

**A reversal of fortunes for the Wiley FCC
Advance report on the Chicago NCTA**

Broadcasting Apr 11

The newsworthy of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER



42% share! ^{*†}

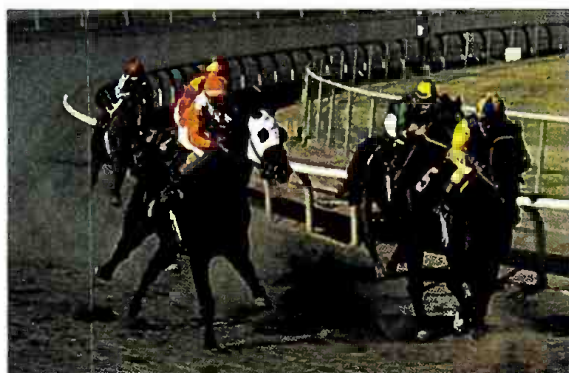
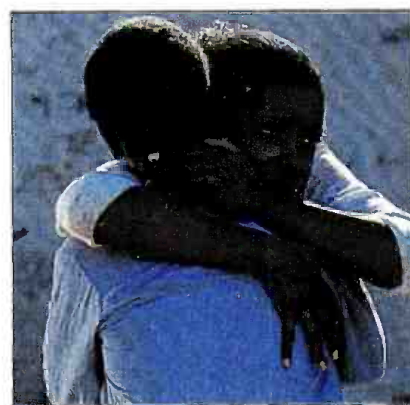
...in a 4-station market! That's our Eyewitness News team...with a batting average of .977, which is our way of saying we won or tied 43 out of 44 demo categories among 10 p.m. news shows.* Both Arbitron** and Nielsen* show the dominance of KSTP-TV's Eyewitness News at both 6 p.m. and 10 p.m. against our news competitors, and we thank our loyal fans for their support. We're working hard to excel at service to our community and leadership in the broadcast industry. When you think of the Twin Cities, think KSTP-TV—the Hubbard Broadcasting team with the winningest record.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS • ST. PAUL 

Division of Hubbard Broadcasting Inc. Source: *Nielsen, February 1977 and **Arbitron, February 1977, 6 p.m./6-day and 10 p.m./7-day program averages.† Nielsen, Metro Households, 10 p.m. Estimates subject to limitations in said reports. For KSTP-TV information contact Jim Blake, General Sales Manager, or David Garvin, National Sales Manager, at 612-645-2724, or your nearest Petry office.

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MONTGOMRY AL 36112

**Hopefully,
“Little Vic”
will set a
precedent
for the
future of
television.**



A quick reading of headlines that say “family treasure trove,” “excellent for all,” “kidvid epic,” “must viewing” and “‘Little Vic’ clicks” is enough to measure the acclaim with which critics have greeted television’s first family novel.

Of more lasting importance is the hope for television’s future that “Little Vic” has inspired among these critics.

“With more projects like this one, the medium might become a force for kindness instead of callousness.”

THE SAN FRANCISCO CHRONICLE

“(Its) good example could be significant for the rest of the industry.” And “imitation should be openly encouraged.”

THE NEW YORK TIMES

“It may also have a positive effect on future prime-time access programming.”

VARIETY

“‘Little Vic’ presents the first American effort in this direction (family-oriented mini-series), and one can only hope that it is the first of many others.”

THE (N.Y.) CATHOLIC NEWS

“Don’t miss ‘Little Vic.’ It’s special. There should be more entertainment of this caliber—and in prime time as well.”

GARY (IND.) POST-TRIBUNE

“The project represents a commitment by the ABC stations to use the prime-time access period as it was originally intended by the Federal Communications Commission.”

THE (HACKENSACK, N.J.) RECORD

This exceptional series that has inspired critics to hope for television’s betterment is an adaptation of Doris Gates’ best-selling children’s classic. It was produced for television by the multiple Emmy Award-winning Daniel Wilson Productions.

All six half hours are now available for consecutive-night or consecutive-week showings.

**“Little Vic”
from Viacom**



Viacom!
Television's
new major
source for movies.



"They Shoot Horses, Don't They?"

Best Picture (Nat'l Board of Review).

Jane Fonda, Best Actress (N.Y. Film Critics).

Gig Young, Best Supporting Actor (Academy Award).

9 Academy Award nominations.

The Week in Brief

WILEY'S FCC □ Though the commission chairman has headed the agency through its most active period, latter-day court reversals are stripping his administration of its major milestones. **PAGE 27.**

A LOOK AT CCC □ In less than 10 years Combined Communications Corp. has bought, consolidated and bought again to bring it to the forefront of major broadcast groups. Its latest deal to acquire WMAL-TV Washington for a record \$100 million draws renewed interest in the history of the diversified company under Karl Eller and John J. Louis. **PAGE 28.**

TRICKS OF THE TRADES □ Is there hope for the multiple owners now under the crossownership gun in that complex deal proposed between Combined Communications and the Evening Star group? **PAGE 29.**

NO PUZZLE TO FCC □ Texaco spots raised controversial issue, says FCC, and WTOP-TV didn't balance them. **PAGE 30.**

REGULATORY REFORM □ Testifying on the Hill, the FCC opposes more paperwork for itself, a cut in its budget and the provision in the reform legislation that would require Senate approval of the commission chairman every three years. **PAGE 37.**

TV NEWS WATCHERS □ A new study contends dial choices are often made to seek entertainment and personal reassurances. **PAGE 38.**

MEDIA GROWTH BY '80 □ McCann-Erickson's Coen makes forecasts in all fields of advertising, contending TV will take the biggest step forward. **PAGE 41.**

STATION CLEARANCE □ NBC asks the FCC for rulemaking on a new automatic monitoring system that would keep close tabs on affiliates and permit fast, accurate program information. **PAGE 43.**

JOHNSON BANNER HOISTED □ The Association of Federal Communications Consulting Engineers writes President Carter, affirming its wish that engineer Wallace Johnson of the FCC be given commissioner stripes. **PAGE 43.**

POLAROID'S 'NEW MEDIUM' □ Company says it has an

instant movie camera in the works with possible TV applications. **PAGE 44.**

CHASING GHOSTS □ The FCC approves amended rules that will allow TV broadcasters to convert from horizontal to circular or elliptical antennas, a move that will ease transmission problems for UHF and VHF. **PAGE 44.**

PAYOLA PROBE RIPPLES □ The FCC's investigation marks time, but there are reports of dismissals, suspensions and reprimands by stations in incidents allegedly involving airplay for payment. **PAGE 45.**

'JESUS OF NAZARETH' □ Despite all the controversy, NBC's first half of the six-hours-plus film draws an estimated 70 million viewers. **PAGE 46.**

ANOTHER FOURTH NETWORK IDEA □ Paramount Pictures Television has new division to study plan for weekly series via Hughes. **PAGE 48.**

NEW MISSION □ The Office of Communication of the United Church of Christ tells the FCC that it plans a major offensive against sex and violence on TV. **PAGE 49.**

NCTA TIME IN CHICAGO □ A heavy agenda faces the association's annual convention with pay cable expected to be the hottest item. **PAGE 53.** Here's the complete agenda for the April 17-20 sessions. **PAGE 55.** Also, a rundown on the exhibitors, their personnel and what they're offering. **PAGE 56.**

CABLE DOWN ON THE FARM □ A government study asserts there is no information to prove that cable-telephone crossownerships will improve the supply of broadband communications service to rural areas. **PAGE 60.**

REBUTTALS □ Optical Systems Corp.'s access petition to the FCC is rapped by the NCTA, among others. **PAGE 61.**

A BORN SALESMAN □ That's how veteran syndicator Pierre Weis describes Paramount Television's Dick Lawrence. Before dismissing that as a cliché, just look at how he turned the business of TV programing sales upside down with his strategy for stirring up the bidding. **PAGE 81.**

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If you're at the mercy of someone else's computer, it's time you took matters into your own hands.

Control. It's what separates The Cox System from other broadcast automation systems. Here's our unconditional guarantee: However you handle your business now, The Cox System will make it work better and more efficiently. Here's what you get: (1) An instantaneous computer print-out of all commercial avails. (2) Automatic printing of an up-to-the-minute log in less than 15 minutes. (3) Automatic vertical and horizontal rotation. (4) Accurate standard industry invoices and follow-up statements printed in less than three hours. (5) Aged accounts receivable registers. (6) Delinquent listings. (7) Sales commission reports by sales office. (8) Daily Business Activity Report lists by local and national salesmen. (9) Extensive demographic reports. All information is processed through concurrent use of up to six CRTs, two printers and a paper tape punch. And these are only some of the key benefits your station gets with The Cox System in-house.

No More Time-Sharing

Remember you're not dealing with a host computer in some far-off city. The Cox System is your computer. So there are no more delays, revising procedures or sharing time.



But there is more confidentiality, because all your station's information and data remain in your station. Best of all, dollars and personnel do, too.

The Cox System is economical. And don't forget our optional financial package that gives your station virtually limitless accounting capabilities.

Our Newest Station Break

It's a time-saving demographic package. Now station salesmen can receive fast, computerized print-outs of station availabilities. Avails submissions and suggested schedules are totally flexible. Formats are chosen by the customer... including capabilities of orbits and special packages. The Cox System calculates averages for orbits, cost per point, and cost per thousand. Demographic information is handled by one computer program, and an average station can store data for up to three years. No other broadcast automation system can match this demographic package.

The End Result

Years and years of research have made The Cox System the most sophisticated business system available today. If you'd like more information, simply call us at (404) 256-5200. And discover a better way.

cox data services
100 Prado North/5600 Roswell Rd., N.E.
Atlanta, Georgia 30342

The Cox System. It's a better way.

Closed Circuit®

Insider report: behind the scene, before the fact

First both ways

For first time in memory, perhaps in television history, CBS-TV has almost certainly closed out first quarter of 1977 in second place, not first, in network billings. That's indicated in estimates compiled by Broadcast Advertisers Reports—only ongoing estimates available. For period from Jan. 1 through March 27, with only three days left in first quarter, BAR's latest estimates place ABC-TV first with \$282,291,400 (34.02% of three-network total), CBS-TV second at \$273,901,300 (33.01%) and NBC-TV third at \$273,579,400 (32.97%).

ABC-TV's rise to first may be unsurprising, in view of ABC's prime-time ratings runaway. However, CBS-TV has been claiming to be number one in viewing on all-day basis, with viewers—and presumably dollars—in other dayparts to offset its audience disadvantage in prime time. BAR doesn't release individual network estimates by daypart, but best information available indicates revenue gains that enabled ABC to overtake CBS came principally from prime time.

Carter's fall-out

If experience at FCC is criterion, President Carter's invitation to citizens to let him know of their concerns is generating large volume of mail for government agencies. In each of several weeks preceding last week, commission's complaints and compliance division fell heir to some 300-400 letters dealing generally or peripherally with broadcasting, all forwarded from White House for handling. Number last week dropped to about 200. All letters are read, analyzed and, staff member said, "are answered within our capabilities."

Segregation policy

Extending annual National Association of Broadcasters convention from three to five days is experiment "worth a try," NAB directors say, but association staff has apparently decided plan will work. NAB convention coordinator Harold Niven has already arranged for extension of visits with cities and hotels for next four conventions. New dates are: Las Vegas, April 9-14, 1978; Dallas, March 25-30, 1979; New Orleans, March 30-April 4, 1980, and Las Vegas, April 12-17, 1981.

Five-day plan is being pushed hardest by radio members of association, who for past two conventions have enjoyed segregation arrangement where their

activities are split from TV's. Advocates of 2-1-2 format (two days for radio, one joint radio and TV, and two days for TV) say it will be simpler than trying to do everything all at once and will further segregate radio. Only problem, they say, is for exhibitors, who apparently will have to plan on staying open at least one more day than in past.

Change of mind

FCC officials and observers with long memories heard faint if ironic echo in language of U.S. Court of Appeals payable decision chastising commission for engaging in ex parte contacts and directing commission to avoid them in future rulemakings (BROADCASTING, March 28, et seq). Court was responding to friend-of-court brief by Henry Geller. Ten years ago, when same Mr. Geller was general counsel of FCC, he had sat in on meeting Association of Maximum Service Telecasters representatives held with then-Chairman Rosel H. Hyde—one of four meetings that AMST members held with commissioners on cable policy and that cable interests said involved illegal ex parte contacts.

AMST said purpose of meetings was to complain that commission's waivers were eroding then-new cable rules. And commission subsequently rejected cable interests' complaints (though it did order oral argument on waiver request), in series of orders drafted by Mr. Geller. Former general counsel now says he was wrong in not closing those proceedings or subsequent rulemaking proceedings that led to adoption of pay-cable rules.

Information please

FCC officials are thinking of way around appeals court ruling in pay-cable case that appears to prohibit ex parte contacts during rulemaking proceedings. Officials say such off-record contacts in rulemaking proceedings are helpful, essential in some cases. So unless that ruling is reversed, commission members and staffers say, there is likelihood of increase in number of rulemakings that are preceded by notice of inquiry. Presumably nothing would bar nonrecord contacts in inquiry.

Fall look

Agency consensus is settling on rough figures for three networks' prime-time needs next fall. ABC-TV, with embarrassment of riches, will probably need only two and a half hours of new programming. By contrast, NBC-TV is

expected to cancel six and a half hours and CBS to jettison as many as seven and a half hours. Marginal shows on NBC such as *Police Woman*, *The Life and Times of Grizzly Adams* and *CPO Sharkey* will most likely be retained in hope that they will attract new viewers next September, possibly in new time periods. Same is true at CBS, where new sitcoms, *Busting Loose* and *Loves Me Loves Me Not*, although now getting only 28 shares, will be tried another season.

Fattening the press

Principal beneficiaries of new Canadian law eliminating business-expense tax deduction for Canadian advertising placed in U.S. media are said to be Canadian newspapers, which are getting noticeably bigger. One stated purpose of keeping Canadian dollars at home was to encourage local television production. But TV stations in Canada were already virtually sold out and are limited by government in raising rates, so there's been no windfall for home-grown programming.

Paley means it

End of era is scheduled to come little closer next week. William S. Paley, who has guided CBS through almost all of its 50 years, building it from next to nothing into \$2.2-billion empire, said last fall he would step down as chief executive—but remain as chairman—after next stockholders meeting (BROADCASTING, Oct. 18, 1976). Lot of long-time CBS-watchers didn't think he really would step down. But President John D. Backe said several weeks ago that Mr. Paley, who is 75, has begun passing some executive-officer duties to him, and with stockholders meeting approaching, signs around CBS last week indicated he intends to keep his commitment. Meeting is April 20.

Castro converts

Although Cuba is under USSR's political umbrella, it has elected to adopt U.S. color standards for its television system, but by way of Japan. Japan conforms to National Television System Committee standards compatible with U.S. for both transmission and reception. Russia uses incompatible Secam system. Japan has agreed to supply Cuba with transmitters, studio equipment and receivers.

Business Briefly

Ford □ Motor company will be one-half sponsor of 28-broadcast weekend special, *A Capital Trip: One Correspondent's Washington* with Bob Schieffer on CBS Radio network June 4-5. Each program will range in time from four to nine minutes, exploring Washington. Agency is J. Walter Thompson Co., Detroit.

Amtrak □ Railroad service has six-week spot-TV promotion set, starting in mid-April. Needham, Harper & Steers, New York, is placing spots in about 30 markets during early and late fringe periods to reach adults.

American Airlines □ Airline will take eight-week spot-TV flight beginning in mid-April. Doyle Dane Bernbach, New York, will schedule spots in 13 markets during prime-time periods, directed to adults.

Dairy Queen □ Ice cream restaurant chain is arranging one-week spot-radio push for mid-April. Campbell-Mithun, Minneapolis, will place spots in 32

markets, aiming to reach adults and teenagers.

Buick □ Car manufacturer has four-week spot-TV promotion slated for mid-April. McCann-Erickson, Detroit, will gear spots to men, 18 and over, during fringe periods.

Standard Brands □ Company will feature its Fleischmann margarine in four-week spot-TV promotion beginning in mid-May. Ted Bates, New York, will schedule spots during fringe viewing hours, seeking women, 18 and over.

A&W root beer □ Root beer will get 14-week spot TV campaign starting in early May. Humphrey, Browning, MacDougall, Boston, will schedule spots during all day parts in at least 45 markets to reach women, 18-49, and teen-agers.

Underwood □ Food company is mapping four-week spot-TV campaign featuring its Accent flavor enhancer starting in early May. Kenyon & Eckhardt, Boston, will place spots in 20 markets during fringe and prime periods, zeroing

in on women, 18-49.

General Mills □ Network and spot TV will be used by General Mills for its Wheaties cereal to herald appearances of its new spokesman, Olympic decathlon champion Bruce Jenner, on flights of commercials to start on May 10. Mr. Jenner's contract covers both his appearance in TV commercials for Wheaties and in instructional films for schools and clubs and participation in physical fitness and nutrition effort. Commercials will be slotted on spot TV in 65 major markets and on network news and sports programs. Dancer-Fitzgerald-Sample, New York, is preparing commercials and performing media selection to reach men and women, 18 and over.

Louis Brothers □ Bakery has 13-week spot-TV promotion scheduled for its new white bread starting in mid-April. Keller-Crescent, Evansville, Ind., will select spots in day, prime and late fringe periods, aiming at adults.

Bob Evans □ Farm sausage will get four-week spot-radio drive in late May. Byer & Bowman, Columbus, Ohio, will schedule spots in 35 markets, including Chicago, Philadelphia and Washington, aiming to reach women, 25-49.

Tony's Pizza □ Pizza will get four-week spot-radio push beginning in late June. Carmichael-Lynch Advertising, Bloomington, Minn., will place spots in 12 markets to reach women, 18-49.

Japan Airlines □ Four-week spot-radio flight is set for mid-April. Ketchum, MacLeod & Grove, New York, will schedule spots in five markets, including Chicago, Los Angeles and San Francisco, zeroing in on men, 25-49.

Tasty Baking □ Four-week spot-radio push will begin in mid-April. Lewis & Gilman, Philadelphia, is scheduling spots in three markets to reach women, 18-49.

Hairmatic □ Corporation is scheduling four-week spot-TV campaign for its hair-cutting device in mid-April. Faran Media, New York, is using spots in 15-20 markets in daytime and prime-time periods to reach women and men, 18-49.

Cadillac □ Car dealers will launch six-week spot-radio promotion in April. Burton Sohigian, Detroit is placing spots in at least three markets, aiming at men, 35 and over.

Northwest Orient □ Airline has nine-week spot-radio buy set for mid-April. Campbell-Mithun, Minneapolis, is

Wild Wild West

Wild it is.
Western it's not.
Each hour abounds
with secret-agent
adventure and
sophisticated
humor. Set against the backdrop of
America's dangerous frontier.
Little wonder this one draws a
higher percentage of 18-49 fans than
the westerns!

Viacom

Source: NSI Report on Syndicated Programs, Nov. 1976. Estimates subject to qualifications available on request.

Something else is new in Kansas City.

Blair Television now
represents KBMA-TV.



BLAIR TELEVISION

A Division of John Blair & Company



scheduling spots in Boston, Los Angeles and San Francisco to reach men, 25-64.

Delta Airlines □ Spot-radio drive of 19 weeks is to start in late April. Burke Dowling Adams, Atlanta, is placing spots in about eight markets, including New York and Philadelphia to reach adults, 25-64.

Herman's □ Sporting goods store is mapping one-week spot-radio push starting in mid-April. Albert J. Rosenthal, New York, will slot radio spots in about nine markets to reach adults, 18-49.

Hormel □ Grocery products division is placing three-week radio spotlight on its Deviled Spam starting in late April. BBDO, Minneapolis, will spread spots in 16 markets, zeroing in on women, 18-49.

GEICO □ Government Employees Insurance Co. has eight-week spot-radio campaign set for mid-April. Wunderman, Ricotta Kline, New York, will place spots in eight markets, seeking men, 25-64.

Devoe □ Paint manufacturer will take one-week spot-radio flight beginning in late April. Doe-Anderson Adv., Louisville, Ky., is placing spots in Atlanta, Houston and New Orleans. Target audience is men, 25 and over.

Warp Bros. □ Plastic material manufacturer for homes, farms and industry is preparing nine-week spot-radio promotion to start in late May. Ladd/Wells/Presba Advertising, Chicago, will place spots in about 13 markets to reach adults, 25 and over.

M.B. Walton □ Four-week spot-TV drive is set for Roll-O-Matic self wringing mop and waxer beginning in mid-April. A. Eicoff, Chicago, will clear spots during all day parts in at least 25 markets. Women, 18-49, are target audience.

Rep appointments

- WIBG(AM) Philadelphia: Buckley Radio Sales, New York.
- KBMA-TV Kansas City, Mo.: Blair Television, New York.
- WXLW(AM) Indianapolis: Dore-Walton Associates, New York.
- WVOX(AM) New Rochelle, N.Y.: Queen Co., Boston, for New England area.
- KOAA-TV Colorado Springs: H-R Television, New York.
- Wvis St. Croix, Virgin Islands: Savalli/Gates, New York.

F.S. Services □ Agricultural supplies firm is planning three-week spot-radio drive in June. Batz-Hodgson & Newoehner, St. Louis, will buy spots in Iowa, Illinois and Wisconsin to reach farmers.

Metropolitan □ Property and liability insurance company is taking two spot-TV flights in late April and early June for four weeks each. Young & Rubicam, New York, will schedule spots during fringe and daytime periods in six markets, seeking men, 25-54.

D.L. Clark □ Candy bars will get two three-week spot-TV flights in early May and mid-June. McKinney, Silver & Rockett, Raleigh, N.C., will place spots in 18 markets during prime and early fringe periods, gearing spots to women, 18-49, and children, 2-11.

Roto Rooter □ Sewer service has two-to-three week spot-TV campaign set, beginning in mid-April. Lessing-Flynn Advertising, Des Moines, will schedule spots during fringe and daytime hours in

seven markets to reach adults, 25-54.

Gold Pin Fun Center □ Bowling centers are planning two-to-three-week spot-radio promotion starting in mid-April. Eisner & Associates, Baltimore, will place spots in 150 markets to reach adults, 18-49.

Kraco □ Company has two spot-TV flights set for late April and late May running one and five weeks each for its 40-channel CB radio. Admarketing, Beverly Hills, Calif. will schedule spots in fringe, prime, news and access periods. Target audience is men, 18-49.

Iroquois Brands □ Champale malt liquer will get 16-week spot-TV campaign in mid-April. SFM Media, New York, buying spots in about 17 major markets, during fringe and daytime hours to reach adults, 18-34.

Jack's Candy □ Skittles candy will get four-week spot-TV drive in mid-April. D'Arcy-MacManus & Masius, New York, will place spots in about 10 markets during fringe time to reach children, 6-11.

Ragold □ Company is arranging two-month spot-TV promotion for its Velamints sugar-free mints beginning in mid-April. Don Tennant, Chicago, will place spots in about 10 markets, including, Detroit and Chicago, during fringe, daytime and prime-time viewing hours to reach adults, 18-49.

Charles of the Ritz □ Beauty products firm has four-week spot-TV buy set for its Jean Nate fragrances starting in mid-April. Dancer-Fitzgerald-Sample, New York, will schedule spots in 10 to 12 markets in fringe periods, keyed to women, 18-49.

Pfeiffer □ Salad dressing gets four-week spot-TV flight starting this month. Weightman Advertising, Philadelphia, looks for spots in 10 markets during fringe and daytime peaks, looking for women, 25-64.

Jovan □ Men's and women's toiletries company readies four-week spot-TV campaign starting in mid-May for its Eau Fresh Bath cologne. J. Walter Thompson, Chicago, will set spots in fringe-time periods in 22 markets, to reach women.

Pan Am □ Airlines begins seven-week spot-radio drive this month. Carl Ally, New York, will schedule spots in two markets, looking toward adults, 25-54.

Colombo □ Yogurt maker sets 11-week spot-radio push beginning in middle of this month. BBDO, Boston, will select spots in six markets, aiming toward women, 18-49.

Pearle Vision □ Optic centers slate four-week spot-radio campaign starting this month. Chollick Associates, New York, will station spots in at least four markets, seeking women, 25-49.

BAR reports television-network sales as of March 20

ABC \$258,649,800 (34.0%) □ CBS \$250,342,000 (32.9%) □ NBC \$251,537,900 (33.1%)

Day parts	Total minutes week ended March 20	Total dollars week ended March 20	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.	156	\$ 946,200	1,598	\$ 9,373,200	\$ 8,165,800	+14.8
Monday-Friday 10 a.m.-6 p.m.	996	15,442,200	10,929	163,016,900	137,407,500	+18.6
Saturday-Sunday Sign-on-6 p.m.	331	7,870,700	3,943	100,152,300	79,437,900	+26.1
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,868,300	1,134	42,924,100	34,333,100	+25.0
Sunday 6 p.m.-7:30 p.m.	22	1,402,300	260	14,086,800	11,905,600	+18.3
Monday-Sunday 7:30 p.m.-11 p.m.	422	37,198,400	4,704	385,308,400	310,519,400	+24.1
Monday-Sunday 11 p.m.-Sign-off	199	3,808,300	2,246	45,668,000	41,366,000	+10.4
Total	2,227	\$70,536,400	24,814	\$760,529,700	\$623,145,700	+22.0

Source: Broadcast Advertisers Reports

Maximum Signal Performance In Harris' FM Transmitters with the MS-15 Exciter... for the Sound of the Century!

There's no doubt about it, your listeners will hear the difference with the new Harris 'K' line of FM transmitters featuring the MS-15 solid-state exciter, employing Digitally Synthesized Modulation (DSM)* and overshoot compensation. These advanced design techniques offer higher stereo separation, and increased loudness with no degradation of audio quality.

DSM affords the ultimate in stereo and SCA performance,

with 40 dB or better separation, 30 Hz through 15 kHz.

Modulation of the 19 kHz pilot and crosstalk into the subchannel are eliminated with this technique.

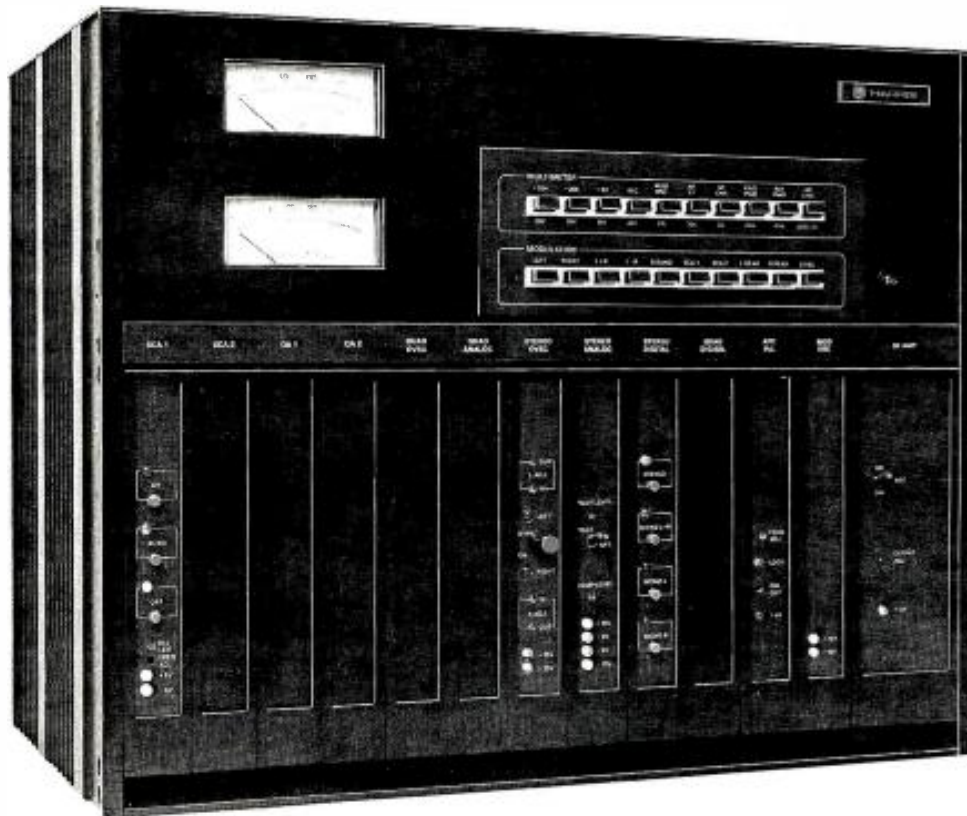
The new Dynamic Transient Response filter (DTR) allows no greater than 2% overshoot. Thus, a 2 to 6 dB increase in loudness can be achieved while maintaining excellent transient response, high stereo separation, low crosstalk and low intermodulation distortion.

For the clearest, loudest sound around, write for information on the new Harris FM transmitters with the MS-15 exciter to: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

*Patent applied for



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



Monday Memo®

A broadcast advertising commentary from Gerald Kerr, VP, advertising and public relations, Midas International, Chicago

Radio adds golden touch to Midas's TV efforts

I have to admit that in 1970, when Midas first consolidated its national business with one advertising agency, Wells, Rich, Greene Inc., television was the only medium that Midas considered. Our media plan was to run award-winning TV commercials as often as possible in network and in spot television.

Since Midas business peaks during the summer, the majority of our budget was spent in the months from May through September. The combination of spot and network helped us establish the then-500 Midas Muffler Shops throughout the country as leaders in specialized automotive services. But as we increased our penetration, added to our product line and opened new shops, we were able to extend our television flights earlier in the year and later in the year.

But a lot happened during this growth period that made radio become more important to Midas—and now, its 800 shops.

The awareness of Midas as a muffler shop had grown to an enviable level. The local franchise dealer, however, needed and wanted more than a maintained level of awareness that the television schedule was producing. To sustain his steady growth, he had to become more of a retailer.

The dealer had captured that part of the motorist that was willing to experiment with a concept of specialized automotive service. Now he had to attract the part of the market that had not perceived him as being an alternative to the local garage, new car dealer or mass merchandiser. He needed flexibility in his local market. He had to better identify the location of his shop. He had to become a local businessman.

In 1972, the portion of the total budget devoted to the local market began to swing over to radio for some very good reasons. Radio is perceived by a listener as a "local" medium even without the 10-second tags now being used in most markets. The drive-time audience was perfect for the products that Midas sells. Motorists were in their cars, sitting on top of their problems. And the number of times that the dealer himself would hear the commercials was reinforcing from a psychological standpoint.

But at the time there was one thing missing. The Midas dealer, who was spoiled with good television commercials felt there was something lacking in the radio executions. But this too is not a rare situation.

I think one of the elements that may keep many advertisers out of radio is the fact they do not have, or have not properly



Gerald Kerr joined Midas as director of advertising and public relations in 1973. In 1976 he was elected vice president of Midas International Corp. Earlier he worked for Firestone Tire & Rubber Co. in marketing and promotional capacities, including coordinator of oil-company advertising and sales promotion manager.

requested, good creative from their agencies. Midas and our agency, WRG, experimented with several approaches to radio, some less successful than others.

Finally, we realized that we probably had overlooked the most obvious use of radio for Midas. Consumers were aware of Midas advertising on television, and they understood and enjoyed the format of our commercials. We felt that we could transfer the same strategy and type of execution in our television ads to radio spots. By combining the vignette, which had been a trademark of Midas TV advertising, with the imagery that we could use in radio, we successfully carried over our television technique to radio.

I think one of the reasons why so many advertisers do not always end up with the type of radio commercial that they consider to be good advertising is their failure to remember that radio is a medium of sound. Many times it's not what you say but how you say it. One of our radio commercials sounded so good it helped Midas dealers double their share of the foreign-car market during the fourth quarter of 1975.

Locally, spot radio continues to be one of the most important elements in the Midas dealer's plan, accounting for 60% of the total local dollars spent. The other half of the advertising budget continues to be planned and spent on a national basis.

The primary objective of this national

investment has been to provide continuity throughout the calendar year. As budget increased, we extended the number of weeks that we were on network television and, where possible, increased our weight.

In 1975, however, we changed our 100% national television media plan to include network radio. The inclusion of network radio allowed us to maintain our level of continuity and to add an important element during the key selling season—and that is impact. Our national plan, for the first time, became dynamic.

We continued to employ network television around our peak summer selling period to increase our reach, maintain our awareness and create preferences for Midas products and services. In the summer, when the incidence of muffler replacement is at its highest, we needed the impact that network radio can provide on a national basis to get the business that was out there. Driving patterns during the summer allowed us to use more than the popular morning and evening drive times. The efficiencies of network radio allowed us to stretch our budget by adding more weeks of continuous advertising and at the same time increase the levels of advertising during our flight periods.

National promotions also benefit from the addition of network radio. We can devote a portion of the network schedule to a national promotion to establish a base of frequency that previously had to be financed by local budgets. The combination of a network base and local emphasis allows us to be supportive and, at the same time, flexible. As an example, a commercial we ran in 1976 on both the network and in local markets supported our Bicentennial offer, the "Midas-Rand McNally Road Atlas and Bicentennial Travel Guide."

Given current pricing philosophies, radio is also the last frontier of the 60-second commercial.

The Midas media plan that last year supported a 30% increase in retail sales can be summarized by a series of elements that perhaps, would be considered mutually exclusive: television and radio, network and spot, reach and frequency, continuity and impact.

Midas will be into radio even more in 1977. During May, June, July and August, network radio will be used exclusively for our national effort. In 1976, 60% of our local advertising was devoted to radio. This year that figure will be boosted to 70%.

The Midas plan may be right only for Midas, but it is an example of how radio can be used successfully. Maybe I was brought up in the television generation and missed the fun you had with radio in the good old days. But radio is important to Midas right now.

Maximum Sound Performance In Harris' AM Transmitters. High Technology Working for You.

For the loudest sound and highest efficiencies in AM transmitters, Harris offers the new MW-A series.

Now included in the MW-1A, 1 kw, MW-5A, 5kW, and MW-50A, 50kW, transmitters is a built-in audio processing circuit.

This circuit is designed to increase loudness up to 3dB. When adjusted to

station format, small modulation peaks, which hold the average level down, are reduced, allowing the larger and more powerful levels of the audio signal to modulate the transmitter at the maximum limit.

The new MW-A series of transmitters with PSM*, MW-1A, and PDM*, MW-5A and MW-50A, offer other superior features...

- PA efficiency approaching 90%
- 125% positive peak modulation
- Low distortion
- Excellent transient response
- Wide frequency response

For complete information on the world's number one AM transmitters, write: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

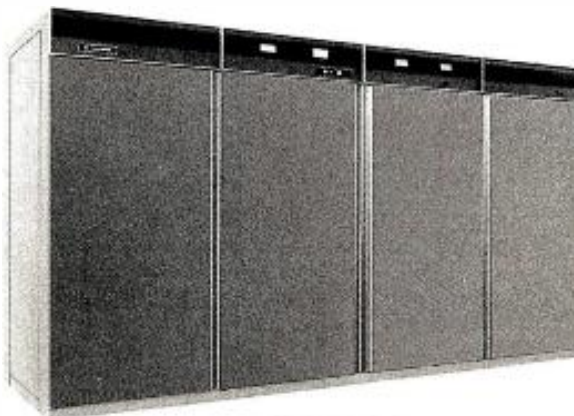
* Patented



MW-1A, 100% solid-state one kilowatt transmitter



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



MW-50A, fifty kilowatt transmitter



MW-5A, five kilowatt transmitter

Datebook

■ indicates new or revised listing

This week

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. 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**—*Television and Radio Advertising Club of Philadelphia* luncheon to honor ABC-TV's Barbara Walters as '77 Person of the Year. Benjamin Franklin hotel, Philadelphia.

