Farm Bureau Federation, Park Ridge, Ill.

Deaths



Miller

Neville Miller, 83, first paid president of National Association of Broadcasters (1938-44), and first president of Broadcast Music Inc. (1939-44), died March 27 at his home in Washington. He had been suffering from arthritis. In 1971 he won NAB's Distinguished Service Award. He was member of Washington law firm of Miller, Schroeder & Bankson until retirement in 1973. From 1960 to 1971 he was chairman of District of Columbia Redevelopment Land Agency. He was president of Federal Communications Bar Association in 1950. Before joining NAB he had been mayor of Louisville, Ky. Survivors include his wife, Katherine, and four daughters.

Edward H. Clark, 75, CATV consultant and retired executive VP, Booth Broadcasting, Detroit, died of arterial sclerosis there March 20. During time he was with Booth (1939-1975)

he helped acquire or construct its 14 radio stations. He is survived by his wife, Dorothy, one son and one daughter.

Robert W. Ballin, 74, VP and manager of Hollywood office of SSC&B, New York, for 18 years until his retirement in 1973, died at his home in Montague, Calif., on March 20. Earlier he had worked for J. Walter Thompson, Foote, Cone & Belding and Ruthrauff & Ryan. After college, he played jazz piano on radio programs in 1920's. Mr. Ballin is survived by daughter, Mrs. Uhlich Goldsmith of Boulder, Colo.

Donald S. Gardiner, 61, news announcer and anchorman on ABC Radio and its predecessor company, NBC Blue Network, since 1943, died March 27 of apparent heart attack at his home in Quogue, N.Y. Surviving are his wife, Cecilia, and daughter by previous marriage, Pamela.

Diana Hyland, 41, actress currently co-starring in ABC-TV's *Eight is Enough* series, died of cancer at her home in Los Angeles March 27.

Denis Bracken, 45, host of *Meet The Cook* program on CBS Radio Network and food news editor, CBS's KNX(AM), Los Angeles, died at his home in Orange, Calif., March 27, apparently of heart attack. He is survived by his wife, Bee, and their two children, Kathleen and Denis.

For the Record

As compiled by BROADCASTING for the period March 21 through March 25 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. 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. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to dates shown: *KAZI Austin, Tex. (BMPED-1466), Sept. 5; KXXI Fort Smith, Ark. (BMPH-15,050), Sept. 22; KIQO Atascadero, Calif. (BMPH-15,049), Sept. 12.

Ownership changes

Applications

■ KDMI(FM) Des Moines, Iowa (97.3 mhz, 1.5 kw)—Seeks transfer of control of Iowa Evangelistic Association Inc. from T.D. Tucker Jr. and others to Ralph E. Duckworth and others. Consideration: none. Transfer represents assumption of office of new board members of non-stock, non-profit parent corp. of KDMI licensee, Richards & Associates. New board members, other than Mr. Duckworth, are: Frances Maxine Bruinekool, Eldon L. Schlenkev and Rachael Agee. Ann. March 24.

■ KUPK-AM-FM Garden City, Kan. (AM: 1050 khz, 5kw-D, FM: 97.3 mhz, 11 kw)—Seeks assignment of license from KAKE-TV and Radio Inc. to Midwest

Radio Co. for \$325,000. Seller is principally owned by Mark H. Adams, Martin Umansky and Sherill C. Corwin. Seller also owns KAKE-AM-TV Wichita, Kan. and KUPK-TV Garden City. Mr. Corwin also owns 20% of KEMO-TV San Francisco. Buyers are James E. Thronberry, D.E. LeClerc and Van Smith (one-third each). Mr. Thronberry is KUPK-AM-FM General Manager. Mr. LeClerc is highway patrolman. Mr. Smith is attorney. Ann. March 24.

■ WLCB-FM Hodgenville, Ky. (106.3 mhz, 3 kw)—Seeks assignment of license from Lincoln Broadcasting Co. to Mid-Kentucky Radio Corp. for \$130,000. Seller: principal is Joseph W. Myers. Buyers are: Horace and Helen Tabb (jointly), Bill Walters, Holly Skidmore, Moninda D. Coyle (20% each), David and Johanna Willmoth (jointly 10%), Cyrus and Janet Ansary (married, 5% each). Mr. Tabb is chairman of Elizabethtown, Ky., savings and loan. Mr. Walters is WIEL(AM) Elizabethtown general manager. Mr. Coyle is attorney. Mr. Ansary is partner in Washington investment firm. Ann. March 24.

■ KWKH(AM)-KROK(FM) Shreveport, La. (AM: 1130 khz, 50 kw; FM: 94.5 mhz, 100 kw)—Seeks assignment of license from International Broadcasting Corp., subsidiary of Shreveport Times Publishing Co.

to Wichita Great Empire Broadcasting for \$2.3 million. Transfer is spin-off resulting from intended acquisition of Shreveport *Times* and *Monroe* (La.) *World* and *New-Star* by Gannett newspapers (BROADCASTING, Oct. 11, 1976). Times Publishing also owns 42% of KTHV(TV) Little Rock, Ark. Wichita is owned by F.F. Lynch and Michael Oatman, who recently bought KLNQ(AM) Omaha (BROADCASTING, Jan. 31). Ann. March 24.

■ KHAS-TV Hastings, Neb. (ch. 5)—Seeks transfer of control of Nebraska Television Corp. from estate of Fred A. Seaton to Gladys D. Seaton. Consideration: none. Transfer is resolution of will of late Mr. Seaton. Ann. March 24.

■ WLIF(FM) Baltimore (101.9 mhz, 9.6 kw)—Seeks assignment of license from Sudbrink Broadcasting of Maryland to Cox Broadcasting Corp. for \$3.9 million. Seller is owned by Robert and Margareta Sudbrink and is headquartered in Fort Lauderdale, Fla. Company also owns WLYF(FM) Miami and WFUN(AM) South Miami, Fla.; WPCH(FM) Atlanta and WAVO(AM) Decatur, Ga.; WLAK(FM) Chicago; WEZW(FM) Wauwatosa, Wis., and recently sold WWEZ(FM) Cincinnati to Truth Publishing Co. for \$2 million. Buyer is major group broadcaster operating WSB-AM-FM-TV

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Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WHC-TV Pittsburgh; KTVU-TV San Francisco-Oakland; WIOD(AM)-WAIA(FM) Miami, and KFI(AM)-KOST(FM) Los Angeles. Ann. March 24.

■ **WFWL(AM)** Camden, Tenn. (1220 khz, 250 w-D)—Seeks assignment of license from Michael R. Freeland to Benton County Broadcasting Inc. for \$225,000. Seller recently sold, subject to FCC approval, WFWA(FM) Sullivan, Ill., for \$178,000 and WBAR(AM) Bartow, Fla., for \$121,800 (BROADCASTING, Feb. 28). Buyers are Ron Lane, John Kent Curnutt, David Critchlow and John W. Drerup. Mr. Lane is general manager of WFWL; Mr. Curnutt is commercial manager of WCMT-AM-FM Martin, Tenn.; Mr. Critchlow is editor and co-owner of Union City, Tenn., *Daily Messenger* and has other newspaper interests, and Mr. Drerup is president of boot manufacturer. Ann. March 24.

Actions

■ **KXEW-AM-FM** Tucson, Ariz. (AM: 1600 khz, 1 kw-D; FM: 93.7 mhz, 29 kw)—Broadcast Bureau granted assignment of license from Radio Fiesta Inc. to Ernesto and Julieta Portello (23%), Jerry E. Blackwell (23%), John G. Mora (10%), Robert Elias (10%), Marvin D. and Stella Johnson (10%), Alfred Marquez (7.5%), John K. Mesch (7.5%), Lowell E. and Ann Rothchild (7.5%) and Douglas H. Clark Jr. (1.5%), all stockholders. Assignment represents corporate restructuring (BAL-8924). Action March 17.

■ **KFRY(FM)** Fresno, Calif. (101.9 mhz, 1.8 kw)—Broadcast Bureau granted assignment of license from Lake Enterprises Inc. to KFRE Broadcasting Inc. for stock. Assignment is merger of co-owned corporations which operate KFRY and KFRE(AM), both Fresno. Principals are Walter B. and Dorothy E. Lake (58.4%) and nine others (BALH-2436, BASCA-799, BALST-345). Action March 4.

■ **WSFT(AM)** Thomaston, Ga. (1220 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Thomaston Broadcasting Co. to Upson Broadcasting Co. for \$77,900. Seller is principally owned by W.H. Hightower. Buyers are William H. Heule and Claude D. Thames, who are WSFT Program Director and Commercial Manager, respectively (BAL-8885, BALRE-3143). Action March 11.

■ **WAND(TV)** Decatur, Ill. (ch. 17)—Broadcast Bureau granted assignment of license from WFIL Inc. to WAND Television Inc. Assignment represents corporate restructuring by parent, LIN Broadcasting Corp., major group owner (BALCT-625, BALTT-160, BALRE-3168, BALTP-490, BALTS-431). Action March 15.

■ **KSMB(FM)** Lafayette, La. (94.5 mhz, 30 kw)—Broadcast Bureau granted transfer of control of Sugarland Broadcasting Inc. to Thomas Galloway and others (61.5% before; 100% after) from Barry D. Thompson (39.5% before; none after). Consideration: assumption of two promissory notes of \$20,000 each. Principals: Mr. Galloway (65.28% after), Rudolph Barras (16.53%), James Gray (16.53%) and Michael Mitchell (1.66%) (BTC-8262). Action March 7.

■ **KUZN(AM)-KYEA(FM)** West Monroe, La. (AM: 1310 khz, 1 kw-D; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from estate of Howard E. Griffith to Morgan Broadcasting Corp. for \$305,000. Buyers are Charles G. Morgan (90%) and his wife Kay (10%). Mr. Morgan is general manager of station. Morgans have no other broadcast interests (BAL-8887, BALH-2410, BASCA-790, BALRE-3142). Action Feb. 28.

■ **WHAG(AM)-WQCM(FM)** Halfway, Md. (AM: 1450 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Regional Broadcasting Co. to Interstate Communications Inc. for \$530,000. Seller is principally owned by Warren Adler, president of Adler Communications Corp., and 44 other stockholders. ACC recently sold WAYE(AM) Baltimore and WAAT(FM)-now WFMM(FM)-Johnstown, Pa. Buyers are Gary L. Portimas (31.25%), James L. Grant (56.25%) and Edward N. Button (12.5%). Mr. Portimas, president of buyer, is sales manager with WJEL-AM-FM Hagerstown, Md., and former general manager of WHAG-WQCM. Mr. Grant is senior engineer with RCA Alascom, Anchorage, Alaska. Mr. Button is attorney (BAL-8899, BALH-2419). Action March 3.

■ **KYVA(AM)-KGLP(FM)** Gallup, N.M. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 25 kw)—Broadcast Bureau granted assignment of license from KYVA Inc. to Road Runner Radio Inc. for \$500,000. Seller: principal is Raymond I. Kandel, owner of KHSJ-AM-

Summary of Broadcasting

FCC tabulations as of Feb. 28

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4466	6	24	4496	40	4536
Commercial FM	2813	1	86	2900	147	3047
Educational FM	856	0	24	880	78	958
Total Radio	8135	7	134	8276	265	8541
Commercial TV	718	1	6	725	38	763
VHF	511	1	3	515	6	521
UHF	207	0	3	210	32	242
Educational TV	242	3	11	256	8	264
VHF	93	1	7	101	2	103
UHF	149	2	4	155	6	161
Total TV	960	4	17	981	46	1027

*Special temporary authorization

**Includes off-air licenses

FM Hemet, Calif.: KTUC(AM)-KFMM(FM) Tucson, Ariz., and KHOT(AM)-KUUL(FM) Madera, Calif. Buyer is owned by Russell B. Carpenter and George M. Malti, both of whom are attorneys. Mr. Carpenter has interest in publishing firm, and Mr. Malti has realty interests (BAL-8905, BALH-2422, BALRE-3160, BALST-340). Action March 8.

■ **WSTH(AM)** Taylorsville, N.C. (860 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Alexander Broadcasting Co. from Scott Stamey and others (100% before; none after) to Clifford J. Bond III and others (none before; 100% after). Consideration: \$95,000.02. Sellers are Scott Stamey, Ralph E. Herman, Clay Elledge, Plato E. Carson, C.K. Sherill and E.A. Adams, none of whom have other broadcast interests. Buyer, Mr. Bond III, is communications attorney. Other principals, all equal shareholders, are Mr. Bond's father, Clifford J. Jr., his aunt Mary G. Bond and his brother F. George (BTC-8233). Action March 8.

■ **WUSL(FM)** Philadelphia (98.9 mhz, 14 kw)—Broadcast Bureau granted assignment of license from WFIL Inc. to WUSL Inc. Assignment represents corporate restructuring of parent, LIN Broadcasting Corp., major group owner (BALPH-203, BASCA-797). Action March 8.

■ **WEXM-FM** Exmore, Va.—Broadcast Bureau granted CP to install new trans.; change TPO and ERP; ERP 50 kw (H&V); ant. height 260 ft. (H&V); remote control permitted (BPH-10,425). Action March 17.

■ ***WEHC** Harrisonburg, Va.—Broadcast Bureau granted CP to change trans. location to .75 mile west of access Rd. D-11 atop Laird's Knob on Massanutten Mountain Range, Harrisonburg; operate trans. by remote control from studio location, Astral Hall, Eastern Mennonite College, Harrisonburg; install new ant.; make changes in ant. system (increase height); remote control permitted (BPED-2440). Action March 14.

■ **KACA** Brosser, Wash.—Broadcast Bureau granted CP to install new trans.; install new ant.; change ant. height; ERP 3 kw (H&V); ant. height —255 ft. (H&V); remote control permitted (BPH-10,436). Action March 17.