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.

Also in April

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**—Sales seminar of *National Association of State Radio Networks*. Marriott on the Lake. Kansas City International Airport, Kansas City, Mo.

April 19-21—Electro/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.

April 20-21—Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

April 20-21—*Television Bureau of Advertising* retail workshop on "How Television Builds Fashion Leadership." Speakers will include executives from Macy's Target Stores, Arrow, Saks Fifth Avenue, Cannon Mills Allied Stores, Lazarus, Celanese, J. H. Hudson, and Colby's Home Furnishings. Biltmore hotel, New York.

April 20-22—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

April 21-23—*Louisiana Association of Broadcasters* spring convention. Sheraton hotel, Baton Rouge.

April 22—FCC's deadline for comments on proposed rulemaking prohibiting acquisition of more than 10% of licensee of any station or publisher of any newspaper which could not be controlled with currently owned or concurrently acquired stations. Replies are due May 3 (Docket 20548). FCC, Washington.

April 22-23—Region one conference of *Society of Professional Journalists*. Sigma Delta Chi, for New York, central and eastern Pennsylvania, New Jersey, Delaware and New England states. Sheraton Boston hotel, Boston.

April 22-23—Region eight conference of *Society of Professional Journalists*. Sigma Delta Chi, for Oklahoma and Texas. Park Cities, Inn, Dallas.

■ **April 22-23**—Region four workshop of *Radio Television News Directors Association*. Southwest Texas State, San Marcos.

April 22-23—Region 10 conference of *Society of Professional Journalists*. Sigma Delta Chi, for Washington, Oregon, Idaho, Montana and Alaska. Otter Crest, Ore.

■ **April 22-23**—*Iowa AP Broadcasters* annual meeting. Sheraton Inn, Des Moines.

April 22-24—*National Association of Farm Broadcasters* South Central regional meeting. Hilton Inn, Amarillo, Tex.

April 22-27—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, suite 4535, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

■ **April 23**—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Midnight Sun Restaurant, Peachtree Center, Atlanta.

April 24-29—*San Francisco State University's* 27th annual Broadcast Industry Conference. San Francisco State University, San Francisco.

April 25—FCC's new deadline for replies in clear

Win the race against time.

If you have tapes, film, artwork, or any other small package that needs to be somewhere in a hurry, put it on TWA's "Next Flight Out".

100% money-back guarantee.*

We guarantee it will get where it's going, on the TWA flight promised, or it goes absolutely free. No hassles. No partial refunds. Just free.

Call TWA for more information.

For pick-up and delivery, call toll free

800-424-9827.

In Washington, D.C., call 223-1194.

Available on all TWA flights nationwide.



*As stated in Official Air Freight Small Package Tariff #SPR-1 (CAB235)



The Best is Getting Better...

Harris IF Modulated TV Transmitters

now have MCP and TSB

Sophisticated, futuristic, the most advanced state-of-the-art design in color television transmission is IF (Intermediate Frequency) Modulation. And now--maximum color performance...fewer adjustments...in the new line of Harris IF Modulated TV transmitters, featuring the MCP solid-state visual exciter with

TSB (Transversal SideBand) filter.

With the new Harris TV transmitters you'll get sharper, more vivid pictures...

Brighter colors...

Have greater reliability and stability...

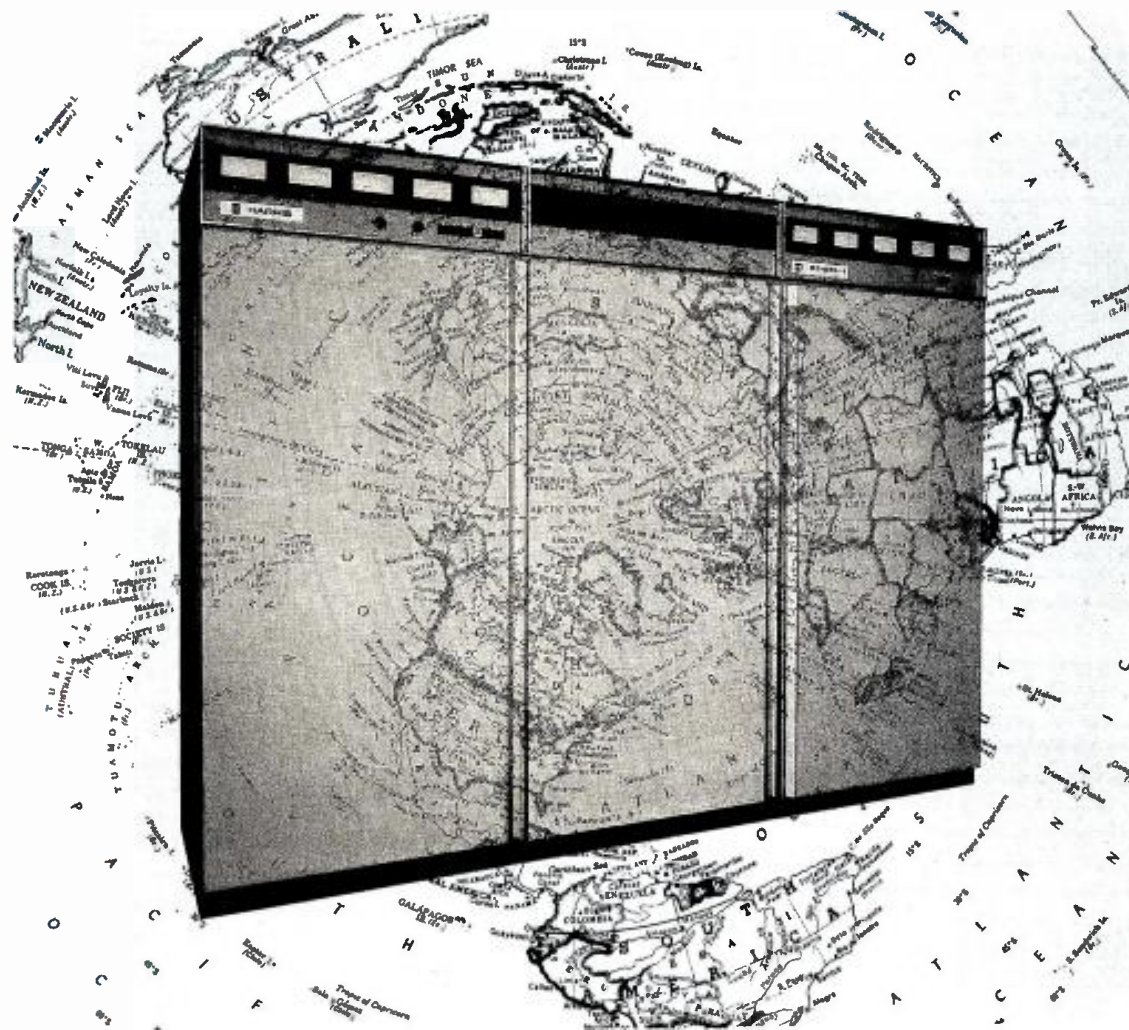
Simplified operation and maintenance...

Ready for ATS...

See the difference for yourself, with the new line of Harris television transmitters. For technical details, write to: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



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; March 8-12, 1980, Nob Hill complex, San Francisco.

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.

63rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

■ **April 30**—Region five workshop of Radio Television News Directors Association. Stevens Point, Wis.

May

May 1—Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: American Heart Association, 7320 Greenville Avenue, Dallas 75231.

May 1-3—Chamber of Commerce of the U.S. 65th national annual meeting. Washington Hilton, Capital Hilton, National Chamber building, Constitution Hall and Shoreham Americana, Washington.

May 2—FCC's deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1, FCC, Washington.

May 3-7—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the Association of Public Radio Stations. Corporation for Public Broadcasting and National Public Radio. Hyatt Regency hotel, New Orleans.

May 4-6—Washington State Association of Broadcasters spring meeting. Rosario Resort hotel, Orcas Island.

May 5-9—Pennsylvania Association of Broadcasters annual convention. Castle Harbor, Bermuda.

May 7—Iowa Broadcast News Association 1977 seminar. Adventureland Inn, near Des Moines.

■ **May 7**—Region 10 workshop of Radio Television News Directors Association. Western Kentucky State University, Bowling Green.

May 7-8—Illinois News Broadcasters Association spring convention. Forum 30 hotel, Springfield.

May 7-8—Kansas Associated Press Broadcasters Association of News Broadcasters of Kansas and UPI joint meeting. Royal Inn, Hutchinson, Kan.

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

■ **May 9-11**—Senate Communications Subcommittee hearings on broadcasting. Washington.

May 12-15—Annual meeting of Western States Advertising Agencies Association. Canyon hotel, Pal Springs, Calif.

■ **May 14**—Region 10 workshop of Radio Television News Directors Association. Middle Tennessee State University, Murfreesboro.

May 15—Emmy awards presentation of Nation Academy of Television Arts and Sciences. San Monica Civic Auditorium, Hollywood. On NBC-TV, 9: p.m. NYT to conclusion.

May 15-17—California Community Television Association spring meeting. Red Lion Motor Inn, Sacramento.

May 15-18—National Retail Merchants Association annual sales promotion conference. Hilton hotel, Atlanta.

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

May 17—Region nine workshop of Radio Television News Directors Association. Shreveport, La.

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

May 19-21—Kansas Association of Broadcasters annual convention. Ramada Inn, Topeka.

May 20-22—Northeast regional meeting of National Association of Farm Broadcasters. Site to be announced. Cincinnati. Contact: Davonna Oskarso WLW(AM) Cincinnati.

■ **May 23**—Common Carrier Association for Telecommunications annual meeting and multipoint distribution service seminar. Mayflower hotel, Washington.

May 23-24—Virginia State Cable Television Association convention. Harrisonburg Sheraton, Harrisonburg. Contact: Staunton Video Corp. Staunton Va.; (703) 667-2224.

May 23-25—Central Educational Network instructional television utilization/awareness workshop. Faucett Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Chicago 60625; (312) 463-3040.

May 23-25—National Association of Broadcasters annual meeting for state association presidents and executive directors. Hyatt Regency Washington, Washington.

May 23-26—Canadian Cable Television Association: annual convention and trade show. Four Seasons hotel, Calgary, Alberta.

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

May 25-27—Ohio Association of Broadcasters spring workshops. Kings Island Inn, Ohio.

May 30—Revised starting date for Canadian Radio Television and Telecommunication Commission hearing on pay television. Ottawa.

May 31—FCC's new deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due June 30.

■ **May 31-June 2**—"Telecommunications: Trends and Directions" seminar of Electronic Industries Association. Intended to provide an overview of the market to members of the financial community, selected government officials and industry representatives. Dunley's Hyannis Resort Center, Hyannis, Mass.

June

June 2-4—Associated Press Broadcasters annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. FCC Chairman Richard E. Wiley will be featured speaker. Chase-Park Plaza, St. Louis.

June 2-5—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.

channel broadcasting inquiry (Docket 20642). FCC, Washington.

April 25—NBC Radio network regional affiliates meeting. Sheraton O'Hare, Chicago.

■ **April 25-26**—FCC's minority ownership conference to explore possible methods of improving the extent of minority participation in the ownership of broadcast stations. FCC, Washington.

April 26—NBC Radio network regional affiliates meeting. Omni International, Atlanta.

April 27-May 1—American Women in Radio and Television 26th annual convention. Speakers will include FCC Commissioner Margita White, ABC Inc. President Elton Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.

April 28-29—Minnesota Broadcasters Association spring meeting. Registry hotel, Bloomington.

■ **April 28-30**—International Broadcasters Idea Bank. Host is WNDE(AM) Indianapolis. Marriott Inn, Indianapolis.

■ **April 29**—Bedside Network's 29th anniversary ball. ABC-TV President Frederick S. Pierce will be guest of honor. Bedside Network of Veterans Hospital Radio and Television Guild utilizes volunteers to help patients produce and tape own radio-TV shows for circulation throughout hospitals' closed-circuit systems. Waldorf-Astoria, New York.

April 29-30—Sigma Delta Chi Distinguished Service in Journalism Awards ceremonies. To be held in conjunction with region 11 conference of Society of Professional Journalists. SDJ, for California, Nevada, Arizona and Hawaii. Catamaran hotel, San Diego.

April 29-30—Women in Communications Inc. region five meeting. Press Club, San Francisco.

■ **April 29-30**—Region four workshop of Radio Television News Director Association seminar. Texas A&M University, College Station.

April 30—Pennsylvania Associated Press Broadcasters Association annual meeting and awards presentation. Host Town Inn, Lancaster.

April 30—White House Correspondents Association

THE LADY IS A CHAMP

A black and white close-up portrait of a woman with a wide, joyful smile, showing her teeth. She is wearing a dark hat with thin, light-colored horizontal stripes. Her hair is blonde and styled in a voluminous, wavy manner. A patterned scarf, possibly with a floral or paisley design, is visible around her neck. The lighting is bright, creating a high-contrast, slightly grainy image typical of older magazine photography.

#1 tie with women, 18-49
BOISE KIVI
Mon.-Fri. 4:30-5 pm

WORLDVISION
ENTERPRISES INC.

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome

Source: ARB and NSI audience estimates — Nov. 1976 (Subject to qualifications)

Commercial/noncommercial

EDITOR: I see a running word-battle concerning public broadcasting's increasing habit of getting into the commercial field through paid advertisements of shows and paid ads urging sponsorship of programs. I think it's now time the FCC's double standard on commercial logging be noted.

In commercial broadcasting, any time the sponsor of a show is mentioned, even in a 60-second promo, the entire spot must be logged as a commercial and

counts against the station's allotted 18 minutes per hour of commercial time. Yet the Public Broadcasting Service gives similar credit on every sponsored show and calls its programming "noncommercial."

If merely mentioning the name of the one making a program possible makes a spot commercial, then PBS is flying under false colors. If the FCC is correct in ruling PBS noncommercial, then we commercial broadcasters are being unfairly judged when our commercial time is tabulated.—*B. D. Thornton, president and general*

manager, KMAM(AM)-KMOE-FM Butler, Mo

EDITOR: I am concerned about the growth of public radio and television. These outlets started under the guise of being educational. Now their names have changed to "public," they're programming entertainment and have stated in national publications that they're going after the commercial broadcaster for audience and underwriting sponsors.

Public radio and television are like the state of South Dakota or any other state going into farming, hardware stores, shoe stores, farm implements or any business venture. If financial support is not stopped, the day is down the road when commercial broadcasting will be a thing of the past. At that point this country will have state-owned broadcasting, with government telling the people only what it wants them to hear.—*John A. Goeman, general manager, KJAM-AM-FM Madison, S.D.*

HOW TO PUT A PROFESSIONAL STEREO RECORDER TO WORK IN YOUR STUDIO FOR ONLY \$76.65 A MONTH



Lease a 750 Series Stereo Recorder/Reproducer from International Tapetronics. Pay for your equipment as it pays for itself. Mono Recorders available at only \$66.50 a month.

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INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN STREET • BLOOMINGTON, ILLINOIS 61701

Marketed exclusively in Canada by McCurdy
Radio Industries Ltd., Toronto

EDITOR: I would like to respond to the Feb. 28 editorial, "In Name Only."

As has been stated by many a general manager while justifying a new rate card [that] everything necessary to our operation has been subjected to an astronomical price increase. While those of us involved with public television are not burdened with the problems of rate justification or spot sales, we are responsible for the same amount of expenditures for daily operation. Our situation is further complicated by the system whereby we must purchase our programming, rather than simply accepting it for a tidy fee. Our money goes just as quickly as anyone else's.

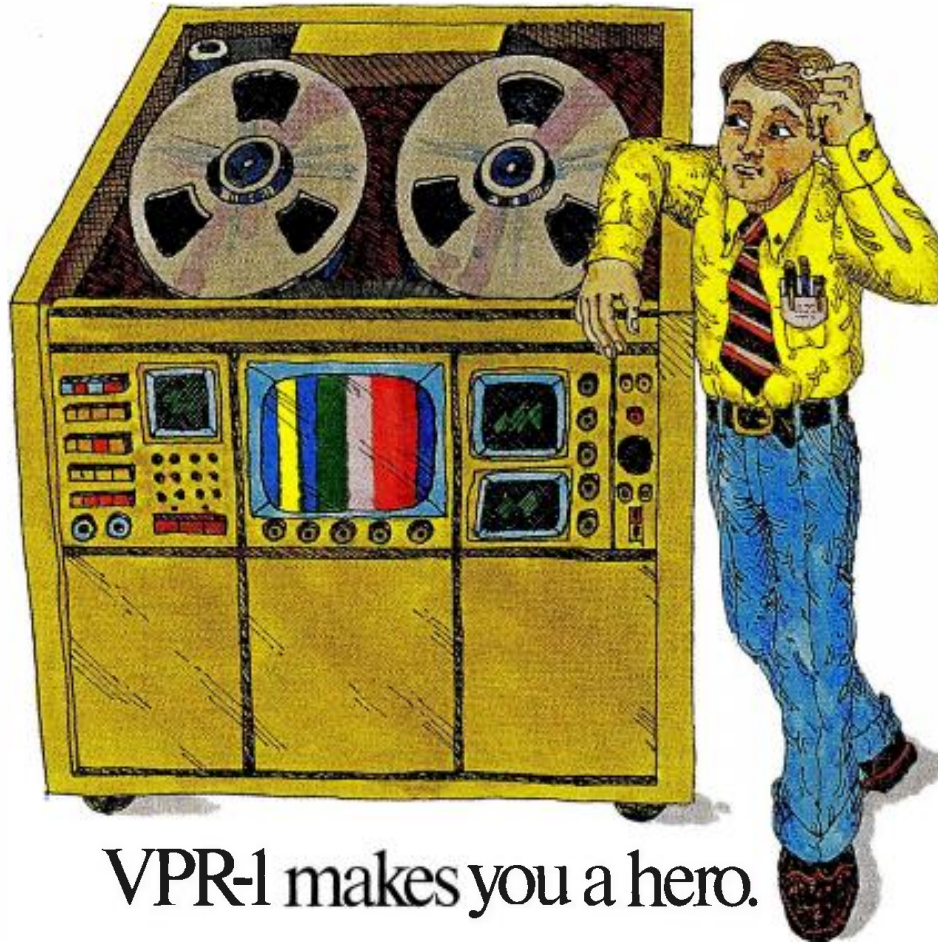
Your editorial stated that public television is "operating from a base of government subsidy that grows larger every year." If the facts be known, public television is increasingly dependent upon local sources of income and outside benefactors. Translation: members and underwriters. We are attempting to entice the public into an active position of involvement with a quality-oriented alternative to commercial television. I believe that the role of an alternate communications tool is not one of competition but that of existence for the benefit of all.—*Henry D. Boyce, noncommercial WPTD(TV) Dayton (Kettering)-WPTO(TV) Oxford, both Ohio.*

A matter of time

EDITOR: The "Monday Memo" in the March 21 issue on the current question of the length of TV commercials is right on target.

Without wishing to detract anything from Marvin Honig's [of Doyle Dane Bernbach] comments on the subject—

First they cut your budget. Now they scream for video quality.



VPR-1 makes you a hero.

The unbelievable new VPR-1 produces spectacular high-band color pictures in a one-inch helical format. Viewed side-by-side against a quad machine, it astounds professional engineers.

You'll probably buy your VPR-1 because you want top quality and versatility priced to suit your budget.

But once you get your feet wet, you'll



want to add the optional Automatic Scan Tracking (AST) accessory. It upgrades your VPR-1 to an entire *system*, with one-fifth speed slow motion, still frame, manual jogging, and real-time video verification features. Add the optional digital time base corrector, and the entire bag of tricks

can be broadcast commercially, without compromise.

You can put in-house productions on the air, because they'll have all the polish, creativity and audience appeal of network programs. That's the league a VPR-1 puts you into.

VPR-1 is the one-inch helical recording system from Ampex, designed for users who can't take chances.

AMPEX

Complete technical and performance specifications are available in a free brochure. Write us at 401 Broadway, Redwood City, California 94063, or call (415) 367-2011.

which I think are excellent—I want to state that I took this position a long time ago, when 30-second commercials first became popular. I was a voice in the wilderness then.

Now that I'm no longer in the agency business, it's good to know that somebody of prominence and importance in the industry has the guts to bring it up. I hope it will strike a responsive chord in the minds of many other advertising agencies and their clients.—*Emil Mogul, Screen Gems Radio, New York.*

And still none

EDITOR: It appears the Postal Service is at it again with another commemorative

stamp—this time honoring the sound recording industry. The 13-cent stamp was officially out on March 23. The broadcasting industry is yet to be honored with a commemorative stamp.—*Peter K. Onnigian, president, Cetec Broadcast Group, Sacramento, Calif.*

Don't curse the darkness

EDITOR: Last month our local high school basketball team went into the finals of the Maryland state class C basketball tournament at the University of Maryland for the first time since 1947 and had a real chance to bring back a state title for the first time ever in the town's history.

Game time was 6 p.m., but under the

restrictions imposed on daytimers by the FCC, we were required to sign off at 6:15 p.m.. I tried to get special permission from the commission to stay on the air until the end of the game on a noncommercial basis. I spent over a half hour on the phone with the FCC, and after having my call transferred four times, was told politely, but firmly, "No, you cannot. To allow you to stay on the air would involve renegotiating international treaties."

Bert Thornton, president of WTRI(AM), then came on the idea of broadcasting through closed-circuit from the game. Our local Chevrolet/Oldsmobile dealer volunteered his showroom. The cars were cleared out, the game was broadcast on the dealer's PA system, the fire company brought up chairs and a local restaurant provided free refreshments to all of the several hundred people gathered.—*Charles Thornton Jr., general manager, WTRI(AM) Brunswick, Md.*

Not that many

EDITOR: Further to the interview regarding cable TV in Canada (BROADCASTING, Feb. 21), the figure regarding the delivery of viewers to local Canadian television by means of simultaneous program substitution is two to three hundred thousand homes, not two to three million viewers. Canadians aren't that prolific.—*Philip B. Lind, chairman, Canadian Cable Television Association, Ottawa.*

Man of the household

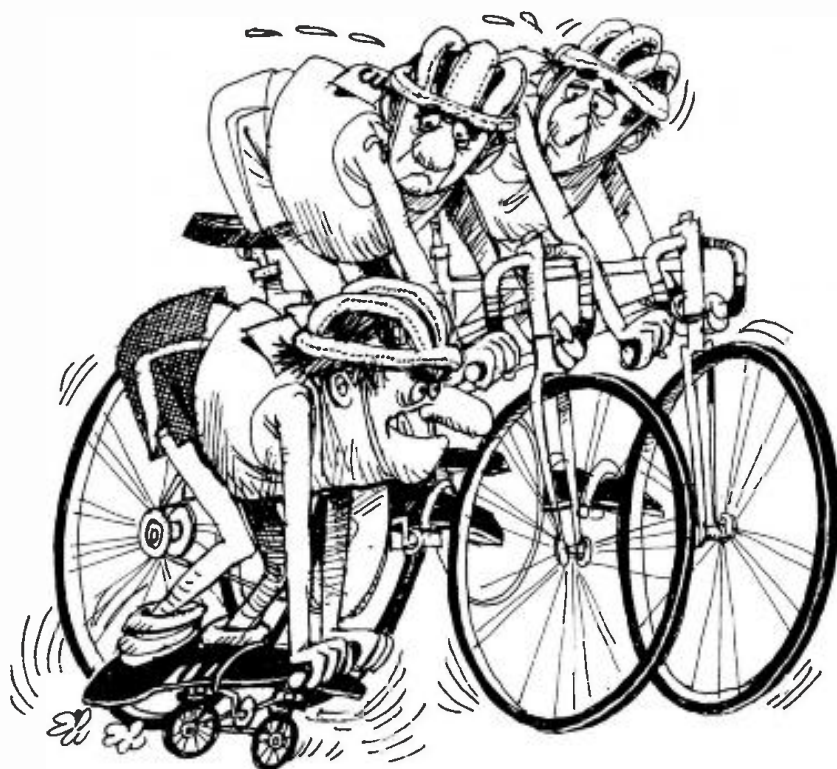
EDITOR: The listing of prime-time network performance by markets in the March 28 issue is a very convenient summary. I would like to note, however, the headings should read "Households" and not "Rating."—*Stephen H. Raffel, vice president, director of research, Harrington, Richter & Parsons Inc., New York.*

Don Gardiner's death

EDITOR: Don Gardiner's career (BROADCASTING, April 4) extended through four decades. He was a pleasure to work with and listen to. He was such a pro and he affected everyone here in such a positive way.

I will always remember how human Don showed me a newscaster should be. There were times when he would get tongue-tied while reading the news and the result would be a blooper. I would watch him through the studio window as a smile came across his face and a very subtle laugh would appear in his voice. He showed me that to err was human and nothing to be ashamed of.

He was a valuable link to the past and he made me wish I had been a part of the experience of all-live radio. To the young people starting out in this business he was a source to the past better than any broadcast history book. Studio six here at ABC Radio will never be the same again.—*Harriet Cohen, associate director, ABC Radio, New York.*



You may never see the world's smallest bicycle*

but...you can peddle your wares all over
the 39th TV market with WKZO-TV.

WKZO-TV gives you a big prime-time share in the nation's 39th TV market at one of the lowest CPM's in the top 50 markets.

Coverage in our Kalamazoo-Grand Rapids-Western Michigan market reaches \$6

billion in consumer spendable income. This market is also 38th in retail sales.

Ask your Avery-Knodel representative about WKZO-TV.

Source: Feb.-Mar. '76 Arbitron ADI.

*The world's smallest rideable bicycle is a 3⁵⁵/₆₄-inch-model with front and rear wheels of 1¹/₄ and 3³/₄ inches, made and ridden by Peter Gailnow and Rod Bennett at Deakin High School, Australia, in 1974.



The Felzer Nations
 RADIO
 WKZO KALAMAZOO BATTLE CREEK
 WJPM GRAND RAPIDS KALAMAZOO
 WMMW/WHIT/MI CADILLAC
 TELEVISION
 WKZO-TV GRAND RAPIDS KALAMAZOO
 WNTV / CADILLAC TRAVERS CITY
 WUPV-TV SULLY 315 MARE
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Where Things Stand

Monthly status report on major issues in electronic communications

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Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however (BROADCASTING, Nov. 22, 1976), and objections to consent agreement have appeared (BROADCASTING, March 30). Judge Robert Kelleher of U.S. District Court in Los Angeles has denied network motions for dismissal of suit and for summary judgment (BROADCASTING, Feb. 28).

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House and Senate. Telephone companies argue that rates of home telephone users might have to go up if "cream skinning" by specialized common carriers in private lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. To combat effects of Bell bill, Representative Timothy Wirth (D-Colo.) and Senator Gary Hart (D-Colo.) have introduced resolutions in respective houses reaffirming competition as soundest business practice in all areas where possible. Outside Congress, one major crusader against Bell bill is National Cable Television Association, which argues it would squelch cable growth.

Broadcasting in Congress. Several resolutions have been reintroduced in House to lift ban on live radio and TV coverage of daily floor proceedings. Leading measure, by Representative B.F. Sisk (D-Calif.), would put three commercial networks and Public Broadcasting Service in charge of equipment and distribution of feed to stations. In Senate, Majority Leader Robert Byrd (D-W.Va.) has introduced resolution to permit TV coverage of Senate, but only for closed-circuit use by members (BROADCASTING, Feb. 14). House has begun experiment in closed-circuit coverage (BROADCASTING, March 28).

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

Children's TV. Oral argument was held last

Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television (BROADCASTING, Sept. 20, 1976).

Closed captioning. FCC has allowed use of portion of TV vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. Public Broadcasting Service is moving ahead with technical

aspects of closed captioning and President Carter has written commercial networks urging their involvement (BROADCASTING, Feb. 28). Network reaction has been tentative (BROADCASTING, March 14).

Communications Act. Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has launched major effort to rewrite Communications Act of 1934, project designed not only to revise outdated provisions,

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In the beginning. The House's closed circuit TV system. (see "Where Things Stand" item on page 21), being tested at left by a technician (when the House is in session the operator always wears coat and tie) uses three spare cameras from the House's surveillance system, all in fixed positions in the balcony. For now they are trained only on the speaker's podium, and the Republican and Democratic leadership tables, but sometime this week they will be altered to swivel, enabling them to point anywhere in the House chamber. The signal is carried live to monitors in one of the

speaker's offices and two locations in the Rayburn House Office Building across the street, and can also be tuned in on channel three by any member who wants to attach his own TV set to the Rayburn building's closed circuit system.

but to re-examine fundamental underpinnings of American system of communications. Major emphases will be broadcasting, cable television and common carrier. Project is now in hands of subcommittee staff, which plans to have written draft of major policy options for subcommittee members by mid-April. Mr. Van Deerlin has indicated that bills such as license renewal will be absorbed into over-all rewrite (BROADCASTING, Nov. 22, 1976).

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (BROADCASTING, March 7). National Association of Broadcasters and FCC will seek Supreme Court review (BROADCASTING, April 4).

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976).

Drug advertising. Federal Trade Commission has suspended several weeks of Washington 1 pro-ims in those g Ad-me up ted by idemi-nufact-asters. senator

William Proxmire (D-Wis.) has reintroduced his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (BROADCASTING, Jan. 7). Similar bill has been introduced in House by Representative Robert Drinan (D-Mass.).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision; NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision NAB has dropped policy of mandatory subscription to TV code, and, at its January board meeting in Hawaii, voted to strengthen "advisory" program guidelines in TV code. Special committee of NAB TV code review board, meantime, has had dialogues with network presidents, Association of Independent TV Stations and Hollywood producers about reducing TV violence (BROADCASTING, Jan. 3).

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3), told Congress it will have to give commission authority to collect (BROADCASTING, Feb. 14). Now Congress says to hold up on refunds while it tries to come up with solution (BROADCASTING, March 7).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising

(BROADCASTING, May 10, 1976). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission has begun public hearings on certain aspects of proposal (BROADCASTING, Dec. 13, 1976) but rulemaking process is expected to be lengthy.

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

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of George Carlin comedy album. Station had brought appeal (BROADCASTING, March 21).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5, 1976). Case now goes back to court.

License renewal legislation. Bills to lengthen broadcast license term and make licenses more secure against challenges are showing up in both houses of Congress, including one by Lou Frey (R-Fla.) ranking Republican on House Communications Subcommittee. His bill would increase license term to

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five years, would exempt radio licensees from ascertainment, cut down on renewal paperwork (BROADCASTING, Feb. 28). Mr. Frey says he concurs with subcommittee Chairman Lionel Van Deerlin (D-Calif.) that renewal revision should be handled in context of over-all rewrite of Communications Act, says he introduced his bill to get proposal on record.

Network Inquiry. FCC has instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships. (BROADCASTING, Jan. 17). Joseph Merino, of commission staff, has been named to head inquiry staff, and Antonia Scalia, has been named chief consultant (BROADCASTING, April 4). Comments are due May 31. In comments filed on prescreening element of Westinghouse petition, networks defended their previewing practices (BROADCASTING, March 21).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14). Appeals had been filed by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8, 1976).

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules has been overturned by U.S. Court of Appeals in Washington (BROADCASTING, March 28, April 4). Court earlier upheld appeal by cable systems, New York Cable Television Association and National Cable Television Association against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING, March 21).

Payola. FCC investigation into practice is under way. Commission currently is holding hearings in Washington (BROADCASTING, March 14), which resume May 16, and plans more in other cities.

Pole attachment legislation. Consensus appears to be developing on House Communications Subcommittee to take up cable pole-attachment issue apart from Communications Act on ground that it is unfinished business from last year. There is no bill yet, but two associations whose disagreement stalled measure last year—National Cable Television Association and National Association of

Regulatory Utility Commissioners—have reached agreement on paper and sent their proposal to House Communications Subcommittee. Proposal defines FCC's authority over pole attachments and basis for reasonable pole charges (BROADCASTING, March 21).

Ratings. Nielsen prime-time averages, Sept. 20, 1976-April 3: ABC 21.8, CBS 18.7, NBC 18.3.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting has filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14).

Violence on TV. Public, institutional and government pressure grows against hard-action television programming. National Parent Teachers Association held series of "hearings" across country on topic (last was in Dallas; (BROADCASTING, Feb. 14); Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28), and House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on subject (BROADCASTING, March 7) and issue will be among subjects treated in Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, March 14). National Association of Broadcasters, meanwhile has met with networks, producers and citizen groups about TV violence (BROADCASTING, April 4).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

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Top of the Week

Wiley's FCC: in danger of disappearing

**There's not much left of the mark
made on the commission during
its most active period; court
reversals—if they stand—
on family viewing, crossownership,
on-air indecency and pay cable
are stripping his administration
of its major milestones**

FCC Chairman Richard E. Wiley has been gathering some unpleasant memories for future recollection as he heads into the final three months of his service on the commission: the recent court decisions dealing with major policy matters that have gone against the commission. And while it may be too much to say, as some observers do, that they have caused an unraveling of the Wiley program—for one thing, some or all of those decisions might be reversed on appeal—they have for the present placed the Wiley record under something of a cloud.

Indeed, at least one highly placed broadcast industry representative now talks of the chairman with some bitterness as a "disaster." He and others seem to blame Mr. Wiley for the court decisions that reversed the commission on matters such as media-crossownership and pay-cable rules with which broadcasters had come to feel comfortable. And one broadcast-industry lawyer, surveying the court opinions, sees in them a sign that the courts do not "trust" the chairman, or at least the commission, and do not feel obliged to defer to its "expertise," as courts might be expected to do.

And the record is grim: the family-viewing concept thrown out by a U.S. district judge who saw it as an infringement of broadcasters' First Amendment rights; the media-crossownership rules grandfathering existing newspaper-broadcast combinations overturned; the declaratory ruling that a George Carlin comedy record broadcast by WBAI(FM) New York was "indecent" and therefore barred from the air waves rejected as "censorship," and rules designed to guard against pay cable's siphoning of movies and sports programming from broadcasting overturned on statutory and First Amendment grounds.

Where, someone might ask, has the commission gone wrong?

(Those cases don't complete the record. The commission also met with defeat when it sought to defend its new fee schedule. But the commission, whose effort to collect fees from those it regulates was made in response to strong congressional demands, has little stomach for the project, particularly in view of what it considers the impossible standards the courts have said it must meet in imposing fees.)

For his part, Chairman Wiley is far from ready to bow his head. "The final chapter on these matters has not yet been written," he said. "Let's wait and see." The commission has appealed the family-viewing case, and has voted to ask the Supreme Court to review the decision in the crossownership case. ("For the record," he said, "I still think that was the right decision from the public-interest point of view.") The commission will decide on whether to appeal the other cases soon, probably this week. Furthermore, the chairman noted, the decisions on the matters at issue were the commission's, not his alone.

Which is true. But it is also true he is one of the most forceful and effective chairmen the commission has seen. Nevertheless, to criticize him as being bad for broadcasting as a result of the decisions seems unfair, even if relevant. For while he may not have set out to "protect" broadcasting, he is basically conservative, if energetic. He deals with issues, and he is finding that being an activist chairman in pursuit of moderation can be dangerous.

In the family-viewing case, he said he was seeking to respond to pressures from Congress and the public to "do" some-

thing about sex and violence on television, without involving the government in action that would violate the First Amendment. The proposed solution: work with the networks and the National Association of Broadcasters in developing a plan under which broadcasters would set aside the first two hours of prime time for programming suitable for the entire family. A U.S. district judge in Los Angeles saw the plan as an infringement of broadcasters' First Amendment rights and accused Chairman Wiley and the commission of "intimidating" the industry into accepting the idea.

Chairman Wiley inherited the proposal to break up broadcast-newspaper crossownerships in the same market from the administration of Dean Burch, who had not pushed it with great vigor. The Wiley commission's plan for resolving the issue was—and remains—to adopt a prospective ban on new broadcast-newspaper crossownerships, leave most existing ones intact, but require the break-up of 16, which involve instances of "egregious" monopoly. Some broadcasters and newspapers publishers grumbled, but most would probably agree privately that, even if the commission did not freeze the status quo, it did a pretty good job of preserving it.

The commission had found that the record did not support across-the-board divestiture. But a three-judge panel of the U.S. Court of Appeals in Washington was not impressed. It overturned the rules dealing with existing conditions, and directed the commission to initiate a new rulemaking aimed at breaking up all broadcast-newspaper crossownerships except those that could be shown to be in the public interest. To industry and commis-



Wiley

sion lawyers, the decision was one by a court that simply did not like the commission's conclusion and had chosen to impose its own—the kind of decision, they add, almost rubbing their hands in anticipation, that is subject to reversal by the Supreme Court. Courts, they explain, are supposed to review commission decisions, not to substitute their judgments for the commission's. (Commission and private lawyers also say privately that, given the panel of judges that heard the case—Chief Judge David Bazelon, J. Skelly Wright and Spotswood Robinson III, among the most liberal and activist on the nine-judge court—the commission stood no chance of winning.)

In the WBAI case, the commission plunged into uncharted waters. Here, the First Amendment was at issue. But the commission again feeling pressure to “do” something about allegedly offensive material on the air, sought to get at the “seven dirty words” in the Carlin record by clarifying its definition of “indecent” and declaring that the Carlin record fit it

and was, therefore, in violation of the statute barring the broadcast of obscene, indecent or profane material. (The clarification defined indecency in terms of broadcasting and children's accessibility to the questionable material.) An official said the commission was attempting to put a “moderate” interpretation on a statute that the commission was responsible for enforcing. But the commission invited anyone questioning the validity of its creative approach to test it in court—which WBAI did, with results that are now history.

Of course, the court's decision, which can only be regarded as a victory for broadcasting, did not generate universal gloom throughout the commission. Some key staffers found themselves in what they conceded was unusual agreement with Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, who wrote a separate opinion in the case criticizing the commission for what he said was its lack of understanding of the First Amendment. (For the record, it might be noted that Chairman Wiley was one of the

four commissioners who had concurred the original Carlin decision without necessarily supporting the rationale. It acknowledged that the matter raises difficult legal questions, but added that the commission could not ignore the problem posed by the Carlin record.)

As for the pay-cable rules, they were largely the product of conflicting pressures exerted by the broadcasting and cable industries. Officials say the commission has sought to balance the competing demands of the two industries while not losing sight of the public interest. But again, the court was not impressed; it said the commission had failed to demonstrate any legitimate need for the rules.

The decision jolted the commission, as well as the broadcasting industry, but not necessarily for the same reason. While the broadcasters were concerned about the overturning of the rules, commission members and lawyers seemed appalled at the section of the ruling that directs the commission to avoid ex parte contacts in all rulemaking. If allowed to stand, the

CCC: new initials on list of major groups

In less than 10 years company has bought, consolidated and bought again—its latest deal a record \$100 million for WMAL-TV

“We can talk to 60 million people every day,” reads an imprint across two summary pages in Combined Communications Corp.'s annual report for 1976.

The figures will have to be revised upward—again—if CCC's agreement in principle to acquire Joe L. Allbritton's WMAL-TV Washington goes through (BROADCASTING, April 4). That deal, with a record-setting potential value of \$100 million or more, is the capstone of a series of acquisitions by which CCC has steadily broadened its holdings—and its audience—and lifted itself from obscurity to national prominence in less than a decade.

Just as steadily, the Phoenix-based company has expanded its revenues and profits. During the last six years alone, its annual net revenues have grown more than 600%, reaching \$185.8 million in 1976, and net income has risen more than 575% to \$16.3 million.

CCC was formed in 1968 in a merger of Karl Eller's Eller Outdoor Advertising Co. with KTAR Broadcasting, owner of KTAR-AM-FM-TV Phoenix. In 1969, its first full year, CCC had total sales of \$8.7 million. But under the direction of Mr. Eller, president and chief executive, with KTAR's John J. Louis Jr. as chairman, the company has pursued an aggressive acquisition program in both broadcasting and outdoor. And in late 1975 it branched out into newspapers by acquiring the *Cincinnati Enquirer* for \$46 million plus some \$8.7 million in shares and warrants.

Mr. Eller, who is 48, and Mr. Louis, 51, are almost totally unlike, associates say, but make a good team by “balancing each

other off,” as one put it.

Mr. Eller, a salesman and born optimist, is described as aggressive, ebullient, bullish, while Mr. Louis, son of one of the principals in the old Needham, Louis & Brorby advertising agency and an heir to the Johnson Wax fortune, is said to be more conservative, more of a restraining influence.

Mr. Eller is the out-front man as well as president and chief executive officer, visiting the CCC properties, checking operations, talking to security analysts, looking for prospective deals and negotiating for them. Mr. Louis, by contrast, is a behind-the-scenes man, virtually never seen at CCC headquarters or the company's properties. Yet he is said to be in daily contact with Mr. Eller, offering financial and economic advice in particular, counseling in general. “He tends to be a calming influence,” an associate said. “They don't always agree, but they respect each other—and they've been good friends since back in the 1950's when Mr. Eller was at the Needham, Louis & Brorby agency.”

Mr. Eller hasn't made all the acquisition deals he wanted. One that got away was the Time-Life stations. He also had hopes of getting the NBC-owned radio group back in the early 1970's when it was thought they might be available. But he shrugs off his misses philosophically and thinks about tomorrow. He seems acquisitive by instinct: He says he's always wanted to own a professional football team. He hasn't got that yet either, but he hasn't given up hope.

Less than nine years after it was formed, the company now has seven television stations, four AM and three FM stations and has acquired a fifth AM, wwve Cleveland, for \$7.5 million subject to FCC approval. It also has 10 outdoor ad-

vertising companies in major markets: plus a supermarket merchandising company in California, an electric sign manufacturing company in Tennessee, a Muza franchise and, in Canada, a subsidiary that operates outdoor advertising and electric sign manufacturing plants.

Outdoor is still CCC's biggest revenue center, accounting for \$81,938,000 or 44.1% in 1976. Broadcasting represents \$57,501,000 or 30.9% and the newspaper division (*Cincinnati Enquirer*) \$46,410,000 or 25%. But broadcasting in 1976 moved into the lead in terms of operating income, accounting for \$24,852,000 or 42.4% as compared with \$23,430,000 or 40% for outdoor and \$10,332,000 or 17.6% for newspaper.

CCC officials concede that much of the company's growth has come from acquisitions but emphasize that there's been a lot of internal growth as well.

For instance, they say, four TV stations that have been CCC's since 1970—KBTX (TV) Denver, KARK-TV Little Rock, Ark., KOCO-TV Oklahoma City and KTAR-TV Phoenix—had an average compound growth rate of 16% in revenues and 26% in operating income between 1970 and 1976 while four CCC outdoor plants over the same period averaged 8% and 12% respectively.

As for the broadcasting division itself its operating profits last year increased 62% over 1975 on an increase of 38% in net revenues. Every station showed “substantial increases” in both revenues and operating profits, according to the annual report.

Karl Eller makes it a point of avoiding overstaffing. The annual report lists 14 executive officers, out of a total payroll estimated at 3,900 to 4,000 in the U.S. and Canada.

In TV-radio the key figure under Mr. Eller is Alvin G. Flanagan, president of

say, that directive would hamper them in obtaining information in a manner that until now has been considered legal and proper.

While commission lawyers were debating among themselves last week the recommendation they should make to the commission regarding an appeal, officials say the commission's attitude toward pay cable has changed since the rules were adopted in 1975; that the commission today would take a softer line. But the betting at the commission is that, at a minimum, there will be a rule guarding against the siphoning of sports events, as a result of legislation, if nothing else.

Nevertheless, the commission's policy regarding pay cable is now in disarray. The commission was still undecided last week whether or not to appeal the WBAI decision. It is on the defensive in the family-viewing case. And it is being forced to fight for the jurisdictional turf its lawyers contend the appeals court has invaded in the crossownership case.

All in all, Chairman Wiley will be be-

Twice a winner. The FCC won two times in the U.S. Court of Appeals two weeks ago. The court affirmed the commission's decision to apply cable TV nonduplication rules on a fixed-mileage instead of signal-contour basis. It also upheld the FCC's disqualifying an applicant that had sought to supplant Southern Broadcasting Co. as licensee of WGHP-TV (ch. 8) High Point, N.C.

queathing his successor some interesting policy knots to unravel. But the four cases the commission has lost in recent months do not, of course, tell the story of the Wiley chairmanship, even in terms of court cases.

At least two more important policy cases remain to be decided by the appeals court. One involves the efforts on the part of Action for Children's Television to persuade the court that the policy statement the commission adopted on children's programming—calling on broadcasters, among

other things, to provide a "reasonable amount" of programming for children—is inadequate; that it should adopt rules. The other is the program format case, in which the commission's policy statement declaring that format decisions should be left not to commission supervision but to broadcasters and the play of the marketplace is being challenged by several citizen groups.

But regardless of the outcome of those cases, the commission has won its share, including the one designated "Chisholm." In that case, the appeals court last year, in an opinion the Supreme Court declined to review, affirmed the commission's ruling exempting political debates and candidates' press conferences from the equal-time law. And while there may be some broadcasters who consider the recent commission court defeats to be nails in the coffin of the Wiley record, there will probably be some—those who contend they are entitled to the same First Amendment rights as the press—who will say the Chisholm decision is a jewel in the crown of the Wiley record.

the broadcast division. Mr. Flanagan was president of Mullins Broadcasting Co., which owned KBTR(AM) and KBTW(TV) Denver and KARK-AM-FM-TV Little Rock as well as outdoor advertising interests, and when the estate of John Mullins prepared to sell the properties, he was a trustee of the estate and had a hand in picking CCC from among the prospective purchasers.

Since both CCC and Mullins were in both broadcasting and outdoor, and CCC offered to buy the entire package, "it seemed an ideal choice," Mr. Flanagan recalls. CCC paid approximately \$12 million for the Mullins properties and also assumed substantial long-term debt, but subsequently sold KBTR and KARK-AM-FM. Mr. Flanagan stayed on as head of all the CCC TV-radio operations.

Number-one radio man is John Bayliss, president and general manager of WSAI-AM-FM Cincinnati until CCC sold those stations last year in compliance with FCC's duopoly rules after acquiring the *Cincinnati Enquirer*. Mr. Bayliss is president of the CCC radio operations, reporting to Mr. Flanagan. (There is no TV counterpart to Mr. Bayliss.)

Top management tends to give the managers of the CCC properties considerable autonomy. "Each manager," Mr. Eller has said, "runs his own little profit center, his own little company." In broadcasting, Mr. Flanagan said last week, "we lay down the policies and set the budgets, and the managers run their stations. We don't tell them what films to buy, for instance, but we tell them how much they can spend."

Mr. Eller has made clear, incidentally, that if the WMAL-TV deal is consummated, he plans no change in personnel there. He has specifically expressed the hope that Tom Cookerly, general manager, will remain.

If the deal goes through it will be not



Eller

only the biggest by far for CCC but the biggest in station history. Mr. Allbritton will receive \$65 million in CCC preferred stock and CCC's KOCO-TV Oklahoma City. No value was assigned to KOCO-TV in the announcement, but it has been estimated at up to \$25 million or more. This plus dividends expected to be paid on the CCC stock would bring the total to more than \$100 million (see story, following page).

KOCO-TV was CCC's first broadcast acquisition, made in 1970 for \$6.7 million. The Mullins Broadcasting properties were next, in 1972 at \$12 million plus the assumption of long-term debt.

WPTA(TV) Roanoke-Fort Wayne, Ind., was added in 1973 for \$3.625 million, and WLKY-TV Louisville, Ky., also in 1973, for \$8.33 million plus \$46,000 in stock.

A merger with Pacific & Southern in 1974 brought WXIA-TV Atlanta, WWDJ(AM) Hackensack, N.J., KKDJ(FM) (now KIIS-FM) Los Angeles and WSAI-AM-FM Cincinnati for \$9 million in stock plus \$803,000 cash in reserve for dissenting P&S stockholders plus the assumption of substantial long-term debt.

KEZL(FM) San Diego was acquired in August 1975 for \$850,000 and KIIS(AM)



Flanagan

Los Angeles a month later for \$5 million, and KSDO(AM) San Diego—the last acquisition before the pending \$7.5-million WWWE(AM) Cleveland deal—was added in September 1976 at \$1,775,000.

The line-up now is this: WXIA-TV Atlanta, KBTW(TV) Denver, WPTA(TV) Roanoke-Fort Wayne, KARK-TV Little Rock, WLKY-TV Louisville, KOCO-TV Oklahoma City, KTAR-AM-TV and KBBC(FM) Phoenix, KSDO(AM) and KEZL(FM) San Diego, KIIS-AM-FM Los Angeles and WWDJ(AM) Hackensack.

CCC has its full complement of TV stations so any further television deals will be, like WMAL-TV, in the nature of trading up. But assuming the WWWE deal gets FCC approval, there will still be openings for two AM and four FM stations, and officials have made clear that, as the 1976 annual report puts it, "the company will continue to seek selected radio stations with better than average potential."

Combined Communications shares are traded on the New York Stock Exchange. At the middle of last week they were selling at about 21-1/8, down from a 22-1/2 closing on the day the WMAL-TV deal was announced (March 31).

Tricks of the trade in CCC-WSCI swap

Tax breaks and avoidance of crossownership entanglements: Allbritton's 'brilliant deal'

To some, the agreement in principle providing for the swap of Washington Star Communications Inc.'s WMAL-TV Washington for Combined Communications Corp.'s KOCO-TV Oklahoma City and \$65 million in nonvoting preferred stock could provide a textbook lesson in dealing with the FCC's crossownership rules. To others, it involves an unusual situation that is not likely to be repeated. But most credit WSCI's Joe L. Allbritton with what is being called "a brilliant deal."

One official of a company with newspaper and broadcast holdings in the same city expressed particular interest in the use of nonvoting preferred stock as partial payment for WMAL-TV. "If that satisfies the commission's crossownership rules," he said, "a lot of people would like to use it."

Commission lawyers who know no more of the proposed transaction than they have read in news reports say the use of nonvoting preferred stock as partial payment presents a new, perhaps unprecedented question. But one commission staff member said he did not think ownership of preferred nonvoting stock in CCC would place WSCI in conflict with the crossownership rules barring the acquisition of broadcast and newspaper holdings in the same market. Those rules, he said, speak only of control.

Legality aside, there are other practical considerations. And one man with long experience as a high-ranking official of multimedia companies said the proposed CCC-WSCI transaction involves a special set of circumstances. "Most owners want to trade up," he said. Washington is in the eighth market, Oklahoma City the 37th. "But this is a forced sale"—a reference to

the fact the commission permitted Mr. Allbritton to acquire the Washington Star company on condition he dispose of its Washington stations or the newspaper within three years. "I don't think many owners would take that kind of [preferred stock] issue in a company. I don't see this being repeated."

Beyond the FCC problems, the proposed transaction is being structured in a manner to provide tax benefits to both sides; it is shaping up as a classic "tax-free merger," under which the taxes WSCI would be required to pay on its proceeds would in the main be deferred and spread over a number of years, while CCC could indefinitely avoid paying taxes on its gain, WMAL-TV over KOCO-TV, for which CCC paid \$6.5 million in 1970.

The contract and the FCC application have not yet been drafted, let alone executed and filed. And an Internal Revenue Service ruling on the proposal may be necessary. But tax lawyers working on the matter say it will resemble many other acquisitions structured as mergers.

Under the agreement as announced (BROADCASTING, April 4), the Evening Star Broadcasting Co., the WSCI subsidiary that is the licensee of WMAL-TV, would be merged into a subsidiary of CCC. In return, WSCI would receive 650,000 shares of a new class of nonvoting preferred stock with a redemption value of \$100 a share and all of the stock of the CCC company that owns KOCO-TV.

WSCI would pay taxes on the \$3.25 million in dividends it would earn on the preferred stock in each of the first five years. But as a corporation, it would pay taxes on only 15% of the preferred stock dividend income. It would not, however, begin paying capital-gain tax—30%—on the stock until the sixth year, when CCC

would redeem \$30 million of the stock. (To qualify as a tax-free merger, the stock must be held for at least a reasonable length of time.) Capital-gain tax would continue to be paid from the seventh through the 20th year, as CCC redeems \$2.5 million annually. Still to be determined is the WMAL-TV cost against which the capital-gain tax would be figured.

Also still to be resolved by lawyers and accountants also is the value to be placed on KOCO-TV and the manner in which WSCI would propose that it be taxed. However, all of the lawyers involved said it will probably be treated as "ordinary income—a dividend." (Observers generally estimate the value of the station at about \$25 million.)

As for CCC, it would pay no capital-gain tax on WMAL-TV unless it sold the station, at which time the tax would be figured against the station's cost to WSCI, subject to various adjustments.

Tax law does not require payment of taxes on property acquired in a merger on the theory that the nature of the business involved is not affected. The Supreme Court refers to such merged enterprises as the same business in the same corporate shell.

Estimates of the value of the transaction to WSCI have ranged upwards of \$100 million. These estimates include the \$65 million in nonvoting stock, \$20-25 million as the value of KOCO-TV and the dividends to be paid on the stock. However, one observer said that, considering a 6% annual discount on the value of the \$65 million WSCI would not be receiving immediately (the money WSCI could earn in \$65 million if that sum were paid to it now), the total value is probably closer to \$60-\$70 million.

Still, he said, "it's a brilliant deal for Allbritton." Or as a commission staff member put it: "That Allbritton is some horse trader."

	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
7:00 p.m.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	85	101	112
7:30 p.m.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	92	96	106
8:00 p.m.	100	102*	108*	104	101	97	106	93	106*	102	108	88	104	98	102	121*	99	98*	91	92*	133*
8:30 p.m.	106*	95*	111*	102	97	102	110	77*	120*	97*	109	101	107	99	105*	106*	97	96*	90	94*	131*
9:00 p.m.	115*	77	111	94	106	108	98	119	115*	97	102	95*	122	104*	104*	103.	95	111	100	131*	111*
9:30 p.m.	120*	77	103	95	105	108	99	118	98*	95	101	95*	123	99*	103*	96	99	110	105	126*	101*
10:00 p.m.	121*	80*	104	99	95*	121	108	109	94	100	109	89	119	97*	96*	101*	105	102	108	139	100*
10:30 p.m.	120*	78*	108	97	98*	121	109	94	91	103	104	87	114	92*	96*	98*	108	100	109	137	94*

Sweep period: Feb. 2 through March 2, 1977. Base period: Jan. 2 through Feb. 1; March 3 through March 11. One-time-only specials not included in analysis. All data based on NTI multinetwork area shares. Performance in individual markets can differ significantly.

*Includes more than one regularly scheduled program.

ARF's caveat. The Advertising Research Foundation's so-called "anti-hypoing report" for the February local TV sweep measurements is shown here as issued by ARF last week. It shows, by prime-time half hour and by night, the extent to which network shares during the sweep period differed from those immediately before and after the sweep period. The idea is to alert prime-time spot buyers to instances where the shares during the sweep differed significantly from the norm. Where this happens, ARF recommends that the buyer "investigate the programming in the local market" to decide whether the February measurement is representative of network performance. The table here shows the sweep-period averages in relation to nonsweep averages, with the latter indexed at 100. Thus at 8 p.m. on Monday, ABC's sweep-period share average coincided exactly with its average for Monday at 8 p.m. immediately

before and after the sweep period; CBS's were 2% higher than its before-and-after average and NBC's were 8% higher. Where there is a substantial increase during the sweep period, the implication is that programming having special audience appeal has been substituted for regular programming. In fact, ARF said, most of the time periods showing "major" share changes did indeed involve changes in regularly scheduled programming, while "only 14 of the 44 half-hours covered showed no programming changes." Erwin Ephron, chairman of ARF's TV audience measurement committee, cited the findings—as he has past findings—as evidence of the need for measurements longer than the current four-week term. The index, third of its kind from ARF, was developed by Nielsen to ARF specifications. It is being distributed by the American Association of Advertising Agencies and by Nielsen.

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In Brief

FCC is expected this week to order **appeals in pay cable and WBAI cases**. Supreme Court will be asked to review at least that portion of pay cable decision directing FCC to avoid ex parte contacts during informal rulemaking proceedings. In WBAI case (George Carlin's "seven dirty words"), it's not clear whether request for review will be made to full nine-member appeals court or to Supreme Court. Last week, U.S. Court of Appeals in Washington **stayed mandate of its decision in media crossownership case** to permit FCC (by April 22) to petition Supreme Court for review.

NBC-TV has all but scuttled Emmy Awards telecast. It canceled May 15 show and will decide on Friday (April 15) whether to cancel program completely. National Academy of Television Arts and Sciences has until then to come up with acceptable plan. **Long-shot alternative:** National Association of Television Program Executives has considered expanding "Iris" awards program—now only for local programs—to make national awards. Should Emmy structure collapse, NATPE could step into breach.

FCC figures show **1976 pre-tax profits for television networks** and their 15 O&O TV stations **were \$454 million, up 44.5%** from 1975. Gross revenues were \$3.1 billion last year, up 25.6%. Net revenues—after deductions for affiliate payments (3.3% increase) and advertising agency payments—were \$2.6 billion, up 25.8%. Network advertising revenues were \$2.7 billion, up 23.9% (nonnetwork time sales amounted to \$550 million, up 26.3%). Pre-tax profits from network operations were \$295.6 million, up 41.8%, on net revenues of \$2.1 billion, up 26.5%. For the 15 O&O TV's, pre-tax profits were \$158.2 million, up 49.7%; net revenues were \$486 million, up 22.9%. ABC, CBS and NBC spent \$218 million on news and public affairs in 1976, 36.7% more than in 1975. Networks, through annual reports, released their 1976 broadcast totals earlier this month (BROADCASTING, April 4).

Marvin Josephson Associates, New York-based publicly traded talent agency, has announced agreement to purchase **WNIC-AM-FM Dearborn, Mich. (Detroit)** for approximately **\$4 million**. Seller is State Mutual Life Assurance Co. of America, Worcester, Mass. Broker: Holt Corp.

For six months beginning July 1, **television networks will be on "probation," during which they will have to respond to demands for less mayhem and better shows, according to National Parent Teachers Association.** PTA will presumably explain what happens if networks don't comply at press conference scheduled Friday (April 15) in Chicago, during which PTA leaders will detail First Action Plan, evolved from eight hearings PTA held on TV violence (BROADCASTING, Feb. 28).

Florida Supreme Court, acting on petition by Post-Newsweek Stations' WPLG-TV Miami and WJXT-TV Jacksonville, ruled in favor of **one-year test of TV cameras, tape recorders and still photographers in state's courts** beginning July 1. Attorneys for Post-Newsweek and state were instructed to submit proposals for televising proceedings by May 15. Court earlier allowed TV test with one civil and one criminal case (BROADCASTING, Feb. 23, 1976).

Board of Radio Television News Directors Association will be briefed by President Carter and other administration officials in White House April 29.

Action for Children's Television, in 246-page petition citing dental and obesity concerns, has asked Federal Trade Commission to **ban candy advertisements** before 9:05 p.m. and whenever (1) ad has dominant appeal to children or (2) young people make up half of TV audience. ACT also singled out Mars, Nestle, Fox-Cross and Squibb for unfair and deceptive practices, urged FTC to stop certain of their candy ads.

Citizen groups concerned about loss of what they say is Connecticut's last major classical music station have petitioned FCC to **reconsider pro forma transfer of control** of parent corporation of **WTIC-FM Hartford** and to **preserve classical format** now employed at night. Station dropped daytime classical format last year, has announced it also will abandon format at night (BROADCASTING, March 21). Control of Ten Eighty Corp. has passed from Leonard Patricelli to David Chase.

Satellite news service (daily 10-minute feed) **between U.S. and Japan** began last Tuesday (April 5) with link between New York and Tokyo established by **UPITN Corp.** and **Asahi National Broadcasting Co.**

Nancy Dockry, West Coast agent for William Morris Agency who made news on programming panel March 29 at National Association of Broadcasters convention (BROADCASTING, April 4), breakfasted with two other Washington newsmakers that morning—Jimmy and Rosalynn Carter, reportedly in White House Rose Garden. Ms. Dockry, who was active in campaign, says meeting was at President's request.

Media

Texaco spots bring fairness down on WTOP-TV

Commercials dealt with controversy, says FCC, and station did not offset them in its over-all programming; ABC, NBC, WRC-TV off the hook

That Texaco commercial showing pieces of a puzzle, each representing a different phase of the oil industry, coming together into what is described as an efficient and economical company "like Texaco" is more than an institutional ad singing praises of the firm. It is an oil-industry argument against legislation aimed at breaking up the oil companies.

The FCC reached that conclusion last week in ruling that WTOP-TV Washington violated the fairness doctrine in failing to carry sufficient pro-divestiture programming to offset the 53 Texaco puzzle spots it had aired. The commission said that the question of whether the oil companies should be broken up is a controversial issue of public importance.

The Media Access Project, a public-interest law firm acting in behalf of Senators Birch Bayh (D-Ind.) and James Abourezk (D-S.D.), backers of oil-industry divestiture legislation, and Energy Action Committee Inc. brought the puzzle-spot complaint last year against ABC, NBC and its owned WRC-TV Washington, as well as WTOP-TV (BROADCASTING, Aug. 16, 1976.)

Those networks and stations had contended that the commercial did not deal with the divestiture issue in a meaningful way, even if it was controversial, which they did not concede. But the commission rejected their contentions. It said that although the ad does not explicitly mention divestiture, it talks of the efficiency of a vertically integrated oil company and concludes that the various "pieces" working together permit a company like Texaco to do its job for the consumer. Such assertions, the commission said, go to the heart of the divestiture issue.

However, the commission dismissed the fairness complaint against the networks and WRC-TV. It said they had aired the Texaco ad only a few times—NBC carried it four times, WRC-TV twice and ABC three times—and, on the other hand, had broadcast a substantial amount of pro-divestiture discussion.

As for WTOP-TV, while it carried the spot 53 times between Jan. 30 and April 15 last year, the commission said, the station offered as evidence of the contrasting views it carried only seven CBS network news reports, totaling five minutes. And those reports dealt with the divestiture issue only in general terms, said the FCC.

The commission found that WTOP-TV had not discharged its obligations under the doctrine and directed the station to advise it within 10 days as to how it intended

'a truly amazing video experience'



That was Newsday's description of Thames Television's award winning **The Naked Civil Servant**. Variety called it 'brilliant', The Village Voice found it 'inspired' and John J. O'Connor in the New York Times praised its 'dazzling skill and honesty'.

These are typical of comments on the TV film about extrovert homosexual Quentin Crisp when it was broadcast to New York last September, as part of Thames' week of programming on Channel 9. **The Naked Civil Servant** was then a top-rated hit among many big successes.

Among its awards are the 1976 International Emmy drama award, two British Film Academy awards and the coveted Prix Italia (when the jury called it 'a well nigh flawless production').

It has been shown and acclaimed throughout the world, from Canada to Israel, from France to Australia. And when it was showcased at the recent NATPE convention in Miami, it was immediately bought by the RKO General Group Stations.

The Naked Civil Servant is already the most successful TV film ever to come out of Britain. If you still have to find out why, contact Don Taffner:

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to meet its fairness obligations.

WTOP-TV was not ready last week to comment. A spokesman said officials had not seen the text of the order.

For Energy Action's director and general counsel, James F. Flug, the commission's ruling "strikes an important blow for the public interest," but it does not solve the problem of institutional ads. He has written to each of the networks asking for a meeting to discuss not only the fairness-doctrine implications of such ads being placed on the networks by the major oil companies but the "sensitive questions" he says are posed by their placement on news and public-affairs programs. These questions, he said, go to the "projection of the appearance—as well as the fact—of" the independence of the networks in their news judgments.

FCC says minorities, women advance at radio, TV stations

Number in professional and skilled jobs rises in 1976

The third annual FCC report of employment by job categories shows there has been an increase in the proportion of women and minority-group members in "higher-pay, full-time" positions at broadcast stations.

Of the 34,324 women employed full time in broadcasting in 1976, 15,067 (44%) were in higher-paying jobs (officials and managers, professional, technicians, sales and skilled craftsmen). That is a 9.1% increase over 1975. Sixty-five percent of the 15,962 minorities employed in broadcasting were in higher-paying jobs, a 2% rise over 1975.

The FCC had previously announced that over-all employment was up 27.3% for women and 13.4% for minorities (BROADCASTING, Jan. 31).

The FCC's new report, an analysis of employment in the top-four job categories, shows that 17.7% of all the "official and manager" positions were held by women. Minority-group members held 6.9% of those jobs.

Breakdowns in the other categories: For women—18.5% professionals, 19% sales, 4.6% technicians, 8.6% craftsmen and 90% office and clerical. For minorities—11.9% professionals, 6.8% sales, 12.9% technicians, 15.7% craftsmen and 20.9% office and clerical.

Nonduplication relief

The FCC granted special relief to KRTV(TV) Great Falls, Mont., and granted it same-day network program nonduplication from Teleprompter of Great Falls Inc. for 18 months. It declined, however, to continue similar protection for KFBB-TV Great Falls.

KFBB-TV, which carries both ABC and CBS programming, said Teleprompter carried stations in both Salt Lake City and

Spokane, Wash. It said it could not reschedule its network programming to achieve simultaneous scheduling with both cities. Salt Lake City is in the mountain standard time zone and Spokane is in the Pacific time zone. KFBB-TV told the commission it would experience a \$60,000 loss in revenues.

KRTV said its CBS and NBC programs were subject to duplication by Teleprompter's carriage of KXLY-TV (CBS) and KHQ-TV (NBC), both Spokane and CJOC-TV Lethbridge, Alberta (primarily CBS and NBC). KRTV estimated a revenue loss of \$155,175.

Teleprompter, responding to the KFBB-TV petition, said it no longer carried the Salt Lake City station, and that KFBB-TV could be adequately protected. Teleprompter said KRTV "greatly overestimated" its potential revenue loss and that it would actually be no more than 3.3% of its revenues.

The commission said both stations were enjoying "increased audiences and revenues," but that KRTV's economic picture was "considerably more tenuous" than KFBB-TV's.

"It is our view," the commission said, "that KFBB-TV can readily absorb the predicted long-term impact on its revenues, while KRTV cannot. . . ."

Chairman Richard Wiley, who concurred in the KFBB-TV decision but dissented in the grant of relief to KRTV, said there was little evidence indicating that KRTV would suffer at the hands of the cable system. "All available data suggest," he said, "not only that KRTV is a profitable station but that it will continue to grow more profitable even without same-day nonduplication protection."

WBAI goes back on air

Staff-management dispute is in negotiation; Guzman resigns

Management and striking staff members of WBAI(AM) New York reached an uneasy truce last week in their disputes over programming and unionization, and the station returned to the air after a seven-week shutdown.

Broadcasting resumed Friday, April 1, after an interim "memorandum of understanding" was signed March 31. But vandals broke into WBAI's facilities early Saturday morning (April 2), damaging transmission equipment and forcing the station off the air until Sunday afternoon (April 3). Three days later, program director Pablo Yoruba Guzman resigned, reportedly because he expected "continued fighting" over format changes he was hired last fall to initiate.

Under the 90-day memorandum, the Pacifica Foundation's local management would have complete control over programming, but a "programming council" consisting partially of staff members would advise management on policy decisions, according to Anna Kosof, general manager. Ms. Kosof and Mr. Guzman

were the architects of planned format changes designed to appeal more to New York's minority groups, with the objective of increasing the present list of 17,000 subscribers. Ms. Kosof said last week that she had not decided whether or not she would replace Mr. Guzman, but that plan: to change the format will proceed.

The interim agreement also gives bargaining and grievance rights to both paid and volunteer staff members, and requires that station policy be discussed on the air with opportunities for listeners to call in with their opinions, according to a spokesman for the staff's steering committee.

As of last week, WBAI was broadcasting 18 hours a day with an interim staff of 17 management and staff employees, Ms. Kosof said. Negotiations between the two sides are to continue along with a gradual resumption of full operations until a final agreement is reached.

One last shot fails

Supreme Court refuses to hear former Senator McCarthy's plea that under equal-time law he was entitled to participate in debates

Former Senator Eugene McCarthy (D-Minn.) has failed to persuade the U.S. Supreme Court to hear his argument that he should have been included in the League of Women Voters-sponsored presidential debates last fall. The court in a brief order let stand the U.S. Court of Appeals decision affirming the commission's decision in the case. The commission had rejected Mr. McCarthy's argument that, as a "major" candidate, he was entitled under the equal-time law to participate in televised debates that featured Gerald Ford and Jimmy Carter and were held in Philadelphia, San Francisco and Williamsburg, Va. Mr. McCarthy failed in one effort to obtain a court order blocking the debates, then was denied a last-minute request to Chief Justice Warren Burger to delay the last one, on Oct. 22, 1976.

The commission had held that under the ruling it had adopted and which had been upheld in the court, the broadcast of political debates not sponsored by broadcasters are not subject to the equal-time law.

Rutgers's Botein offers some crossownership input

A book whose publication date appears well timed in view of the U.S. Court of Appeals decision in the media cross-ownership case (BROADCASTING, March 6) is now available. It is *Legal Restrictions on Ownership of the Mass Media*, and was written by Michael Botein, an associate professor on the Rutgers Law School faculty. For those whose interest in entering broadcast ownership as a result of the court opinion calling for the divestiture of commonly owned broadcast stations and newspapers in the same mar-

et, the book deals with such matters as evaluating a proposed acquisition, planning and completing the sale, restrictions on ownership of the broadcast media, and restrictions on ownership of cable television. The book is an outgrowth of a seminar Professor Botein conducted in New York in February for Seminars Inc., of Short Hills, N.J., parent company of the book's publisher, Advanced Media Publishing Associates, 258 West 22d Street, New York.

And the price ranges from \$35 for a single copy to \$50 for two and \$10 for every copy after the second. For students, faculty members and government agencies, the price per copy is \$10.

Turner and Rogers compete for dark UHF in Orlando

The receiver of bankrupt WSWB-TV Orlando, Fla., has recommended that a bid by Turner Communications Corp. for the station's facilities be approved by the Orange county circuit court. Turner reportedly bid in the neighborhood of \$2 million for the UHF, which has been dark since last October.

Turner is owned (61%) by R.E. (Ted) Turner, who also owns WTCG(TV) Atlanta, WRET-TV Charlotte, N.C., WGOW(AM)-WYNQ(FM) Chattanooga, the Atlanta Braves baseball team and the Atlanta Hawks basketball franchise. Competing for the station when the court meets today (April 11) is Omega Communications, headed by Lawrence (Bud) Rogers, former president of Taft Broadcasting.