■ **WEZW** Wauwatosa, Wis.—Broadcast Bureau granted CP to change TPO and ERP; ERP 19.5 kw (H&V); ant. height 820 ft. (H&V); remote control permitted (BPH-10,363). Action March 14.

In contest

Case assignment

■ **Warrenton, Va., FM proceeding:** Fletcher Broadcasting Corp. and Goldcup Broadcasting Inc., competing for 94.3 mhz (Doc. 21,112-3)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar to serve as presiding judge and scheduled hearing for June 6. Action March 17.

Procedural rulings

■ **Stockton, Calif., FM proceeding:** Barnes Enterprises, Carson Communications and McLean Communications Corp. competing for 100.1 mhz (Docs. 20,925-7)—ALJ Walter C. Miller continued March 28 hearing to June 7. Action March 16.

■ **WHLW(AM)** Lakewood, N.J., **renewal proceeding:** Mid-State Broadcasting Co. (Doc. 20,610)—ALJ James F. Tierney set certain procedural dates and scheduled hearing for June 14. Action March 17.

Initial decision

■ **KPOI(AM)** and **KHVV(AM)** Honolulu, **facilities changes proceeding:** Communico Oceanic Corp. and KHVV Inc. (Docs. 20,740-1)—ALJ Joseph Stirmer granted application of Communico and granted its application for power increase. Action becomes effective in 30 days unless appealed by one of parties or commission moves for review. Action March 21.

Complaints

■ Total of 7,410 broadcasting complaints from public was received by commission during February, increase of 5,598 over January. Other comments and inquiries to Broadcast Bureau for February totaled 2,085, increase of 288 over previous month. Commission sent 1,415 letters in response to comments, inquiries and complaints.

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Fine

■ WKGO(FM) Cumberland, Md.—Broadcast Bureau notified licensee it had incurred apparent liability for \$500 for failing to maintain any type of maintenance log for period April 4, 1975, to May 19, 1976. Action March 14.

Other Actions

■ Commission waived rules for educational television stations to allow Bethel Broadcasters Inc., licensee of *KYUK-TV Bethel, Alaska, to broadcast network programming including network commercials for one-year trial period ending January 15, 1978. Action March 24.

■ Commission denied Florissant Broadcasting Co., permittee of KSCF(FM) Florissant, Mo., waiver of rules to allow it to change its proposed antenna site and increase its power. KSCF is authorized to operate on 97.1 mhz with ERP 50 kw and ant. height of 500 ft. It asked to operate with ERP 100 kw and antenna height of 540 ft. at a site other than that authorized. Florissant's request was opposed by Contemporary Media Inc., licensee of KIRL(AM), St. Charles, Mo. Commission noted that new proposed antenna site was short-spaced with stations WBBA-FM, Pittsfield, Ill., and KKSS(FM) St. Louis, in violation of rules and, on its own motion, denied request for waiver. Action March 24.

■ KFDR(AM) Grande Coulee, Wash.—Broadcast Bureau returned application to increase hours of operation and power and application for assignment of KFDR license, denied renewal of license application and deleted call letters. Action March 14.

Allocations

Actions

■ Palm Springs, Calif.—Broadcast Bureau proposed assignment of ch. 291 as community's third FM assignment. Action was response to petition by Joe F. Mackey. Bureau said proposed assignment was subject to concurrence by Mexican authorities. Comments are due May 2; replies May 23. Action March 18.

■ Castle Rock, Colo.—Broadcast Bureau assigned FM ch. 221A as community's first FM assignment. Action was response to petition by Maurice J. DeVolt. Commission also substituted ch. 223 for ch. 222 at Greeley, Colo. Effective May 2. Action March 18.

■ Gordon, Neb.—Broadcast Bureau assigned FM ch. 238 as community's first FM assignment. Action was response petition by Ranchland Broadcasting Co., licensee of KBRX-AM-FM O'Neill, Neb. Effective May 2. Action March 18.

■ Plymouth, Ohio—Broadcast Bureau assigned FM ch. 261A as community's first FM assignment. Action was response to petition by WOBL Radio Inc., licensee of WOBL(AM) Oberlin, Ohio. Effective May 5. Action March 22.

■ Park City, Utah—Broadcast Bureau denied petition by Richard H. Albert for assignment of FM ch. 300. Action March 18.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced March 22 (stations listed are TV signals proposed for carriage):

■ Gerity Broadcasting Co., for Bay City, Essexville, Bangor, Portsmouth, Hampton, Frankenlust, Monitor, Kawkawlin, Midland, Auburn, Williams, all Michigan (CAC-08190-201): WTVS Detroit.

■ Johnson Cable TV, for Johnson, Ark. (CAC-08202): Interim authorization for existing operation.

■ UA-Columbia Cablevision, for North Haledon, N.J. (CAC-80203): WCBSTV New York; WNJM Montclair, N.J.; WPIX New York; WNEW-TV New York; WLIW Garden City N.Y.; WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WNBC-TV New York; WBTB-TV Newark, N.J.; WXTV Paterson N.J.; WNET Newark N.J.; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden N.J.

■ Langdon Cable TV Inc., for Langdon, N.D. (CAC-08205): Interim authorization for existing operation.

■ Caribbean Communications Corp., for Charlotte Amalie, V.I. (CAC-08206): WSVI Christiansted, V.I., ZBTV Tortola, B.V.

■ Texas Community Antennas Inc., for Springdale, Bentonville, both Texas. (CAC-08208-9): Interim authorization for existing operation.

■ Arlington Telecommunications Corp., for Arlington, Va. (CAC-08210): WBAL-TV, WMAR-TV, WJZ-TV, Baltimore.

■ OVC Telecommunications Inc., for Albany, Burkesville, Carrollton, Edmonton, Munfordville, Tompkinsville, all Kentucky (CAC-08211-6): Interim authorization for existing operation.

■ Alpena Cablevision Inc., for Alpena, Maple Ridge, Sanborn, all Michigan (CAC-08217-20): WWUP-TV Sault Ste. Marie, WWTV Cadillac, both Michigan.

■ Cable Haven TV Inc., for Union, Ocean, Lacey, all New Jersey (CAC-08221-3): WCBSTV New York; WNET Newark, N.J.; WPIX New York; WPHL-TV Philadelphia; WTAE-TV Pittsburgh; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WNJS Camden, N.J.; WCAU-TV Philadelphia; KYW-TV Philadelphia; KNBC Los Angeles; WNEW-TV New York; WPVI-TV Philadelphia; WABC-TV New York; WOR-TV New York.

■ Hanover Cable TV Inc., for Hanover, Conewago, McSherrystown, all Pennsylvania (CAC-08224-7): Interim authorization for existing operation.

■ Atlantic Cable Co., for Attalla, Ala. (CAC-08204): WTCG Atlanta.

■ Oneonta Telephone Co., for Oneonta, Ala. (CAC-08207): WTCG Atlanta.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: U A Columbia Cablevision Inc. for Essex Fells, N.J. (CAC-07190); Emco CATV Inc., for Hardwick, Dorset, Poultney, East Poultney, all Vermont (CAC-07293,6-8); Warner Cable of Kosciusko County, for Kosciusko, Ind. (CAC-07398); Micro-Cable Communications Corp. for Teaneck, N.J. (CAC-07658); Sammons Communications Inc., for East Hampton village, East Hampton town both New York (CAC-07681-2); Blue Ridge Cable Television Inc., for Tunkhannock, Pa. (CAC-07688); Freeport Cablevision Inc., for Freeport, Ill. (CAC-07719); Athena Cablevision Corp. of Knoxville, for Knoxville, Tenn. (CAC-07730); McKenzie River TV & Cable Co. for McKenzie Bridge, Vida Leaburg, Blue River, all Oregon (CAC-07742-5); Westbrook Cablevision Inc., for Westbrook, Me. (CAC-07750); Futurevision Cable Enterprises Inc., for Little Silver, N.J. (CAC-07751); Daniels Properties Inc., for Sheridan, Wyo. (CAC-07794-5); Cablecom-General Inc., for Memphis, Tex. (CAC-07815); Iroquois Cable Co., for Waseka, Ill. (CAC-07820); Annapolis CATV Inc., for Annapolis, Md. (CAC-07861); Cablevision of New Jersey, for Hoboken, N.J. (CAC-07862); Deerfield Cable Systems Inc., for Bernardston, Northfield, Deerfield, Sunderland, all Massachusetts (CAC-07871-4).

Other actions

■ Commission directed Central Plains Cable TV Inc., to comply with FCC signal carriage rules within 15 days by ceasing carriage of KTIV-TV Sioux City, Iowa, on its cable system at Mitchell, S.D. Forum Communications Co., licensee of KSFY-TV Sioux Falls, S.D., requested FCC to order Central to cease and desist from carriage of KTIV on the Mitchell system. Action March 24.

■ Commission determined that Micro-Cable Communication Corp., operator of cable system at San Angelo, Tex., does not have to provide network program nonduplication protection to KTXS-TV Sweetwater, Tex., which is carried on Micro-Cable's system. Station is licensed to Texas Key Broadcasters Inc. Action March 25.

■ Commission granted WENY Inc., licensee of WENY-TV Elmira, N.Y., reconsideration of Feb. 11, 1975, action, and directed Reed's TV Cable Service to provide WENY-TV with network program nonduplication protection on Reed's cable system at Wellsboro, Pa. In February 1975, action, commission denied WENY-TV's petition requesting show cause order against Reed's for its alleged refusal to provide protection to WENY-TV (ABC), against duplicating programming of WBJA-TV Binghamton, N.Y. Action March 24.

Call letters

Applications

Call	Sought by
New AM	
KACX	Channel One Enterprises, Greenwood, Ark.
New FM's	
*WLWU	Loyola University, Chicago
WAXI	Parke-Vermillion Broadcasting, Rockville, Ind.
KNZA	Kanza Broadcasters, Hiawatha, Kan.
*WEJY	Monroe Public Schools, Monroe, Mich.
WLCF	Brunswick Broadcasting Co., Southport, N.C.
KURY-FM	KURY Radio Inc., Brookings, Ore.
*WKVR-FM	Junata College, Huntingdon, W.Va.
*WVWC	West Virginia Wesleyan College, Buckhannon, W.Va.
*KIEA	Wyoming Indian High School, Ethete, Wyo.
Existing TV	
WKPD	WDXR-TV Paducah, Ky.
Existing AM's	
WLSO	WRMA Montgomery, Ala.
WACO	WCOP Boston
WRXA	WAPL Appleton, Wis.
Existing FM's	
WIVO	WGSY Peru, Ill.
KFNH	KSNF Oberlin, Kan.
KWEZ	KMLB-FM Monroe, La.
WZZR-FM	WZZM-FM Grand Rapids, Mich.
WYPC	WJEH-FM Gallipolis, Ohio
KJIL	KGOY Bethany, Okla.
KIOC	KIOF Orange, Tex.

Grants

Call	Assigned to
New TV's	
*KOET	Oklahoma Educational Television Authority, Eufala, Okla.
*KLRTV-TV	Southwest Texas Educational Television Council, Austin, Tex.
New AM's	
WVFR	Radio Ridgfield Inc., Ridgfield, Conn.
KBFI	Bonniers Ferry Radio Inc., Bonners Ferry, Idaho
WENA	Penuelas Broadcasters, Penuelas, PR.
New FM's	
WCRO-FM	Brindlee Broadcasting Corp., Arab, Ala.
WFNN	Communications Properties Inc., Escanaba, Mich.
*WBMT	Masconomet Regional School System, Boxford, Mass.
*WJOL-FM	State University of New York, Fredonia, N.Y.
*WSCS	Sodus Central School, Sodus, N.Y.
*WLOZ	University of North Carolina, Wilmington, N.C.
KRRO	J.W. Brauer, Ardmore, Okla.
*KACC	Alvin Community College, Alvin, Tex.
KMHT-FM	Radio Marshall Inc., Marshall, Tex.
KMOO-FM	A-C Corp., Mineola, Tex.
*KUPS	University of Puget Sound, Tacoma, Wash.
Existing AM's	
WOKT	WTID Newport News, Va.
WYJZ	WAMO Pittsburgh
Existing FM's	
KLPC-FM	KLOM-FM Lompoc, Calif.
WLUP	WSDM Chicago
KMG0	KCOG-FM Centerville, Iowa
WYYY	WBAL-FM Baltimore
WOOO	WDBM-FM Statesville, N.C.
WTOO-FM	WOGM Bellefontaine, Ohio
WZZP	WXEN Cleveland
KNID	KCRC-FM Enid, Okla.
WAMO	WAMO-FM Pittsburgh
WXXX	WTAE-FM Pittsburgh
WOAI-FM	KEEZ San Antonio, Tex.
WCXR-FM	WAPL-FM Appleton, Wis.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for major California black-oriented station. Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124, BROADCASTING.

Growing Young Corporation looking for a general manager with strong sales experience to manage contemporary 100 KW FM. Only experienced pro need reply. If you're the right person part ownership possible. Send resume and salary requirements with first letter to Box C-33, BROADCASTING.

We are looking for the right young person about 25-33 to join a successful medium market oriented broadcasting company. Applicants should have 3+ years experience in competitive sales and programming. Imminent additional station acquisition opens this Operations/Sales Manager position at full time contemporary MOR AM in Southeast. Good starting compensation and excellent potential for sharp, hard-working broadcaster. EOE. Reply to Box D-7, BROADCASTING.

Own a 50,000 Watt Mid-Atlantic FM station. Proven sales manager or salesman will become sales manager and buy up to 50% ownership for small investment. Send resume and financial qualifications. Box D-37, BROADCASTING.

I've split our AM and FM. Had a winner before we split. Now have two winners. As owner, cannot handle both effectively. Need someone who's a street fighter, promotionally oriented, can sell all hit music all the time, radio. Located on Central Coast of California in 25,000-100,000 population. Need sales manager with GM potential. Great opportunity for good salesperson. Send all pertinent info with salary requirements to Box D-46, BROADCASTING.

Attn Management Personnel. Expand small mid-Florida market. Looking for right experience in management, SALES, and programming. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL 33134.

Owner with other interests seeks selling manager to take charge. Small market, great area. Salary, commission, override, profit-sharing. Bob McVay, KRKC, Box 625, King City, CA 93930.

General Manager, WUFT-TV Gainesville, FL. PBS station is operated by University of Florida and supervised by communications college. It serves a 16-county area. Applicants should have experience in programming, development and management, preferably with university-owned station. Applicant must have serious commitment to three functions of station: community programming, news and production laboratory for broadcasting students, educational/instructional programming for larger community. Will supervise professional staff of 30. Salary about \$24,000. Women and minority applicants actively sought. Send resume to Dean Ralph L. Lowenstein, College of Journalism & Communications, University of Florida, Gainesville, FL 32611. Deadline May 1, 1977.

Station and Sales manager for established rock station in South-Central, PA. Top man moving up leaving excellent account list. Contact the Vice-President, Box 38, Carlisle PA 17013 717-243-4918.

Central Kentucky Station needs GM sales oriented. Solid future for right person. Good salary, excellent fringes. Resume to Box 8262, Lexington, KY. 40503 EOE. The time is now.

Group Broadcaster Needs working partner to manage Illinois small market station. \$5500.00 investment required phone 317-653-6583.

HELP WANTED SALES

Regional Colorado Station needs a salesperson who can do it all—sell, write for selected accounts that require special attention, do production when necessary, competent air worker and potential manager. We don't want to kill you with work; we're looking for an instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166, BROADCASTING.

HELP WANTED SALES CONTINUED

If you really enjoy selling, are eager to earn, work hard, are creative and always consider your client's needs; then you will really enjoy working with us, a growth minded AM/FM in Illinois. If qualified, send resume, sales record and references. Box C-185, BROADCASTING.

Aggressive Salesperson. Sports play-by-play experience. Street-fighter. No drifters. 25% commission to right person. Virginia FM station. Box C-193, BROADCASTING.

Would Like To Discuss Future employment with experienced sales person. Must have been in present position several years and successful. We offer ideal climate, peaceful living, good schools. Central California, we think the best spot to live in USA. Equal Opportunity Employer. All replies confidential. Box C-217, BROADCASTING.

Growing young Southeast corporation in Market in excess of 100,000, needs a sales manager and sales person. Must be aggressive. If you can sell, we have the product and market. Many fringe benefits included, possible advancement with new station acquisition. Send resume to Box D-47, BROADCASTING.

Arizona Growth Market station needs experienced salesperson. Send resume and salary requirements to Box D-50, BROADCASTING.

Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

Write your own check!!!! That's right, write your own check in our sales department. If you are aggressive and want to sell, we want you... now! Resumes or call, Rich Styles, Sales Manager, WDBR, Springfield, IL 217-753-5400. Equal Opportunity Employer.

Wanted One Dynamic young sales person interested in relocating in a beautiful city in eastern NC. Must be management material and willing to take control of existing accounts and build new ones. Salary and commission negotiable. Phone 919-637-4450. Ask for David. Or write WHIT, PO Box 1049, New Bern, NC 28560.

Country 50,000 Watt FM stereo station covering tidewater (Newport News, Hampton, Norfolk) seeks a sales pro. Excellent benefits. William Eacho, WYVA Box 941 Yorktown, VA 23690.

Expanding New England Group needs successful sales person. Expect \$5,000 (salary plus commission) within one year. Benefits. Send resume to Algonquin Broadcasting, Box 426, East Warwick, RI 02893.

Afraid?, of competitive selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. EOE. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.

Expanding Weekly Newspaper seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 or write Box 349, Newport, WA 99156.

Midwest, FM Soul is looking for experienced Salesperson to join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

Custom Jingle House seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215-525-9873.

HELP WANTED SALES CONTINUED

Sales Executive—energetic college grad preferably now working sales with ambitions to head local sales of a prestigious major university community station. Apply PO Box 10, Ithaca, NY 14850.

HELP WANTED ANNOUNCERS

4 or more years experience? Handle both country and rock? Ability to move up to program director? We need you. Box C-163, BROADCASTING.

Combination air shift MOR & Sales for small market AM/FM in Illinois. Must have experience in BOTH. Creativity, hard working attitude, eagerness to grow as we expand our operation, all carry weight in our decision. Send resume, sales record, and references. Box C-186, BROADCASTING.

Beautiful music station in Tampa, Florida needs experienced announcer with smooth voice, good production ability and 3rd endorsed. Send letter and resume to Box C-192, BROADCASTING.

Mister Country ... Needed now ... Central Pennsylvania powerhouse seeking Country personality to keep us number one! Morning air-shift, live remotes, tours ... professional innovator must be compatible with automation. Compensation starts at 12K, with 15K possible first year. Excellent company-paid fringe benefits. EOE Employer. Resume, Box D-4, BROADCASTING.

Major Market Inspirational station needs music host and interview personality. Must know inspirational library. Send 1st reply to Box D-36, BROADCASTING.

Southeastern Iowa's newest AM needs commercial and news oriented talent. Good production voice a must; experience with automation helpful. Tape and resume to KCJJ, Box 2118, Iowa City IA 52240.

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

KRFM Phoenix, Arizona's highest rated radio station is looking for a morning announcer. Experience in beautiful music format preferred. Send aircheck and resume to Eric Johnson, Operations Manager, KRFM, P.O. Box 10098 Phoenix AZ 85064. Equal Opportunity Employer.

Wanted: Announcer With first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Come to Cape Cod. Enjoy the Good life in New England's vacation land work in beautiful, modern studios for the area's number one station. We need an afternoon drive person with personality to enhance our contemporary format. Pros only. Send tape, resume, and salary requirements to Ray Brown, Operations Mgr. WCOD, Hyannis MA 02601.

Immediate opening for experienced morning drive personality with strong production. Contemporary format. Excellent salary and benefits. Contact: Thomas Ferebee WGEZ Beloit, WI 53511.

We are looking for a fulltime summer-replacement personality. Must have experience in Top-40. Tape and resume to: Program Director—WHYN 1300 Liberty St., Springfield, MA 01101 EOE.

Organizer for Southwest Florida Personality, MOR drive time. EOE, Tape, resume, salary requirement first letter. No calls. Jim Boynton, radio operations manager, WINK AM & FM Box 1060, Ft. Myers FL 33902.

Immediate Opening: Morning personality. Must be top-notch production pro. Can move into PD slot. Adult contemporary format, number 1 in market. Send tape, resume, and salary requirements to G.M., WITY, Box 142, Danville, IL 61832. Equal opportunity employer.

Beautiful Music Staff Announcer. Medium to heavy voice, experienced, pleasant. One to one communicator. Send resume and tape to Tony Rizzini PD, WLKW, 1185 North Main Street, Providence, RI 02904. An EOE. No Calls.

HELP WANTED ANNOUNCERS CONTINUED

Bright MOR Announcer with first ticket. Opening immediate. Tape and resume to Mr. Charles Doll, WSER radio, Box 38 Elkton, MD 21921.

Beautiful Music Station in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSVI AM&FM, 28 S. 4th St., Pekin, IL 61554.

Wanted... Announcer for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

Illinois top rated C & W station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg. Springfield, IL 62701. EOE.

Smooth CW announcer—Virginia small market. Some production; sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

South Arkansas AM-FM needs experienced announcer with proven stable background. Play-by-play desirable but not essential. Call collect. Bill Bigley. 501-234-5862.

Automated beautiful music station looking for smooth voiced, mature announcer, 3-5 years experience in automation, news production. 3rd endorsed. Mr. Fowler. 919-756-3180 EOE.

I want a dependable right hand person with knowledge of general radio station operation and announcing. 314-586-8577 for Mgr. Call 9 a.m. to 4 p.m. CST only.

AM Drive Personality—immediate opening with top rated pop/adult station. Must be bright, topical, aware and willing to become involved in the community. Send tape, resume and photo to Russ Knight, Group One Broadcasting, PO Box 1590 Akron OH 44309. An Equal Opportunity Employer.

Announcer for future opening at number one rated adult contemporary. We're good, so you've got to be good. June grad considered. Polish your act here. Tape and resume, Box 10, Ithaca, NY 14850. EOE.

HELP WANTED TECHNICAL

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

Asst. Chief Engineer for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

Experienced Chief Engineer for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

San Juan, Puerto Rico. Chief Engineer. Must know and have work experience in automation and digital technology, directional antennas. \$18,000 plus full benefit package. Immediate opening. EOE. Box C-157, BROADCASTING.

Great bucks for great engineer who really knows audio and understands what it takes to be the best. High power AM-FM in major midwest market. Send resume to Box D-33, BROADCASTING.

Chief Engineer Southeast Georgia Station, experienced in directional and FM installation. Good future, permanent position. Box D-38, BROADCASTING.

Chief Engineer, experienced, California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA. Perfect climate in the beautiful wine country, 40 miles from San Francisco. T. Young KVON-KVYN, 707-252-1440.

HELP WANTED TECHNICAL CONTINUED

WANTED: Engineer for a rural radio station in the Prairie Big Sky Country. Collins FM stereo, 10KW transmitter, 50KW antenna on 400 foot tower. Studio in town of 1,500. Don't need to lock your house or take keys from car. Easily walk to work if you like. Clean town & friendly people. Good equipment, but not fancy. Stick it for 6-months and you'll never leave! Montana's farthest reaching FM station. Low cost but good living. Good chance to become somebody by your own efforts and accumulate equity. Helps if you know your stuff and can learn. Don't inquire if you require marble drinking fountains already in place. You'll help build them. Call collect 406-487-2293 or write Ray Wenty KCGM Scobey MT 59263.

ABC O&O has an opening for a qualified technician. Requires a minimum of 2 years experience in RF, Stereo, Studio Maintenance and DA's. First Phone. An Equal Opportunity Employer. Send complete resume and salary requirements to Chief Engineer, KXYZ, 1602 Fannin Bank Building, Houston, TX 77030.

Maybe you're looking for your first Chief's position; maybe you just want to get away from the crunch of urban life. WCOD-FM has an excellent opportunity for you. Beautiful living area, fine facilities. Contact Ray Brown WCOD-FM, Hyannis, MA 02601. 617-775-6800.

Chief engineer/Announcer for non-directional AM. Must be an experienced trouble shooter in studio audio and transmitter maintenance. Excellent salary and benefits. Contact: Thomas Ferebee WGEZ Beloit, WI 53511.

WMBY Myrtle Beach, SC. Engineer AM-FM experience necessary in maintenance of transmitting and studio equipment. Also working knowledge of FM automation. Resume Box 1497 Myrtle Beach, SC 29577.

Chief Engineer-experienced and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE.

Chief Engineer for WPAZ, Pottstown, Pa. Ability more important than experience. A Great Scott Station. Phone 215-326-4003.

Kentucky-AM/FM looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard. 606-248-5842.

Christian Radio Format oriented broadcast operator. Must have First class license. Experienced—resume needed. Contact David Johnson, Christian Broadcasting Association, Inc., 619 Peoples Merchants Trust Building, Canton, OH 44702.

Chief Engineer Fully experienced in remote controlled FM stereo hard on preventive maintenance including proofs. Secondary duty light supervision three 250 watt AM's. Dual transmitters all stations. Two technician assistants. Please send resume and salary requirements to WZAR PO Box 7213 Ponce PR 00731.

HELP WANTED NEWS

Our News Department is No. 1, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

Southwest Florida AM & FM. We are looking for someone to take over radio news department. Experience a must. Plus an understanding of what makes our news number one. We want someone with plenty of drive. Salary negotiable. EOE Box D-12, BROADCASTING.

Replace snow with sunshine in Arizona. News director for combination AM/FM needed. Must be thoroughly qualified in electronic journalism. Reply Box D-35, BROADCASTING.

WASK seeks broadcast journalist to join staff of 5. Experienced only need apply. Tapes, resumes to Mike Piggott, Box 880 Lafayette IN 47902.

Top notch newperson for future opening at number one news operation. Air shift, reporting. June grad considered. Tape and resume, Box 10, Ithaca, NY 14850. EOE.

HELP WANTED NEWS CONTINUED

All News Station needs 2 experienced anchor/reporters. To \$175. Experienced only need apply. Larr Cohen. 4286 Upthegrove Lane, West Palm Beach, F 33407.

Box B-81 answers: they went astray! Now send t KHAS Radio, Box 726, Hastings, Nebraska 68901 "News editor. Creative. Innovative. Investigative. EOE

News Director for top rated Mpls. suburban station No borad work, full time news. Good Salary & car included. KRWC Radio, Buffalo, MN 55313.

Ambitious, Hard-hitting reporter, unending curiosity, dedication to excel. Not afraid to work c step on toes. Can tell Joe Lunchbucket what he want and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZ Z-93, La Crosse, WI. 608-782-0650. A Mid-Wes Family Station.

News person—WOAI Radio has opening for reporter-editor. Sports background preferred. Tapes to John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E.O.E.

Director of News, public affairs wanted for centre Virginia AM. Send resume, tape, requirements, Bo 5085, Charlottesville, VA 22903.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Bus Mgr/Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

Modern Country Program director. Must be top jock. Only creative leaders need apply. EOE. Resume to Box C-200, BROADCASTING.

Farm Program Director. EEO Employer. WBX-CBS Ullica, NY. 315-736-9313. Fred Bowen.

Top contemporary seeking organized, creative, copy/production person. Good voice, drive, stay at least two years, jock two days/wk. Good opportunity. Salary/resume/tape to: Brian, WSAC, Box 70, Fort Knox, KY 40121.