WSWB-TV is licensed for channel 35 with 646 kw visual, 12.6 kw aural and antenna 1,470 feet above average terrain.

Sun World Broadcasters, former licensee of the station, filed a petition to deny the renewal of Turner's WGOW(AM) Chattanooga on grounds that Turner forced Sun World into bankruptcy (BROADCASTING, Nov. 8, 1976). The petition is still under staff study at the FCC, and officials there are not certain what, if any, effect the petition will have on the events at the Orlando court.

Media Briefs

Recommendations. Annan Committee on Future of Broadcasting, British government panel led by University College, London, Provost Lord Annan, has recommended that control of all local radio stations be taken away from British Broadcasting Corp. and Independent Broadcasting Authority and be placed under new Local Broadcasting Authority, which would allow advertising. This authority also would preside over FM radio network and would buy program sources from educational and independent sources. Annan report also calls for creation of fourth TV network, financed by educational grants and block advertising. No advertisements would be permitted in children's programs. Study also urges stricter advance warning system for violent shows,

says 89% of U.S. imports have violent scenes, as opposed to 46% of domestic shows.

More money. While Senate Foreign Relations Committee was awaiting yet unofficial nomination of John A. Grousoski, former postmaster general and ambassador to Poland, as chairman of Board for International Broadcasting, committee's unit on international operations held hearings April 1 on Radio Free Europe/Radio Liberty's authorization request of \$58.7 million for fiscal 1978 (about \$5 million increase over fiscal 1977). Subcommittee, headed by Senator George McGovern (D-S.D.), praised RFE/RL broadcasts but questioned efficiency of management structure. Senator Claiborne Pell (D-R.I.), for one, talked of wiping out RFE/RL corporate board (headed by Sig Mickelson, president) and turning over responsibility to BIB, which currently has oversight, not day-to-day operational authority.

Back to work. Mutual Broadcasting System, Arlington, Va., and American Federation of Television and Radio Artists have officially settled labor dispute (BROADCASTING, March 7) and AFTRA members who had been on strike against network were back on job April 1. Lock-out of International Brotherhood of Electrical Workers by Mutual (BROADCASTING, Feb. 28) is still in effect.

Pricing problems. House Small Business Subcommittee on Antitrust, Consumers and Employment, with John Breckenridge (D-Ky.) as chairman, plans to hold hearings on unspecified date on pricing of automobile radios. Questions were raised three years ago in connection with legislation to require radio manufacturers to include FM with all AM radio receivers. Some argued then that high prices charged by car makers to install FM would hurt consumer, while other argued those prices shouldn't be so high. Justice Department has studied auto-radio pricing, but found no action warranted. National Association of Broadcasters plans to try to get Federal Trade Commission involved, too.

Columbus united. Commercial radio stations in Columbus, Ohio, area have organized Columbus Radio Broadcasters to promote positive aspects of radio advertising. Stations are WBNS-AM-FM, WCOL-AM-FM, WNCI(FM), WRFD(AM), WTVN(AM)-WLWQ(FM), all Columbus, and WBBY(FM) Westerville. President is Michael Jorgenson, general manager of WBNS-AM-FM; vice president is Jim Pidcock, general manager of WTVN-WLWQ, and secretary is Sharon Wilkin, administrative vice president of WCOL-AM-FM.

Helping hand. Tufts University's WMFO(FM) Medford, Mass., was almost completely destroyed by fire April 2, but with the help of WMEX(AM) Quincy, Mass., was back on air within five hours. According to Steve Goldstein, WMFO manager, equipment and 10,000 records of yet undetermined value was lost. WMEX has provided temporary quarters, equipment and records for burned-out campus station and, additionally, has been conducting

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campaign for contributions to restore WMFO.

Consulting. Carter Hardwick, former TV broadcaster, has formed broadcast management consulting service, Hardwick Communications Enterprises. Company will offer assistance in TV, radio and cable; finance; personnel training; programing and FCC matters. P.O. Box 146, Charleston, S.C. 29402.

Week later. Senate Communications Subcommittee's planned "broadcast oversight" hearings (BROADCASTING, March 14), originally planned for May 2-4, have been rescheduled for May 9-11.

Trials on video tape. Feasibility of using video-tape technology to help courts reduce trial delay is under study by Kent (Ohio) State University under grant by Administration of Justice Division of Ohio's Department of Economic and Community Development. Material and information on topic is requested by Bruce Landis, Center for Urban Regionalism and Environmental Systems, KSU, Kent, Ohio 44242.

Fight for switch. California Congress of Parents and Teachers board of managers is supporting rulemaking petition to give one of Los Angeles' currently operating VHF stations to noncommercial group or afford public competitor "right of first refusal." With "abundance" of V's in market—"seven stations which have heavy use of violent programing"—

group asserted in comment to FCC, "it is absurd to relegate public television to the UHF portion of the frequency." Proposal—offered by three citizen-lawyer groups—was opposed by several stations in market (BROADCASTING, Jan. 24, March 7).

Moving forward. National Public Radio Board has approved polished version of merger proposal with Association of Public Radio Stations (BROADCASTING, Jan. 31) and if respective memberships approve plan at Public Radio Conference in New Orleans, May 3-7, new board election will be held there. Other board actions at Washington meeting included approval of 30-minute extension of half-hour magazine news program, *All Things Considered*, on Saturdays and Sundays effective May 1. Show is currently 90-minutes on weekdays.

Automated. Broadcast Industry Automation System (BIAS) has signed 18 stations for its automated system for sales, traffic, accounting and engineering operations. Stations are KRGV-TV Weslaco, KOSA-TV Odessa, both Texas; WSBT-AM-TV and WWJT(FM) South Bend, Ind.; WALA-TV Mobile, Ala.; WKBN-AM-FM-TV Youngstown, WDTN(TV) Dayton, both Ohio; WKOW-TV Madison, WAOW-TV Wausau, WXOW-TV LaCrosse, WFRV-TV WFRV-TV Green Bay, all Wisconsin; WTVQ-TV Lexington, Ky.; WFMV-TV Greensboro, N.C.; WDAY-TV Fargo, N.D., and WJHG-TV Panama City, Fla. BIAS now serves 160

TV and radio stations.

Some CB help. National Federation of Citizens Band Radio Operators, in comment to FCC, is standing behind idea of National Association of Broadcasters to allow stations to rebroadcast Citizens Band emergency transmissions (BROADCASTING, Feb. 21). This "will allow broadcasters to disseminate the best information possible in emergency and disaster situations—direct accounts from eyewitness observers," 3,000-member NFBRC said.

Diversified. Dan B. Speare, 30-year advertising/broadcast veteran and immediate past president of Kern County (Calif.) Broadcasters Association, has opened Dan B. Speare Broadcast Enterprises, offering full-service advertising, broadcast station acquisitions, media marketing, representation and graphics and consultation marketing for all media. Initial clients include KCHJ(AM) Delano, Calif., and Dodge Radio Network (for all preseason and regular season live baseball game broadcasts). Greater Bakersfield Chamber of Commerce Building, 1807 19th Street, Bakersfield, Calif. 93301.

Crisler wants bidding of \$1.9 million for WRR

The Dallas city council has hired the Cincinnati-based media broker, R.C. Crisler & Co., to sell the city-owned WRR(AM). Crisler's proposal was one of 12 submitted to the council by brokers nationally.

Alex Howard, the Crisler vice president who handled the negotiations with the Dallas council, said he expects to sell the station for about \$1.9 million. He said there has already been "a great deal of interest" in the 57-year-old all-news station, operating on 1310 khz with 5 kw full time.

Dallas officials refused to confirm the \$1.9 million price tag, but they do expect WRR to go for substantially more than the \$1 million the Houston-based Rusk Corp. offered for the station last fall. The Dallas council rejected that offer.

According to the terms of the broker contract, Crisler will receive a 5% commission on the first \$1 million of the purchase price and 2½% on everything above that. The city is not selling its co-owned WRR-FM, a classical format station.

FCC sets minorities session

The FCC will hold a conference on minority ownership of broadcast stations April 25-26. The Washington meeting will explore possible methods of improving extent of minority participation in stations. The areas to be covered include: financing, professional assistance available to minority applicants, operational problems and barriers to acquiring stations and analysis of government policies which may increase the pool of minority applicants. Speakers will include FCC Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks.



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4/11

Changing Hands

Announced

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

■ **WPON(AM)** Pontiac, Mich.: Sold by H. Allen Campbell (75%), William E. Morgan (16.67%) and Helen Sansone (8.33%) to PSB Radio Group Inc. for \$950,000 plus adjustments. Sellers have no other broadcast interests. Former radio program distributor (*Lone Ranger, Green Hornet* and others), Mr. Campbell is retiring from broadcasting. Buyer is principally owned by Donald G. Jones (51%). There are 30 other stockholders. PSB is group owner which has just announced sale of **KROS(AM)-KSAY(FM)** Clinton, Iowa (see below). **WPON** operates on 1460 khz with 1 kw day and 500 w night.

■ **KXEM(AM)** McFarland and **KWIP(AM)** Merced, both California: Sold by Jack O. Koonce for \$755,000 to North American Media Inc., of which Mr. Koonce will be president but without ownership interest. North American is owned by Ron T. Smith and his wife, Nancy E. Mr. Smith is Los Angeles public relations consultant with various real estate holdings. He has also contracted to purchase **KWYT(AM)** Salinas, Calif. (**BROADCASTING**, March 21). **KXEM** is 500 w daytimer on 1590 khz. **KWIP** is 1 kw daytimer on 1590 khz. Broker: Western Business Brokers.

■ **KXEW-FM** Tucson, Ariz.: Sold by Radio Fiesta to Cabaret Inc. Radio Enterprises for \$550,000. Seller is partnership of 15 individuals, Ernesto Portillo, managing partner. Seller also owns **KXEW(AM)** Tucson. Buyer is owned by **KHOS** Broadcasting Co., which in turn is owned by **KLUC** Broadcasting Co. Principals of **KLUC** are Peer Pederson (30%), Richard C. and William R. Phalen, brothers (26% and 14%, respectively), and Howard C. Warren (30%). Buyers also own **KLUC-AM-FM** Las Vegas and **KHOS(AM)** Tucson. **KXEW-FM** operates on 93.7 mhz with 29 kw and antenna 38 feet below average terrain.

■ **KROS(AM)-KSAY(FM)** Clinton, Iowa: Sold by PSB Radio Group Inc. to Gateway Broadcasting Corp. for \$480,000 plus \$125,000 covenant not to compete. Seller also owns **KFIZ(AM)** Fond du Lac, Wis.; **WCTW(AM)-WMDH(FM)** New Castle, Ind.; and **KWEB(AM)-KRCH(FM)** Rochester, Minn. Donald G. Jones is principal and president. Buyer is owned by David Dunlay (70%) and Henry L. Dihlman, William H. Scott and Gerald A. Parker (10% each). Mr. Dunlay has various banking and investment interests. Messrs. Dihlman and Scott are general manager and engineer, respectively, of Clinton stations. Mr. Parker is vice president of Clinton cable TV system. **KROS** operates on 1340 khz with 1 kw day and 250 w night. **KSAY** is on 96.1 mhz with 100 kw and antenna 360 feet above average terrain.

■ **WRGM(AM)** Richmond, Va.: Sold by Dales Broadcasting Corp. to Fifteen-Forty

Broadcasting Corp. for \$300,000. Seller is principally owned by members of family of Lester Zins, president and former manager of station which has been off air for several months. Buyer is owned equally by 10 physicians, lawyers and businessmen from Richmond and Washington. Dr. Jean L. Harris is president. (See story, page 45.) **WRGM** is 10 kw daytimer on 1540 khz.

■ **WGRT-FM** Clarksburg, W.Va.: Sold by Multi Media Associates to Radio One Inc. for \$180,000 plus \$30,000 covenant not to compete. Seller is limited partnership of 11 individuals, none with other broadcast interests. James R. Reese Jr. is general partner. Buyer is owned equally by Honus Shain, Warren Riddlebarger and Jack Taylor Cloyd. Mr. Shain is owner and Mr. Riddlebarger general manager of **WEZJ(AM)** Williamsburg, Ky. Mr. Cloyd is Corbin, Ky., accountant. **WGRT-FM** is on 106.5 mhz with 50 kw and antenna 500 feet above average terrain.

■ **KONI-AM-FM** Spanish Fork, Utah: Sold by Pioneer Broadcasting Co. to Neale Broadcast Alliance for \$175,000. Seller is owned by George K. Culbertson, who has no other broadcast interests. Buyer is Sterrett O. Neale, formerly Southwest regional manager of Broadcast Music Inc. **KONI** is 1 kw daytimer on 1480 khz. **KONI-FM** operates at 106.3 mhz with 220 w and antenna 920 feet above average terrain. Broker: Blackburn & Co.

■ Other station sales announced by the FCC last week include: **WPXC(AM)**

Pratteville, Ala.; **KHLO(AM)** Hilo, Hawaii; **KOMS(FM)** Lebanon, Ore.; **WFGN(AM)** Gaffney, S.C.; and **KWGO-FM** Lubbock, Tex. (see page 68).

Approved

■ Station sales approved by the FCC last week include: **KAGB-FM** Inglewood, Calif. (see page 68).

FCC testifies on regulatory reform

Commission opposes paperwork for itself, a cut in its budget and provision requiring Senate approval of chairman every three years

In testimony before Senate Commerce Committee last week on the "Interim Regulatory Reform Act of 1977," the FCC: (1) supported a provision requiring agencies to simplify their rules, but opposed the one-year deadline, saying its own reregulatory effort has taken five years so far; (2) opposed as creating too much paperwork a requirement in the same provision that the agency explain every rewritten rule; (3) opposed a provision requiring the commission to redraft all laws applicable to communications because Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee is already doing that, and because it would require the commission

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to hire more staff; (4) supported a 120-day deadline for the commission to start action on all petitions for rulemaking; (5) opposed transferring jurisdiction from courts of appeals to district courts review of all commission orders denying petitions for rulemaking, on the ground that the appeals courts have developed considerable understanding of communications law; (6) supported submitting budget and legislative proposals to Congress concurrently with submission to the Office of Management and Budget; (7) supported a provision allowing the commission to represent itself in court if the Justice Department does not act in 45 days; (8) supported a provision making it a federal crime to kill, assault or intimidate a commission investigator; (9) opposed a provision prohibiting commissioners from representing anyone before their commission for two years after they leave government; (10) said a provision requiring appointment of a new commission chairman with Senate approval every three years might increase rather than decrease the agency's dependence on the executive branch, contrary to Congress's stated desire, and (11) opposed as being too low the bill's proposed authorizations for the FCC. The bill proposed \$58 million for 1978 (compared to the commission's proposed \$69 million), \$60 million in 1979 (compared to the FCC's \$74 million) and \$63 million in 1980 (compared to \$78 million).

Broadcast Journalism®

University researcher says TV news watchers aren't discriminating

Viewing choices are often made on entertainment basis, he says

Television emerges in a new study as a news medium that most people watch because it is "entertaining" and "reassuring." Furthermore, the study asserts that few people choose a news program on the basis of its "news quality."

These were the principal conclusions reached by Dr. Mark R. Levy, a lecturer in sociology at the State University of New York at Albany, after a two-year study of the audience for local and network television news programs. He said his findings were based on interviews with a scientific sample of 240 adults, conducted during October and November 1975 in Albany county. The study was supported by a research grant from the National Association of Broadcasters.

Dr. Levy, who said he had been a writer, editor and associate producer with NBC News in New York, commented that "being informed is only a secondary motive for most viewers; most people watch TV news to be amused and diverted, or to make sure that their homes and families

are safe and secure."

Among some of the findings he cited: Two-thirds of the respondents said that newscasters' jokes "make the news easier to take"; three-fourths of the public said they liked TV news because it is often "very funny"; more than half said that watching TV makes them relax and 40% reported the late evening news helps them fall asleep.

"Even better-educated viewers look to TV news for entertainment and reassurance," Dr. Levy said. "People who have gone to college say they dislike 'silly anchormen,' but they still like 'sophisticated' new stories and 'clever' commentators."

The study showed that many people found TV news "comforting" despite its emphasis on "bad" news. It revealed that 60% of the respondents said TV news makes them realize their own lives are not so bad, and one-third said watching the news makes them feel more secure and reassured.

Dr. Levy said the study indicates that the quality of the newscast plays a scant part in the program's popularity. One-third of the viewers chose their local news program because of the entertainment program which precedes or follows the news, Dr. Levy pointed out. He said the next most common reason was liking the anchorman (cited by 20% of the local news audience and 40% of network viewers). Fewer than one viewer in 10 said "news quality" was the prime reason for tuning in, according to Dr. Levy.

The study shows that almost one-half of the viewers think TV newscasts are "a little unfair" and 70% said TV news "overdramatizes" its reports. Almost 70% of the respondents felt that TV news does not provide sufficient background information on complicated, vital issues.



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Gunman gets air time

A man holding four hostages in a New York housing agency called reporter Doug Edelson at all-news WINS(AM) New York March 25, insisting that his political demands be broadcast. Luqnan Abdush-Shahid, described as a "Muslim black housing activist," was interviewed by Mr. Edelson on air, as were the hostages. After a five-hour siege, the gunman said he would surrender after hearing a 22-minute news cycle (the station's slogan is "Give us 22 minutes, we'll give you the world"). He did and no one was hurt. The incident recalled a similar situation eight days earlier, when WABC-TV New York reporter John Johnson was summoned by a gunman to help negotiate at a hostage scene (BROADCASTING, March 21).

Journalism Briefs

Tribute to Trout. Robert Trout, veteran news reporter and currently special corre-



A day in the life. NBC News cameras followed President Carter and peered around his White House for 17 hours—from 6:30 a.m. to 11:30 p.m.—on April 4 to record *A Day with President Carter*, to be shown on NBC-TV this Thursday night (8-9 NYT). Among the highlights: Unprecedented TV coverage of 110-minute cabinet meeting (top right, with NBC News Correspondent John Chancellor, reporter on the program, watching from background); presidential meetings with aides and advisers, congressional leaders, Egypt's President Anwar el-Sadat and a reception and dinner for Mr. Sadat. President Carter wore a wireless microphone (with on/off switch that he controlled), with transmitter on

his belt. The broadcast will be sponsored by Textron Inc. and Northwestern Mutual Life Insurance, both through J. Walter Thompson Co.

Four electronic camera crews were used by Executive Producer Gordon Manning and Producer Ray Lockhart in covering the presidential day, and the White House barber shop was converted into a temporary NBC operations office (bottom right). At one point the barber shop phone rang and was answered by Lester M. Crystal, NBC News vice president for special programming (at far right). It was Mrs. Walter Mondale calling for appointment for a vice presidential haircut. Photo at left: Mr. Chancellor surveys President Carter's small study in the Oval Office.

spondent for ABC, has been named winner of Associated Press Broadcasters Robert Eunson Award for "distinguished service to broadcasting." Mr. Trout, who began his career as radio announcer in 1931 at WJTV Mount Vernon Hills, Va. (later WTOP Washington), has been called "iron man of radio" and is credited with coining phrase, "fireside chat." Mr. Trout has worked for CBS, NBC and ABC TV and radio networks during his career.

Governmental stars. Television increasingly will perform role of presenting views of prominent government officials after they leave office, Richard C. Wald, president of NBC News, told luncheon meeting of New York chapter of National Academy of Television Arts and Sciences. He said this function had been primarily province of printed media (now trend has started of former government officials turning to broadcast as reported in March 7 issue). Mr. Wald said first NBC News TV program with former President Gerald R. Ford will examine role of U.S. President as

commander-in-chief of armed forces and will be shown on NBC-TV in late January or early February 1978.

All news to CBS. KQV(AM) Pittsburgh has joined CBS Radio and on or before June 4, WINZ (AM) Miami will become 13th all-news station to join CBS from NBC's News and Information Service, which ceases operations at end of May.

Correction. In addition to UPI (BROADCASTING, March 28), the AP also uses RCA's Americom satellite to feed its audio-news reports between New York and Los Angeles and between New York and San Francisco. Radio stations in the Los Angeles area that get AP's news feed on a local loop directly from the satellite, according to Jay Bowles, the general executive for broadcasting at AP, include KBRT(AM)-KBIG(FM), KLAC(AM)-KMET(FM) and KFWB(AM). Their San Francisco counterparts on the AP satellite feed are KNEW(AM), KFRG(AM) and KOIT(FM).

AIM renews efforts for CBS News ombudsman

Accuracy in Media Inc., the Washington-based media watchdog, has sent letters to CBS Inc. shareholders asking their support for an AIM-sponsored resolution that CBS News hire an ombudsman, "someone publicly identified as the person to whom the public should direct its complaints about programs that were thought to be inaccurate or unfair." AIM has a similar proposal before the stockholders of RCA, parent of NBC.

The letters, dated March 30, ask that the shareholders vote their proxies for the AIM proposal at CBS's April 20 stockholders' meeting in Hollywood. Similar resolutions offered last year were endorsed by 4% of the CBS shareholders and 8% of the RCA owners. AIM needs 6% of the CBS votes and 10% of the RCA votes if the resolutions are to be kept alive for another year.



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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.

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April 18/May 2

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M-E's Coen sees TV taking biggest step forward of all media by 1980

**He estimates its growth at 54%,
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Television advertising will outgrow that in other media through 1980, according to an analysis by Robert J. Coen, vice president of McCann-Erickson Inc., New York.

Mr. Coen made his projection in the annual report of the Interpublic Group of Companies Inc., of which M-E is a subsidiary. In estimating expenditures for the major media through 1980, he placed TV's total in that year at \$10.2 billion, up 54% over 1976's \$6.6 billion.

He tabbed this growth pattern for other media in the years from 1976 to 1980: radio, up 50% to \$3.3 billion; magazines, up 50% to \$2.7 billion; newspapers, up 40% to \$14 billion; other advertising, up 15.5% to \$18.3 billion. Mr. Coen calculated that total advertising would climb to \$48.6 billion, up from \$33.4 billion in 1976, a 45% increase.

Television will have registered the sharpest gain from 1975 to 1976, Mr. Coen predicted, rising by 24.9% to \$6.575 billion. He estimated these other increases in 1976: magazines, up 21.2% to \$1.775 billion; newspapers, up 18.7% to \$10.022 billion; radio, up 14.4% to \$2.265 billion and other advertising, up 15.5% to \$12.793 billion. Mr. Coen figured that total advertising at the end of 1976 was \$33.430 billion, up 18.4% over 1975.

"The outlook for total advertising and for the individual major media is much better than it has been for years," Mr. Coen said. "A new long-term trend appears to be developing with advertising growth more nearly parallel to that of the economy."

He noted this trend marks a change from the years between 1965 and 1976 when advertising growth lagged behind economic growth. Using constant dollars, he said, 1975 advertising expenditures were only 9% higher than those in 1965, while in the same 10 years the gross national product reached a level that in 1975 was 30% higher than in 1965.

Advertising Briefs

Share the wealth. Senator Barry Goldwater (R-Ariz.) says government agencies spent about \$199 million for TV advertising production in 1975, \$53.3 million in-house. He objects, and says government should not compete with private TV production houses.

Moved. AIM (Audience Information Management) Inc. has moved headquarters to

143 Sound Beach Avenue, Old Greenwich, Conn., under direction of its new president, Robert L. Owens, founder of AIM in 1975 and former VP/general manager of Arbitron. AIM offers special audience surveys, FCC community ascertainment studies, acquisition studies, presentations for stations and markets and special projects.

Pertschuk gains Senate approval. Michael Pertschuk was confirmed to Federal Trade Commission last Wednesday by voice vote of Senate. President Carter has said he will name him chairman. Swearing-in is tentatively slated for next week. Mr. Pertschuk, 44, was chief counsel of Senate Commerce Committee for last 13 years (BROADCASTING, Feb. 28, April 4).

Looking for agency. Nissan Motor Corp., U.S.A., Carson, Calif., which bills about \$35 million for Datsun cars and trucks, reported it is seeking new agency to replace Parker Advertising, Palos Verdes Peninsula, Calif., which has handled account since 1960. Nissan spends about \$19 million in broadcast. Canter, Achenbaum, Heekin, New York management consultant firm, has been retained by Nissan to help locate new agency.

Stamps of approval. Thirteen challenges to national advertising, including nine on television, were resolved in February by National Advertising Division of Council of Better Business Bureaus. The Emerson Electric Co. (chain saw) discontinued questioned commercial. Reviewed and found acceptable were TV commercials for John H. Breck (hair spray); Brown & Portillo (chicken); Campbell Soup (meat pies); Procter & Gamble (Bold detergent); Ralston Purina (dog meal); Sears Roebuck.

Allied strikes gold. Allied Stores Marketing, division of Allied Stores Corp., will receive Television Bureau of Advertising's Gold Screen award at sixth annual retail TV workshop at Hotel Biltmore, New York, April 20-21. Allied Stores is eighth largest local TV department and discount store advertiser, increasing investments 30% to \$8.6 million in 1976.

Moving on. Radio Advertising Bureau's Los Angeles office has moved its headquarters from 1900 Avenue of Stars to 6230 Yucca Street, Los Angeles 90028. Telephone is (213) 469-2923.

New from TVB. Updated edition of "Spot TV Guide," spelling out steps to be followed by TV stations and advertising agencies to provide greater uniformity and efficiency in handling of television commercials, has been sent to all U.S. television stations. Guide was developed by TVB subcommittee on standardized traffic instructions in cooperation with American Association of Advertising Agencies, the Association of National Advertisers and Station Representatives Association and has been distributed to members of those organizations as well as to stations. A new entry in this edition: Form to be used for



Ernie didn't stand a chance. "It happened while running along Lake Shore Drive about three weeks ago. Looking out at the Grosse Pointe Yacht Club, running and saying, 'What can I do for Ernie? He's such a beautiful guy.'

"From that came the idea. You'll have to visualize the following in your mind's eye. (That's one of the great things radio has going for it... I-M-A-G-I-N-A-T-I-O-N!)

"April Fool's Day—appropriate, right? All of Detroit's Adcrafters, the world's biggest Adcraft Club (1,541 members) invited to be out at D'Arcy-MacManus & Masius at 4-4:15 p.m. Ernie was to be in his office (with the great help of Gail Smith, General Motors). Anyway, can you just picture Ernie up in his office, caught in a meeting, looking over his left shoulder out on a beautiful green terrain and huge parking lot and seeing hundreds of people showing up. It's got to be causing him to eat his

heart out. At approximately 4:30 p.m., up the hill to the main parking lot comes a Cadillac convertible (one of D'Arcy's favorite accounts), pulling a huge outdoor board that reads, 'Ernie, You're Fabulous.' Yours truly was hanging on the back of the board, wearing a sweater emblazoned with my favorite slogan—'Be Fabulous'—and saluting my old buddy, Ernie Jones (chairman, D-M&M International). Right behind came what you've got to know would knock his socks off because of his great love—the University of Michigan Marching Band playing 'The Victors.' Unless I am sadly mistaken, goose bumps ran up and down the spine of one of my favorite people.

"I had also bet that he would be out in the parking lot directing the band. And I was right! We couldn't keep him from it!" — *William K. Burton, executive vice president, Robert E. Eastman & Co., Detroit.* (P.S.: The cheerleaders are my daughters, Kerrie, and Debbie.)

either manual or computer instructions regarding scheduling and disposition of commercials.

Stone leaves. Robert L. Stone, chief executive and chairman of Hertz Corp., New York, RCA subsidiary, has resigned. Mr. Stone, once vice president and general manager of NBC-TV, has been proposed for membership on board of directors of John Blair & Co., New York. FCC recently ruled there would be no conflict in Mr. Stone's joining rep firm's board (BROADCASTING, March 21). Spokesman for Blair said that Mr. Stone is not joining company staff but only board as an outside member.

Advertising reference. National Advertising Division/National Advertising Review Board has issued new reference book, "NAD/NARB Decisions," which is compilation of challenges to truth and accuracy in advertising handled by NAD of Council of Better Business Bureaus in response to complaints by consumers, competitors or NAD's own monitoring. Book includes NARB decision and full texts of NARB consultative panel reports and it will be updated each quarter. "Decisions" can be ordered for \$75 first year, \$50 annual renewal, from *Stephen Jones, editor, Council of Better Business Bureaus, 1150 17th Street N.W., Washington 20036.*

Spanish ears. Spanish women in Los Angeles, Miami, New York and San Antonio, Tex., spend 55.8% of their listening time with Spanish-format stations, as against only 41.9% for Spanish men, ac-

cording to Arbitron Radio study released last week. Spanish persons as whole in those four markets spent 44.1% of their time listening to Spanish-format stations; 25.5% with contemporary; 6.2% with black and 5.5% with beautiful music outlets. Spanish teen-agers, 12 to 17, were found to devote 65% of their listening to contemporary stations; 13.5% to black outlets and only 3.6% to Spanish stations.

Moving. HR Television has set up new offices at 5670 Wilshire Boulevard, Suite 100, Los Angeles 90036. Telephone: (213) 930-2450.

Going west. Affiliated Advertising Agencies International is moving its world headquarters office from 516 Fifth Avenue, New York, to 13693 East Iliff Avenue, Denver 80232. New telephone number is (303) 750-1231.

Still 18-49 for radio

The 18-49 demographic remains the principal choice of radio advertisers, according to a study of 1976 availabilities released by McGavren-Guild Inc., New York.

Based on requests made of McGavren-represented stations in 1976, the analysis shows that 24% of all availabilities requests stipulated the 18-49 age group; 20% the 25-49 classification; 15%, 18 and over. Demographics within the 12-34 group were sought on 26% of availabilities, and all older demographics up to 50-plus accounted for 11% of requests.

All figures remained fairly constant with 1975 levels.

McGavren-Guild said that Arbitron was the favored rating service requested by agencies, with 83% of the availabilities based on Arbitron and 10% on The Pulse.

Overseas payments admitted by O&M

Ogilvy & Mather International Inc., New York, has acknowledged that some executives in its overseas offices had made about \$789,000 in questionable or unrecorded payments since 1969 and said the agency took a loss of about \$13,000 when it invested slush-fund money in its own stock.

The disclosures were made in a filing by the agency with the Securities and Exchange Commission. The agency said its investigation revealed several questionable practices but said none involved illegal political contributions in the U.S.

Among the practices listed in the filing to the SEC were: the channeling of about \$775,000 through a fund established in an unidentified foreign country to make supplemental or terminating payments to employees who otherwise would have been subject to local taxes or currency restrictions; the payment by an O & M subsidiary of \$33,000 to another advertising agency for assistance in obtaining an official agency as a client; the payment of about \$14,000 by two subsidiaries to foreign officials to expedite such action as getting immigration and work permits, and determining taxes.

NBC asks FCC to authorize new way to track station clearance

Network and others have tested automatic surveying system that finds out which affiliates are clearing and which pre-empting

NBC has asked the FCC to begin a rulemaking authorizing the introduction of an automatic monitoring system that, NBC says, would produce "faster and more accurate program ratings."

The system, under development since the 1950's, involves the transmission of program-related signals in the vertical blanking interval of the standard television signal. In full operation, it would enable the network to survey all affiliates electronically and determine at any time which were carrying the network feed and which were not. The monitoring of clearances could presumably be coordinated with the collection of audience information by rating services.

NBC said it had developed and tested source identification signal (SID) two years ago, when a digital signal was inserted in all NBC programs originating in New York City and radiated by NBC's owned and affiliated stations across the country. Decoding equipment was located in Washington, D.C., detecting and decoding the signal after it had been transmitted over the 4,000-mile network.

The over-all conclusions, NBC said, were favorable. It said the test confirmed "the feasibility of transmitting radiated digital signals in general," not only the specific SID signal studied. NBC has not been alone in developing the system. All three networks were reported engaged in similar projects two years ago ("Closed Circuit," May 20, 1974).

NBC said it proposes to use the SID signal to transmit information to identify itself, the city of origination and the date and time of origination. The system, NBC said, "will permit complete, rapid and accurate verification as to the NBC service actually broadcast by that station."

NBC cited a number of uses for the system beyond improving program rating services. NBC said the system would facilitate automatic program logging, and could be used by cable television systems for the automatic deletion—in place of the manual methods now in use—of simultaneous broadcasts of network programming to afford nonduplication protection to local stations.

NBC said the authority it is seeking could be provided through a simple amendment to the rules governing the use of the interval "beginning with line 17 and continuing through line 20 of the vertical blanking interval." NBC noted that line 20

is not dedicated for the use of any particular signals and, therefore, is available for transmission of an SID signal.

NBC said the proposed rule change is in the "spirit" of the commission's "reregulation" program, since it would permit broadcasters to further the development of the vertical interval signals related to the operation of the station "without hindrance by unnecessary administrative regulation."

Indeed, NBC said, the commission might consider the proposal as one that could be accomplished by an order, without the formality of a rulemaking proceeding. NBC said the proposal could be considered interpretive in nature, and would not impose additional burdens on station operators.

Engineers want Johnson on the FCC

AFCCE says the Broadcast Bureau chief is qualified to serve as commissioner and he will provide needed technical knowledge

The Association of Federal Communication Consulting Engineers has openly urged President Carter to nominate the FCC's Broadcast Bureau chief, Wallace Johnson, to one of the two vacancies opening up on the FCC ("Closed Circuit," Nov. 15, 1976).

The AFCCE, which first expressed its

interest in Mr. Johnson's appointment in a letter to Mr. Carter in December, reaffirmed that interest in a letter dated March 25, in which the association stressed what it sees as the importance of naming an engineer to the commission.

Mr. Johnson, who has a B.A. in physics from Gustavus Adolphus College, St. Peter, Minn., has filled a number of engineering posts in the 28 years he has been with the commission.

The AFCCE, in a letter signed by its president, Carl E. Smith of Cleveland, said that since the departure of the commission's last engineer-member, T.A.M. Craven, in 1963, "there has been a notable reluctance on the part of the commission to deal directly and effectively with a plethora of spectrum management problems."

Indeed, it charged that one project attempted as a solution to "critical shortages in the spectrum" available to various radio services is "a debacle of monumental proportions." The letter did not identify the project further, but the reference was understood to be to the experimental center the commission established in Chicago in 1972 to monitor occupancy of and assign land mobile channels. (That portion of the letter was drafted by James Barr, retired chief of the commission's Safety and Special Radio Services Bureau, who had opposed the project during his tenure.)

Commission officials last week disputed the description of the project as a "debacle," and said the center had done "a good job for the Chicago area." But the project is

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being phased down, and officials said it would be too expensive to use on a nationwide basis.

AFCCE said Mr. Johnson has the engineering background, administrative experience and other qualifications needed to provide "guidance and leadership" in the commission's handling of "the many technological problems that continue to abound."

Polaroid says it has instant movie camera in the works with possible TV application

Polaroid Corp. says it has developed a "new medium"—a camera that will develop motion picture film in the same way the company's still cameras develop photographs: speedily.

Thus far Polaroid executives have publicly mentioned the system in only the broadest terms, refusing to specify, for example, what size of film it would use and when it might be marketable. But one company vice president told BROADCASTING last week that the process would have "some very real possibilities" for television news-gathering as well as for program production. An official announcement and possibly a demonstration are planned for the company's stockholder's meeting April 25.