Medium market CBS-VHF seeking promotion/public service manager to handle Public Relations and station promotion in all media. Knowledge of television production techniques and print layout and placement necessary. Call Terry Walden, Prog. Mgr. WSTV, Stuebenville, OH 614-282-0911 Mon. thru Fri. 10:00 a.m. - 4:00 p.m. An equal opportunity employer.

Programing Director. Major market, Mid-West, AM/FM news, personalities, sports station. Supervise staff of thirty and budget of \$11/2 million. Requires leadership to go beyond routine formula programming. This is senior job in expanding chain. Salary \$25-35,000. Contact Scudder D. Kelvie, Scudder Kelvie Associates, Staffing and Personnel Consultants, 2454 Streetsboro Road Hudson OH 44236 216-653-8427.

University of Tulsa Faculty of Communication seeks individual to fill communication position, primarily teaching speech communication and/or broadcasting beginning fall, 1977. Media and teaching experience preferred. Master's degree required; doctorate preferred. Salary and rank open. Application deadline April 15, 1977. Send resume to Ramona Rush, Chairperson Faculty of Communication, 600 S. College, Tulsa, Oklahoma 74104. The University of Tulsa is an equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Success demands Stability... Reliability... Dependability! These, and more from 18 year pro, experienced all phases radio, 15 with top chain. Seek management small/medium market. Box C-164, BROADCASTING.

MGR—C.E.—Automation pro. Looking for stable operation ready to move up to automation. Only creative, sales minded organizations need contact, in confidence. Looking west. Box C-231, BROADCASTING.

Successful experience counts! In radio since 1949, last 16 years as GM AM/FM, Muzak. Thoroughly dependable leader, heavy sales, PR background. Prefer upstate NY or Cape Cod vicinity. All proposals considered. Box D-1, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Management: Many years successful small market radio sales experience; over 6 as sales manager. College degree in radio-TV. Looking for greater responsibility as general manager or assistant. Box D-13, BROADCASTING.

Sales Manager—many successful years experience in small market. College degree in radio-TV. Seeks change due to ownership change. Box D-14, BROADCASTING.

Successful sales manager in small market. Many years experience. College degree in radio-TV. Seeks sales challenge in larger market. Box D-15, BROADCASTING.

Owner just sold station, now seeking employment. Took small market radio station from \$50,000 to \$251,000 in 3 years. Salary \$30,000 and over. Box D-22, BROADCASTING.

G.M. Available excellent track record. Experienced in sales—programming and commission rules. Currently employed as group manager. Family oriented and seeking permanence. Box D-29, BROADCASTING.

G.M. with excellent track record. Experienced in all facets. Sales, programming pro. Current position demands extensive travel and family wants to settle. Not your average applicant. Answer this one. Box D-30, BROADCASTING.

Selling GM I am a hardworking competitor who is goal oriented with a demonstrated record of leading a staff to success. Prefer: PA, KY, IN, OH Box D-39, BROADCASTING.

Sold non-related business. Looking for job with growth potential. Background GM, Station Mgr., Chief Eng. Will relocate. Ward Bledsoe 3548 Maricopa Way Las Vegas NV 89109. 902—734-2758.

Attention Texas Owner's: If you have ever had the misfortune of being stuck in New Mexico you'll appreciate my problem. Experienced station manager wants to go home. Reply: 12121 Towner N.E. Albuquerque, NM 87112.

Manager or salesman, announcer, MD, PD, ND, CE (1st Phone), Talkmaster (15 years progressive experience). Writing awards, PR/community service & U.S. Senatorial campaign management experience. 39 Kensington, Newark, DE 19713. 302—738-3270.

SITUATIONS WANTED SALES

Jock, PBP, Sales, sales manager, station manager, general manager. Understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

Solid pro, experience all phases radio. Good announcer. BS degree Broadcasting. 3rd endorsed, ready to move up to management, (CM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

Sales Manager desires a better major market opportunity. 26, 5 years major market experience. Call nights, 717—675-4016.

Award Winning Major market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215—638-9425.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Intelligent midwest announcer looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

Country announcer/music director. Looking. Experienced. Third. Box B-101, BROADCASTING.

DJ 4 Years Experience wants to move up. California, Arizona, Texas, Florida. Others considered. 904—255-6950 or Box C-153, BROADCASTING.

Well Trained Broadcast school grad looking for first job. 3rd endorsed. Box C-173, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

DJ 3rd, 21 mature, highly trained all phases, looking for 1st break. Will go anywhere. Box C-230, BROADCASTING.

Experienced Female DJ interviewer, newscaster with strong interest in public affairs programming. Seeks job in northeast. Box D-2, BROADCASTING.

DJ Four Years experience, dependable, third endorsed, pleasant personality. California. Welcome responses from others. 904—255-6950 or Box D-5, BROADCASTING.

Winning is my business. If it's yours—let's talk. Programming, production and promotion experience. Good results. Good medium or major only. Box D-8, BROADCASTING.

9 years experience major market. Seeking station emphasizing oldies. Prefer to work New York or surrounding area. Box D-16, BROADCASTING.

Talented 1st Phone, 12 years experience all formats, wants permanent position with responsibility commensurate with experience and ability. Major or large market top 40, rock, oldie. Box D-34, BROADCASTING.

3rd, endorsed, 7 years major market prefer medium, top 40 or progressive soul. Box D-45, BROADCASTING.

Experienced MOR/contemporary announcer-newsman, 1st Phone, 31. Prefer Florida. Box D-53, BROADCASTING.

DJ, 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th St. Jackson Heights, NY 11370. 212—446-8694.

Northeast Adult Top/40 Personality. 1 year Small Market, 3rd Endorsed. Norman, 212—629-1169.

Good pipes, looking for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI 53406.

Looking for employment in S.E. USA. Prefer small or med. market, MOR progressive rock. Top 40, or outlaw country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313—729-1279.

Sportscaster—Experienced play-by-play man & interviewer, also music announcing & production experience. College grad with 3rd ticket looking for break in small or medium market, willing to relocate. For tape & resume write: S.K. Jackson 2515 Vista Laguna Terrace, Pasadena, CA 91103 or call 213—681-4165.

Experienced professional, knows music inside-out, especially rock. Good production, news. Good voice, no screamer. Steve Scheiber, 427 Morris Street, Ogdensburg, NY 13669.

We have the right person for your job vacancy; all have training in on air work, copy, FCC rules, etc. and have obtained their 3rd endorsed tickets. Call us at 716—834-4457. No Fee.

BA R/T/F and 18 hours towards Masters, 1 year on-air experience Mike Hodge. 1924 Higgins Lane Fort Worth, TX 76111.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 607—273-4000.

Sports-News Anchor. Experienced digger. All sports PBP. Available Now! Will Relocate. Howard Herman 915 Woodbine Pittsburgh PA 15201 412—781-9378.

Northeast, New England, Top-40, nightman, 1 year small market. 3rd endorsed, Norman 212—594-2088.

Broadcast Grad, airwork research in Cincinnati market, wants first break, 513—921-3193, Rick.

Conscientious Announcer, 1st Ph., 1-1/2 yrs. experience, seeks employment with rock or C.W. Contemporary station. Thomas Cazin. 218—229-2102.

Experienced Female, 1st phone, newscaster, interviewer, writer with production background in B'Way theatre & NY radio. Ready to relocate permanently. Small markets (and budgets) Okay. Janine Cooper, 102 West 80th St. No. 37, NYC, NY. 10024.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Strong personality, witty, topical humorist. Friendly one to one communicator. Mature audience appeal. Where's it get me? Out of work! Been following formats 8 years. Good references, aren't they all? Available on eight track or cassette, call now, operators waiting. 702—736-3806.

SITUATIONS WANTED TECHNICAL

Labor Relations/Engineering responsibility wanted with major market TV or group operation. Credentials in both areas with record of success in dual assignment. Reply to Box C-220, BROADCASTING.

Chief Engineer, experienced AM-FM, first phone. No air work. Prefer warm climate. Box D-6, BROADCASTING.

Assistant or staff position with quality organization wanted. Twenty years First Phone—wide experience all technical areas of radio. Family, mature, reliable, quality worker, good references, no drifter. Box D-26, BROADCASTING.

Chief Engineer: 12 years AM Directional/Audio; broad electronics background; updated AS degree. SBE Sr. Engineer certification. Seeking challenge in FM/automation/AM, or field engineering. Northeast or international. Available June. Box D-40, BROADCASTING.

James E. Peoples 40-31C, West Moshulu PKway Bronx NY to 468. 212—364-2050. Anytime Anyplace Anywhere.

C.E., 25 yrs. Broadcast field, thoroughly experienced AM directional, FM stereo, proofs, automation, construction—own equipment—prefer Southwest. 714—433-4249.

SITUATIONS WANTED NEWS

Female sports director, MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC O&O newscaster-writer: some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Advtg spot. Northeast. Box A-275, BROADCASTING.

PBP Baseball, Hockey and basketball, will also do news. Available immediately. 4 years experience as announcer, BA, 3rd endorsed. Will relocate anywhere. Box C-155, BROADCASTING.

Med. Mkt. ND seeks position at news-conscious station. BA journalism PBP, 512—787-0786. Box C-218, BROADCASTING.

D.J. 3rd Phone school grad. Good news, commercial, personality looking for start go anywhere. Box D-10, BROADCASTING.

33, Masters, 17 years programming. R/TV news, sports, sales. Strong references, hard worker. Seek return to Southwest, 350,000 population. \$16,500. Prefer news or sports, anchor or PBP, radio or TV. Box D-11, BROADCASTING.

Black Female, Broadcast journalism degree. Seeking position as newscaster: announcer. Lite experience well-trained. 3rd endorsed. Cooperative, adaptable. Box D-20, BROADCASTING.

NY Journalist 1 year newswriter major network. Seeking local radio. Bags packed. Box D-27, BROADCASTING.

Sports personality. Recent broadcast grad, looking for 1st break. Telephone talk-show host, PBP, incredible knowledge of sports; get in touch—you will not be disappointed. Box D-42, BROADCASTING.

Female sports director, M.A., 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box D-57, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Qualified, experienced, Industrious degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

News writer with 3 years experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

Hard-nosed, serious, experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

Detroit, Philadelphia or Northeast: Seeking relief from sunshine and no pay; 13 years experience, radio-TV news, seeks reporter-anchor spot, call 305-667-8108.

Kansas University Journalism School Graduate May 1977, Desires broadcast news. Good voice, developed writing skills, film, DJ. Eight years on-air experience includes ABC & NBC affiliates. Resume & tape available. Art Weiss 913-843-8851.

Sportscasting-BBP. Medium market. 22 years. Married. Also some news. 4 years experience. Aircheck available. Let's talk. 701-776-2108.

News & Public Affairs Manager—will relocate. Managed Milwaukee-Chicago news operations. 3 years with CBS all news. Blue chip journalist plus sports, BPB, economics, politics. Seeking big market, network, or a good situation. Larry Butler, 8417 Fenwood Dr. Springfield, VA 22152. Also consider top news anchor. 703-569-2181.

Family man ready to move up in sports. 6-1/2 years experience. Have desire-WML travel. 507-765-4575.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Aggressive, first phone production person desires new challenge. Creative producer; commercials, promos and specials. Added extra—tight on-air engineer. Excellent references. Prefer Northeast, but will relocate. Box A-269, BROADCASTING.

Medium market caliber top 40 jock ready to program. Have learned from the best. Box A-280, BROADCASTING.

Attention Mr. Contemporary GM. Are your ratings down but you know your sound is good? Maybe your packaging needs work. Together we can plan and implement a polished format keyed to your desired audience, complete with promotions and production. If you're shopping for a PD, I'd like to talk to you. Box C-92, BROADCASTING.

Producer/Director: Female PD presently employed in top 10 market looking for a challenging position. Direct in studio-news, programming and public affairs shows & remote-film and ENG. Willing to relocate. Box D-3, BROADCASTING.

10 years experience in all aspects of radio. Currently assistant PD under one of the best. I'm seeking PD position in medium market Country station. Box D-9, BROADCASTING.

Searching For Stable, community minded, team oriented contemporary operation with room for advancement into programming. If your searching for experienced pro with energy, stability and ideas, write Box D-41, BROADCASTING.

WANTED, Rewarding Challenge. Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

Major Market Aft drive jock wants to Program AC or Top 40 in South. Med or small mkt. Married with 8 years exp. Available immediately. Looking for stability back home. D. Blair, 4735 Gov't. Apt. 212, Baton Rouge, LA 70806 or 318-922-2392 afternoons.

Can't get it up? Low ratings and billing? The last station I programmed started down and wound up first; the competition changed their formats to catch us, but couldn't. Prior to that I programmed a top 30's market station with no numbers and left them at number 3 and making money. At both places I spent less than \$2,000 in promotion; jocks salaries averaged \$150. Want to make money; now? Call me. 512-655-1484.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program director of small midwest station wants to move to larger market as disc jockey or news announcer. Three years experience in news, production, automation, copywriting, disc jockey and play-by-play. BA degree in mass communication. For tape and resume write Walter Platz, Number 2 Westbury Kirksville MO 63501.

TELEVISION

HELP WANTED SALES

Account Executive for group owned independent in TOP 30 market. Seeking EXPERIENCED local salesperson. Good opportunity with major independent group. Equal Opportunity Employer. Send resume to Box D-17, BROADCASTING.

Account Executive—Aggressive self starter to take over established territory in Nebraska. Prefer one to two years broadcast experience, but drive and enthusiasm are most important. Send resume to John T. Benson, sales manager, KHGI-TV Box 220, Kearney, NE 68847.

HELP WANTED ANNOUNCERS

Ready for advancement? California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

Transmitter Supervisor for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

Director—Experienced directing fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

Broadcast Engineer—Southeast UHF. License and minimum 2 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117, BROADCASTING.

Video Tape Editing engineer ... Experienced only need apply, must have working knowledge of digital circuits, analog, video and audio circuits and ability to evaluate video and audio signals. Familiar with RCA VTR 600-A, TR-700, TCR-100, TK-27, Grass Valley Switcher, Box C-224, BROADCASTING.

Northwest TV station seeks applications from qualified news photographers. Minimum 3 years experience required. ENG experience preferred. IATSE salary range \$13,500-\$16,000. First letter should contain resume/professional references. Audition reels to be requested later. EOE. Box D-24, BROADCASTING.

Co-Anchor. Need someone with strong reporting background who will report and co-anchor late news. Experience in both reporting and anchor is required. Salary is open and negotiable. Send resume. Will contact for air check. An equal opportunity employer. Box D-44, BROADCASTING.

Experienced maintenance and ENG. engineers for major market midwest VHF. Send complete resume to Box D-43, BROADCASTING.

Transmitter Engineer, first license, opportunity to learn studio operation EOE. Box D-51, BROADCASTING.

Maintenance/Installation Eng. Join leading public broadcast VHF/FM operation. Latest ENG, time code editing. Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

HELP WANTED ANNOUNCERS CONTINUED

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200, CDI 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Broadcast (TV) Engineers for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

Chief all phases. Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

Maintenance engineer with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

Broadcast TV Maintenance Engineers for the Middle East, 25K plus housing. 5 years equipment maintenance experience. Tech. School diploma or degree. Submit resume to: Beta Service International, Suite 1340, 600 South County Rd. 18, Minneapolis, MN 55426.

Television Maintenance Technician: Immediate opening for a person with digital, video, and videotape maintenance experience and a current FCC first class license. Excellent salary and benefits. Send resume to: PBS, Personnel Department, 475 L'Enfant Plaza West, SW Washington, DC 20024.

Merlin Engineering needs a field engineer. Duties include final factory test and installation. Send your resume or see us at NAB Booth 534. Merlin Engineering Works, 1880 Embarcadero, Palo Alto, CA 94303.

Chief Engineer for active FM stereo and SCA public radio station. Design, install, maintain, supervise technicians. Work closely with program staff. First phone, minimum two years intensive experience. Salary range \$14,500-\$17,500. Excellent benefits. Refer to position classified as Equipment Technician II KPBS-FM when applying to: Employment Division/Personnel Services, San Diego State University, San Diego, CA 92181. An Equal Opportunity/Affirmative Action/Title IX Employer. Closing date April 15.

Video Maintenance Technicians Full and part time openings, Atlanta Ga. area, electronic technician experienced in heavy maintenance of video, monitors, cameras, switches, and other TV studio equipment. Digital background with experience in both quad and helical records is desirable. Must have 1st or 2nd class FCC phone license. Call Mr. Copp collect between 9-5:30 weekdays 703-750-2202, Halifax Engineering Inc. 5390 Cherokee Ave. Alexandria, VA 22312. Equal Opportunity Employer.

HELP WANTED NEWS

E.O.E. number one station in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00. Box A-256, BROADCASTING.

Northeastern top-50 market station seeks newscast producer with experience. Forward resumes and references, Box C-187, BROADCASTING.

Medium market station on the move needs weekend anchor. Anchor and reporting experience required. Box C-188, BROADCASTING.

Anchor/Reporter with sports background preferred. Reporter who wants to switch to anchor will be considered. Pacific Northwest, great skiing. Box C-213, BROADCASTING.

Managing Editor of news department, VHF, top 40 market, Southwest. Requires bachelors degree or comparable education plus five years prior related experience. Equal Opportunity Employer. Send resume and references to Box D-19, BROADCASTING.

HELP WANTED NEWS CONTINUED

Midwest NBC affiliate in second 50 markets seeks experienced street reporter for radio-TV operation. Knowledge of government, film and ENG desirable. Good on-air work a must. Equal Opportunity Employer. Box D-21, BROADCASTING.

Immediate opening for energetic reporter with progressive, fully equipped ENG station in beautiful mountain west. EOE. Salary to \$175 depending on experience. Resume & experience to Box D-31, BROADCASTING.

Female Anchorperson experienced in news journalism and mini-cam. Would like to receive resume when applying. This is a major independent, ranked in Top 10. Box D-55, BROADCASTING.

Sports Announcer major Top 10 independent station looking for energetic, experienced sports announcer. Play by play experience and feature oriented. Send resume. Box D-56, BROADCASTING.

We're tired of losing our News Anchors to larger markets! Somewhere, there's an experienced anchor/producer who has it all—and has had it with their present situation! If that ideal small market is your dream, you could be the person we're looking for. We can offer 118th market diversified growth economy (oil-gas, banking, medical, diverse ag, university), VHF ABC affil with only CBS competition, a Joie de Vivre lifestyle in the heart of the Cajun Country in Southwest Louisiana. ENG, dedicated staff (including owners and management), and a future that may astound you. We're KATC(TV) in Lafayette, LA. Who are you and what can you offer? Why don't you send resume, cassette, and salary requirements to ND Joe Holstead, P.O. Box 3347, Lafayette, LA 70502. He'll even talk to major market types! EOE.

Aggressive Southwest TV news station seeks experienced reporter-photographer with some on-air experience, and keen knowledge of sports and ENG. Send resume and 3/4 inch cassette to Jim Logan, KRIS TV, PO Box 840, Corpus Christi, TX 78403. An equal opportunity employer.

Person with radio and TV experience to gather, write, edit news stories pertaining to agriculture and its impact on consumers. Radio news, film shooting and editing, and ENG experience. Prefer someone from Southwest. Audio tape, small snapshot photo, and resume to Bill Hoover, Information Director, Texas Farm Bureau, Box 489, Waco, TX 76703. Telephone 817-772-3030.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

Sports reporter/photographer. Some air work. Strong film, writing. Send tape and resume first contact. Equal Opportunity Employer. George Mills, WKCT-TV 1401 79th St. Causeway, Miami, FL 33141.

Experienced Street Reporter needed for strong news department. Send video tape or cassette and resume to Eric Rabe, news director, WTAJ-TV, 5000 E Ave. Altoona PA. An Equal Opportunity Employer.

News Photographer needed for medium market midwest station. Minimum 18 mos.-2 years news experience. Salary open. Send resume to WLWT, 140 West Ninth Street, Cincinnati, OH 45202. Equal Opportunity Employer.

TV Sports Director. Aggressive news station wants an involved active sports director. TV experience, commentaries, and features a must. Contact Tom Moo, news director WTVW Evansville Indiana. Phone Number 812-422-1121. An Equal Opportunity Employer.

Sports assistant to handle daily TV sports anchor and produce sports film features. Also radio sportscasts. No play-by-play. Must have VTR and audio tape with resume. No phone calls. Must have TV experience. Send to: Sports Director, WMT, Box 2147, Cedar Rapids, IA 52406.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

ENG Program/Production Editor, candidate must currently be an extremely creative, production oriented, deadline conscious, film and/or film/ENG editor. Person will have the major editing responsibility for a daily prime-time magazine. Minimum three years heavy production editing experience. Top ten major market net affiliate. An EOE. Box C-199, BROADCASTING.

Studio cameraperson with minimum of two years commercial production experience for top market independent. Knowledge of studio lighting techniques, set design and construction required. An Equal Opportunity, Affirmative Action, M/F Employer. Send resume and salary requirements to Box C-206, BROADCASTING.

Audio production person for top ten independent. Must have minimum of two years in commercial audio production engineering. Knowledge of all audio techniques as well as operation of latest equipment required. M/F, Affirmative Action, Equal Opportunity Employer. Send salary requirements and resume to Box C-207, BROADCASTING.

Producer/Director for top market UHF with independent production facility. Minimum of five years commercial production experience required. Must have complete knowledge of state of art equipment and all video tape/film production techniques. Affirmative Action, M/F, Equal Opportunity Employer. Send resume and salary requirements to Box C-208, BROADCASTING.

Creative Art Director for top 10 market. Must be fully experienced in running TV Art Department, on-air, print, design and production, also some set design. EOE. Box D-18, BROADCASTING.

Producer-Writer for Ohio PTV station. 3-5 years successful producing-writing experience. TV and film. Creative. Practical. Capacity for wide range subjects and production styles. Salary \$12-\$14,000. EOE. Resume with production credits to Box D-25, BROADCASTING.

Producer-Director with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

Had Enough Ice, snow and bone chilling weather? Then pack up your golf clubs, water skis and suntan lotion and become program director of WCBD TV in warm, sunny Charleston, South Carolina. This person will have full, overall responsibility for what goes on our ABC affiliated station. Benefits are excellent and salary is negotiable. Send resume to Jay Mullen, Business Manager, Box 879, Charleston, SC 29402. An Equal Opportunity Employer.

TV Director for Public station. Applicant should have at least two years of fulltime TV directing experience at a broadcast station. Send resume and cassette sample of work to John Hutchinson, WNED-TV, 184 Barton Street, Buffalo, New York 14213. WNED is an Equal Opportunity Employer.

Director/Supervisor Primary duties to include 6 & 11 p.m. newscasts and supervision of evening operations. Experience in directing news and a knowledge of operations essential. Send resume to: F.J. Marafioti, Prod. Mgr. c/o WYTV, Inc. 3800 Shady Run Rd. Youngstown OH 44502. No Phone Calls. We are an EOE.

PTV Director: Wanted for nightly news and other PTV and ITV directing. Job requires some producing. BA and/or 2 to 3 years experience as TV director preferred. Thorough knowledge in operation of modern TV equipment required. ENG background helpful. Send resume and tapes to Ron Hagell, WXXI-TV, 280 State Street, Rochester, N.Y. 14601. (Closing April 7, 1977). An Equal Opportunity Employer.

Film Maker who can teach journalism classes beginning September, 1977, in basic and advanced film production, electronic news gathering, and still photography. Professional experience and Ph.D., M.F.A., or equivalent degree. Send resume to James Brown, School of Journalism and Mass Communication, 206 Church St., SE, University of Minnesota, Minneapolis, MN 55455. Resumes must be received by June 1, 1977. Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Outstanding Promotion Position. Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

Writer-producer needed for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits. Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

SITUATIONS WANTED MANAGEMENT

General, national, regional, local Sales Mgr available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

Christian TV Station/General Manager seeks same. Superior references from current employer. Box C-145, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Experienced announcer, 31, background in radio (also TV voiceovers), desires position at TV facility or radio-TV combination. All locations considered. Box D-54, BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

1st Phone Major Market experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing. Box B-68, BROADCASTING.

First Phone, B.A. TV/Radio, experience with ENG systems—seeking position as operational engineer. Box C-226, BROADCASTING.

SITUATIONS WANTED NEWS

TV News Director immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

Meteorologist: personable, innovative, attractive. Very graphic presentation. Currently weekends medium Eastern market, seeking Western station. Degree, AMS. Box C-190, BROADCASTING.

News Writer. I'm one of the best. I'll send you proof. You've got nothing to lose. Box C-210, BROADCASTING.

Anchorman with high ratings seeks move up to on-air news director. Tape on request. Box C-215, BROADCASTING.

Med. Mkt. Radio ND seeks TV reporter anchor, sports. BA journalism, PBP 512-787-0786. Box C-219, BROADCASTING.

Experienced reporter: six years radio, TV, wires. Will be June MSJ graduate, Medill. Looking for growth opportunity as reporter, anchor or writer in TV or combination. Excellent voice and presence. 312-935-3250 evenings or Box C-221, BROADCASTING.

Will year's news writing experience NY major radio net qualify me for your local television? Relocate? No Problem. Box D-28, BROADCASTING.

Experienced reporter including radio, print, M.S. seeks position as street reporter. Top references, will relocate. Box D-52, BROADCASTING.

Law Degree, 8 years radio-TV experience; available in May. I'm looking for a challenging situation! Mark S. Braun, 2620 E 5th Place Tulsa OK 74104 1-918-936-7647.

Talented, enthusiastic, female communication graduate needs first break to prove herself. Prefer On-Air-Talent, Weatherperson, but will accept anything to gain experience. Willing to relocate anywhere immediately. Call Karen Gale 303-442-0913.

SITUATIONS WANTED NEWS CONTINUED

I hunger to be creative with ENG/ documentary/ production. BA in film production, University of Iowa; graduate school in production at USC. Eight years cumulative experience in broadcasting—four in TV, 1st phone; ham radio. Can write and announce; pleasant appearance. Have nose for news, and need for creativeness. 26. Will relocate. Tom Klemesrud Judy's brother, 106 N. Edgemont St., Los Angeles CA 90004 213-387-1485.

News photographer: Aggressive and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 816-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI-49509.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director: BA Radio/ TV/ Film. Over 3 years cable experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broadcasting, willing to work up from production assistant or similar position. Will relocate for right opportunity. Box C-87, BROADCASTING.

I Write, I Produce what I write. I shoot, edit, call and switch what I produce. Please, send for my tape. My specialty: TV promotion and commercials. Box C-195, BROADCASTING.

Creative, young producer/ director with three years experience in all phases of production: news, talk shows, promos, commercials, ENG desires more challenging position in larger market. Box C-202, BROADCASTING.

Bright-Young Producer/Director: over four years experience in medium market, directing, switching master control, audio, studio lighting, studio camera work, etc. . . . Also shoot & edit commercial and news film. Willing to relocate anywhere. Charles T. Celenzano No. 94, Lakeview Terrace Colonial Heights VA 23834 804-526-7377.

Talented Producer—Director seeking interesting production position. 7 years extensive professional experience. If you care about quality television, we should talk. Graham Brinton 215-664-3346.

Creative Producer-Director seeking interesting production position. 7 years extensive professional experience. If you care about quality television, we should talk. Graham Brinton, 215-664-3346.