The pleasure of revealing the new system's existence was left to Edwin Land, company chairman. In Polaroid's annual report for 1976, Mr. Land wrote a letter to stockholders, dated March 23, in which he said the company would be moving into "the new field of living images." This is how he described the system:

"Our camera for living images must be as easy to use and as easy to load and as versatile as our camera for still images; our means for looking at living images should be even simpler than for television. Whatever photographic procedures are being carried out should be unknown, nonexistent for anyone using the whole system. Ideally a cassette, like the little magnetic tape cassettes, should be dropped into a pocket in the camera. When the living images have been recorded, the cassette with no manipulation should be ready to be placed in a pocket in the viewer and then you should be seeing the living image.

"In our laboratories we are having this total experience. A new art has been born."

On March 28, Polaroid's vice president of marketing, Peter Wensberg, said in a passing reference during a speech to the photographic marketing convention in Chicago that such a system would have as profound an impact on motion pictures as the Polaroid camera had on conventional photography. Last week he elaborated, saying he did not mean that the camera would be useful only for consumers and not for professionals, but that the filmmaker's ability to review his product immediately

with his subjects (not to mention for himself) would revolutionize the industry. "It wouldn't be just a new dimension," he said, "it would in effect be a new medium."

Mr. Wensberg said that Polaroid had been developing the system for about 10 years. Mr. Land, in his letter to stockholders, said the company had had an "intuition" about such a system 20 years ago.

The stockholders meeting at which the product is to be described will be held at the company's distribution center in Needham, Mass., just outside Boston.

Eastman Kodak also makes a self-developing still camera. A Kodak spokesman said the company's policy is not to comment on new products being researched, and that no mention had been made of a self-developing motion picture system.

Getting rid of those ghosts

**FCC gives approval to the use
of circular or elliptical
polarization antennas, and says
that they could eliminate problems
in transmission for UHF and VHF**

The FCC has amended its rules to let VHF and UHF television broadcasters convert from horizontal to circular or elliptical polarization for their broadcast transmissions.

The commission, in amending a rule in effect since 1941, thus gives television broadcasters the same authority available to and used by many FM broadcasters.

The commission, in originally issuing the notice of rulemaking in the proceeding, said that horizontal polarization was inappropriate for minimizing such problems as "ghosts," "canyon effects," and multipath interference. It also said horizontal polarization requires critical antenna orientation for maximum signal reception and minimum distortion.

The commission had issued the notice in response to a petition filed by ABC. That petition, in turn, was based on the results of a test of circular polarization ABC had conducted at its WLS-TV Chicago for more than a year. The test and a separate study by M.S. Siukola of RCA indicated that circular polarization could either eliminate or minimize ghosting, improve the reception with indoor antennas and improve the over-all picture quality of TV transmissions (BROADCASTING, Feb. 24, 1975).

The commission last week said the questions regarding television stations' use of circular or elliptical polarization had been answered adequately to permit those who wished to use that kind of polarization to do so. There was no justification for further expensive and lengthy tests, it said.

The commission said its experience with circular polarization in the FM band, which is just above the top end of the low

VHF TV band, indicates no significant changes in the service areas of the FM stations. It said similar results could be expected for the low VHF-TV band.

The commission also said it found that circular polarization could remedy some problems resulting from horizontal polarization, and it noted that manufacturers commenting in the proceeding had said that circularly polarized UHF transmitting antennas would not have less gain than their VHF counterparts, and that the gain per wave length of a circularly polarized antenna would remain about the same as that of one horizontally polarized.

The commission does not expect universal conversion to circular polarization. It said it expects each licensee to make a decision on conversion based on its own needs.

Extra protection for stations in EBS system

Civil defense agency installs equipment to protect against electrical burn-out threatened by nuclear explosion

The Defense Civil Preparedness Agency is equipping key stations in the Emergency Broadcast System with devices protecting them from electromagnetic pulse (EMP), an electrical impulse that would be produced if a high-yield nuclear weapon were detonated above the atmosphere. The anti-EMP devices will also provide superior lightning protection.

EMP, which travels faster than lightning, can burn out power and communications networks, broadcasting stations and home television and radio receivers.

The DCPA is spending \$220,500 this year to protect 59 stations, 47 of which have 50 kw transmitters. Devices have been installed at KNOX(AM) Grand Forks, N.D.; KWTO(AM) Springfield, Mo., and WKZO(AM) Kalamazoo, Mich. (all 5 kw). KSL(AM) Salt Lake City is slated to receive the protection next, and DCPA is now studying WTIC(AM) Hartford, Conn., for a protective system in the near future.

DCPA's goal is to protect 507 stations, resulting in a fully protected station in every local operational area of the EBS.

ABC's faith put in Ikegami minicameras

\$1-million investment in 30 units will be spread in bureaus, O&O's

ABC-TV has bought 30 ENG cameras from Ikegami at a total price of over \$1 million. The cameras, model HL-77, cost \$37,000 each.

R.L. Pointer, vice president of broadcast engineering at ABC, said the cameras will be used at the network's five owned-and-operated TV stations—New York, Los Angeles, Chicago, Detroit and San Francisco—and the Washington news bureau and other network bureaus to be set up

during the year, including foreign bureaus. Mr. Pointer said the cameras will be used in gathering news for the O&O stations and the network.

Deliveries will begin at the end of this month.

Technical Briefs

Update wanted. ABC has asked FCC to launch rulemaking looking for revision of test signal requirements for remote control operation of TV broadcast stations. Petitioner claims that, among other things, automatic vertical interval transmission analyzers were not available when rules were devised, and furthermore, rules should conform to network test signal practices.

Circularly polarized. Cetec Corp. has entered licensing agreement with RCA for manufacture of circularly polarized TV antennas, developed by Jampro Antenna Co., Cetec subsidiary. Agreement gives RCA right to exercise option within one year of authorization of new antennas by FCC.

Slow-motion recorder. Eigen Video has new slow-motion recorder for \$20,000, which includes digital TBC. Ten-second continuous loop recorder is 14 inches high and weighs 75 pounds.

Nearly 9 million CBers. FCC broke citizen band radio records, issuing 678,330 licenses in February, highest number in CB history. That brought overall total to 8,818,815 licensed CBers, according to commission.

Programing

Payola issue cooks along outside FCC

Mel Edwards is fired by WOL; it's also charged that two at Norfolk station attempted to force payments for airplay

While the FCC's investigation into payola has stalled at the commission itself, the issue has not gone to ground. BROADCASTING was told last week that two employees of WOWI(FM) Norfolk, Va., were fired after allegations were made to the station's management that they had attempted to extort \$3,000 from a local promoter for playing the records of music groups appearing in the Norfolk area. And there has been another payola-related firing: Mel Edwards, the WOL(AM) Washington DJ who figured prominently in the opening phase of the commission's investigation, has been released by the station, and several other air personalities at WOL are expected to be disciplined.

In Norfolk, Bill Douthat, president of Whisper Concerts, said that on three occasions in late 1976, two WOWI staff members approached him and requested payments of \$500 each for playing the records of Earth, Wind & Fire, Average White Band and the Commodores. Mr. Douthat said

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he refused to pay them. Later, Mr. Douthat said, Leonard Ware, operations manager of co-owned WPCE(AM) there, discovered that the records of the groups had been removed from the studio.

Mr. Douthat said that on Dec. 22, 1976, he wrote a letter to the station owner, L.E. Willis Sr., informing him of the actions of his employees. According to Mr. Ware, the two employees were fired on Dec. 24.

Mr. Douthat made it clear that before his contact with Mr. Willis, "the management and ownership of the station did not know" about the two men's activities. He said that when he told Mr. Willis what they had done, Mr. Willis "acted." Mr. Douthat said Mr. Willis told him he would fire the two men, "and he did." Mr. Douthat said, as well, that he had made no formal complaint to the FCC about the incident because Mr. Willis handled the situation satisfactorily.

According to Mr. Douthat, the men approached him prior to a Sept. 11, 1976, AWB concert and told him he would have to pay them each \$500 if AWB records would be played by them on the station. Mr. Douthat said he refused to pay, and they approached him again with similar demands for a Dec. 2, 1976, EW&F appearance and a Jan. 1 date by the Commodores.

A few weeks before the Commodores' appearance, Mr. Ware, whom Mr. Douthat had hired to produce radio spots for the concert, was unable to find records for the Commodores at the station. "There was just no product," Mr. Douthat said.

Mr. Douthat said he then contacted Washington lawyer Jason Shrinky, who suggested he take his complaint to the station's owners.

Mr. Ware, who confirmed Mr. Douthat's story, said that the men had told Mr. Douthat if he did not pay them, they "would discontinue playing the records." He also said that when Mr. Douthat refused, "the records would just disappear." It was "a sort of reverse plugola," Mr. Ware said.

The stories told by Messrs. Douthat and Ware closely parallel charges raised in February by Washington concert promoters William Washington and Jack Boyle (BROADCASTING, Feb. 21, 28). Messrs. Washington and Boyle testified at an FCC hearing that they had been forced to make similar payments to disk jockeys with Sonderling Broadcasting's WOL(AM) Washington. The FCC has said it has reports of similar operations across the country. FCC officials have refused to comment on Mr. Douthat's story, however.

The present phase of the commission's hearings, which have concentrated solely on WOL, is temporarily stalled. The hearings are scheduled to reconvene on May 16. Although Ted Kramer, the new chief counsel in the proceeding, has said the delay is because of "scheduling conflicts," other lawyers close to the investigation (though not with the FCC) have suggested that the commission simply does not know what to do with the information it is receiving. Even Mr. Kramer suggests that



Reunited. Assembled during rehearsals for Columbia Pictures Television's 90-minute movie for NBC-TV, *The Father Knows Best Reunion*, are (back row l to r): Eugene B. Rodney, producer of the original series who is serving as executive consultant; director Marc Daniels; Jane Wyatt (Margaret Anderson); Rene Valente, CPT vice president for movies and long-form programing; Robert Young (Jim Anderson), and producer Hugh Benson. In the front row (l to r) are the Anderson children, Billy Gray (Bud), Lauren Chapin (Cathy) and Elinor Donohue (Betty). The program is scheduled for broadcast May 15, 8-9:30 p.m. NYT. Columbia says this is the first time the five stars have appeared together since the show went off the air in the early sixties.

the present payola/plugola statutes may not adequately cover the outside activities of disk jockeys. "It's a question of whether the Communications Act is broad enough," Mr. Kramer said.

While the FCC is sitting back on the WOL problem, Sonderling officials have taken several actions. Mr. Edwards, the DJ who headed the WOL disk jockeys' concert promoting efforts, has been fired by WOL for, according to Sonderling Vice President John W. Doubleday, "gross insubordination." James Kelsey, WOL general manager, and A. Harry Becker, Sonderling's attorney, said Mr. Edwards was fired for promoting concerts after station management had forbidden the disk jockeys from engaging in outside promotions.

Mr. Edwards and four other disk jockeys admitted in the hearings that they had continued their promotion activities after they had been ordered to stop. Mr. Becker admitted that he had not known about the later concerts until he heard about them at the hearings.

The four other disk jockeys (Bobby Bennett, Raymond St. James, Charles Green and Gregory Hines) may also be suspended by the station, station officials have said. The station is considering suspending each of them for either one or four weeks, according to Mr. Becker. Mr. Bennett, who was unavailable for comment, has reportedly already received a 30-day suspension from the station.

As if Mel Edwards hasn't enough troubles these days, BROADCASTING has also learned of his involvement with a Richmond, Va., group that is now trying to purchase a radio station there, WRGM(AM). The group, Fifteen-Forty Broadcasting Corp., has tendered an assignment application for the station. Although Mr. Edwards's name does not appear among the proposed owners of the station, Mr. Ed-

wards has said, and a lawyer who is keeping an eye on the application as it goes through the FCC has confirmed, that Mr. Edwards is involved with the group.

According to the present application, 10 shareholders (two with a joint tenancy) own 11.1% each of the company. The original stock-ownership plan, however, was to have given Mr. Edwards 18% of the new licensee and about 9% each to the others (see "Changing Hands," page 37). Since Mr. Edwards's troubles began with the FCC, the other shareholders have asked him to stay out, until the commission approves his involvement with them. Negotiations are now under way between Mr. Edwards's lawyer and the FCC and the other shareholders to get Mr. Edwards back in the company. A decision is expected soon.

'Jesus' movie pulls in high Nielsen numbers

NBC estimates that 70 million saw part of first telecast; P&G is running fewer commercials than it is allowed to show

Despite all of the controversy, NBC's *Jesus of Nazareth* brought in high Nielsen ratings.

The first part of the miniseries (Sunday, April 3, 8-11:15 p.m. NYT) racked up a 32.2 national Nielsen rating and a 50 share. NBC researchers estimated that 70 million people saw some part of that first telecast, and predicted that when the numbers on last night's *Nazareth* (April 10, 8-11:25 p.m.), are totted up, a total of 90

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million people will have looked at the made-for-TV movie.

Mike Weinblatt, the executive vice president at NBC who has acted as network liaison with Procter & Gamble, the sole sponsor, said that P&G had taken only 17 commercial minutes in the April 3 telecast (at least five minutes less than it was entitled to) and that it was planning to use only 14 commercial minutes on April 10, not interrupting the final 95 minutes that include the last supper, the crucifixion and the resurrection. P&G took over full sponsorship when General Motors, the original sponsor, decided to bow out of its commitment, at least in part because of publicized hostility to the miniseries from some fundamentalist Protestant groups (BROADCASTING, March 21, 28).

On April 3, *Jesus of Nazareth* won every half-hour by a wide margin. A rerun of *The Six Million Dollar Man* on ABC (8-9 p.m.) managed only an 18.2 rating and 28 share, and *The ABC Sunday Movie* rerun telecast of the James Bond picture, "You Only Live Twice" (9-11 p.m.), got an uncharacteristically low 17.5 rating and 28 share. CBS's competition did even worse. A *Rhoda* rerun (8-8:30 p.m.; 17.3 rating, 26 share), a *Phyllis* rerun (8:30-9 p.m.; 16.1 rating, 24 share), a *Switch* original (9-10 p.m.; 15.9 rating, 24 share) and a *Delvecchio* rerun (10-11 p.m.; an 11.4 rating, 18 share) all got lower numbers than they usually chalk up.

'Mary, Mary' finds out some parents are quite contrary

WJW-TV returns show to 11:30 p.m. after Clevelanders protest switch to early evening, pressure sponsors

Never underestimate the power of *Mary Hartman, Mary Hartman* to generate controversy. Storer Broadcasting's wjw-TV Cleveland probably won't, now that it has felt compelled to move the program out of family, and prime, time and back to 11:30 p.m.

Like a number of stations that have been carrying the program in late evening, wjw-TV, on Feb. 28, began running the series at an earlier hour, at 7:30 p.m. And, like a number of those other stations (10 or 12, according to complaints that have been received at the FCC) viewer opposition developed.

To producer Norman Lear and many *MH, MH* fans, the series may be a satire on soap operas that also makes comments on American society. But to some others, it is crude, suggestive and unfit for family viewing. In Cleveland, more of the latter than of the former were heard.

The station began hearing from the critics after moving the program from 11:30 p.m., Sunday through Thursday. According to William J. Flynn, vice president and general manager, the public clamor was

Pay takes to the air. Los Angeles's first over-the-air subscription television station, K8SC-TV Corona, made its debut April 1 as scheduled with a live broadcast of the Los Angeles Dodgers vs. California Angels baseball game from Anaheim Stadium (BROADCASTING, March 7). K8SC-TV (ch. 52) sends out its pay programming (sports and movies) in the form of a scrambled signal which only subscribers can view after their sets have had a decoder installed. The station will not release a subscriber count yet, but said it has 24 trucks working six days a week to fill a backlog of requests for the service which costs \$29.95 for the initial installation, \$25 for the deposit on the decoder and \$17 per month service charge. Pay programming runs from 8 p.m. to midnight on weekdays and from 6 p.m. to midnight or later on weekends.

touched off by Father Joseph Krocker, communications director of the Cleveland archdiocese, who used a religious program he conducts on WJW(AM), to express his outrage at the shift.

In time, Cleveland's Radio-TV Council, a 37-year old umbrella organization of 120 civic groups (and described by Mr. Flynn as a "media PTA"), became involved. Ruth Pflager, president, said that after viewers began contacting members of the board to express their concern, the council coordinated the mounting tide of opposition.

The group placed an advertisement in the *Cleveland Plain Dealer*, charging that wjw-TV refused to heed the "outcry" against the presentation of *MH, MH* at a time when children could see it, and that the station was "unwilling to abide by the terms" of its license. The ad called on readers to avoid watching the news on the station and to send contributions to help continue the fight.

Letters and telephone calls—estimated by Mr. Flynn at 10,000—flooded the station. Some letters were from public and parochial school children, who Mr. Flynn said, had been assigned by their teachers to write them. "It was wild," he said.

Nor was that all of the pressure. The council and the Catholic diocese made available the names and addresses of sponsors of the program, and urged viewers to write to them, expressing displeasure. That, apparently, was effective. According to Mrs. Pflager, 23 sponsors pulled spots out of *MH, MH* at 7:30 p.m. However, although Mr. Flynn acknowledged taking "heat" from the advertisers, he said they did not desert the station.

If all of that wasn't enough to persuade the station to reschedule the program, an "image study" it had commissioned was. Mr. Flynn said the Data Marketing Institute of Los Angeles several months ago had been asked to do an in-depth study of the station's image, and when the *MH, MH* controversy broke, he added, he suggested the inclusion of several questions

concerning the program. Mr. Flynn said DMI analysts who took an early look at the results of *MH, MH* questions, told him "You're dead."

"So we moved it back to 11:30 p.m.," he said. That happened last week.

An indication of how much an issue the scheduling of the program had become was indicated by the way the *Cleveland Plain Dealer* played the story, "wjw-TV Loses Mary Hartman Battle," was the streamer across the top of page one on March 29. Norman Lear, sent a copy by Mr. Flynn, framed and hung it on his wall.

For Mr. Flynn, the move of the program to 7:30 p.m. had been intended to shore up a weak spot in the evening schedule with a demonstrably strong syndicated program. Besides, he noted, the program runs early in a number of markets. "But," he said, "the guardians of goodness decided no."

One of those "guardians," Mrs. Pflager, said the station's decision represented a victory "for the democratic process in broadcasting." The station, in her view, had responded to the public will. "I never saw the community so upset about one program," she said. "From that standpoint, we feel good."

Paramount considering fourth network idea

Company has a new division that will study scheme to develop weekly series for transmission via the Hughes TV Network

Paramount Pictures Television has begun studying a fourth-network scheme that would use the resources of the Hughes Television Network, which Paramount bought late last year (BROADCASTING, Jan. 3).

"Independent stations would be the keystone of our project but I'm sure some network affiliates would be interested as well," said Richard Frank, whom Paramount has just hired as vice president in charge of the new division, which will be headquartered in Los Angeles. Mr. Frank resigned as president of the broadcast division of Chris-Craft Industries late last month to accept the newly created job at Paramount.

Although Paramount's programming ideas are still only in their preliminary stages, Mr. Frank said, "We're thinking in terms of weekly series," rather than one-shots like the *Operation Prime Time* "Testimony of Two Men" six-hour movie. "Paramount is not going to rush to get something on the air in three months. We'll be spending the next 12 to 18 months going over series ideas with producers at Paramount as well as with outside producers."

The Hughes network, Mr. Frank said, gives Paramount the advantage of simultaneous transmission throughout the country, and, he added, stations equipped to pick up satellite feeds (Hughes uses RCA

Americom satellite) could save quite a lot of money by circumventing AT&T land-line costs.

The simultaneous feed, according to Mr. Frank, could attract national sponsors who are not interested in the barter arrangement whereby series episodes are bicycled around the country, to be played at the stations' convenience.

United Church takes on mission against sex and violence on TV

In a statement filed at the FCC, the church denounces programing and outlines steps it will take to deal with the issue

The Office of Communication of the United Church of Christ, which has played an active role in FCC matters, both in license-renewal and rulemaking proceedings for more than a decade, is seeking the principal role as the church's instrument in a campaign against sex and violence on television.

The office has prepared a "Pronouncement on the Use of Gratuitous Violence and the Exploitation of Sex on Television," which it is circulating among member churches for comment and will be submitted to the Eleventh General Synod of the United Church of Christ for consideration in July.

The pronouncement denounces television for its "pathological preoccupation" with violence and sex, and calls on all elements of the church to interest themselves in the governmental and private decisions that shape programing, to resist the use of gratuitous violence and the exploitation of sex in programing, and "to demand programs that portray human life realistically and honestly in all its facets, including conflict and sex."

The pronouncement would refer implementation of the statement to the Office of Communication, which would, in turn, involve other agencies of the church that might help. The pronouncement notes that the office "works daily with commercial broadcasters," helps produce prime-time programing with them, and says that, as a result of the office's "precedent-setting activity with the FCC, the courts and Congress" the office has the knowledge and experience to deal with the issue.

The pronouncement reflects theological as well as social concerns in explaining the church's concern. It "affirms that the airwaves derive from God's creation, as do the technological systems and human organizations that have been developed to make use of the electronic spectrum." But it says the public interest requirements for operation of broadcast properties that are set forth in the Communications Act "are regularly flouted" by networks and stations "through a combination of greed for

excessive profits," the public's lack of knowledge of its rights in broadcasting, and the shortcomings of the FCC and Congress.

The pronouncement, in expressing concern about undue sex and violence on television, says that "the daily overexposure to brutal and dehumanizing conduct endangers the moral foundation of everyone," particularly children, and adds, "It is urgent that they be protected from exploitation in the interest of profit."

However, the pronouncement also reflects concern over broadcasters' First Amendment rights. It says it is urgent that the measures taken to protect children "do not become weapons that can be used by those who would restrict freedom of the press, freedom of expression and freedom of religion."

The pronouncement was filed with the commission along with the office's comments on the motion of Westinghouse Broadcasting Co. to sever from the network inquiry now underway, and give expedited consideration to, Group W's proposal that rules be adopted providing for affiliate prescreening of network programs.

The office not only supports the proposal but calls for "public pre-screening of network entertainment programs." It says stations should be "encouraged to involve responsible elements of the community in their deliberations" as to whether a program is appropriate for broadcast and, if so, under what circumstances it should be presented. The office contends such participation would help to insure that programing decisions "include the concerns of the public as well as the private or special interests of the broadcasters or advertisers."

It's a 'Good-Morning' rating for ABC-TV

Network says program takes lead away from NBC's 'Today' show in five of biggest markets

ABC-TV's *Good Morning, America* topped NBC-TV's *Today* to take first place in homes delivered in five of the top-10 markets in Arbitron Television's February-March sweep measurements, ABC researchers claimed last week. A year ago, *Today* was first in all 10.

The five where *Good Morning* led the early-morning network race this year, according to ABC, were Chicago, San Francisco, Detroit, Washington and Dallas-Fort Worth. *Today* retained the lead in New York, Los Angeles, Philadelphia, Boston and Cleveland. CBS-TV's *CBS Morning News*, according to the ABC analysis, is carried in nine of the top 10 markets and placed third in all but Cleveland, where *Good Morning* is not carried.

CBS Morning News also was shown as having lost audience since last year in seven markets and gained in two, while *Good Morning* gained in seven and lost in one, and *Today* gained in five, lost in four and held even in one. For the 10 markets

as a group, ABC had a 55% net gain in homes, CBS a 21% decline and NBC a 3.6% decline, although NBC remained 27.5% ahead of second-place ABC.

Another soaper goes to hour-long format

ABC's 'All My Children' expansion points up daytime programing trend

ABC-TV will expand its highest-rated soap opera, *All My Children*, to a full hour beginning Monday, April 25.

This move points up the success of the 60-minute serial in network daytime television. The most popular soap opera on the air, CBS's *As the World Turns*, went from 30 to 60 minutes a year and a half ago, and NBC still gets its best daytime-serial Nielsens from *Another World* and *Days of Our Lives*, shows that doubled their length to an hour two years ago. Last July, ABC extended two of its long-running dramas, *One Life to Live* and *General Hospital*, to 45 minutes each.

All My Children's expansion means ABC will be adding an extra half-hour to its daytime schedule, starting off with reruns of *Happy Days* at 11 a.m. NYT, instead of at 11:30 a.m., beginning April 25. ABC's highest-rated game show, *Family Feud*, moves up on that date to 11:30 a.m. from its present 1:30 p.m. slot, with *All My Children* (1-1:30 p.m.) spreading into the 1:30 time period.

Programing Briefs

Changeover in Baton Rouge. WBRZ-TV Baton Rouge will become primary ABC-TV affiliate in October. WBRZ-TV had been primary affiliate for NBC for 22 years. ABC's primary affiliate line-up is now 192 stations.

Shine on. Group W Productions and Lexington Broadcast Services, both New York, have agreed to produce and distribute weekly late night series of 60-minute TV variety programs, *Rising Star*. It will showcase new performers, particularly comedians, and will originate from club setting to suggest flavor of cabarets where performers appear. Lexington will clear markets for series.

Women today. Minute Plus Inc., New York, is producing and distributing series of 65 five-minute TV segments, *Contemporary Woman*, dealing with beauty, health, fashion and living and featuring Barbara Stone as host. Series is scheduled to begin in September 1977 and will be offered to stations on barter, cash, or half-barter/half-cash basis by Minute Plus. In development at Minute Plus is second series titled *Celebrity Kitchen*.

True to life. President of CBS-TV, Robert Wussler, has brief scene in new theatrical movie, "Black Sunday," about Palestinian terrorist attempt to detonate explosive device during Super Bowl game. Toward

detests, 10/7,
3; also called
+ death on Calif
square, 11/25.

LEACH, LARRY... named v. [controversial] Mottson, 11/15, 16

LEVY KENIA FOUND., 1975; radiation sickness, 12/2-22

LEVY KENIA RADIO/THOUGHT, schedule shift versions, 1/7-18

LEVINSKY, NATHAN... named among ref. WHEAT-TV, 9/23-44

LEVINSON, LYNDIA... criticism: NAB staff claim, 12/9-11

LEVINSKY, ROBERT... named six mgs.; Katz-TV, 12/9-11

LEVINSKY, HAROLD... Question book details rule in WHOTV-TV
4/15, 11; opinion on NBC's Functions discuss GARCIA, 4/16 & 4/17
relating to Functions; 4/17, 11

LEVER BROS., ... filed on sleeping Time in VHS tape letter, 7/6, 20/21

Letters news across after, 5/19, 21/23 agrees to modify script re "The..."
15, 46, CBBS clears Phase II record claims, 9/13, 30; refers to group

Wally home episode, 10/7, 8

LEVINEZ JACOB, J... named past editor, WPGL-TV, 12/9-11

LEVINE, CHARLES... on same provided by RCA, 5/24, 31

LEVYN, GERALD... as HBO executive; see TV, film, 3/4, 5
FCC attempts to regulate CATV program, 4/7-8; video on
status, servs. 4/29, 25; says FCC intent with HBO, 2/40; name given
19, 31

LEVINY, HARVEY B... started up + gun org., KNTNMA-TV, 7/2

LEVINE, PHILIP... + gun org., KNTNMA-TV, 9/8

LEVNY, HARVEY B... , sees no exact effect from transmuting technology
27, 35

FBI negative

LEVNY FAMILY... KCTNMA-TV-KRNOFM-TV; see also L. Levine, 1/15
26

LEVINE, JANSON... resigns from Warner Bros. TV, 5/13, 12; requests
to return TV, 6/10-40

LEVINE, JERROLD... , named exec. rep., Soundstream Radio, 4/15, 19

LEVINE, JOHNSA... named E Coast assoc. bus. off. dir., ABC News, 1/3
25

LEVINE, JOS E... leaves Avco Embassy to become prod., 6/17-17

LEVINE, LOREANE W... KCTNMA-TV-KRNOFM-TV; see also Levine
(family), 1/15

LEVINE, MELVIN D... , named tech + adm. dir., WCAL-TV, 4/18-8

LEVINE, MICHAEL B... , named East coast exec. Attorney General, 1/15

LEVINE, NATHAN A... , named NCTA organ. advisory com. mem., 12/9
30; cites cost of FCC 1977 CATV tech standards, 12/9-8

LEVINE, NORMAN... resigned as ex-mgr. Kelly TV station since 10/1-12

LEVINE, PHILIP... , named as ex-mgr. Kelly TV station, 1/15-18

LEVINSOVNH, ROGER... , named executive dir., NHAS, 5/13-12

LEVINSOVN, JAY C... , named assoc. media dir., Ayer & Son, 12/25

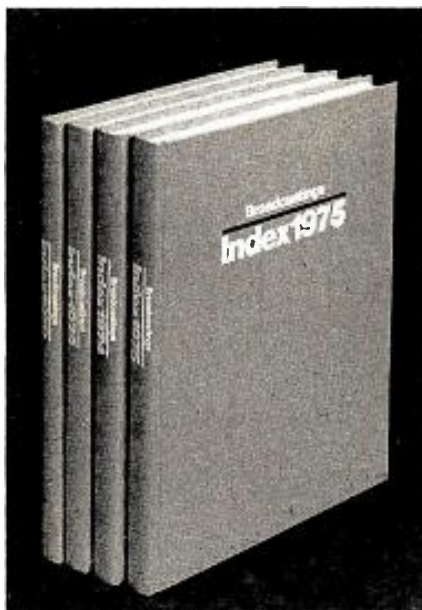
LEVINSOVN, STEPHANIE... , named CBS News staff member, 12/9-8

named Wash econ. of n.rclr., CBS News, 12/22-46

LEVINTHAL, LOU... , named lead chmn., ABC R&TSC, 5/27-44

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Dr. Morrison
 backs NAB's
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end of film, actor Robert Shaw, playing Israeli colonel, bursts into CBS's remote trailer to get some information and Mr. Wussler, playing himself (at time he was vice president for sports), angrily reminds colonel there's network telecast going on and gives him bum's rush.

Debut. James Hardy and Thomas Holland, both formerly with Alcare communications, have formed national TV program syndication company, Quest Communications. Syndication rights to several programs have been obtained by Quest, including *Sailor Bob Noodle Club Show*, half-hour series designed to teach children basic arithmetic skills. Quest is located at P.O. Box 514, King of Prussia, Pa. 19406.

On special order. Mike Laurence, formerly with NBC, and Ed Casey, with RCA for 17 years, have organized Laurence & Casey Associates, company designed to create and produce special events or serve on consulting basis. Address is Waldorf Astoria, New York 10022.

Howling. *Wolfman Jack Show*, weekly musical variety on Canadian Broadcasting Corp., has been sold in 32 American markets. Latest signers include KGO-TV San Francisco, KTAR-TV Phoenix-Mesa, KCMO-TV Kansas City, Mo. and WAGA-TV Atlanta. Distributor: *Jerry Dexter Program Syndication*, 205 South Beverly Drive, Beverly Hills, Calif. 90212.

Making waves in Los Angeles radio: KRLA and KTNQ

The audience targets and the techniques differ, but both challenge KHJ's music dominance

KRLA(AM) Pasadena, Calif., a station in limbo for most of the last decade, turned up at the top of the Los Angeles rating book this winter to almost everyone's surprise—and to the dismay of KHJ(AM), that market's dominant rocker.

A semi-automated system with a "laid back" sound, KRLA got started on its new format a year ago, climbing steadily in the Arbitron ratings until it passed KHJ in the January-February ARB (with a 4.1 vs. KHJ's 4.0—6 a.m.-midnight Monday through Sunday, metro area, persons 12-plus).

But KRLA doesn't want "to crow about it too loud," says Program Director Art Laboe, who masterminds the 2,000 record playlist. Using 60% oldies and 40% current hits, KRLA's formula is "real simple, nothing complicated." In fact, the style proved itself when Mr. Laboe used it on his own Saturday night program prior to the format change and received the highest rating on the station.

By overlaying that technique on the entire station, Mr. Laboe came up with a winner for KRLA, which hadn't seen top ratings since the early sixties (before it became embroiled in an 11-year ownership controversy; see "Where Things

Viewer support. Public Broadcasting Service figures that its participating member stations earned \$8,615,038 from 314,483 on-air pledges during its two-week "Festival '77" fund-raising drive March 6-20 (BROADCASTING, March 28). Last year's on-air take was \$7,814,724. While the number of pledges dropped 3% this year, total dollars were up 10% as was the average pledge—from \$24.12 to \$27.39. The 110-odd licensees that joined in didn't meet PBS's on-air goal of \$10 million, but as one Washington staffer said, "Anytime we get more money, we don't complain. PBS is still optimistic that its over-all \$13.5 million goal will be approached as direct mail and telephone responses, matching grants, corporate underwriting and other contributions come in. Last year's total, all things considered: \$10.16 million.

Stand," page 21). At that time, KHJ began its takeover.

Michael Spears, new program director at KHJ (and a recent transplant from RKO General sister station KRCI(AM) San Francisco), anticipates little immediate change at KHJ: "Out of 40 books, we need to take a careful look at this one and ask if it is really significant ... before we make any drastic changes," he said.

But KRLA's Mr. Laboe said he and his associates "never tried to beat any station; we found a gap and tried to fill it." In the process KRLA brought in the consulting team of Tom Greenleigh and Billy Pearl to make it all fit. They, in turn, tried to take KRLA close to its audience. By going out into the community with tape recorders, Messrs. Greenleigh and Pearl innovated a "people as DJ" concept. With record introductions by persons-on-the-street naming their favorite tunes, and contests with many winners, Mr. Greenleigh says the station maintains a directness and simplicity that has "accumulated a tremendous loyalty factor."

Other KRLA innovations include "mini-concerts": playing two tunes by a popular concert artist or group back to back.

Variations of the KRLA format have already begun to blossom, but Mr. Laboe offers a warning to others: "While it works in Los Angeles, it may not work elsewhere. It depends on the market."

KRLA is not the only new factor in the Los Angeles radio equation. Coming on strong is Storer Broadcasting's KTNQ(AM) (formerly KGBS). Last December, it switched from country to a "very contemporary" format with 50 kw day and night (it used to be day only). Although it managed only a 1.6 in the January-February ARB, General Manager Paul Cassidy expects the upcoming April-May ratings to better reflect the "phenomenal three-month success story" of KTNQ. He cites March Mediabrend shares showing KTNQ tied with KHJ. With heavy promotion (skywriting, television and billboard ads), an energetic sound and "easy to win" contests, Mr. Cassidy thinks he has a hit on his hands.

Finance

ABC expects to earn half again as much in current year

Per-share figure could hit \$6, says company, up from \$4 in '76

ABC Inc. last week estimated that its revenues this year would top 1976's record figures by 50%. In a statement, the company pegged 1977 earnings at \$6 per share, compared with \$4.05 per share last year when net income reached \$71.8 million on revenues of \$1.34 billion.

ABC's statement was issued in response to published reports that a dividend increase would be recommended by management. ABC has been paying 25 cents per share quarterly. The company said that dividend increases are "a matter of discretion, responsibility for which rests with the board of directors."

ABC's rise to dominance in prime-time program ratings and its highly improved revenue performance in 1977 are said to be key factors in the optimistic projection regarding earnings.

The ABC statement also said that ABC's capital expenditures in 1977 should be about \$60 million, or more than double the 1976 figure of \$28.6 million.

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Winter puts freeze on Storer finances, but thaw is expected

Winter weather hurt sales in Storer Broadcasting Co.'s TV and radio markets but the company, even so, should record first-quarter earnings "close" to those of a year ago, Bill Michaels, chairman, told security analysts in New York last week.