Award Winning Journalism Wants in. Single. 26. Aggressive. Tireless. Versatile. Sports. Features. Relocate anywhere, USA. Carl Cherkin, 2932 Bunker Hill Ct., Cornwells Heights PA 19020. 215-757-7852.

WANTED TO BUY EQUIPMENT

Camera Pedestals Cranes Sound Boom Call Gil Stevens 305-895-6400.

Wanted Color Multiplier. Slide projector, Video test signal generator, Color-Tec, 2GC microwave dishes, color bar generator, Amptek, Allen Mod-Demod, Good 3 inch color orthicons 315-677-7511.

Gates Executive Console wanted. Will consider any condition or price. WNOE, New Orleans. 504-523-4753.

FOR SALE EQUIPMENT

GE BF2A, 3kw FM Amplifier, FCC approved 6076 tube modification. On air last year. Second unit for spare parts. \$750.00. Two unused 6076 tubes, \$120.00 each. Marti 950 mhz M3/STL, complete, \$125.00. GE BF3A, 10kw FM Amplifier, complete—no tubes, \$150.00. Buyer pays freight any item. Call Boss 415-687-4721, KVHS Concord, CA 94521.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangers, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

FOR SALE EQUIPMENT CONTINUED

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

2-Akai VTS-150B complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

Gates "President" 8 channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

Collins 5KW transmitter, 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingram, PO Box 2154, Jackson, MS 39205.

UHF TV Transmitter—12 KW by GE. Call 815-964-4191 or 815-965-9600.

Switcher—American Data ADC 556 with Chroma Key. Call 815-965-9600 or 815-964-4191.

Spare Color Tubes for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

RCA Switchers—two Custom RCA PMS 10 Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

Audio—Ampex 601 2-track with two amp/ speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-965-9600.

IVC 1 VTR Machines—one 879C, one 760, with TRI Editor. Low hours. Call 815-964-4191 or 815-965-9600.

UHF Transmitter—30 KW GE television transmitter call 815-964-4191 or 815-965-9600.

(2) RCA TR-22 Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

(22) Motorola MV30 Transmitters; (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

(3) RCA TK-42 Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

CBS dynamic presence equalizer, Model 4500 New. Improve your sound \$495 312-956-1548.

Two Schafer 1200, Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

An Oldie but a Goodie. Collins 21B transmitter 5/1 KW. Complete. Recently removed from service. Call 503-882-2551.

1 kw FM Transmitter, 3 kw FM Transmitter. Electro-sound 2 track stereo (never used-half price). MCI 2 Track Stereo. CBS Audimax (like new). McMartin 4500A. Marti Compressor/Limiters. Call: 404-876-7123.

Eastman Model 275 16mm Chain Projector Perfect \$3995.00, Eastman 350 Chain Projector \$1500.00, GPL-Teleprompter Large Screen TV Projector \$595.00, RCA TRT Quad VTR Updated & Operational \$195.00, Ampex VR1000 C AS IS \$995.00, Other Video Equipment. International, 13843 NW 19th Avenue, Miami FL 33054. 305-681-3733.

FOR SALE EQUIPMENT CONTINUED

Stereo FM Transmitters: Gates FM-20H-20KW, Gates FM-20B-20KW, Collins 831-G1B-20KW, GEL FM-15A-15KW, AEL FM-12KD-12KW, Collins 830F-1A-10KW, Collins 830F-1B-10KW, CCA FM-1000DS-10KW, Visual FM-1000-KA-10KW, Gates FM-5B-5KW, RCA BTF-5D-5KW, RCA BTF-5B-5KW, Collins 830E-1B-1KW, ITA FM-1000-C-1KW, Collins 830-D1A-1KW, ITA FM-250B, Gates FM-250B. Communication Systems, Inc. Drawer C. Cape Girardeau, MO 63701. 314-334-6097.

5KW AM Transmitters: Gates BC5-P2, Collins 21E, RCA BTA-5F, RCA BTA-5G, RCA BTA-5H, Collins 820E-1, ITA AM-5000-C. Communication Systems, Inc. Drawer C. Cape Girardeau, MO 63701. 314-334-6097.

Autogram Stereo Automation brain 9 inputs, real time correct, silence sense \$1600. Contact Bill Dunnavant 205-232-3912.

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Gates Automation System, Gates TE-3 exciter and stereo generator, like new, call 404-876-7123.

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One: CBS Volumax—Stereo. ONE: CBS Audimax—Stereo. ONE: Garron Phase Controller—STE-100 all like new—KHIG 501-239-8588.

1-AEL AM5KD Transmitter, \$23,000. 2-ITA 5000A/ 10M Transmitters \$15,000/pair. On 1260KHz. 1-Gates 20H3 20Kw FM Transmitter on 101.1MHz with TE-3 exciter, stereo & 67KHz generators, STL Interface and spare final, \$20,000. 2-Cetec 10SE stereo consoles BRAND NEW NEVER USED \$7,000 each. Gates Automation system with 4-Scully 280 P.B. Decks, 5-SMC Carousels, SC-48 Programmer, Motor Driven Fader, Logger, Digital Clock and Broadcast Products RA-1000 Random Select unit \$13,000. Or best offers. Bud Aiello WWDC Washington, D.C. 301-589-7100. Prices do not include shipping.

Espey Audio Signal Generator 101 \$25; Luxo L-2 Mike stand \$20; RCA 50w amp \$50; McIntosh 10w amp \$40; Rackmount speaker enclosure, with 8" speaker \$12; RCA 70w amp \$15; 4 rack mount shelves \$8 each; rack cabinet \$15; Gates 16" CB11 33-45 rpm turntable \$100; 16" Gates turntable 33-45-78 \$100; mixer-4 line-4 mike \$300; Sylvania 219 tubetester \$35; approx. 400 new Cardomatic 123 tubetester cards \$30; 13 8020 radio tubes \$65; Redmond Motor for 600 and 601 Ampex, takeup and supply reel assemblies, bearings, drives, etc. all new—entire lot \$50; Peirce 260 wire recorder \$35. New 7" green record sleeves \$5/c, RMR. Rte. 2, Box 1354A, Cheyenne, WY. 82001.

Schaefer Model 903, 901 Control, Remote Control Schaefer Audio File, Two ITC RPD-00013, Time Announce with Two ITC Cart Machines Otari—MX7000 250 Tape Recorder, Interfaces for above, plus Two Carousels and Three Revox A77 Tape Recorders, Two Schaefer Rack's. Call 702-925-2333.

For Sale: Gray Communications Custom built Sony Record/Playback System consisting of: (4) Sony VO-2800 recorder/players, (1) CVS 504 B Time Base Correctors, complete with switching and programming system. For further details call collect 1-212-232-0127, Kyle E. Goodman, Director of Engineering, WTOG-TV, Savannah, GA.

Gates SP-10 Automation. One carousel, two new reel to reels, time insertion system, logging package. \$6995.00. Contact Broadcast Specialties, 206-577-1681.

New Automation. Low cost, perfect for the small market broadcast stations. Typical full system selling for under \$9,000.00. Contact Broadcast Specialties, 206-577-1681.

FOR SALE EQUIPMENT CONTINUED

For Sale: Two Marconi MK-V Image Orthicon black and white cameras. One camera is operational. The other is suffering from faulty power and pulse circuits. Cameras equipped with 10 to 1 Varital Zoom lenses. Includes remote camera controls, 2-50 ft. cables, CCU for each camera, and manuals. Does not include waveform or picture monitors. Purchaser pays shipping and packaging. University of Nevada, 4505 Maryland Parkway, Las Vegas, NV 89154.

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Heavy management background in small to major markets; single station to chain. 20 years. experience in creating sales, programming, Profit Centers. A motivator with successful track record. Currently exec. of top station. Best of credentials from industry leaders. Consider any size market offering permanent position with opportunity for financial growth. Reply in confidence to
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Box D-59, BROADCASTING

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Stable, dedicated professional in major market seeks challenge as No. 1 in a medium market news operation. I'm currently No. 2 man and upward movement is unlikely due to recent company policy revisions. I've got 10 years in management, on air and in the field, in some of the largest markets in the country. I've helped build a number 1, award winning news operation... I'd like to do it again... reply Box C-204, BROADCASTING.

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Help Wanted Programing, Production, Others

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Situations Wanted News

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Four year degree with major in television production or programming and at least 3 to 5 years experience. Must be able to plan programs and serve as in-studio talent. Familiarity with ENG equipment and techniques preferred. Must be sharp thinker, mature of mind, dedicated to hard work. Starting salary \$12,298. Good fringe benefits. Send resume, 3/4-inch cassette preferable showing interview techniques to Ms. Frances Crook, Associate Personnel Director, University of Florida, 201 Hub, Gainesville, Florida 32611. EOE/Affirmative Action Employer

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The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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—Situations Wanted, 40c per word—5.00 weekly minimum.

—All other classifications, 80c per word—\$10.00 weekly minimum.

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Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. March 30	Closing Wed. March 23		Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting													
ABC	ABC	N	41	41 7/8	-	7/8	-	2.08	42 3/8	37	17	17,625	722,625
CAPITAL CITIES	CCB	N	45 1/4	47 1/4	-	2	-	4.23	57	45 1/4	10	7,739	350,189
CBS	CBS	N	56 3/4	56 7/8	-	1/8	-	.21	59 1/4	55	10	28,395	1,611,416
COX	COX	N	29 3/4	29 1/2	+	1/4	+	.84	33 5/8	29 1/2	9	5,872	174,692
CROSS TELECASTING	GGG	A	15 1/8	15 1/2	-	3/8	-	2.41	15 1/2	13 5/8	8	800	12,100
KINGSTIP COMMUN.	KTVV	O	4	3 7/8	+	1/8	+	3.22	4 5/8	3 7/8	7	461	1,844
LIN	LIN8	O	18 1/4	19 1/8	-	7/8	-	4.57	19 1/8	16 3/4	8	2,615	47,723
MOONEY	MOON	O	2 1/4	2	+	1/4	+	12.50	2 1/4	1 7/8	3	425	956
RAHALL	RAHL	O	14	14 1/4	-	1/4	-	1.75	18 1/2	8 5/8	17	1,281	17,934
SCRIPPS-HOWARD	SCRIP	O	33 1/2	35	-	1 1/2	-	4.28	35	31 1/2	8	2,589	86,731
STARR**	SBG	M	4 3/4	4 1/2	+	1/4	+	5.55	5	3 1/2	7	1,202	5,709
STORER	SBK	N	25 3/4	24 1/2	+	1 1/4	+	5.10	26 7/8	23 5/8	9	4,876	125,557
TAFT	TFB	N	29 5/8	30 1/4	-	5/8	-	2.06	33 7/8	29	8	4,070	120,573
TOTAL											77,950	3,278,049	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5	4 3/4	+	1/4	+	5.26	5 1/8	3 3/4	9	1,265	6,325
AVCO	AV	N	13 3/4	14 3/4	-	1	-	6.77	16 5/8	13 3/8	2	23,792	327,140
JOHN BLAIR	BJ	N	15 1/4	15 7/8	-	5/8	-	3.93	15 7/8	11 1/8	6	2,407	36,706
CHRIS-CRAFT	CCN	N	5 1/8	4 7/8	+	1/4	+	5.12	7 3/8	4 7/8	6	4,395	22,524
COMBINED COMM.	CCA	N	21 3/4	23	-	1 1/4	-	5.43	23	19	8	6,644	144,507
COWLES	CWL	N	13 1/8	13 1/4	-	1/8	-	.94	13 5/8	12 1/2	16	3,969	52,093
DUN & BROADSTREET	DNB	N	27 5/8	29	-	1 3/8	-	4.74	30 1/2	26 1/4	15	26,544	733,278
FAIRCHILD IND.	FEN	N	9 1/2	9 3/4	-	1/4	-	2.56	11 1/4	9 1/2	9	5,708	54,226
FUQUA	FOA	N	9 3/4	10 1/4	-	1/2	-	4.87	13	9 3/4	7	8,844	86,229
GANNETT CO.	GCI	N	33 5/8	34 1/4	-	5/8	-	1.82	40 3/4	33 5/8	15	21,629	727,275
GENERAL TIRE	GY	N	26 1/4	27	-	3/4	-	2.77	28 5/8	24 3/4	6	22,258	584,272
GLOBE BROADCASTING	GLBTA	O	3 3/4	4	-	1/4	-	6.25	4 3/8	2 1/8	5	2,783	10,436
GRAY COMMUN.	O	11	10 1/2	+	1/2	+	4.76	11	8	5	5	4,75	5,225
HARTE-HANKS*	HHN	N	28 3/8	28 3/8	-	1/8	-	.00	29 3/8	27 5/8	12	4,383	124,367
JEFFERSON-PILOT	JP	N	27 1/4	28 1/2	-	1 1/4	-	4.38	32 3/8	27 1/4	10	24,079	656,152
KAISER INDUSTRIES	KI	A	18	18	-	1/4	-	.00	18	14 3/4	9	28,119	506,142
KANSAS STATE NET.	KSN	O	5 3/4	6	-	1/4	-	4.16	6	4 3/4	11	1,716	9,867
KNIGHT-RIDDER	KRN	N	32 3/8	34	-	1 5/8	-	4.77	38 3/8	32 3/8	11	8,305	268,874
LEE ENTERPRISES	LNT	A	23 3/4	25	-	1 1/4	-	5.00	28 1/8	23 1/4	12	5,010	118,987
LIBERTY	LC	N	18 1/2	18 5/8	-	1/8	-	.67	19 3/8	18	6	6,762	125,097
MCGRAW-HILL	MHP	N	17 1/4	17 3/8	-	1/8	-	.71	17 5/8	15 5/8	11	24,626	424,798
MEDIA GENERAL	MEG	A	16 1/2	17 1/4	-	3/4	-	4.34	20	16 1/2	7	7,292	120,318
MEREDITH	MDP	N	17 5/8	17 1/2	+	1/8	+	.71	20 1/4	17 1/2	4	3,067	54,055
METROMEDIA	MET	N	29 1/8	30 1/4	-	1 1/8	-	3.71	30 5/8	27 1/8	7	6,745	196,448
MULTIMEDIA	MMED	O	21 3/4	22 3/4	-	1	-	4.39	23 1/2	21 1/2	10	4,391	95,504
NEW YORK TIMES CO.	NYKA	A	16	15 3/4	+	1/4	+	1.58	17 3/8	15 3/4	8	11,206	179,296
OUTLET CO.	OTU	N	21 1/2	23	-	1 1/2	-	6.52	23	17 3/4	7	1,440	30,960
POST CORP.	POST	O	17	18	-	1	-	5.55	19 1/4	16 1/4	7	878	14,926
REEVES TELECOM**	RBT	A	2 3/4	2 1/2	+	1/4	+	10.00	3	1 3/4	4	2,376	6,534
ROLLINS	ROL	N	17 1/2	18 3/4	-	1 1/4	-	6.66	24 1/4	17 1/2	10	13,404	234,570
RUST CRAFT	RUS	A	11 3/4	11 1/2	+	1/4	+	2.17	11 3/4	8 1/2	8	2,291	26,919
SAN JUAN RACING	SJR	N	7 3/4	8	-	1/4	-	3.12	9 3/8	7 3/4	5	2,509	19,444
SCHERING-PLOUGH	SGP	N	36 3/4	38 3/4	-	2	-	5.16	44 3/4	36 3/4	13	54,047	1,986,227
SONDERLING	SDB	A	9 3/4	10	-	1/4	-	2.50	10 7/8	9 3/8	4	1,096	10,686
TECH OPERATIONS**	TO	A	2 3/4	2 5/8	+	1/8	+	4.76	3 3/8	2 5/8	4	1,344	3,696
TIMES MIRROR CO.	TMC	N	21	20 7/8	+	1/8	+	.59	23	20 7/8	10	33,911	712,131
WASHINGTON POST CO.	WPO	A	23 1/2	23 1/8	+	3/8	+	1.62	25 1/8	23 1/8	9	9,019	211,946
WDMETCO	WDM	N	10 7/8	11	-	1/8	-	1.13	12 3/4	10 7/8	7	8,623	93,775
TOTAL									397,352	9,021,955			