Broadcasting business is already rebounding, he said, and for the rest of the year he anticipated more normal sales

levels, although in line with company policy he refrained from making a full-year projection.

The cold wave earlier this year and accompanying energy shortages seriously disrupted business life in a number of Storer markets and cut TV-radio sales substantially, he said. He cited Cleveland, Detroit, Boston and Milwaukee in particular. "Cleveland, for instance, was virtually shut down for two to three weeks," he said. "Even Atlanta, in the relatively deep South, experienced major fuel shortages and unemployment layoffs."

The net result, Mr. Michaels said, was a

"significant" effect on Storer first-quarter sales and profits. But he said "the effect seems temporary, and business placement is rebounding well for the second quarter and apparently presages a return to normal for the rest of the year."

For the first quarter he said he didn't anticipate "much of a swing" from Storer's \$2.1 million in earnings from continuing operations in the first quarter of 1976. He expected, however, that first-quarter earnings per share would be 15% to 20% higher than the 37 cents recorded a year ago, because the number of shares outstanding has been reduced.

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Comcast.....	Year 12/31	10,910,853	+25.7	929,581	+49.4	.54	8,678,073	621,853	.36
Doyle Dane Bernbach.....	Year 12/31	64,387,000	+22.9	5,640,000	+73.4	3.10	52,393,000	3,252,000	1.79
Eastman Kodak.....	Year 12/26	5,438,170,000	+ 96	650,818,000	+ 6.0	4.03	4,958,536,000	613,694,000	3.80
General Tire & Rubber.....	3 mo. 2/28	474,064,000	+18.8	21,792,000	+45.6	.97	398,960,000	14,962,000	.86
Gulf & Western.....	6 mo 1/31	1,754,240,000	+ 6.8	89,092,000	+ 1.0	1.26	1,641,406,000	88,138,000	1.42
Mooney Broadcasting.....	Year 12/31	4,745,807	- 4	122,816	-41.0	.29	4,763,942	207,919	.54
Movie Lab.....	Year 1/1	26,802,816	+16.8	449,554	-23.5	.32	22,940,997	587,321	.42
A.C. Nielsen.....	6 mo 2/28	127,403,000	+14.3	8,865,000	+10.2	.82	111,376,000	8,043,000	.76
DuPont.....	Year 1/31	148,458,017	+21.6	5,370,159	+13.5	3.12	121,991,028	4,730,506	2.77
Reeves Telecom.....	Year 12/31	7,646,000	+ 3.3	709,000	*	.30	7,396,000	(1,337,000)	(.56)
Sony.....	3 mo 1/31	453,571,000	+11.5	38,546,000	+52.3	.18	406,752,000	25,305,000	.12

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Pay cable is prime among many topics set for NCTA

Annual convention begins April 17; other areas for heavy treatment include government regulation, operations, finance and technical; Van Deerlin, Hollings, Wiley are among those slated to appear

The issue of pay cable, warmed considerably by the April 1 court decision overturning the FCC rules in that area, is expected to be the hottest item at the National Cable Television Association convention next week in Chicago.

With the agenda for the four-day meeting (April 17-20) almost set, the convention committee had to do some quick juggling when the U.S. Court of Appeals in Washington overturned the FCC's pay-cable rules (BROADCASTING, April 4).

According to Marc Nathanson, president of Los Angeles-based Falcon Communications and NCTA convention chairman, pay cable should be one of the most interesting parts of the program. To deal with the court decision, the opening session on Sunday on pay-cable software was changed to a post-mortem on the decision moderated by Henry Harris of Cox Cable with panelists Robert Rosencrans, UA-Columbia Cablevision; Stuart Feldstein, NCTA general counsel; Fritz Attaway, Motion Picture Association of America, and Edward Bleier, former vice president, Warner Brothers TV.

Rochelle Nezin, NCTA's convention coordinator, said this year's paid registration is running slightly ahead of the same time last year with 2,072 as of April 1, compared to 1,916 at that time last year. This year's preregistrants break down as 582 members, 306 nonmembers, 132 registered for the women's program, 1,045 exhibitor personnel and seven students.

"We're doing some unusual things this year," said Mr. Nathanson, "starting off with the pre-convention activity on Saturday." That day will be highlighted by the world premiere of Woody Allen's latest movie, "Annie Hall." The preview is a new idea that Mr. Nathanson hopes will "bridge the gap between cable and the entertainment business. Cable is becoming more show-biz oriented with pay cable," he said. (NCTA will have a little show-biz of its own when comedian David Steinberg entertains at the annual banquet Tuesday night and political humorist Art Buchwald is scheduled to keynote the convention on Sunday.)

Another new idea this year, said Mr. Nathanson, is called "Breakfast With." This is a 7 a.m. Monday opportunity for advance registrants only to have breakfast and talk informally with some of the



Nathanson

movers and shakers in different areas affecting cable, including FCC representatives, a labor attorney, banker, accountant, small earth terminal and technical experts, and congressional staffers.

For those interested in pay, there will be plenty besides the Sunday session to see and hear at the convention. This year there will be five theme sessions running concurrently through the convention and pay cable is one of those themes. The rest are government regulations, operations, financing and technical. "If he wanted,"

said Mr. Nathanson, "a person could spend the whole convention in the one area he's most interested in."

■ After the opening pay session on Sunday, that theme continues with a Monday discussion of pay distribution options (MDS, stand-alone and satellites). Tuesday features a panel on different ways to market a pay channel, while Wednesday offers speculation into pay cable's future moderated by Russell Karp, Teleprompter, with panelists: James Shepley, Time Inc.; William Chaikin, Avco-Embassy; Sidney Jay Sheinberg, MCA, and Burt Harris, Harris Cable. Wednesday also has a morning pay-cable financial workshop.

■ Government regulations are always of interest to cable operators and this year's sessions on that topic will probably be well attended due to the upcoming rewrite of the Communications Act. In addition, said Mr. Nathanson, "pole attachments and the Bell bill will be hotly discussed subjects among the conventioners." Monday's first workshop in the government area is an FCC seminar with representatives from the commission's Cable Television Bureau in areas of special relief, microwave, certificates of compliance, policy, review and development, research and legal.

The "President's Roundtable" Monday morning is billed as an informal session

(To page 56, NCTA agenda on page 54-55.)

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The complete agenda for the NCTA convention

Registration. The registration desk for management and engineers will be located in the lower lobby of the Conrad Hilton hotel. Hours will be from 9 a.m. to 7 p.m. Sunday, April 17, 7 a.m. to 6 p.m. Monday, 7:30 a.m. to 6 p.m. Tuesday and 7:30 a.m. to 12 noon Wednesday.

Equipment exhibits. Displays of cable equipment and services will be located in the Continental Ballroom, East and West Halls, of the Conrad Hilton. Hours will be from 11 a.m. to 7 p.m. Sunday, April 17; 9 a.m. to 6 p.m. Monday, 9 a.m. to 6 p.m. Tuesday and 9 a.m. to 12 noon Wednesday.

Sunday, April 17

Opening session. Grand Ballroom. 1 p.m. Welcome to Chicago: Marc Nathanson, chairman, convention committee. Chairman's remarks: Burt I Harris. Keynote address: Art Buchwald, syndicated columnist. Pay cable—turning the corner. Moderator: Henry Harris, Cox Cable. Panelists: Robert Rosencrans, U-A Columbia Cablevision; Stuart Feldstein, NCTA general counsel; Fritz Attaway, Motion Picture Association of America; Edward Bleier, Warner Bros. Television. Presentation of the Robert Beisswenger Memorial Award.

Exhibitors' reception. Continental Ballroom, East and West Halls.

Monday, April 18

Engineering eye-opener session. Williford Room, Parlor A. 8 a.m. Keynote speaker: TBA. Moderator/organizer: Robert Blodeau, Suburban Cablevision.

Opening management seminars. 8 a.m.

The FCC and the Cable Bureau—what's going on? Beverly Room. Moderator: Benjamin J. Conroy Jr., Communications Properties. Panelists: Albert Baxter, FCC Cable Television Bureau; William Johnson, chief, bureau's Policy Review and Development Division; Robert Ungar, bureau's Research Division; Frances Peck, bureau's Certificate of Compliance Division; James Keegan, bureau's Special Relief and Enforcement Branch.

Operating the large system—problems and opportunities. Private Dining Room Two. Moderator: Bill Strange, Sammons Communications. Panelists: Don Shuler, Viacom Cablevision of Dayton; Gene Schreider, United Cable Television; Kenneth S. Gunter, U-A Columbia Cablevision; Donald O. Williams, Cox Cable; Ralph Kent Cooke, Ralph Kent Cooke Advertising.

System Financing—case studies. Astoria Room. Moderator: Jerry Greene, Classic Cablesystems. Panelists: David O. Wicks Jr., Warburg, Paribas, Becker Inc.; William Lear, First National Bank of Chicago; Jeff Farvey, Provident National Bank; Kent Phillips, Home Life Insurance; William Van Huss, Firstmark Financial; Dayton Chapin, Union Mutual Life Insurance.

Pay—which way to go. Waldorf Room. Moderator: Bill Bresnan, Teleprompter. Panelists: Ken Silverman, Cinemerica; Jeffrey Reiss, Viacom; Gerald Levin, Home Box Office; Mark Foster, Microband National System; John Berentson, Hollywood Home Theater.

The hidden costs of doing business. Private Dining Room Four. Moderator: Sanford Sussman, Cerro Communications. Speaker: Bernard H. Morse, Allstate Insurance.

President's roundtable. Grand Ballroom. 9:45 a.m. Moderator: Robert Schmidt, NCTA president. Participants: FCC Commissioner James Quello. Representatives Timothy Wirth (D-Colo.) and Louis Frey Jr. (R-Fla.) and Senator Donald W. Riegle Jr. (D-Mich.).

Concurrent technical sessions. 10 a.m.

Advanced techniques—I. Williford Room, Parlor A. Chairman/organizer: Robert V.C. Dickinson, E-Com Corp. "CATV application of feedforward techniques," Bert L. Henscheid, Theta-Com. "The ideal modulator/demodulator," Carl T. Johnson, Jerrold Electronics. "Operational fiber-optic system," Ronald Simon, Teleprompter. "Use of automatic VIRS correction and automatic VITS monitoring in a CATV long-haul microwave system," I. Switzer, Switzer Engineering Services.

Human reactions to TV picture impairment. Williford Room, Parlor C. Chairman: Donald G. Fink, Institute of Electrical and Electronics Engineers. Organizer: James L. Lahey, Multipoint-Texas. Panelists: Archer S. Taylor, Malarkey, Taylor & Associates; Robert E. Welch, University of Missouri.

Luncheon. International Ballroom. Noon. Moderator: Burt Harris, NCTA chairman. Speaker: Senator Ernest F. Hollings (D-S.C.), chairman, Communications Subcommittee.

What is cable? Public perceptions. 2 p.m. Grand Ballroom. Moderator: Edward M. Allen, Western Communications. Panelists: Representative Clarence J. Brown (R-Ohio), Pat Buchanan, syndicated columnist, Maurice Mitchell, University of Denver; Warren Braren, Consumers Union; Representative James Florio (D-N.J.).

Membership meeting. Beverly Room. 3:30 p.m. Presiding: Burt Harris, NCTA chairman.

Engineers' reception. Waldorf Room. 6 p.m. Presentation of Outstanding Engineering Achievement Awards by FCC Chairman Richard E. Wiley to Alex B. Best, Scientific-Atlanta, for development, and to James W. Stilwell, Communications Properties, for operations.

Tuesday, April 19

Concurrent technical eye-opener sessions. 8 a.m.

Special displays and services. Williford Room, Parlor A. Moderator: Edward Horowitz, Home Box Office. "An investigation into the problem of character-generator ringing or second image on cable systems," Alex Best, Scientific Atlanta. "General-purpose computers for cable television systems," Raymond E. Daly, FCC. "Character-generator program techniques," Shirley Rohn, Cox Cable. "Technical description of an automated TV program guide," R.E. Weiblen, Tele-Video Manufacturing, Towson, Md.

Protection from theft of service. Williford Room, Parlor C. Organizer: Ronald R. Simon, Teleprompter. "The worth of security," Dan Pike, United Cable Television. "Addressable control for loop-through wiring," Joseph L. Stern, Stern Telecommunications. "Security of equipment and services—the terminal-manufacturer's role," Graham S. Stubbs, Oak Industries.

Concurrent management seminars 8 a.m.

Rate increases—running the gamut. Beverly Room. Moderator: John C. Malone, Tele-Communications. Panelists: John Jerosse, Thoms Cablevision; Joseph Brennan, Associated Utility Service; FCC Commissioner Joseph Fogarty; Keith Cunningham, Communications Properties; Harold Horn, Cable Television Information Center.

State regulation—who's doing what to whom. Astoria Room. Moderator: Patrick J. Nugent, Karnack Corp. Panelists: Howard Slater, Ribicoff & Kotkin; Sheila Mahoney, Cable TV Information Center; Robert F. Kelly, New York State Commission on Cable TV; Ron Coleman, minority counsel, House Communications Subcommittee; Ted Mellby, Minnesota Cable Communications Board; FCC Commissioner Margita White.

The First Amendment—access vs. pornography. Bel Air Room. Moderator: Marc Nathanson, Falcon Communications. Panelists: Representative John Murphy (D-N.Y.); Morris Tarshis, New York City Bureau of Franchises; James Hobson, FCC Cable Television Bureau; Aryeh Neier,

American Civil Liberties Union; Red Burns, Alternate Media Center at New York University School of the Arts.

Pay TV—let's do it right. Waldorf Room. Moderator: Greg Liptak, Communications Properties. Andrew Goldman, Teleprompter; Al Gilliland, Gill Cable; Charles R. Morris, American TV & Communications; David Hanson, Showtime Entertainment; Winston Cox, Home Box Office.

Opening opportunity for everyone in CATV. Private Dining Room Two. Chairman: Richard Munro, Time Inc. Panelists TBA.

General management session. Grand Ballroom 9:45 a.m. Presentation of NCTA Cablecasting Awards. *An international industry—cable around the world.* Moderator: Alfred R. Stern, Warner Cable. Panelists: Jean D'Arcy, International Broadcast Institute, Paris; Phil Lind, Canadian Cable Television Association; Karl H. Voegel, Heinrich Hertz Institute, Berlin; Jesus Lozano, CV Televisa, Mexico City.

Concurrent general technical sessions. 10 a.m.

Advanced techniques—II. Williford Room, Parlor A. Chairman: Joseph L. Stern, Stern Telecommunications. "Systems analysis and design of an optical fiber system for CATV applications," F.B. Chesler, F.W. Dabby and H. Berkowitz, Fiber Communications. "Use of low-frequency bi-directional transmission on cable," Michael L. Ellis, International Cable Communications, San Diego. "Providing life, property and fire protection services through cable television: new services through advanced techniques," John D. Fannetti, Office of Electronic Communications, City of Syracuse, N.Y. "A frequency modulation system for cable transmission of video or other wideband signals," Donald W. Lolli, CateL.

Everyday operational maintenance. Williford Room, Parlor C. Organizer: Ken Walker, Magic Valley Cablevision. "Small-system trunking—a new technique," John A. Hastings, C-Cor Electronics. "Reliable design for field installation and tests," A. Lochanko, AEL Inc. "Satellite-receive earth stations—a practical approach," Steven Rupp, Farinon Video.

Luncheon. International Ballroom. Moderator: Robert Schmidt, NCTA president. Speaker: FCC Chairman Richard E. Wiley. Presentation of Outstanding State/Regional Activity award.



Technical session. Williford Room, Parlor B. 2 p.m. *Hands-on A to Z daily system operation.* Chairman: Ken Walker, Magic Valley Cablevision. Engineers: Larry Dolan, Mid State Communications; Bob Welch, Wavetek.

Management sessions.

Lionel Van Deerlin meets the press. Grand Ballroom. 2 p.m. Congressman Van Deerlin (D-Calif.), House Communications Subcommittee chairman, is interviewed by Gary Deeb, *Chicago Tribune*; Tom Wicker, *New York Times*, and Kevin Phillips, King Features Syndicate.

Firing line—case studies in operation. Beverly Room. 3:15 p.m. Moderator: Ted Hughett, Monterey Peninsula TV Cable. Panelists: Alan Gerry, Liberty Video; George Sisson, Colony Communications; Keith Burcham, Daniels & Associates; Jay Wagner, North Central TV; James Robbins, Continental Cablevision of Ohio.

The Communications Act—present and future. Grand Ballroom. Moderator: Ralph M. Baruch, Viacom International. Panelists: Karen Possner, House Communications Subcommittee staff; Bob Hughes, Communications Properties; Gustave Hauser, Warner Cable; Richard Neustadt, deputy special assistant to President Carter.

NCTA annual banquet. International Ballroom. 7 p.m. Master of ceremonies: Joe Benes, Coachella Valley TV. Presentation of Larry Boggs and Idell Kaitz Awards. Entertainment by comedian David Steinberg. Music by Norm Krone's Orchestra.

Wednesday, April 20

Concurrent technical eye-opener sessions. 8 a.m.

Small earth stations. Williford Room, Parlor A. Moderator: Don Arndt, United Cable TV. "Picture impairments analysis/gray-scale sync improvements of small earth terminals," Jack Golin, Michael Kolcun and Marvin P. Sassler, ITT. "Comparison of performance criteria of five and 10-meter earth terminals," Jim Hart, Scientific-Atlanta. "Space 1999 and CATV," David Reiser, Microdyne Corp. "Earth stations in smaller packages," Carl Van Hecke, Andrew Corp. "Earth-station frequency coordination," Don Yost, Compucon.

Pay cable functions and related problems. Williford Room, Parlor C. Chairman/organizer: Richard C. Hickman, Cox Cable. "Information services," Herman J. Moeller, Reuters. "Video-tape cassette dubbing and operational improvements," Edward W. Stark, Cox Cable. "Testing video signal-to-noise ratios using a modified staircase waveform," Robert Tenten, Home Box Office.

Concurrent management opening seminars. 8 a.m.

Poles and utilities—what's going on. Private Dining Room Two. Moderator: Amos B. Hostetter, Continental Cablevision. Panelists: Gail Oldfather, Televents; David Kinley, American TV & Communications; Barry Simons, Teleprompter; Al Kalinski, National Association of Regulatory Utility Commissioners.

Smaller CATV operations—coping with system problems. Astoria Room. Moderator: Phil Wilcox, Junction City TV. Panelists: Don Loggins, Bellaire Cable TV; Jon Oscher, Cartersville Cable TV; Sally Davison, Staunton Video; Mel Z. Gilbert, Snyder Community Antenna TV; Joe Taylor, Ohio Valley Cablevision.

Perspective on cable—greening of the industry. Waldorf Room. Moderator: Bill Daniels, Daniels & Associates. Panelists: Bob Magness, Telecommunications; Ted Turner, Turner Communications; Irving Kahn, Broadband Communications; Henry Geller, Aspen Institute.

Pay cable—turning a profit. Beverly Room. Moderator: John Gwin, Cox Cable. Panelists: Paul Kagan, Paul Kagan Associates; Alan Greenstadt, Optical Systems; Douglas Dittrock, Viacom; David Lewine, TM Communications.

NCTA associates—growing with cable. Private Dining Room Four. Moderator: Irv Faye, AEL Communications. Participants: Robert Schmidt, NCTA president; Dan Aaron, NCTA chairman, Burt I. Harris, NCTA immediate past chairman.

General management session. Grand Ballroom. 9:45 a.m. *Pay TV—a look ahead.* Moderator: Russell Karp, Teleprompter. Panelists: James Shepley, Time Inc.; William Chaikin, Avco-Embassy Pictures; Sidney Jay Sheinberg, MCA; Burt Harris, Harris Cable.

General technical session. Williford Room, Parlor A. *Testing and Maintenance.* Chairman/organizer: O.D. Page, cable consultant. "Stop dig-ups—one-call concept," David Punches, Claude Gray and Mike Digon, AT&T. "Signal leakage and interference with over-the-air radio services," Robert S. Powers, FCC. "Is your system paying too much for plant power?" James K. Waldo, Teleprompter.

Luncheon. Noon. International Ballroom. Moderator: Dan Aaron, NCTA chairman. Speaker: John M. Eger, former acting director, Office of Telecommunications Policy.

Adjourn: 2:15 p.m.

(continued from page 53)

moderated by NCTA President Bob Schmidt with FCC Commissioner James Quello, Representatives Timothy Wirth (D-Colo.) and Louis Frey Jr. (R-Fla.) and Senator Donald W. Riegle Jr. (D-Mich.).

Monday's luncheon speaker will be the chairman of the Senate Communications Subcommittee, Ernest F. Hollings (D-S.C.), who will be followed by a session on public perceptions of cable. This is designed, said Mr. Nathanson, to let the industry know how people feel about cable. Included in the panelists are Representatives Clarence J. Brown (R-Ohio) and James Florio (D-N.J.).

"Are State Regulations Worthwhile or Simply Another Bureaucratic Tangle?" is the subtitle for Tuesday's first government session, featuring FCC Commissioner Margita White and representatives from state cable commissions, law firms and Ron Coleman, House Communications Subcommittee minority counsel.

At the same time as the state regulation panel is one titled "The First Amendment—Access Versus Pornography," moderated by Mr. Nathanson with James Hobson, chief of the FCC's Cable Bureau; Representative John Murphy (D-N.Y.); Morris Tarshis, New York City Bureau of Franchises; Aryeh Neier, American Civil Liberties Union, and Red Burns, Alternate Media Center at New York University School of the Arts.

The Communications Act rewrite is in the spotlight Tuesday afternoon, both literally and figuratively. In the literal vein, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will go under the lights of television in a "meet-the-press" session. Journalists asking questions on the rewrite will be Gary Deeb, *Chicago Tribune*; Tom Wicker, *New York Times*, and Kevin Phillips, King Features Syndicate. The one-hour question-and-answer session will be televised by noncommercial WTTW(TV) Chicago. Following that session is a panel discussion on the same subject moderated by Ralph Baruch of Viacom with panelists Karen Possner, House Communications Subcommittee staff; Bob Hughes, Communications Properties; Gustave Hauser, Warner Cable, and Richard Neustadt, deputy special assistant to President Carter.

■ The third area—operations—gets under way on Monday with a panel on the problems of big-city systems.

"Another first," claimed Mr. Nathanson, "is our international panel. We want to give cable operators a wider perspective on the industry." The Tuesday morning operations session features: Jean D'Arcy, International Broadcast Institute, Paris; Phil Lind, Canadian Cable Television Association; Karl H. Voegel, Heinrich Hertz Institute, Berlin; Jesus Lozano, CB Televisa, Mexico City, and is moderated by Alfred R. Stern, Warner Cable.

Case studies make up Tuesday's remaining operations programs. The morning one, "Opening Opportunity for Everyone in CATV," is a workshop focusing on ac-

tual incidents of equal-employment-opportunity problems in cable systems nationwide. A more general session on problems systems encounter is set for the afternoon with cases ranging from franchise renewals to leased channels.

Pole attachments and utilities kick off Wednesday and there is a concurrent session on the problems of smaller systems.

■ Financing is the fourth area and begins Monday with two seminars—the first presenting case studies covering how to secure capital, leveraging and bank versus insurance loans among others. The second, with Bernard H. Morse of Allstate Insurance, is called "Buying and Selling—The Hidden Costs of Doing Business."

The right and wrong ways to go after a rate increase will be covered in the financial session on Tuesday.

Wednesday will offer some crystal-ball gazing in a panel called "Perspective on Cable—Greening of the Industry" featuring Bob Magness, Tele-Communications Inc.; Ted Turner, Turner Communications; Irving Kahn, Broadband Communications; Henry Geller, Aspen Institute, and moderated by Bill Daniels, Daniels & Associates.

Mr. Nathanson thinks the financial sessions will be of particular interest since cable's economic outlook has improved in the last year. "There will probably be more merger and acquisition talk" among the delegates this year, he said. And he thinks there will be some firms attending for the first time "just to take a look and see if [investing in] cable might be for them."

■ The final program area is technical. According to Mr. Nathanson, these sessions and the exhibits should receive "heavy emphasis from those attending, especially the small dishes, which I think will take off this year," he said.

The technical program is a full one. Some sessions of particular interest include fiber optics (on Monday and Tuesday); protection from theft of services, two-way services and techniques, satellite receive earth stations (Tuesday); comparison of performance between five and 10-meter earth terminals, earth station frequency coordination, signal leakage and interference with over-the-air radio services (Wednesday).

FCC Chairman Richard E. Wiley will speak and present the Outstanding Engineering Achievement Awards Monday evening to Alex B. Best, Scientific Atlanta, for development, and to James W. Stilwell, Communications Properties, for operations.

NCTA exhibitors

The following companies will have exhibit booths at the National Cable Television Association Convention at the Conrad Hilton hotel in Chicago. New products are indicated by an asterisk (*).

Aberdeen Cable TV Supply 814
11505 West Jefferson, Culver City, Calif.
90230.

**American Electric Laboratories/
CATV Communications Division** 40
P.O. Box 552, Lansdale, Pa. 19446.

Product: CVT series push-pull amplifiers*. *Personnel:* C.J. Fowler, L. Rieberman, I.A. Faye, Bailey, A. Cavaliert, W. Ackerman, R. Hood, Diefes, A. Lochanko, N. Moore.

American Cable Network 31
701 South Airport Road, Traverse City, Mich.
49684.

Andrew 52
10500 West 153d Street, Orland Park, Ill.
60462.

Product: Foam dielectric coaxial cable*, air dielectric coaxial cable, electronic new gathering antennas*, earth station antenna microwave antenna systems, pressurization equipment. *Personnel:* Edward Andrew, Jos Gonzalez, William Moore, Carl Van Heck, John Pryjma, Tom Hewlett, Robert Bickel, Eri Engebretsen, Woody Woodbury, Rene Savall.

Anixter-Pruzan 50
1963 First Avenue South, Seattle 98134.

Product: National distributor for Jerrold CAT equipment*, distributor for Sony video equipment, Raychem heat shrink, construction equipment hardware, active and passive devices, cable and connectors, tools, safety equipment. *Personnel:* Herb Pruzan, Bob Ilvane, Phil Glade, John Egan, Gordy Halvorsen, Gene Robinson, Gary Wilcox, Don Nelson, Steve Monson, Matt Plonsky.

Arvin Systems 50
P.O. Box 200, Lancaster, Ohio 43130.

Associated Press 30
50 Rockefeller Plaza, New York 10020.
Product: AP news cable, AP instant news. *Personnel:* L.J. Lancer, Bob Sundry, Gene Foster, Larry Delarose, Bill Greer, Jim Hood, Jay Bowles.

Avantek 832
3175 Bowers Avenue, Santa Clara, Calif.
95051.

Product: Remote automatic sweep system, cable quality analyzer, signal level meter. *Personnel:* A. W. LeDoux, David Large, William Eperly.

Belden 408-408
2000 South Batavia Avenue, Geneva, Ill.
60134.

**Bell & Howell Video Division/
Video Systems** 731
2411 Howard Street, Evanston, Ill. 60202.

Products: Video cassette duplication service, small stand-alone automated cassette playing system, half-inch two-hour video-tape player. *Personnel:* Bob Pfannkuch, Marshall Ruehrdanz, Bill Hickey, Jeff Mix, Shelly Yaseen, John Lehotsky, Steve Milan, Pam Arnest.

Blonder-Tongue Laboratories 503
One Jake Brown Road, Old Bridge, N.J.
08857.
Product: Custom CATV head-ends, modulators, demodulators, strip amplifier. *Personnel:*

Isaac Blonder, A.W. Truman, J. Shapson, George Bahue, Ray St. Louis, Dwight Staehler, Wiley Steakley, Marc Winchester, Bob Foster, George Freeman.

Broadband Engineering 712
535 East Indiantown Road, Jupiter, Fla. 33458.

Product: Mod-kits for older types of distribution equipment*, CATV replacement parts for all types of distribution equipment. *Personnel:* Chuck Wise, Sandy Savard, Al Klugman, Tom Carbaugh.

CableData 209
3200 Arden Way, Sacramento, Calif. 95825.

Product: CATV management information systems for accounts receivable processing, accounting analysis, marketing statistics, pay TV accounting and subscriber-by-day reports. *Personnel:* Rodney Hansen, Robert Mathews, Raymond Matteson, Donald Reiman, Lyle Schmitt, Arthur Goldstein, Janice Hornsey.

Cablefacts 103
2444 Palumbo Drive, Lexington, Ky. 40509.
Product: Computer billing service. *Personnel:* Norman Johnson, Brian Cooper.

Cable Information Service, National Council of Churches 715
475 Riverside Drive, New York.

Cable Network Television 424
12636 Beatrice Street, Los Angeles 90066.

Product: Programming for cable local origination and pay including movies, cartoons, series and specials. CNT's program/equipment package consisting of automated three-fourths inch cassette programmer and package of variety programming on cassette*. *Personnel:* Donald Havens, Arthur Gross, Arden Moser, Paul Berkowitz.

Catel 700
1400-D Stierlin Road, Mountain View, Calif. 94043.

Product: CAFM (Cable FM) products including VFMS-2000 FM video/wide band data transportation system, TM-2400 TV modulator*, channel processors, FM modulators, stereo multiplexers, microwave sub-carrier equipment, TV and frequency modulation signal processing equipment. *Personnel:* Frank Genochio, Dick Old, Ed Bolton, Art Osborn, Bill Shand, Jerry Lindholm, Ray Brown, Joe Greenlee.

CATV Security 709
225 Fern Street, West Palm Beach, Fla. 33401.

C-COR Electronics 202
60 Decibel Road, State College, Pa. 16801.

Product: Amplifiers and passives for cable TV distribution systems featuring two-year warranty, stand-by power and surge protectors, hub amplifiers, drop-in equipment for rebuilding, and turnkey, key case and engineering services. *Personnel:* Jim Palmer, Jack Forde, John Hastings, John Yack, Derrald Cummings, Barbara Palmer, Stan Lindsay.

CCS Hatfield Communications Products 420-422

12 Commerce Drive, Cranford, N.J. 07016.
Product: Coaxial cable. *Personnel:* Dick Bishop, Ray Wicks, Tom Heiser, John McSweeney, Andrew Forti.

Cerro Communication Products 829
Halls Mill Road, Freehold, N.J. 07728.

Product: R.F. devices for CATV including indoor and outdoor splitters, indoor directional taps, FM splitters, matching transformers and high pass filters, outdoor line splitters and directional couplers, inline pads and grounding blocks, and multi-output distribution amplifiers. *Personnel:* S. Sussman, F. Spexarth, M. Johnston, H. MacIntosh, N. Gallagher, M. Dzuban, J. Picard, F. Vitiello.

Channelmatic Inc. 413B
2232 Lindsay Michelle Drive, Apline, Calif. 92001.

Product: Automated video cassette equipment, stand-alone video-cassette recorder systems, video accessories. *Personnel:* Bill Killion, Ken Lawson.

Cinemerica 204A
9477 Brighton Way, Beverly Hills, Calif. 90210.

Product: Software and marketing for pay cable; motion pictures for cable and pay cable; programing, marketing and consulting services for pay cable. *Personnel:* Ken Silverman, Joan Peterson, Larry Feinberg, Neil Orr, Gil Hersch, Dr. Gunther Weil.

Coaxial Analysts 305
P.O. Box 6582, Denver 80206.

Product: Operational audit, noncomputer (manual) accounts receivable system, management service, rate increase work, financial appraisals. *Personnel:* Ross McPherson, Bob Fanch.

Collins Commercial Telecommunications Division/Rockwell International 808

1200 North Alma Road, Dallas 75207.
Product: Satellite earth stations, microwave cable relay system*. *Personnel:* K.R. Fox, V.W. Riley, W.C. Shurtlefs, J.J. Sidick, L.M. Fisher, G.E. Price, J.C. Culp.

Comm/Scope 815
Route 1, Box 199A, Catawba, N.C. 28609.

Product: Coaxial cable products. *Personnel:* Frank Drendel, Jearld Leonhardt, Fred Wilkenloh, Jim Webb, Joe Teague, Greg Couch, George Hutton, Bill Barbour, Frank Logan, Carroll Oxford, Gene Swithenbank, George Voehl.

Communication Distribution 729
P.O. Box 567, Athens, Ga. 30601.

Product: Stand-by power supplies, passive devices. *Personnel:* J. Mason Hamilton, Jerry Shultz, Ron Livesay.

Communications Marketing 702
2326 Tampa Avenue, El Cajon, Calif. 92020.

Product: Advertising specialties*, "Sales Promotion Catalog", "Market Research Pamphlet", "Personnel: Jim Bloxham, Bonnie Saiz,

Ron Lederer, Randy Steward, Perry Bailey, Paul Nigro, Tom Wotruba, Doug Carr.

Compucon 825
13749 Neutron Road, Dallas 75240.

Product: Satellite earth station placement and microwave frequency coordination RF spectrum measurement. *Personnel:* Jerry Williamson, Dan Yost.

Comsonics 704-706
P.O. Box 1106, Harrisonburg, Va. 22801.

Consolidated Video Systems 304
1255 East Arques, Sunnyvale, Calif. 94086.

Product: 510 time-base corrector, 504B time-base corrector. *Personnel:* Ron Frillman, Jim Summers, Mike Lang, Clay Selthun.

Control Technology 100
620 Easy Street, Garland, Tex. 75042.

Product: Stand-by para-systems. *Personnel:* John Sipes, Chuck Turner, Tom Carbaugh, John Weeks, Hal Klugman, Terry French.

Cox Data Services 804
Suite 100, Prado North, 5600 Roswell Road, N.E., Atlanta 30342.

Product: Base management information system designed for cable and pay TV featuring subscriber billing and accounts receivable, subscriber value and life statistics, weekly and monthly management reports, direct access through new terminals. *Personnel:* Jim Landon, Corky Downing, Tommy Maughon, Bill Henderson, Dick Wiederhorn, Patricia Toombs.

Daniels Properties 400-402
2930 East Third Avenue, Denver 80206.

Product: Brokerage, consulting, appraising and financial services. *Personnel:* Bill Daniels, John Saeman, Jerry Buford, Steve Halstedt, Keith Burcham, Chuck Jenkins, Tom Johnson, Hugh McCulloh, Bob Holman, Bob Brown, Jim DeSorrento.

Davis Manufacturing Division of JI Case 805
1500 South McLean, Wichita, Kan. 67213.

Delta-Benco-Cascade 502
124 Belfield Road, Rexdale, Ont.

Digital Synthesis 307
155 South Madison Street, Denver 80209.

Durnell Engineering 201
P.O. Box 60, Emmetsburg, Iowa 50536.

Eagle Comtronics 301
P.O. Box 93, Phoenix, N.Y. 13135.

Products: Notch filters, interference filters, attenuators, key-lock trap, locking terminators. *Personnel:* Alan Devendorf, Ken Kennedy, George Kazocas, Jarvis Fletcher.

EMI 309
Suite 503, 240 Duncan Mill Road, Don Mills, Ont.

Product: Line amplifiers with modular facilities for single or dual cable operation either strand or cabinet mounting, information on European proposal for dual cable common carrier "ring"

system. *Personnel:* K. Snowden, M. Lowe, D. Kent.

Farinon Electric 830
1691 Bayport Avenue, San Carlos, Calif. 94070.

Federal Communications Commission 701-703

1919 M Street, N.W., Washington 20554.
Personnel: James Hobson, Albert Baxter, James Keegan, William Johnson, Frances Peck, Robert Ungar, Robert Powers, Raymond Daly, Pamela Pusey.

Firstmark Financial 404
110 East Washington Street, Indianapolis 46204.

Product: Financial services. *Personnel:* William Van Huss, Ronald Brown, Edward Zukerman, Phillip Thoben, R. M. Williams.

Fort Worth Tower 505
P.O. Box 8597, Fort Worth, Tex. 76112.
Product: Towers and equipment buildings. *Personnel:* T.W. Moore, Betty Moore, Fred Moore.

Gamco Industries 504
291 Cox Street, Roselle, N.J. 07203.

General Cable 101
500 West Putnam Avenue, Greenwich, Conn. 06830.

Product: Fused disk coaxial cable, CATV drop wires. *Personnel:* B. Aten, J.A. Brinkerhoff, R.D. Gates, Bruce Grabert, H. Lubars, D. Robinson, C. Smith, A. Torpie.

Gilbert Engineering 824-826
3700 North 36th Avenue, Phoenix 85019.
Product: Aluminum and "F" connectors; external surge protector and test adaptor*, super "F" connector*. *Personnel:* Bob Span, Jim Moulin, Scotty Flink, Joe Dolan, Doug Smith, Jon Ridley, Quinn Bastian.

GTE Sylvania 804
114 South Oregon Street, El Paso 79901.
Product: Midband to UHF converter*, flexible new line extender with three programable outputs*, programable converter*, stand-by power supply for up to 19 hours of operation during power outages*, multi-track distribution unit*. *Personnel:* Dave Cowden, Ray Pawley, Dick Covell, Geoff Headley, Bob Sherwood, Charlie Auer, Joe Cost, Lee Dolby, Bob Loveless, Mark Thomason, Dick Thrope, Skip Webb, Barry Wilson.

Hollywood Home Theatre 200
1345 Avenue of the Americas, New York 10019.

Product: Pay TV programing and affiliated services*. *Personnel:* John Berentson, William Asip, Howard Levine, Carolyn DeBroder.

Home Box Office 500
Time & Life building, Rockefeller Center, New York 10020.

Product: Standing Room Only specials*, cable programing. *Personnel:* J. Richard Munro, Gerald Levin, Nicholas Nicholas, Robert Weisberg, James Heyworth, Austin Furst Jr.,

John Barrington, Peter Frame, W. Thomas Oliver, Winston Cox, Robert Caird, George Gilbert, Robery Tenton, Ed Horowitz, William Hooks, Donald Anderson, Curt Melcher, Mike Klein, Dick Barron, Judy Anderson, Chuck Lein, Robbin Ahrold, Jeri Baker, Hank Feinstein, Jeanne O'Grady, Fran Peragine, Ed Michalove.

Hughes/Electron Dynamics Division 107
3100 West Lomita Boulevard, Torrance, Calif. 90509.

Product: Microwave communications products, multi-channel microwave equipment, 4.5 meter satellite video receiver terminals*. *Personnel:* Abe Sonnenschein, Norm Weinhouse, Gene Stanley, Doug Rasmussen, Leslie Hill, Ken Grabowski, Art Heiny, Ben Forte, Dalton Couig, Jim Taglia.

Jackson Communication 405
P.O. Box 6, Clayton, Ohio 45315.

Product: Turnkey construction, construction services, trap installation, system technical analysis, construction tool system, strand mapping and as-built drawings. *Personnel:* S.F. Kahn, Pete Haager, Jerry Cheney, Hazel Kenney, Dennis Murray, Jim Shepherd, Joe Taylor, Wilfred Brown, Richard Jackson.

Jerrold Electronics 809
200 Witmer Road, Horsham, Pa. 19044.

Product: Cordless converter*, pay-TV system with outdoor descrambler*, signal-processing (headend) systems, single-ended distribution systems, extenders, set converters, scramble/descramble systems, FFT taps, radiation-proof connectors, system passives, S-connector*. *Personnel:* Frank Hickey, Moses Shapiro, George Safiol, Lewis Solomon, Dennis Wallach, Colin O'Brien, John Sie, Mike Jeffers, Bruce Lane, Mel Gray, Al Micheli, Ray Pastie, Len Ecker, Ed Ebenbach, Tony Gargano, Roger Marshall, John Bullock, Leo Borin, Jim Orwick, Jim Bailey, Tony DeLoss, Dick Kreeger, William Lambert, John Barnes, Chris Allinson.

Kay Elemetrics 606
12 Maple Avenue, Pine Brook, N.J. 07058.

Product: CATV receiver, cabl-zyzer, spectrum analyzer, cabl-sweep, simul-sweep receiver, 75 ohm attenuators. *Personnel:* Dick Pechfelder, William Harbeson.

Lindsay Specialty Products 412-414
50 Mary Street West, Lindsay, Ont.

LNR Communications 717
180 Marcus Boulevard, Hauppauge, N.Y. 11787.

LRC Electronics 813
901 South Avenue, Horseheads, N.Y. 14845.

Product: Cable connectors, feed-thru sealed center conductor unit*, sealed "F" fittings*. *Personnel:* Keith McIntosh, John McQuaid, Tom Carbaugh, Carl Rosecrans, Art Whitaker, Don Thompson, Ed Hendrix, Clayton Blanchard, Steve Grossman, Ben Duval, Al Klugman, Terry French, Rich Richmond.

Magnavox CATV Systems 105
133 West Seneca Strreet, Manlius, N.Y. 13104.
Product: Mainstations amplifiers, scramblers, addressable taps, connectors, passive

devices. *Personnel:* D.N. Mezzalingua, Allen Lipp, K.P. Siegel, J.J. Ostuni, T.J. Polis, M. Zelenz.

MetroData 413A
1250 Mercer Street, Seattle 98109.

Product: Computer based multi-channel information display systems, microprocessor based system 120*. *Personnel:* Jim MacKenzie, Richard Jensen, Kenneth Lawson.

Microdyne 827
P.O. Box 1527, 627 Lofstrand Lane, Wash- ington 20036.

Product: Satellite TV receiving equipment. *Personnel:* David Reiser, George Bell.

Microtime 806
1280 Blue Hills Avenue, Bloomfield, Conn. 06002.

Product: 1500 video picture corrector, 2020 plus total signal corrector, digital 2 automatic pay-TV control system. *Personnel:* John Larkworthy, Dave Acker, Neal Ownes, Dan Sofi, Dick McLean, Phil Dubs, Bill Baird, Gary Johnston, Richard Cosma.

Microwave Associates Communication Equipment Division 208

63 Third Avenue, building 5, Burlington, Mass. 01803.

Product: MA-12G, MA-13CP, FML-12*, PAC-5, Viclamp. *Personnel:* H.P. Scott, E. Stromsted, C. McCauley, D. McCarthy, P. Cass, G. Hardy, M. Knold, D. Acher, C. Guastaferrro, J. Fielek, R. Shannon, R. Kelstrup.

Microwave Filter 831
6743 Kinne Street, East Syracuse, N.Y. 13057.

Product: Adjacent channel band pass filters, channel notchers, UHF traps, co-channel eliminators, filters for headend applications.

Mid State Communications 807B
59 North Second, Beech Grove, Ind. 46107.

MSI Television 810
4788 South State Street, Salt Lake City 84107.

Product: Two character generators consisting of Century Edition and Info-system products*, skew corrector*, weather, news, stocks. *Personnel:* Bob Hall, D. Kent Wright, Carl Rosekrans, Tony Keator, Scott Petersen, Jerry Van Mondfrans, Bruce Robertson, Marvin Douglass, Ivan Curtis, Randy Wegner.

National Foundation March of Dimes 97
1275 Mamaroneck Avenue, White Plains, N.Y. 10605.

Oak Industries CATV Division 205
South Main Street, Crystal Lake, Ill. 60014.

Product: Mini-code mini-scrambler. *Personnel:* C.J. Bach, W.R. Koester, Graham Stubbs, Art Johnson, Jack Hooper, R.A. Berg, Ed Goossens, Larry Grabinger, Mike Shaughnessy, Jim Lalla.

Optical Systems 823
Suite 333, 433 Airport Boulevard, Burlingame, Calif. 94010.

Peca 705
4957 Pearson Avenue, Philadelphia 19114.

- R. Pitts Co.** 723
P.O. Box 57, Winona, Minn. 55987.
Product: Fiber glass pedestals*. Personnel: Donald Storey, Tom Pitts.
- Modelin** 308
350 Duane Avenue, Santa Clara, Calif. 95050.
Product: Satellite terminals, microwave antennas, microwave waveguide and accessories, installation and field service. Personnel: Dean Dixon, John Morrissey, Jerry Pell, Randy Renner.
- Pyramid Industries** 509-509A
1612 West Encanto Boulevard, Phoenix 85009.
Product: Coaxial connectors, fittings, accessories, CATV metal enclosures for underground installations*. Personnel: Paul Rhodes, Earl Gilbert, Lanny Gilbert, W.E. Pequignot, Neil Phillips, Les Forwood.
- Radio Mechanical Structures** 707
P.O. Box 1277, Kilgore, Tex. 75662.
Product: Satellite receive-only antenna. Personnel: Rex Vardeman, Don Varnum, W.C. White.
- ICA American Communications** 720
201 Centennial Avenue, Piscataway, N.J. 08854.
Product: Video and audio services via domestic satellite. Personnel: Donald Quinn, Ralph Graff, Al Parinello, Louis Donato, Preston Brown.
- ICA Community Television Systems/ EIE Division** 207
7355 Fulton Avenue, North Hollywood, Calif. 91605.
Product: Modulator signal processor, demodulator, CATV transportation amplifiers, turnkey services. Personnel: Henry Duszak, Warren Reihls, Peter Chunka, Steve Manley, Bob Schoenbeck, Burt Arnold, John Ovnick, Robert Corrao, Marshall Savage, Robert Hamell, William Lafky, Paul Hogan, Ron Roberts.
- Reuters Limited** 811
1700 Broadway, New York 10019.
- RF Systems** 812
8720 South Orange Avenue, Orlando, Fla. 32809.
Product: 10-meter, 5-meter*, 6-meter* satellite earth terminals, 10-foot UHF pick-up antenna*. Personnel: Albert Fowler, Rod Hurlburt, John Seavey, Jerry Thorne.
- RMS Electronics** 111
50 Antin Place, New York 10462.
Product: Two-way, four-way and eight-way* aerial or pedestal mounted power-passing multi-taps, two-way* and three-way* power passing inline splitters, 75-300 ohm CB filter matching transformer, 75-75 ohm male/female CB filter for headend and top-of-set converters*, miniaturized non-power passing dual directional coupler*, power-passing splice box*, indoor/outdoor stainless six-way hybrid splitter*, power-passing directional couplers*, inline power inserter*. Personnel: Arthur Fink, Donald Edelman, Kerwin McMahon, John Coiro, Bill Bryant, Carey Manning, Bill Krajci, Barbara Edelman, Patricia McMahon, Dominick Padilla, John Starnes, Albert Goldstein.
- Sadelco** 807
299 Park Avenue, Weehawken, N.J. 07087.
Product: CATV test equipment, field strength meters, digital meter*. Personnel: Harry Sadel, Mack Brink.
- Satori Productions** 204
250 West 57th Street, New York 10019.
Product: Feature films, Celebration TV series, The Leslie Schreve Show, Coming Attractions Presentation. Personnel: Ernest Sauer, Gary Conner, Leslie Schreve, Dick Burgh.
- Scientific-Atlanta** 802
3845 Pleasantdale Road, Atlanta 30340.
Product: CATV signal processor, modulator, demodulator*, antennas, amplifiers, line extenders, 5-meter* and 10-meter earth stations, 414 video receiver*, FM video threshold extension demonstration and fiber optics demonstration. Personnel: Paul Beavin, Alex Best, Pat Bohana, Howard Crispin, Ben Forrester, Barney Geolat, Jim Hart, Jay Levergood, Bob Mason, Sidney Topol.
- Selectra** 409
20969 Ventura Boulevard, Woodland Hills, Calif. 91364.
Product: Cordless remote-controlled converter with sound control*. Personnel: Robert Baum, Howard Pearl.
- Showtime** 109
1211 Avenue of the Americas, New York 10036.
Product: Pay cable programming service. Personnel: Ralph Baruch, Terrance Elkes, Douglas Dittrick, Jeffrey Reiss, Ronald Lightstone, Sandra Landau, Jules Haimovitz, Sam Street, Dave Hanson, Julian Zukmann.
- Sony Corp. of America** 708-710
9 West 57th Street, New York 10019.
Product: BVH-1000 high-band one-inch recorder*. BVT-1000 digital time-base corrector*. BVP-200 ENG camera*. BVP-100 EFP camera. two-hour Umatic VTR*. Personnel: Ed Sherry, Jay Crane, Felix Bonvouloir, Paul Minadeo, K. Ohi, Dave Tansek, Gerry Brinacombe, Roger Pryor.
- Systa-Matics** 508
510 North Sheridan, Tulsa, Okla. 74115.
Product: Two-deck sequencer*, VMP-6A, 6T6*, time-base corrector, three-cassette changer. Personnel: Ed Covington, Ed Breedlove, Mike Richardson, Doyce Self, Mel Williams, Ted Anderson.
- System Concepts** 508
395 Ironwood Drive, Salt Lake City 84115.
Product: Q-II Billboard automated information channels, Q-IV Billboard movie guide information channel. Personnel: Ray Unrath, Roy Romijn, Len Zaller, Jeff Peterson, Hienz Kapui, Carl Cooper, Dick Dollard, John Perry, Ken Otto, Ken Lawson.
- Systems Wire and Cable** 800
3500 South 30th Street, Phoenix 85040.
Product: Trunk and distribution cable*. Personnel: J.R. Woods, N.M. Marshall, J.W. Elsasser, R. Gerber, E.G. Langenberg, C.R. Bullock.
- Tech-Craft** 719
P.O. Box 30635, Billings, Mont. 59107.
Product: LTD cable markers for auto control. Personnel: A. Clinton Ober, Les Hilliard.
- Technology Service Corp. Development Laboratories Division** 821
2920 Olympic Boulevard, Santa Monica, Calif. 90404.
Product: Weather radar equipment*. Personnel: Walter Miles, Gerald Ustach, Glenn Gray, Peter Swerling, John Buchanan, James Sciaccero.
- Tektronix** 808
P.O. Box 500, Beaverton, Ore. 97077.
Product: Spectrum analyzers; cable testers; TV production to time, test, measure and display video signal; modulator test instrument, oscilloscope. Personnel: Bill Blaze, Ralph Show, John White, Ron Marquez, Gary Mott, Ted Anderson.
- Telcin** 206
2604 Malt Avenue, Commerce, Calif. 90040.
Product: Multi-channel digital converters with descramblers, remote cordless and set-top, single channel converters with descramblers, Anaconda Century II amplifiers, power supplies, two-way interactive pay TV terminals. Personnel: Kirk Hollingsworth, Larry Fry, Vic Tarbuton.
- TerraCom** 416-418
9020 Balboa Avenue, San Diego 92123.
Product: Portable microwave system, airborne microwave system*, CARS microwave system*, satellite earth station receiver*. Personnel: Bob Moyes, Bruce Jennings, Bob Boulio.
- TEST/Tanner Electronic Systems Technology Communications Division** 211
16130 Stagg Street, Van Nuys, Calif. 91409.
Product: Signal security encoders for CATV head ends or for MDS application of either source or receive site encoding; pay TV subscriber decoding units for CATV or MDS; MDS down converters; MDS or STV applicable down converter/antenna package*; signal theft detector. Personnel: James Tanner, Marlene Tanner, Paul Rebeles, Bruno Rist, Wade Hansen, Doug Fuller, Doug Rosenberger, Jerry Schwartz.
- Texscan/Theta-Com** 401
2960 Grand Avenue, Phoenix 85017.
Product: Trunk and distribution amplifiers, passives and power supplies; head-end processors test equipment line including signal-level meters, spectrum analyzers, tracking analyzers, sweep systems, display scope, system test set, frequency counter, bridger, attenuators, detectors and other accessories. Personnel: Carl Pehlke, Jim Luksch, Joe Romasco, Duane Crist, Raleigh Stelle, Ed Foust, Bob O'Hara, Dennis Ashcroft, Don Groff, Vern Coolidge, Bernie Eymann.

Times Wire and Cable 802

358 Hall Avenue, Wallingford, Conn. 06492.
Product: Optilink (fiber optic cable), dynaplus, 'Lumifoam III, Alumifoam II, Alumifoil drop. *Personnel:* L. DeGeorge, W. Lynch, R.V. Schneider, N. McDonald, F.F. Desmond, J. Arbutnott, F. Dabby, R. Chesler, R. Porter, D. Taylor, J. Glass, F. Hamilton, J. Morton, K. Barry, J. Patterson, J. Stovall, V. Viarengo, M. Canestri, I. Kahn.

Tocom 210

3301 Royalty Row, Dallas 75247.

Tomco Communications/Signal Transmission Technology 816

1077 Independence Avenue, Mountain View, Calif. 94043.

Product: Automatic non-duplication switcher*, program event timer*, stand-by processor, stand-by headend, stand-by processor synthesized, multi-channel switchable converters for head-end processors. Products on display from Signal Transmission: FM transmission link*, television sound processor*. *Personnel:* Tom Olson, Vince Borelli, Sue Turner, Don Lolli.

Toner Cable Equipment 403

969 Horsham Road, Horsham, Pa. 19044.

Product: CATV equipment, automatic non-duplication switcher*, pay TV security devices*. *Personnel:* Bob Toner, Shawn Toner, Marty Ingram, Marty Moran.

Trans-U.S.A. 303

180 Northfield Avenue, No. 409 Raritan Center, Edison, N.J. 08818.

Product: Matching transformers, splitters, taps, converters, cable hardware. *Personnel:* Sakae Chang, Joe Liaw.

Triple Crown Electronics 104

42 Racine Road, Rexdale, Ont.

Product: CATV amplifiers, head-end signal processors*, test equipment (cross-modulation), video cassette programers*. *Personnel:* Jan Spisar, Charles Evans, Ben Dural, Jim Chiddix, Steven Rose, Tom Carbaugh, Bob Savard, Al Klugman.

TRW Semiconductors 311

14520 Aviation Boulevard, Lawndale, Calif. 90260.

Product: Hybrid thin film, amplifiers for CATV and MATV. *Personnel:* Warren Gould, Craig Wells, Dan Faigenblat, Dana Wilcox, Dan Brayton.

Turner Communications 306

P.O. Box 4064, Atlanta 30302.

Product: WTCC Atlanta ch. 17 programing. *Personnel:* Terry McGuirk, Don Andersson.

United Press International 817

220 East 42d Street, New York 10017.

Product: 24-hour automated Cable Newswire. *Personnel:* Roy Mehlman, Gordon Rice, Bob Gately, Bill Ferguson, Lou Tepke, Bill Ketter, John Mantle, Frank Spencer, Paul Harral, Bob Crennen.

U.S. Department of Commerce Bureau of Census 98

Room 3529, FB-3, Washington 20233.

Product: Demographic and economic reports

and studies from censuses and surveys. *Personnel:* Richard Ritter, Beulah Land.

U.S. Dept. of Commerce National Oceanic & Atmospheric Administration 721

6010 Executive Boulevard, Rockville, Md. 20852.

Van Ladder 102

P.O. Box 709, Spencer, Iowa 51301.

Product: Aerial ladder with fiber glass body. *Personnel:* Jim Baker, Gene Faulstich.

Viacom Enterprises 109

1211 Avenue of the Americas, New York 10036.

Product: Syndicated programing for local origination: Viacom Features I, II, III*, IV*, Movie Greats, Terrytoons cartoons. *Personnel:* June Chapman, Mart Slakoff.

Video Aids Corp. of Colorado 819

325 East Seventh Street, Loveland, Colo. 80537.

Product: Video power switch*, burst phase meter, H-phase meter, ENG battery operated color synchornized generator, editors. *Personnel:* Bill Baton, Jim French, Joe Woods, Dick Turchen.

Video Data Systems 828

40 Oser Avenue, Hauppauge, N.Y. 11787.

Product: Automated programing services, newswire (AP, UPI and Reuters*), stockwire, weather systems, message information systems, automated systems*. *Personnel:* Stephen Seiden, William Leventer, Bob Forster, Barry Kenyon, Peter McDonnell, Vern Bertrand, Gary McKeon, John Weeks, George Gunter.

Vitek Electronics 714

200 Wood Avenue, Middlesex, N.J. 08846.

Product: Pay TV traps. *Personnel:* Robert Geissler, Paul Eilman.

Wavetek Indiana 807A

66 North First Avenue, Beech Grove, Ind. 46107.

Worldvision Enterprises 313

660 Madison Avenue, New York 10021.

Product: 70 made-for-TV movies, series made for TV local origination and pay cable, cartoons, theatrical features, children's and musical specials. *Personnel:* Albert Hartigan, Mark Friedman.

New York cable appeals FCC ruling on fees

The New York State Commission on Cable Television is appealing the FCC ruling that part of the New York state law authorizing the CCT to collect fees from cable systems in the state is inconsistent with commission rules. At issue is the commission rule limiting franchise fees to 3% of the gross subscriber revenues, except when a special showing can be made, in which case the limit is 5%. Originally, the commission said the law is inconsistent to the degree the state fee, when combined

with the local franchise fee, exceeds 5%. On reconsideration, the commission said that if the grandfathered fee—one in effect prior to March 31, 1972—were more than 5%, it could remain in place until the end of the current franchise period or March 31, 1978, whichever occurs first. This is the ruling the CCT is appealing in the U.S. Court of Appeals for Second Circuit in New York.

How to take cable down to the farm**Report from Commerce Department sees no need to lift ban on crossownerships of cable and telephone co-ops, while speakers at Senate hearings urge any means necessary to wire up rural areas**

A government study out last week says there is no economic information to prove that allowing cable-telephone crossownerships will improve the supply of broadband communications service to rural areas. The report, prepared by the Commerce Department's Office of Telecommunications at the request of House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), was released one day before Senate hearings on that very subject.

Appearing before Senator Ernest Hollings's (D-S.C.) Communications Subcommittee Wednesday, William J. Thaler, acting director of the Office of Telecommunications Policy, urged the removal of the FCC's ban on cable-telephone crossownerships in rural areas. He noted that it is now possible for systems to obtain crossownership waivers (six petitions for waivers have been filed since 1974), but "that as workable as the waiver process has been in divestiture cases, it may be a significant barrier to the development of new cable systems." He said, "It is a costly process, uncertain of success and requires substantial investment in development of engineering and cost analysis. Many small remote rural area telephone systems may be unable to undertake the attendant risks and legal burdens."

Mr. Thaler indicated OTP's support of a petition to end the FCC ban by the National Telephone Cooperative Association, whose assistant manager, Fred Goss, also testified Wednesday. Mr. Thaler also asked the committee to consider seeking removal of similar FCC bans against cable-translator crossownerships and against using common carriers and FM microwave systems to relay signals for translator rebroadcast.

The study for the Van Deerlin subcommittee, however, cast doubt on the feasibility of cable-telephone crossownerships, saying, "there is no convincing evidence that economic opportunities of integrated CATV and telephone systems in

rural areas have been constrained by the crossownership rules." The "economic penalty" associated with the FCC rule "has not been severe," the report says, and furthermore, "technological alternatives to the delivery of broadband services via joint telephone/CATV facilities exist now [translators and microwaves, for examples], and much more attractive ones can be expected in the future.

"It may be appropriate to consider an objective of improving rural communications without specifying any one technology or service," the report concludes.

Among those nevertheless supporting cable-telephone crossownership at the hearing Wednesday was the National Cable Television Association, which, ironically, is campaigning hard against permitting the telephone industry to dominate telecommunications services. A telephone company should be allowed to run a rural cable system if no one else will do it, said Don Mackin, operator of a cable system serving Moscow, Idaho, and Pullman, Wash., but every three to five years it should be required to offer the broadband distribution facilities for lease. Conversely, cable operators should be permitted to build broadband facilities and lease portions for telephone service, he said.

Mr. Mackin advocated low-cost loans to cable operators to build in sparsely populated areas. But mostly he was concerned about federal regulations he says have impeded cable's spread into rural America. The FCC's signal-carriage rules are particularly onerous, he said, but he saw an obstacle, too, in the FCC's "disparate" treatment of VHF translators—disparate for several reasons he listed: (1) translators can import unlimited distant signals into a broadcast market, while cable casters cannot; (2) translators do not have to pay copyright, while cablecasters do, and (3) translators are permitted to substitute commercials on broadcast signals, while cablecasters are not.

"The cable-television industry will gladly compete with translators," Mr. Mackin said. "All we are asking is that the competition be placed on an equal basis." The House subcommittee study and Senate subcommittee hearings examined ways to use television to improve the social services in rural areas. Experiments have been tried with cable and two-way cable to provide medical service, educational and local government service. But those experiments have not provided all the answers to questions about how to coordinate all the services, how to determine what services the people want, and what is the best medium for providing them.

Nearly all the witnesses suggested some form of government assistance to make rural projects work. Where their testimony departed in many cases, however, was on the point of who should provide the broadband services. The National Telephone Cooperative Association said it should be small telephone cooperatives and independent phone companies serving the rural areas. Said NCTA's Mr. Goss, "We strongly oppose any proposals which might result in a wasteful and unnecessary

duplication of facilities between telephone systems and some other entity that might be created to deliver broadband cable TV."

John P. Witherspoon, president of the Public Service Satellite Consortium, suggested satellites as the means, "valuable because transmission costs are virtually distance insensitive, and because their construction costs are affected relatively little by such familiar considerations as terrain, distance from terrestrial trunk routes, and climate...even population density will be a much smaller factor in future system costs."

Paul I. Bortz, head of the Industrial Economics Division of the University of Denver Research Institute, said that regardless of whether the government pays for a rural telecommunications improvement project, the important thing is that it proceed on strong marketing principles. User demand should be gauged and consideration should be given to such things as standardization of equipment. "Let's face it," he said, "these programs can often be attractive to members of local and state agencies who have entrepreneurial drives, their own agendas. This may result in funding a program that is interesting to the bureaucratic structure, but results in very little service improvement to the individual in rural areas."

Several people with experiences in rural telecommunications projects also testified, including Dr. Harold E. Morse, director of the Appalachian Education Satellite Program, an experiment in combined satellite and terrestrial communications systems for education in the Appalachian region. He said there should be a single government agency coordinating all the rural telecommunications efforts, and that there should be multiple-year federal funding for experimenters in the field.

Dr. William A. Lucas of the Rand Corp. said the biggest problem associated with a two-way cable project such as Rand developed in Spartanburg, S.C., is learning what the consumers want. Rand assumed education was the biggest need in Spartanburg, "but there is some doubt that students will enroll in high school programs in vast numbers," he said. "On the other hand, parents have turned out in remarkable numbers for our parent education programs on child development, a response we had not anticipated."

Dr. Alfred J. Eggers, assistant director for research applications at the National Science Foundation, also warned of potential problems in rural telecommunications projects with coordinating all the social services that participate and with finding out what the citizens want in the first place.

And William Urban, superintendent of Blair High School, Blair, Wis., which is part of a broadband program in Trempealeau county there, said the "government is going to have to come in and help rural areas in one way or another."

Forrest P. Chisman of the Aspen Institute Program on Communications and Society came out against further experiments with rural telecommunications projects: "Personally I believe that there is

very little to be learned from demonstration projects that we do not already know from existing research and development." He said further he does not believe "consensus" will spring from the present "uncoordinated activity" in the field, but feels instead that some leader should advocate a specific plan, to be funded by the government now. "This could start a national debate on rural telecommunications and on the future of rural areas generally that is long overdue."

OTP's Mr. Thaler said he is currently trying to form a task force to "examine options" in rural telecommunications, comprising representatives of the Departments of Agriculture; Commerce; Health, Education and Welfare, and the National Science Foundation.

Optical's access petition rapped by NCTA, others

Association tells FCC that request is premature, alleged abuses are being handled as cases come up; CPI says petitioner seeks favored position; Optical does draw support of local programmer group

While Optical Systems Corp., a pay program supplier, wants increased FCC regulation of leased access channels (BROADCASTING, Jan. 31), cable operators who filed comments with the commission emphatically do not.

In its petition for rulemaking, Optical said the commission needed to adopt new regulations "to assure (1) reasonable access to cable systems with a rate and conditions not designed to create barriers to entry and (2) [to assure] cable operators a reasonable rate of return and the integrity of their systems." It also claimed that many operators deny access to their systems and stifle competition.

Taking exception to the petition was the National Cable Television Association. "Optical has presented no evidence to change the commission's 1972 and 1974 conclusions that it is premature to write rules and regulations governing the terms and conditions of leased channel access," NCTA said. It continued: "Optical has presented some alleged abuses. These can be, and are being handled on an ad hoc basis. There is no reason to write rules in an area where so little is actually known, and where so much is rapidly changing. There is simply not enough knowledge to warrant this intrusion into what should be an area of marketplace considerations," NCTA concluded.

Others opposed the petition with stronger language as in Communication Properties Inc.'s filing. CPI, the Austin, Tex.-based MSO, said "the commission and others potentially affected by the proposals of Optical, should recognize Optical's petition for what it is, an attempt to seek a favored position—not with respect to access—but with respect to a particular

service, to the exclusion of others who wish to provide a similar service."

Contrary to the petition's claims, CPI said that it has "sought to promote channel users in some cases by subsidizing the channel user for a time in order to get the user established." And CPI warned, "We are certain that any regulation which limits our ability to negotiate freely with owners and suppliers of programming will seriously inhibit the growth of pay cable and other services."

Cox Cable said it felt the rulemaking request was unnecessary and "fails to make the important public and social distinctions between quasi-public (e.g., educational, governmental and part-time public) access use of available CATV channels, and the far lower priority of leased use of the remaining CATV channels available for business purposes." Cox, which was supported by comments from Sammons Communications, Palmer Broadcasting, Newchannels Corp., Buckeye Cablevision, Televents and Fetzer Cablevision, also doubted that the FCC had the authority to adopt such regulations as Optical requested.

"Premature and unnecessary" were the two characterizations that kept cropping up in comments from cable firms including Viacom, ATC, Central California Communications Corp, Warner Cable and the California Community Television Association.

Teleprompter not only did not like Optical's proposal, it said the present rules calling for channels to be leased on a first-come, first-served basis were not practical.

A group that supported Optical was the National Federation of Local Cable Programmers which echoed Optical's contention that systems deny access to programmers. "The use of cable channels by programmers willing to substantially bear the costs of presenting their programs has been denied in various ways in several systems, and the reasons have not been associated with a limited channel capacity or scarcity of available time on a composite access channel," the federation said. "The need to more fully explore alternatives about how more television, more services and more local public service can be provided to cable subscribers is a compelling need," it emphasized.

Cable filing requisites hew to original outline

Copyright Office makes slight language change after digesting many suggestions on its proposal; however, it says need for immediate action prompted adoption

The filing requirements for cable systems proposed by the Copyright Office in its proposed rulemaking (BROADCASTING, Feb. 7) have been adopted by the office with just one minor change.

In its notice the office suggested the

following basic items be filed by cable systems by April 18: the name and address of the systems owner or operator, the name and location of the primary stations carried, and notification within 30 days of the sale of a system and/or any changes in station carriage. In addition, the office solicited suggestions for changes.

After reviewing initial and reply comments (BROADCASTING, Feb. 28) the office decided to promulgate the rule basically as proposed. The only change was one suggested in a comment that the requirement to list the "name of the community served by the system" be changed to the "name of the community or communities. . ."

The office said several comments had urged the office to accept a copy of a cable system's annual FCC form 325 to meet its filing requirements. As long as the form "gives all information required to be recorded," the office said, "nothing in the regulation precludes the system from recording a copy" provided it is labeled "Initial Notice of Identity and Signal Carriage Complement." It also stressed that all the information must be on or accompany the form. "Requests or directions to the Copyright Office to secure information or notices from the FCC, or mere statements that the required information is on file with the commission, will not be followed or recorded," the office warned.

There were a number of requests in the comments filed by copyright holders, and opposed by cable systems, that the systems be made to list various additional information including classifying signals as local or distant, independent or network; telephone numbers of systems; channel numbers; time periods of secondary carriage; dates of operation, and information of substituted programming. The office decided that for the immediate filing deadline of April 18, it would not require any of this since, it said, it "has considerable doubt whether it has statutory authority to require such information," but did not rule out the possibility for the future. "These are serious issues to be explored in the further rulemaking proceedings," the office said, "and no inferences or grounds or argument should be drawn from our present action."

One request made by the cable interests was that they not be required to identify all the FM stations carried if they offer all-band service. They asked that a simple "all-band" listing suffice as it does for the FCC.

However, the office did not feel that because it was acceptable at the FCC, it should be OK with them. "While we do not wish to impose unnecessarily burdensome tasks upon cable systems," the office said, "we cannot vary the language of the statute," because "a simple 'all-band' statement for FM signal carriage is not itself determinative for copyright purposes."

Others had urged the office to provide a printed form for use by the systems in filing—something it indicated in its initial notice it would not do. It said it would "explore the possibility."

The Garden spreads to all of the U. S.

Sports package via satellite to cable systems everywhere set up by UA-Columbia; systems may use for pay programming

Live coverage of sporting events from Madison Square Garden in New York will be offered to cable systems nationwide via satellite by UA-Columbia Cablevision, the company announced April 5.

The expansion of coverage already provided in the New York metropolitan area is to begin next September with a minimum of 115 events each season, including all home games of the New York Knickerbockers basketball team and the New York Rangers hockey team as well as boxing, track, wrestling, tennis, college basketball, dog shows and horse shows.

The three-year contract was described by UA President Robert M. Rosencrans as an experimental attempt to broaden available cable programming to attract limited numbers of viewers with special interests in particular events, creating, he said, a "grass roots entertainment venue."

UA will relay the events off an RCA satellite to its own network of eight earth stations, reaching some 150,000 subscribers, and will offer them to systems operating the other 78 dishes in the U.S., with a potential audience of 1.3 million subscribers, according to UA's estimate. Distribution will not include cable systems located in New York State or within 75 miles of any city where a National Basketball Association or National Hockey League team is located. Mr. Rosencrans said most of the major cable companies had expressed interest in the deal, and that individual systems will have the prerogative to include the programs in their regular cable service or on a pay basis.

Besides the 115-event minimum, contracting systems would agree to carry play-off games, if any, and 10 additional events selected by Madison Square Garden, to be paid for on a prorated basis, according to Joseph M. Cohen, president of the Garden's cablevision division. Any events carried by the broadcast networks would be pre-empted from the cable deal and another event would be substituted, Mr. Cohen said.

Fees for the "season ticket" for systems in Connecticut, Pennsylvania and southern Florida have been set by UA at 2 cents per subscriber per event for the first 20,000 subscribers and 1.5 cents per subscriber thereafter, with a \$75,000 minimum. In other Eastern states, the fee will be a minimum \$5,000 against 50 cents per subscriber for the year, and in other time zones a minimum of \$2,500 against 35 cents per subscriber for the first 20,000 and 1.5 cents thereafter. Systems outside the Eastern time zone will also have the right to tape the programs for rebroadcast at a different time.