Cablecasting

ACTON CORP.	ATN	A	4 1/8	4	+	1/8	+	3.12	4 3/4	3 1/8	13	2,676	11,038
AEL INDUSTRIES	AELBA	O	4 1/8	3 7/8	+	1/4	+	6.45	4 1/8	2 3/8	19	1,672	6,897
AMECO**	ACO	O	1/2	1/2	-			.00	1/2	1/2		1,200	600
AMERICAN TV & COMM.	AMTV	O	25 1/2	25 1/4	+	1/4	+	.99	25 1/2	19 3/4	19	3,369	85,909
ATHENA COMM.** *		O	1/8	1/8	-			.00	1/8	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 3/4	3 5/8	+	1/8	+	3.44	4 1/8	3 5/8	25	8,319	31,196
CABLECOM-GENERAL	CCG	A	10	10	-			.00	10	5 7/8	9	2,562	25,620
CABLE INFO.		O	3/4	1/2	+	1/4	+	50.00	3/4	1/2	4	663	497
COMCAST		O	4 1/4	4 1/4	-			.00	4 1/4	3 3/4	12	1,708	7,259
COMMUN. PROPERTIES	COMU	O	5	5	-			.00	5	3 5/8	15	4,761	23,805
COX CABLE	CXC	A	22	22 1/4	-	1/4	-	1.12	22 1/4	16 1/2	21	3,563	78,386
ENTRON	ENT	O	1 5/8	1 3/4	-	1/8	-	7.14	2	1 5/8	2	979	1,590
GENERAL INSTRUMENT	GRL	N	20 5/8	21	-	3/8	-	1.78	21 3/4	18 1/2	23	7,178	148,046
GENEVE CORP.	GENV	O	8 1/4	8	+	1/4	+	3.12	9 1/4	8	55	1,121	9,248
TELE-COMMUNICATION**	TCOM	O	4 1/2	4 1/4	+	1/4	+	5.88	4 1/2	2 7/8	64	5,281	23,764
TELEPROMPTER**	TP	N	7 5/8	7 7/8	-	1/4	-	3.17	9 3/8	7		16,646	126,925
TIME INC.	TL	N	33 3/4	36	-	2 1/4	-	6.25	38 1/4	33 3/4	10	20,192	681,480
TOCOM	TOCM	O	2 1/2	3	-	1/2	-	16.66	3	2 1/4	9	617	1,542
UA-COLUMBIA CABLE	UACC	O	17 1/2	17 1/2	-			.00	17 1/2	15 1/2	13	1,700	29,750
UNITED CABLE TV**	UCTV	O	4	4 1/8	-	1/8	-	3.03	4 5/8	3 7/8		1,879	7,516
VIACOM	VIA	N	12 5/8	14	-	1 3/8	-	9.82	15 5/8	9 1/2	13	3,707	46,800
TOTAL											91,918	1,348,133	

	Stock symbol	Exch.	Closing Wed. March 30	Closing Wed. March 23	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Programming													
COLUMBIA PICTURES	CPS	N	9 3/4	10 1/4	-	1/2	-	4.87	11 3/4	7 3/8	4	6,748	65,793
DISNEY	DIS	N	34 7/8	36	-	1 1/8	-	3.12	47 5/8	34 7/8	15	31,917	1,113,105
FILMWAYS	FWY	A	9 7/8	9 3/8	+	1/2	+	5.33	9 7/8	6 7/8	9	2,397	23,670
FOUR STAR*			3/4	3/4				.00	1	3/4	8	667	500
GULF + WESTERN	GW	N	14 1/8	14 5/8	-	1/2	-	3.41	18 3/8	14 1/8	3	45,162	637,913
MCA	MCA	N	37 1/2	38 5/8	-	1 1/8	-	2.91	42 1/2	36 1/2	7	17,974	674,025
MGM	MGM	N	18 3/4	20 1/8	-	1 3/8	-	6.83	20 1/8	16	8	13,102	245,662
TELETRONICS INTL.	D		5 1/2	5 1/2				.00	6 1/2	5 1/2	8	968	5,324
TRANSAMERICA	TA	N	13 7/8	14	-	1/8	-	.89	15 1/4	13 3/4	8	65,148	903,928
20TH CENTURY-FOX	TF	N	10 3/8	10 1/4	+	1/8	+	1.21	12 1/4	10	7	7,583	78,673
WARNER	WCI	N	27 1/2	27 5/8	-	1/8	-	.45	29 5/8	26 1/4	7	16,752	460,680
WRATHER	WCO	A	5 5/8	5 7/8	-	1/4	-	4.25	5 7/8	4 1/2	14	2,244	12,622
TOTAL										210,662	4,221,895		

Service

88DO INC.	88DO	O	26 3/4	25	+	1 3/4	+	7.00	26 3/4	22 1/2	8	2,513	67,222
COMSAT	CO	N	35 5/8	35 5/8				.00	35 5/8	29 3/8	9	10,000	356,250
DOYLE DANE BERNBACH	DOYL	O	18 3/4	19	-	1/4	-	1.31	19	16 3/4	7	1,816	34,050
FOOTE CONE & BELDING	FCB	N	16 1/2	16 5/8	-	1/8	-	.75	16 5/8	14 3/4	8	2,304	38,016
GREY ADVERTISING	GREY	O	18 1/2	18 3/4	-	1/4	-	1.33	19 3/4	16 1/2	5	729	13,486
INTERPUBLIC GROUP	IPG	N	32 3/4	34	-	1 1/4	-	3.67	34	28 1/2	7	2,387	78,174
MARVIN JOSEPHSON	MRVN	O	12	12 1/2	-	1/2	-	4.00	14	10 1/4	5	1,871	22,452
MCI COMMUNICATIONS**	MCIC	O	2 3/8	2 1/4	+	1/8	+	5.55	2 1/2	1 3/4		19,985	47,464
MOVIELAB	MOV	A	1 5/8	1 1/2	+	1/8	+	8.33	2	1 1/4	7	1,409	2,289
MPO VIDEOTRONICS	MPD	A	7 3/8	7	+	3/8	+	5.35	9	4	4	520	3,835
NEEDHAM, HARPER	NOHMA	O	11 1/2	11 5/8	-	1/8	-	1.07	11 5/8	11 1/8	7	823	9,464
A. C. NIELSEN	NIEL8	O	21 1/4	21 1/4				.00	22 1/8	20 1/8	13	10,762	228,692
OGILVY & MATHER	OGIL	O	31 3/4	33 1/2	-	1 3/4	-	5.22	33 1/2	31	8	1,805	57,308
J. WALTER THOMPSON	JWT	N	16 7/8	17	-	1/8	-	.73	18 1/2	15 1/8	8	2,649	44,701
TOTAL											59,573	1,003,403	

Electronics/Manufacturing

AMPEX	APX	N	8 1/4	8 1/4				.00	9 3/8	7 3/8	11	10,885	89,801
ARVIN INDUSTRIES	ARV	N	16 3/4	16 7/8	-	1/8	-	.74	19 1/4	16 1/2	5	5,959	99,813
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 1/4	2 1/4				.00	2 3/8	1 3/4	12	2,244	5,049
COHU, INC.	COH	A	2 5/8	2 1/2	+	1/8	+	5.00	3 1/8	2 1/8	24	1,617	4,244
CONRAC	CAX	N	24 1/2	24 7/8	-	3/8	-	1.50	26 1/2	23 3/4	7	1,428	34,986
EASTMAN KODAK	EASKO	N	68 1/2	70	-	1 1/2	-	2.14	86 3/4	68 1/2	17	161,347	11,052,269
FARINON ELECTRIC	FARN	O	8 1/4	8 1/4				.00	12	8 1/4	10	4,267	35,202
GENERAL ELECTRIC	GE	N	49 5/8	50 7/8	-	1 1/4	-	2.45	55 7/8	49 5/8	12	188,581	9,159,832
HARRIS CORP.	HRS	N	34 5/8	34 1/2	+	1/8	+	.36	34 7/8	28	13	12,216	422,979
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1 3/4	1 1/8	+	5/8	+	55.55	2 1/4	7/8		2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	22 1/8	23 1/4	-	1 1/8	-	4.83	24 1/2	20 1/4	10	1,320	29,205
3M	MMM	N	50 1/8	51 7/8	-	1 3/4	-	3.37	57	48 1/2	17	115,265	5,777,658
MOTOROLA	MOT	N	45 5/8	46 7/8	-	1 1/4	-	2.66	56 7/8	43 1/2	15	28,353	1,293,605
N. AMERICAN PHILIPS	NPH	N	33 3/8	33	+	3/8	+	1.13	36	33	7	12,033	401,601
OAK INDUSTRIES	OAK	N	17 7/8	17 5/8	+	1/4	+	1.41	17 7/8	9 5/8	16	1,639	29,297
RCA	RCA	N	28 1/4	29 3/4	-	1 1/2	-	5.04	29 3/4	25 3/8	12	74,753	2,111,772
ROCKWELL INTL.	ROK	N	33 1/8	33 5/8	-	1/2	-	1.48	34 5/8	30 7/8	9	32,300	1,069,937
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	-	1/8	-	7.14	2	1 5/8	9	2,690	4,371
SCIENTIFIC-ATLANTA	SFA	A	17 1/2	16 3/4	+	3/4	+	4.87	21 1/8	16 3/4	11	1,668	29,190
SONY CORP.	SNE	N	9 7/8	10 3/8	-	1/2	-	4.81	10 3/8	8 1/8	21	172,500	1,703,437
TEKTRONIX	TEK	N	59 7/8	59 3/4	+	1/8	+	.20	68 1/2	56 1/2	15	8,671	519,176
TELEMATION	TMT	O	5/8	5/8				.00	3/4	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	16 3/8	17 5/8	-	1 1/4	-	7.09	19 3/8	14 3/4	12	6,838	111,972
WESTINGHOUSE	WX	N	17 3/4	17 1/4	+	1/2	+	2.89	18 5/8	16 1/4	7	87,492	1,552,983
ZENITH	ZE	N	24 1/2	25 1/4	-	3/4	-	2.97	28	23	12	18,818	461,041
TOTAL												954,012	36,006,862

GRAND TOTAL 1,791,467 54,880,297

Standard & Poor's Industrial Average 109.5 111.4 -1.9

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
Hornblower & Weeks, Hemphill-Noyes Inc.,
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.

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.

Sam Vitt: middleman or the middlemen

Sam B. Vitt's early business years were not exactly high-flying and fast-moving. After two years at CBS, where he started in the mailroom in 1950 and moved up a notch to film trainee, he shifted to a job at Benton & Bowles, once again in the mailroom.

But this "lateral demotion" didn't faze Mr. Vitt. "I felt at the time the action was at the agencies," he says. "In the early 1950's so much of the programming was controlled by agencies, and I felt I could move ahead there more quickly."

His appraisal proved to be on target. At B&B Mr. Vitt found his niche—media—and today he is president of one of the leading media service organizations, Vitt Media International Inc., New York, with more than 90 employees.

Mr. Vitt is a tall, trimly built individual with a low-keyed, self-effacing manner and a quiet sense of humor. Patience, diligence and perseverance are said to be his strong points. The wall of the Vitt offices are dotted with aphoristic quotations. Characteristically, he cites this passage from Shakespeare's "Romeo and Juliet" to exemplify his personal philosophy:

"Wisely and slow," Friar Laurence mainly counseled the impatient Romeo; "they stumble that run fast."

Not that Mr. Vitt is by any means a slowpoke. But he thinks carefully before he speaks or acts. In many ways he typifies the media executives who have survived the test of time in the relatively new media planning-buying world, once peopled by promise-them-everything wheeler-dealers.

"I think that for the most part the get-rich-quick people have left," Mr. Vitt says. "We now have four or five companies dominating the media-service field—all well trained and professional."

Mr. Vitt was born in Greensboro, N.C., and moved with his family to northern New Jersey in 1939 when he was 13. As a youngster, he harbored thoughts of becoming a writer. His college plans were delayed by World War II in which he served in the Navy.

"My Navy career was really a disgrace," Mr. Vitt said jokingly. "I started in the pre-flight training program to become a pilot, but after a few months the Navy found it was 'over-piloted.' I was then sent to a radio school in Jacksonville, Fla., but again the Navy felt it had enough radio technicians around and I was transferred to the Great Lakes Naval Station to a storekeeper school. By the time I had finished, the war had ended, and I was sent to Long Beach on Long Island to get



Samuel Bradshaw Vitt—president of Vitt Media International Inc., New York; b. Greensboro, N.C., Oct. 23, 1926; U.S. Navy, 1944-46; BA, Dartmouth College, 1950; mailroom clerk, CBS, New York 1950-51; assistant, film department, CBS, 1951-52; mailroom clerk, Benton & Bowles, New York, 1952; broadcast media buyer, Benton & Bowles, 1952-54; broadcast media buyer, associate account executive, Biow Co., New York, 1954-56; broadcast media buyer, Doherty, Clifford, Steers & Shenfield, New York, 1956-57; media supervisor, 1958-59; VP, media supervisor, 1959-60; VP, media director, 1960-63; VP in charge of media and programming, 1963-64; senior VP, executive director, media and programming, Ted Bates & Co., 1966-69; founder and president of Vitt Media International, 1969; m. Marie Foster, 1955; children—Joanne Louise, 18; Michael Bradshaw, 15, and Mark Thomas, 13.

involved in discharging Navy personnel. But again, by the time I got there, the Navy had a full staff. Because I could swim, I was made a lifeguard at the base.

He pauses for a minute, grins and said, "It was a very rigorous war effort."

Out of the Navy, Mr. Vitt entered Dartmouth College in the fall of 1946. He majored in English, wrote for and edited the campus humor magazine, *Jack O'Lantern*, and headed for New York after he received his BA in 1950. The worlds of journalism and publishing didn't exactly hold out the welcome mat for the aspiring writer.

"After a while I landed a job in the mailroom at CBS," Mr. Vitt says, "and five or six months later I was transferred into the film division in a very minor job. I began to realize that ad agencies had a big voice in TV programming, applied for a job at Benton & Bowles and was assigned to the mailroom. I was lucky in that a few months after I joined the agency the Tide account went national and I was moved into the media department as an assistant

buyer on Procter & Gamble and General Foods."

He remained at B&B for two years until 1954 when he joined the Biow Co., New York, as a broadcast media buyer and the following year was assigned to the account side as associate account executive.

He switched back to the media sector in 1956 at Doherty, Clifford, Steers & Shenfield, New York (now Needham, Harper & Steers) and remained there for eight years, rising to vice president in charge of media and programming.

Mr. Vitt's star became particularly visible during his tenure at Ted Bates & Co., New York, starting in 1964. He joined Bates as vice president and executive director of media and programming and was elevated to senior vice president in 1966.

It was during his tenure at Bates that the agency was responsible for the Colgate Broadcast Buying Unit, coordinating all purchases for both network and spot.

"The unit worked beautifully," Mr. Vitt says, "and saved money for Colgate."

It was this experience at the Colgate unit that nudged Mr. Vitt into the direction of outside media buying. He came to believe, he said, that an independent media buying firm could provide savings to advertisers through more effective buys via professional media staffers.

"Most agency media departments are regarded by management as necessary evils," he said earnestly.

By restricting itself exclusively to the media planning and buying functions, Mr. Vitt said, a firm such as his can attract experienced and astute personnel who can be paid well for their efforts. They are not likely to shoot for other horizons, such as account or creative work, which often is the goal of the young agency media buyer.

Vitt Media was in the first wave of media service companies that rolled in during the late 1960's. He established his firm in 1969 with three workers, including himself, in small rented space in New York. He now has 92 workers at headquarters and in branch offices in Los Angeles and Toronto.

Mr. Vitt commutes from Larchmont, N.Y., each day and tries to arrive at his office by 7:30 a.m. He leaves at about 6:30 p.m. ("I get so much work done in the early morning before the phones start ringing.")

He stays in trim by playing tennis, swimming and jogging up to two miles per day. Mr. Vitt has found a way to maintain a closeness in family life despite the pressures of business: Every 13 weeks the family goes away for a long weekend and every year for a two-week vacation.

"We've been to Madrid, Paris, Jamaica and Aspen, Colo., in recent years," he said. But then he's back to work.

Who's in charge here?

In the past month the FCC has suffered one humiliating defeat after another in the U.S. Court of Appeals for the District of Columbia. The agency's carefully considered rules on crossownerships of co-located newspapers and broadcast stations have been overturned (BROADCASTING, March 7). The FCC has lost the test case it hand picked to define indecent broadcasts (BROADCASTING, March 21). Its rules against the siphoning of broadcast programming by pay cable have been declared illegal, and it has been upbraided for violating its own *ex parte* rules (BROADCASTING, March 28). No legal training is necessary to detect that something is haywire in Washington.

There are some who think that the reversals are traceable to technical deficiencies in the FCC's own work. Two former FCC chairmen, Dean Burch and E. William Henry, hinted at that during a panel session at the National Association of Broadcasters convention last week. There are others—especially the winners of these appeals—who think the FCC was philosophically off base in its decisions. But there is also growing concern about the court's role in broadcast regulation. As someone remarked: How would the circuit court in Washington amuse itself if it didn't have the FCC to kick around any more?

It has been previously noted on this page that the court's action on crossownerships was a gross disruption of an FCC plan for orderly divestiture of co-located crossownerships through normal behavior of the marketplace. It is not to be believed that the Supreme Court will approve so overt a usurpation of the commission's authority to make regulations.

On the other hand, the court's decision in the indecency case was a salutary warning to the FCC to stay outside the fence that is supposed to keep government away from broadcast programming. In ruling that seven dirty words in a comedy record were impermissible for broadcast, the FCC embargoed language that might be wholly acceptable in another context, the court said. A ruling as "overbroad" as that one violated the no-censorship provision of the Communications Act (and, in the opinion of one judge, the First Amendment), the court ruled.

The pay-cable decision has presented different difficulties. Broadcasters join the FCC in disappointment at the rejection of programming protection that they considered minimum. They have larger reason for concern. A court that a week earlier in the indecency case had vigorously advocated the broadcasters' "freedom from governmental interference in matters of taste" declared in the pay-cable decision that cable enjoys a higher degree of immunity from government control than broadcasting is entitled to. Addressing itself to the question of FCC jurisdiction over cable, the court said the FCC must "demonstrate that the objectives to be achieved by regulating cable television are also objectives for which the commission could legitimately regulate the broadcast media." And then the court added: "Where the First Amendment is involved, more will be required."

How can a court declare first-class freedom for broadcasters one week and second-class the next? Perhaps the inconsistency may be charged at least in part to the different composition of appellate panels: Chief Judge David Bazelon and Judges Edward A. Tamm and Harold Leventhal (the last dissenting) on indecency, Judges J. Skelly Wright and George E. MacKinnon and District Judge Stanley A. Weigel (temporarily sitting on the appellate bench) on pay cable. If basic constitutional decisions are to differ according to the chances of panel selection in the appellate court, the credibility of the judiciary can only suffer.

Several fundamental issues are at stake here. The broadcasters'

claim to the First Amendment guarantee of freedom of the press remains unsatisfied in the conflict between the indecency and pay-cable decisions. The FCC's authority to make regulatory policy under the general guidance of the Communications Act is challenged by the second-guessing of the appellate court in the crossownership case. Perhaps clarification will come in the higher appeals that are sure to be taken. In any case, there is work to be done by the Supreme Court and probably the Congress.

Worth remembering

The first paid president of the National Association of Broadcasters died last week, at the age of 83, as the organization was holding its annual convention. When the announcement of his death was made, most delegates had to be told who he was. The present generation of broadcasters is only dimly aware, if at all, that the costs of broadcast music would be much higher than they are if not for Neville Miller and a few associates.

Mr. Miller became president of the NAB at the beginning of a confrontation with the American Society of Composers, Authors and Publishers, which then held a monopoly in musical performance rights. ASCAP was demanding ever larger fees that the broadcasters eventually chose not to pay. The broadcasters boycotted ASCAP music and in 1939 formed Broadcast Music Inc.

With practically no recognizable music in its catalogue, BMI turned to Latin America for writers and publishers to represent and opened its doors to the new American talents that the old-boy dynasty at ASCAP had excluded to husband ASCAP income for themselves. Suddenly there was competition in the music business. There is no doubt that BMI has kept the total music bill from climbing out of sight while at the same time encouraging musical forms that would have been stifled without it.

There are broadcasters now who think that both ASCAP and BMI charge excessively, that the broadcast promotion of record sales is value enough for writers and publishers. Their views will undoubtedly be reflected in current negotiations for new music licenses. But whatever the rate of payments to emerge, the broadcasters may be assured that it would be higher without the competition between licensing societies.

After leaving the NAB, Mr. Miller had a long and fruitful career in Washington law, for which his memory is also honored. But his work with other pioneers in Broadcast Music Inc. is as relevant today as the latest BROADCASTING "Playlist."



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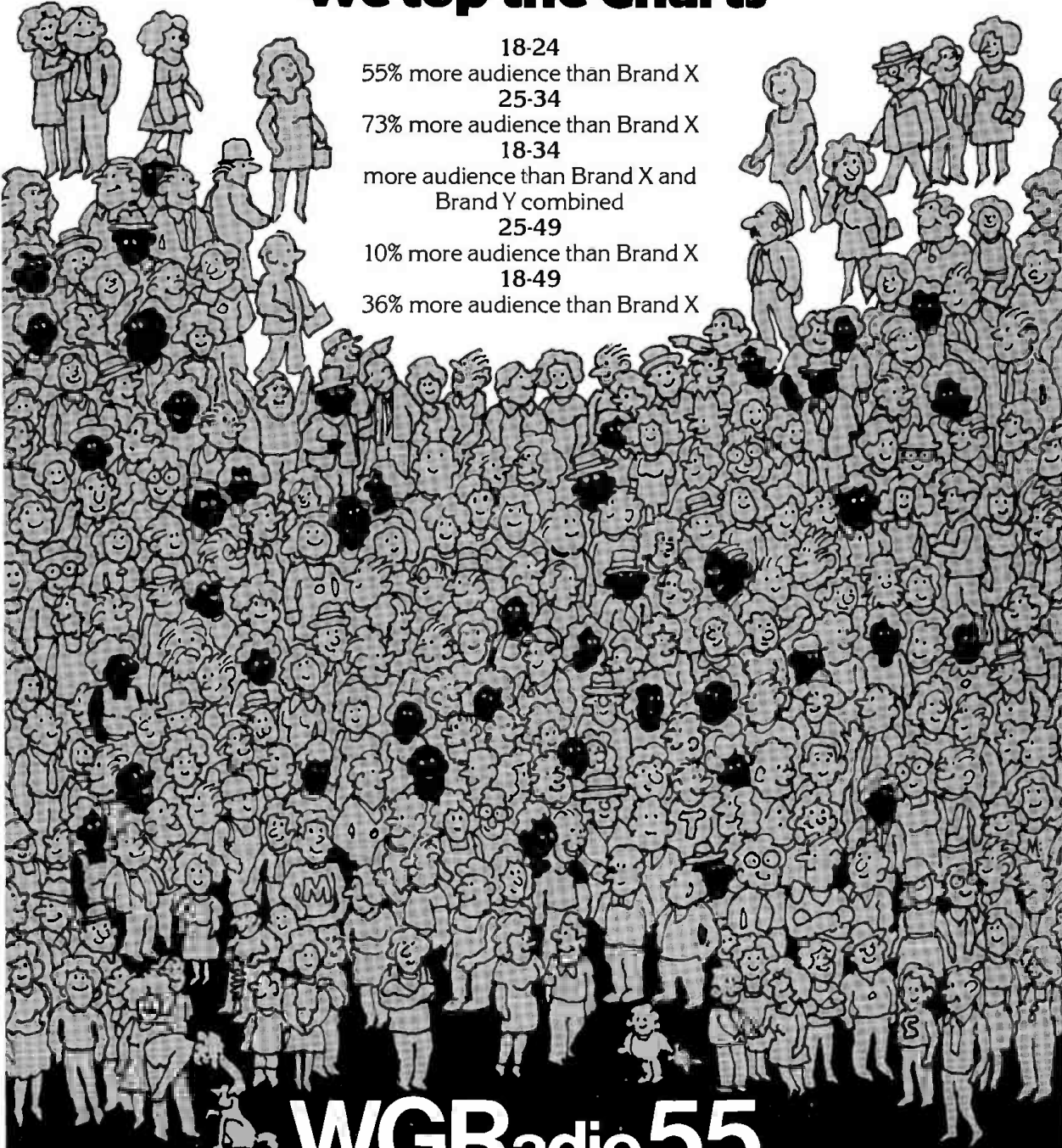
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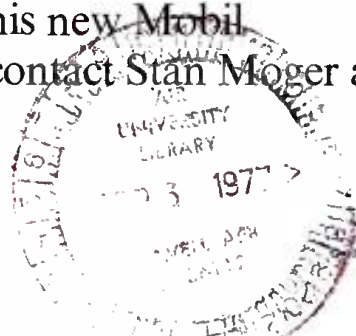
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