The Broadcasting Playlist™ Apr 11

Contemporary

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
1	1	1	Rich Girl (2:23) Hall & Oates—RCA	1	1	1	1	
2	2	2	Things We Do for Love (3:32) 10cc—Mercury	3	2	2	2	
5	3	3	Don't Give Up on Us (3:30) David Soul—Private Stock	4	4	3	3	
3	4	4	Love Theme From "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia	2	5	5	7	
4	5	5	Dancing Queen (3:50) Abba—Atlantic	5	3	4	4	
7	6	6	Hotel California (6:09) Eagles—Asylum	6	6	6	5	
8	7	7	Southern Nights (2:58) Glen Campbell—Capitol	9	7	8	6	
6	8	8	Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	7	8	7	8	
11	9	9	So Into You (3:19) Atlanta Rhythm Section—Polydor	8	9	10	11	
9	10	10	I've Got Love on My Mind (4:20) Natalie Cole—Capitol	10	12	11	9	
18	11	11	When I Need You (4:11) Leo Sayer—Warner Bros.	11	14	9	10	
12	12	12	I Like Dreamin' (3:29) Kenny Nolan—20th Century	14	10	12	12	
10	13	13	Carry On, Wayward Son (3:26) Kansas—Kirshner/Epic	12	13	13	13	
15	14	14	Trying to Love Two (3:05) William Bell—Mercury	13	15	15	14	
13	15	15	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	15	11	16	16	
30	16	16	Right Time of the Night (2:53) Jennifer Warnes—Arista	16	17	14	15	
17	17	17	Maybe I'm Amazed (3:13) Wings—Capitol	17	16	17	17	
24	18	18	I Wanna Get Next to You (3:29) Rose Royce—MCA	18	18	19	21	
21	19	19	Lido Shuffle (3:40) Boyz Scaggs—Columbia	20	19	21	22	
19	20	20	Year of the Cat (4:32) Al Stewart—Janus	21	20	22	23	
23	21	21	Your Love (3:30) Marilyn McCoo & Billy Davis Jr.—ABC	19	21	23	27	
20	22	22	Fly Like an Eagle (3:00) Steve Miller Band—Capitol	22	22	24	25	
32	23	23	Calling Dr. Love (3:02) Kiss—Casablanca	25	29	18	19	
26	24	24	Sir Duke (3:52) Stevie Wonder—Tamla/Motown	26	31	20	18	
37	25	25	I'm Your Boogie Man (3:58) K.C. & The Sunshine Band—TK	23	24	26	29	
28	26	26	Can't Stop Dancin' (3:18) Captain and Tennille—A&M	27	27	25	20	
16	27	27	Go Your Own Way (3:34) Fleetwood Mac—Warner Bros.	24	23	27	24	
14	28	28	Night Moves (3:20) Bob Seger—Capitol	28	26	29	26	
22	29	29	Weekend in New England (3:38) Barry Manilow—Arista	30	25	31	28	
38	30	30	Couldn't Get It Right (3:14) Climax Blues Band—ABC	29	30	28	30	
25	31	31	Blinded by the Light (3:48) Manfred Mann—Warner Bros.	31	28	30	31	
40	32	32	Dancing Man (2:25) Q—Epic	33	33	33	33	
—	33	33	Angel in Your Arms (2:57) Hot—Big Tree/Atlantic	36	32	34	32	
31	34	34	New Kid in Town (5:02) Eagles—Asylum	35	37	32	36	
27	35	35	Long Time (3:03) Boston—Epic	34	34	35	34	
35	36	36	Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	32	35	36	35	
36	37	37	Say You'll Stay Until Tomorrow (3:30) Tom Jones—Epic	37	36	38	38	
—	38	38	Dreams (4:10) Fleetwood Mac—Warner Bros.	38	*	37	37	
—	39	39	The First Cut Is the Deepest (3:19) Rod Stewart—Warner Bros.	*	38	40	40	
—	40	40	Free (3:25) Deniece Williams—Columbia	*	39	39	*	

Playback®

Double dose. *Right Time of the Night* is Jennifer Warnes's first single for Arista, and it's making air-waves from country to contemporary charts (bolting from 30 to 16 on this week's contemporary chart, and coming on the country list at 18). She considers herself a contemporary artist, says Arista's Dennis Fine, who adds that this single is on its way to becoming a million seller. But country stations are also enthusiastic about her style. Says Tom Allen of wvoj(AM) Jacksonville, Fla.: "It has a country flavor and blends very easily. It's a mass appeal record but is strong in female appeal." Terre Haute, Ind., country station wthi(AM), also is getting good initial response to Ms. Warnes. **Another from Chicago.** *You Are on My Mind* (Columbia), Chicago's two-week-old single release, is from the *Chicago X* album. *If You Leave Me Now*, also from the album, proved itself a winner last year when it hit the top spot on "Playlist"—if only for a week—on Nov. 1. *You Are on My Mind* is off to a good start: wabc(AM) New York has added it, as have cklw(AM) Windsor, Ont. (Detroit) and kezy(AM) Anaheim, Calif. **Same Sylvers.** Among this week's first mentions: *High School Dance* (Capitol), from the *Something Special* LP, is typical Sylvers, says Vickie Tietz of woky(AM) Milwaukee. It's also on at wcol(AM) Columbus, Ohio.

Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
1	1	1	Southern Nights (2:58) Glen Campbell—Capitol	1	1	1	1	
2	2	2	Lucille (3:39) Kenny Rogers—United Artists	2	2	2	2	
4	3	3	She's Got You (3:04) Loretta Lynn—MCA	3	3	3	3	
5	4	4	She's Just an Old Love... (2:33) Charley Pride—RCA	4	4	4	4	
3	5	5	You Can Never Tell (C'est La Vie) (3:27) Emmylou Harris—Warner Bros.	8	5	5	7	
16	6	6	Play Guitar Play (3:20) Conway Twitty—MCA	6	6	6	5	
6	7	7	She's Pulling Me Back Again (2:26) Mickey Gilley—Playboy	5	8	7	10	
15	8	8	Some Broken Hearts Never Mend (2:43) Don Williams—ABC/Dot	7	9	8	9	
18	9	9	Slide Off of Your Satin Sheets (2:57) Johnny Paycheck—Epic	9	7	9	8	
8	10	10	Mockingbird Hill (2:58) Donna Fargo—Warner Bros.	10	10	10	11	
9	11	11	Paper Rosie (3:56) Gene Watson—Capitol	12	11	11	6	
14	12	12	Don't Throw It All Away (3:09) Dave & Sugar—RCA	13	12	12	12	
7	13	13	It Couldn't Have Been Any Better (3:00) Johnny Duncan—Columbia	11	13	13	13	
17	14	14	Anything But Leavin' (2:42) Larry Gallin—Monument	15	14	14	17	
10	15	15	Adios Amigo (3:35) Marty Robbins—Columbia	14	15	15	15	
11	16	16	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	16	16	16	16	
20	17	17	I Just Came Home... (3:24) Cal Smith—MCA	18	17	18	18	
—	18	18	Right Time of the Night (2:53) Jennifer Warnes—Arista	17	19	20	18	
13	19	19	Easy Look (2:46) Charlie Rich—Epic	19	20	17	24	
19	20	20	I'm Not Easy (3:03) Billie Jo Spears—United Artists	20	18	21	25	
—	21	21	Yesterday's Gone (3:11) Vern Gosdin—Elektra	21	21	19	14	
12	22	22	You're Free to Go (2:40) Sonny James—Columbia	22	22	22	22	
—	23	23	Lovin' Arms (2:44) Sammi Smith—Elektra	*	25	24	20	
25	24	24	Wrap Your Love... (2:39) Lynn Anderson—Columbia	23	23	23	30	
24	25	25	I'll Do It All Over Again (2:52) Crystal Gayle—United Artists	24	*	*	21	

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 (▲) indicates an upward movement of five or more chart positions.

Fates & Fortunes

Media

James L. Abernathy, vice president for investor relations, ABC Inc., New York, promoted to VP, corporate relations. **James MacGregor**, director of corporate communications, becomes director of corporate projects, reporting to Mr. Abernathy. **Patricia J. Matson**, assistant press secretary to Mrs. Gerald R. Ford, named director, news information, ABC, Washington.

William Uhr, senior systems analyst, NBC, New York, named manager of systems, financial services.

Joan Showalter, director, recruitment and placement, CBS Inc., New York, appointed VP, recruitment and placement.



Showalter



Ward

Jay Ward, VP/station manager, KOMO(AM) Seattle, named to additional post of corporate VP of parent, Fisher's Blend Station. **Caroline L. Gilman**, promotion coordinator, co-owned KOMO-TV there, appointed press relations coordinator.

Erika Wisler, air personality, WSAV(AM)-WQPO(FM) Harrisonburg, Va., named public service director.

Neil Sargent, general sales manager, KRIZ(AM) Phoenix, appointed general manager.

Tom Brooks, business manager, KDKB-AM-FM Mesa, Ariz., assumes additional duties as treasurer of parent, Natural Broadcasting System there.

John R. DiMeo, station manager, KAYO(AM) Seattle, and owner/president, KBKW(AM) Aberdeen and KXLE(AM) Ellensburg, both Washington, retires from KAYO after 29 years with station.

Kenny Belford, VP/general manager, Oklahoma News Network, named to same post, KAFG(FM) Oklahoma City.

Steve Bianchi, program director, WKRI(AM) West Warwick, R.I., named to additional post of operations director.

John Stolz, operations manager, WCNW(AM)-WLTV(FM) Fairfield, Ohio, appointed VP/operations director for those stations and co-owned WDNB(AM)-WWLV(FM) Daytona Beach, Fla. **Roy Shepard**, general manager, WCNW, appointed VP/station manager.

Bill Shearer, from KLOS(FM) Los Angeles, joins

KACE(AM) Inglewood, Calif., as general manager.

Barbara Martell, in real estate management, Lake Tahoe, Calif., named station manager, KEZC(FM) Truckee, Calif.

Nancy Hudec, media estimator, D'Arcy-MacManus & Masius, Chicago, joins Oliva-Neuhoff Broadcasting, Cleveland, as promotion assistant.

Haskell N. Arnold, manager of budget administration, Potomac Electric Power Co., Washington, joins Public Broadcasting Service there as controller. **Loomis C. Irish**, director of national program underwriting, noncommercial WGBH-TV Boston, named to same post for PBS.



Arnold



Connell

Cameron Connell, business manager, WVOX(AM) New Rochelle, N.Y., named VP/business manager.

Tim Goodwin, freelance writer, named promotion director, noncommercial WGVC(TV) Grand Rapids, Mich., replacing **Cindy Sharp**, who joins noncommercial WKAR-TV East Lansing, Mich., in same capacity.

Gord Hume, director of marketing, Rogers Radio Broadcasting, group station owner, Toronto, promoted to station manager, of Rogers' CIJD(AM) Hamilton, Ont. **Bill Scott**, national advertising/sales manager, joins Rogers' CFTR(AM) Toronto as promotion manager.

Lise Ouimet, associate secretary general, Canadian Radio-Television and Telecommunications Commission, Ottawa, appointed secretary general, succeeding **Guy Lefebvre**, appointed executive secretary to committee of inquiry into national broadcasting service (BROADCASTING, April 3).

Broadcast Advertising

Joel S. Kushins, assistant media director, Norman, Craig & Kummel, New York, named VP/media director.

Chuck Cohen, senior copywriter, Waring & LaRosa Advertising, New York promoted to VP/creative supervisor. **Bill Hecker**, from Parker Advertising, Englewood Cliffs, N.J., joins W&L as account executive. **Elizabeth Cutler**, from Marsteller, New York, and **Edna Robinson**, freelance copywriter, named W&L copywriters.

Frank E. Camacho, manager of marketing planning, American Motors Corp., Detroit joins Campbell-Ewald there in same capacity.

Pamela C. Spriggs, manager, research and sales development, NBC-owned radio stations, New York, appointed manager, sales presentation, NBC Television Stations Division there.

William F. Heinmann Jr., associate media director, Needham, Harper & Steers, Chicago, appointed group media director.

Flora Hanft, copywriter, Foote, Cone & Belding, New York, named creative supervisor.

Susan Felt, president, Dolly Darling, New York, joins DKG Advertising there as senior media planner. **Kate Sheeran**, editorial staff member, Conde Naste Publications, New York, appointed account executive, Doubleday account group, DKG.

Jack W. James, production manager, WREX-TV Rockford, Ill., named account executive, Doremus & Co. advertising there.

Mike Garston, Eastern manager, Parker Advertising, Englewood Cliffs, N.J., named account executive, Kenyon & Eckhardt, New York. **Lawrence Kosiba**, art director, Campbell-Ewald, Detroit, joins Kenyon & Eckhardt there in same capacity.

Thomas R. Fuld, VP/group supervisor of network programing and purchasing, Young & Rubicam, New York, named media manager, buying, for Lever Media Group, in-house media agency for Lever Brothers there.

Ray Baron, copywriter, Tracy-Locke advertising, Dallas, joins Clunie & Ciccio advertising there as senior writer.

Eileen Davis, from Patrick James advertising, Fresno, Calif., joins Doug Robertson advertising, Sacramento, Calif., as buyer.

Cliff-Wayne Yetter, president/creative director, Ad Creations & Consultants, Eugene, Ore., joins Hugh Dwight advertising, Portland, Ore., as account executive.

Robin Restall, VP/account director and member of management committee, J. Walter Thompson, Caracas, Venezuela, appointed VP, JWT, Chicago, responsible for coordination of service to all JWT international clients. **Tom Scharre**, copywriter, Tatham-Laird & Kudner, Chicago, joins JWT there in same capacity.

Faith Tilson, account executive, H-R Television, New York, joins Blair Television there in same capacity on ABC sales unit. **Richard Giltner**, salesman, KCRA-TV Sacramento, Calif., joins Blair as account executive on Chicago NBC sales unit. **Michael L. Coughlin**, former account executive with Peters, Griffin, Woodward and H-R Television, San Francisco, joins Blair Television there in same capacity.

Frank Leoce, VP/Eastern zone manager, Metro Radio Sales, New York, named executive VP/director of sales. **Gary Gelzer**, media buyer, Leo Burnett, Chicago, joins Metro TV

ales there as account executive.

Barbara Stewart, media estimator, Air Time Media marketing service, New York, promoted to media group supervisor.

Irenda Borri, account executive, games, CPM Inc., media buying service, Chicago, promoted to VP, network and syndicated game shows. **Job Shaw**, owner of consulting firm there, joins CPM as account supervisor. **Marlene Torabene**, from Rogers Advertising there, joins CPM as buyer.

Leonard J. Marsh, account executive, KWGN-TV Denver, named Southwest regional sales representative for parent, WGN Continental Broadcasting's television stations, KWGN-TV, WGN-TV Chicago, and KDAL-TV Duluth, Minn.

Robert Peretik, account executive, WPGH-TV Pittsburgh, promoted to director of sales development. **Craig Sherwood**, account executive, WPEZ(FM) there, joins WPGH-TV in same capacity.

Thomas S. Blair, account executive, Peters, Griffin, Woodward, Atlanta, named assistant general sales manager, KENS-TV San Antonio, Tex.

Norm Epstein, account executive, KMPC(AM) Los Angeles, promoted to sales manager.

Richard Haines, local sales manager, KRIZ(AM) Phoenix, promoted to general sales manager.

Beverly Bullick, from WMLO(AM) Beverly, Mass., joins WKRI(AM) West Warwick, R.I., as sales manager.

C. Robert Thompson, account executive, WGR-TV Buffalo, N.Y., joins WSPA-TV Spartanburg, S.C., as local/regional sales manager.

Dan Booth, producer/director, WSFA-TV Montgomery, Ala., appointed creative services director.

Chris Pidgeon, cinematographer, Treasure Chest Advertising, Windsor Locks, Conn., joins WKBW-TV Buffalo, N.Y., as assistant commercial producer. **Frank Woodbeck**, account executive for WKBW(AM) there, and **Ronald Schruett**, account executive, WBEN(AM) there, join WKBW-TV as account executives.

Donna J. Morris, in sales, WPAT(AM) Paterson, N.J., appointed account executive, WOR-TV New York.

Marvin Anderson, account executive, KDKA-TV Pittsburgh, joins WMAR-TV Baltimore in same post.

Pamela Hall, account executive, Blair Television, Los Angeles, and **William J. McGowan**, senior salesman, Katz Television, San Francisco, named account executives, KRON-TV San Francisco.

Bob MacKay, account executive, WMEX(AM) Boston, joins WHDH(AM) there in same post.

Programing

Peter B. Sterne, director of current comedy programs, ABC Entertainment, Los Angeles, appointed director, current comedy and variety programs. **Tom Werner**, director of comedy program development, named director, comedy and variety program development.

Richard Kirschner, VP, program practices,

CBS-TV, Hollywood, appointed executive producer, program department there.



Kirschner

Ebersol

Dick Ebersol, VP, late night programing, NBC-TV, New York, appointed VP, variety programs, West Coast.

Richard H. Frank, president, KCOP-TV Los Angeles, resigns to assume post as VP of Paramount Television there. This corrects item in April 4 "In Brief" reporting Mr. Frank to be joining Columbia Pictures.

Fredda Lynn, attorney, Cadwalader, Wickersham & Taft, New York, joins ABC-TV, there, as program attorney, East Coast.

Nan D. Omansky, sales research specialist, ABC Radio Network, New York, named director of research, Group W Productions, there.

Bess Myerson, columnist, Chicago Tribune-New York Daily News Syndicate, named to board of directors, Warner Communications, New York.

David E. Jackson, motion picture producer, James Flocker Enterprises, joins Associates and Stephen Brock, San Francisco, as VP, feature film production.

Arnold Friedman, formerly with ITC Entertainment and Metromedia Producers Corp., both New York, in advertising-promotion executive capacities, named director of advertising, publicity and promotion for Cinema Shares International, New York, television and motion picture distribution company.

David R. Chase, former station manager, WILC-TV Pittsburgh, named program director, WNBC-TV New York.

Howard Castlebury (Howie Castle), former program director, WLCY(AM) St. Petersburg, Fla., joins WIFE(AM) Indianapolis in same capacity.

J.J. Johnson, air personality, KDAY(AM) Santa Monica, Calif., appointed program director.

Kathleen Quaid, associate producer, WCAU-TV Philadelphia, appointed producer. **Lou Wagner**, editor/reporter/producer, KYW-AM-TV there, joins WCAU-TV as outdoors editor.

Ben Holland, former air personality, WYTH(AM) Rocky Mount, Va., returns to station (after several months in college) as program director.

Bill Kelly, from WNCT-TV Greenville, N.C., joins WGHP-TV High Point, N.C., as director.

Donald H. Tollefson, reporter, WPVI-TV Philadelphia, named sports director.

Ken Sargent, sports director, KNIA(AM) Knoxville, Iowa, joins KRNT(AM) Des Moines, Iowa, in same capacity.

Carla Singer McIvor, co-producer, *Eyewitness Magazine*, KDKA-TV Pittsburgh, named

producer of new prime access program, *Evening: The MTWTF Show*.

Bill Linson Jr., assistant to commissioner, Mid-American intercollegiate football conference, joins WTVN-TV Columbus, Ohio, as sports reporter.

Sandra Johnson, public affairs coordinator, WJW-TV Cleveland, appointed community affairs director.

Denis L. Burke, production/operations manager, KIRO-TV Seattle, joins WTCN-TV Minneapolis as producer/director.

Tom Guild, copywriter, WQDR(FM) Raleigh, N.C., promoted to production manager.

Arthur Meizner, producer/director, WUTR(TV) Utica, N.Y., joins WXEX-TV Petersburg, Va., in same capacity.

John Parry, from Lindsey, Bradley & Johnston Advertising, Chattanooga, joins WKBW-TV Buffalo, N.Y., as producer/director.

Fred Brian, staff announcer, WTAC(AM) Flint, Mich., appointed program/music director.

Ed Slusarczyk, farm director, WIBX(AM) Utica, N.Y., named to same post, WTLB-FM there.

Clayelle Dalferes, program producer, noncommercial WSUI(AM)-KSUI(FM) Iowa City, Iowa, named music director, noncommercial WITF-FM Hershey, Pa.

Alan F. Lewis, director of programing, noncommercial WEDU(TV) Tampa, Fla., named manager of Public Television Library, department of Public Broadcasting Service, Washington. He will be responsible for operation of Video Program Service, offering public television programs on video cassette for sale or rent for noncommercial use.

David B. Liroff, program director, noncommercial WOUB-TV Athens, Ga., named to same post, noncommercial KETC(TV) St. Louis.

Broadcast Journalism

Charles Murphy, Miami bureau chief, ABC News, appointed bureau chief of newly established ABC News bureau, Dallas, succeeded by **Bernard Shaw**, general assignment editor, CBS News, Washington. **David Garcia**, correspondent, ABC Radio network, named White House correspondent, ABC-TV News, Washington. **Bettina Gregory**, general assignment, ABC News, New York, appointed military affairs correspondent covering Pentagon. **Tim O'Brien**, attorney and anchorman, WDSU-TV New Orleans, joins ABC News, Washington, as correspondent. **Neil W. Patterson**, administrator, program cost, WRC-TV Washington, joins ABC News, Rome, as manager of administration, Mediterranean.

Richard Threlkeld, CBS correspondent, San Francisco, assigned to Rome bureau, succeeded by **Bernard Goldberg**, from Atlanta bureau. **Bill McLaughlin**, CBS News correspondent, Paris, transferred to New York headquarters. **Mike Lee**, from Beirut bureau, reassigned to Paris.

Alan Lambert, news director, KVOO(AM) Tulsa, Okla., named president of Oklahoma Associated Press Broadcasters.

Gary Ellison, news director, Group W's WJZ-TV Baltimore, named to same post, co-owned

KPIX(TV) San Francisco, succeeding **Joseph M. Russin**, named senior editor/reporter.

Robert C. Palmer, from WEHT(TV) Evansville, Ind., joins WTVN-TV Columbus, Ohio, as news producer. **Wendy M. Craver**, program assistant, WTVN-TV, appointed public affairs director.

Jeff Richmond, anchor/reporter, KMST(TV) Monterey, Calif., assumes additional duties as news director. **Ben Morrison**, from KTOM(AM) Salinas, Calif., and **Melinda Reed**, freelance reporter, joins KMST as anchors.

Daniel Abernathy, news director, WOKY(AM) Milwaukee, joins KHS-AM-FM Los Angeles in same capacity.

Bob Cusack, air personality, WEZE(AM) Boston promoted to news director, succeeding **Bill Lowell**, named to same post, WROR(FM) there.

John Geddle, reporter, KRZY(AM) Albuquerque, N.M., joins WFTP(AM)-WLQY(FM) Fort Pierce, Fla., as news director.

Sheela Allen, reporter/community affairs program hostess, WBEN-TV Buffalo, N.Y., joins WCAU-TV Philadelphia as reporter.

Tom McIntyre, owner, Tommy McIntyre Associates, Detroit joins WWJ(AM) there as reporter.

Jerry Stanecki, reporter, WXYZ(AM) Detroit, named to same post, WXYZ-TV there.

Wendy Ayn Bailey, newscaster, KVMN(FM) Pueblo, Colo., appointed news director.

Cheryl Toney, co-anchor/weathercaster, WJAN(TV) Canton, Ohio, joins WRBL-TV Columbus, Ga., as reporter/weathercaster.

Jeffrey Hanson, producer/writer, WILX-TV Onandaga, Mich., joins KMOL-TV San Antonio, Tex., as news producer.

Bob Bates, reporter, WFTV(TV) Orlando, Fla., assumes additional duties as weekend anchorman.

Mike B. Russell, senior reporter/photographer, WJRT-TV Flint, Mich., promoted to managing editor.

Robert Aaron, news operations manager, WTVN-TV Columbus, Ohio, joins WCPO-TV Cincinnati as reporter/writer.

Mahlon Brosseau, news cameraman, KOMO-TV Seattle, promoted to director of news photographers.

Craig Bain, from WLIH-FM New London, Wis., joins WAXX(AM) Chippewa Falls, Wis., as reporter.

Lynn Marvin, reporter, WVEC-TV Hampton, Va., joins WJAR-TV Providence, R.I., in same capacity.

Edward Shur, news director, WKFD(AM) Wickford, R.I., joins WKRI(AM) West Warwick, R.I., in same capacity. **Steve Cascione**, chief meteorologist, noncommercial WRIU(FM) Kingston, R.I., named to same post, WKRI.

Newly elected officers, Oklahoma Broadcasters Association: **Allan Muchmore**, WBBZ(AM) Ponca City, president; **Jack G. Brewer**, KWCQ(AM) Chickasha, president-elect, and **Tom Parrington**, KTVY(TV) Oklahoma City, VP.

Fred Ahlborn, from WGON(AM) Munising, Mich., joins KAIT-TV Jonesboro, Ark., as news cameraman.

James E. Smith, meteorologist on staff at Old

Dominion University, Norfolk, Va., joins WAVY-TV Portsmouth, Va., as weathercaster.

Christine Welcher, assignment editor, KPIX(TV) San Francisco, appointed chief of statewide public television news bureau, service of noncommercial KVIE(TV) Sacramento, Calif.

Cable

Susan Solomon, associate producer of *The Mike Douglas Show* for Group W Productions, Philadelphia, joins Home Box Office, New York, as producer of special programming.

Edward Ziemba, production manager, Suffolk Cablevision, Central Islip, N.Y., appointed program director. **Robert Holtzman**, customer services manager, named sales manager, succeeded by **John Figueroa**, salesman.

Equipment & Engineering



Stack

Phil Stack, sales manager, video systems, Magnavox, joins Sony Corp. of America, New York, as assistant VP/national sales manager, video products division.

Dirk B. Freeman, radio/TV broadcast equipment sales representative, RCA, St. Louis, appointed manager, sales development and proposals, RCA Broadcast Systems, Camden, N.J. **William B. Martin**, from International Video Corp., Sunnyvale, Calif., joins RCA Broadcast Systems as sales representative, based in St. Louis.

Elmer Chancellor, group chief engineer, Gilmore Broadcasting, Kalamazoo, Mich., appointed engineering VP.

Edward V. Egert, senior attorney, GTE Information Systems, Seneca Falls, N.Y., appointed senior counsel, electronic components group, GTE Sylvania. He succeeds **Rolfe D. Trevisan**, who was named general counsel, GTE electrical equipment products business.

Robert Henson, regional sales manager, International Video Corp., Sunnyvale, Calif., named Eastern regional manager, Eigen Video, manufacturer of slow-motion disk recorders, Grass Valley, Calif.

Jim Luttrell, chief engineer, WATU-TV Augusta, Ga., joins noncommercial WTVI(TV) Charlotte, N.C., in same post.

James M. Stitt, chief engineer, noncommercial WWSU(FM) Dayton, Ohio, and engineer in telecommunications department at Wright State University there, joins noncommercial WGUC(FM) Cincinnati in same post.

Allied Fields

Robert A.J. Bordley, VP/Southeast regional sales manager, Top Market Television, Atlanta, named manager, Southeastern station sales, Arbitron Television there.

Bill Livek, consultant, Ron Curtis & Co., executive personnel agency, Chicago, promoted to VP, broadcast division.

Frank Starr, columnist and former Washington and Moscow bureau chief for *Chicago Tribune*, appointed director of Russian service Radio Liberty, Munich, West Germany.

Vicki Shumake, media director, Jack T. Holmes & Associates advertising, Fort Worth has formed The Vicki Shumake Co., media consulting firm, at 4410 West Victory, Suite 204 Fort Worth, 76107.

Russ Regan, president, 20th Century Records, Beverly Hills, Calif., resigns to enter business of his own.

Jonathan R. Walton, senior counsel, RCA Records, New York, appointed staff VP/senior counsel.

Eric Severeid, CBS News correspondent named first recipient of Paul Kendall Niven Jr. Memorial Prize from Bowdoin College Brunswick, Me. Award is made once every four years to radio or TV news commentator judged to have done "most outstanding job of interpreting and presenting the news to the public."

Roberta Hollander and **Phil Chin**, CBS News writers, and **Sam Dann**, scriptwriter, *CBS Radio Mystery Theater*, named winners in 28th Annual Writers Guild of America Awards. Mr. Dann's "The Midas Touch" was named best radio documentary script and Ms. Hollander and Mr. Chin won for writing best radio documentary script, "Prologue to the GOP National Convention: The People in the Process."

Wilbur Schramm, distinguished center researcher, East-West Center for cultural and technical communications interchange between East & West, Honolulu, leaves academic staff to help establish graduate program at Chinese University of Hong Kong.

Ernie Lottito, director of communications, Corporation for Public Broadcasting, Washington, named to same post at U.S. Department of Commerce there.

Deaths

Alexander L. Guterman, 62, controversial financier who briefly headed Mutual Broadcasting System in 1958-59, was killed with five members of his family and pilot of their private twin-engine plane in crash during approach to New York's LaGuardia airport last Tuesday. Through Hal Roach Studios, which it had acquired few months earlier, conglomerate headed by Mr. Guterman bought Mutual in September 1958 from California syndicate headed by Dr. Armand Hammer for reported \$2 million-plus. Few months after he assumed presidency, however, Mr. Guterman became involved in Securities and Exchange Commission investigation and sold network in March 1959. He subsequently was sentenced to four years and 11 months in prison on stock-fraud charges and later was convicted and fined on charges of having used Mutual as propaganda tool for Dominican Republic. Released after three years, he began building second financial empire. At time of death he lived at Boca Raton, Fla., and was identified as owner of Mount Victory Coal Co. of Somerset, Ky. Also killed in crash were his second wife, Sandra, 35, and four children, Carol, 32, Karen, 24, Brock, 11, and Brandon, 12, and pilot Robert Holiday. Survivors include two sons, Marc, 14, who was crit-

ally injured in crash, and Robert 25, who was in Boca Raton.



ulmer in 1961



Glascock

Harvey Glascock, 56, owner/manager, WSTU(AM) Stuart, Fla., died of cerebral hemorrhage at Good Samaritan hospital, West Palm Beach, Fla., March 30. He started broadcast career at WEAM(AM) Arlington, Va., later moving to WINX(AM), WOOK(AM) and WMAL(AM), all in Washington area. He had been general manager of WKDA(AM) Nashville, WHK(AM) Cleveland, WIP(AM) Philadelphia and WNEW(AM) New York. Survivors include his wife, Genevieve, and two daughters.

Paul F. Harron, 82, president/board chairman, Mid-New York Broadcasting Corp., Utica, N.Y., died of arterial sclerosis at Fitzgerald Mercy division of Catholic Medical Center, Darby, Pa., April 5. Mid-New York owns WKTU(TV) Utica, WMTW-TV Poland Springs, Me., and cable systems serving Millville, N.J., Greensburg, Pa., and Port Huron Mich. He is survived by his wife, Margaret, and two daughters.

wife, Margaret, and two daughters.

Robert Walden Ballin, 73, retired VP in charge of Hollywood office of SSC&B, died of heart failure March 21 at his home in Yreka, Calif. He had been producer of Jack Benny radio program and *Vox Pop* radio series for Foote, Cone & Belding before joining SSC&B, where he handled *Lucy Show* among others. He retired in 1972. He is survived by one daughter.

Kenneth W. Ferguson, 51, owner/operator, Sierra Vista (Ariz.) CATV, died in airplane crash on island of Martinique March 26, where he was reportedly working to set up Christian broadcasting station. At time of death he was also secretary/treasurer of Arizona Cable Television Association. Survivors include his wife, Betty, two sons and two daughters.

For the Record

As compiled by BROADCASTING for the period March 28 through April 1 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. 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

TV applications

- **Broomfield, Colo.**—Front Range Educational Media Corp. seeks ch. 12 (204-210 mhz); ERP 153 kw vis., 16 kw aur., HAAT 241.6 ft. P.O. address: 300 Iris St., Broomfield 80020. Estimated construction cost \$202,855; first-year operating cost \$150,000. Legal counsel Michael Finkelstein, Washington; consulting engineer Ben Dawson. Applicant is non-profit educational corp., John Schwartz, president. Ann. March 30.
- **Rochester, N.Y.**—Malrite T.V. of New York Inc. seeks ch. 31 (572-587 mhz); ERP 1000 kw vis., 185 kw aur., HAAT 606 ft.; ant. height above ground 600 ft.

P.O. address: Cleveland Plaza, Euclid Ave., and E. 12th St., Cleveland 44115. Estimated construction cost \$610,000; first-year operating cost \$1,002,000; revenue \$1,500,000. Legal counsel Miller & Fields, Washington; consulting engineer Ralph Evans. Principal: Milton Maltz, president (100%). Mr. Maltz also owns: WNYR(AM)-WEZO(FM) Rochester; WBRB-AM-FM Mt. Clemens, Mich.; WZUU-AM-FM Milwaukee, WEEY-AM-FM St. Paul, Minn.; WCTI-TV New Bern, N.C., and WHK(AM)-WMMS(FM) Cleveland. Malrite is requesting waiver of multiple ownership. "one-to market" rules. Ann. March 24.

TV actions

- **Rock Springs, Wyo.**—Western Broadcasting seeks ch. 13 (210-216 mhz); ERP 10 kw vis., 1 kw aur., HAAT—57.3 ft.; ant. height above ground 45.6 ft. P.O. address: 1396 Singletree Dr., Green River, Wyo. 82935. Estimated construction cost \$24,340; first-year operating cost \$80,159; revenue \$118,352. Legal counsel Booth & Freret, Washington. Principals: Gerard (33-1/3%) and Linda (28-1/3%) Devine and Douglas Kehrig (33-1/3%). Mr. Devine is chief engineer at WTVI-TV Charlotte, N.C. Ms. Devine is housewife. Mr. Kehrig is operator for various New York radio stations (BPCT-4939). Action March 18.
- **Sheridan, Wyo.**—Duhamel Broadcasting Enterprises seeks ch. 12 (204-210 mhz); ERP 316 kw vis., 63.2 kw aur., HAAT 1216.3 ft. P.O. address: Box 1760, Rapid City, S.D. 55701. Estimated construction cost \$567,873; first-year operating cost \$57,000; revenue \$35,000. Legal counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer Vir James. Principals: Helen S. (53.3%) and William F. Sr. (26.7%) Duhamel, et al. Duhamels each own 25% of Rapid City, S.D. cable system. Duhamel Broadcasting

Enterprises owns KOTA-AM-TV Rapid City, KDUH-TV Hay Springs, Neb., and KHSD-TV Lead, S.D. (BPCT-4905). Action March 18.

AM applications

- **Ukiah, Calif.**—KLIL Inc. seeks 1250 khz., 500 w-D. P.O. address: 2397 N. State St., Ukiah 95482. Estimated construction cost \$32,204; first-year operating cost \$11,805; revenue \$48,000. Format: C&W. Principals: Woodrow W. White (85%), Augustine G. Solomon (13%), John R. McKean (1.5%) and John Oliveira (.5%). Mr. White owns Calpelia, Calif., supermarket. Mr. Solomon is self-employed rancher. Mr. Oliveira is engineer with KMJ-AM-FM Fresno, Calif., and Mr. McKean is San Francisco accountant. Ann. April 1.
- **Fredericksted, St. Croix, V.I.**—I. Joseph Bahr seeks 1540 khz., 25 kw D. P.O. address: Box 487, 7-A Estate Whim, Fredericksted 00840. Estimated construction cost \$3,395; first-year operating cost \$4,895; revenue not given. Format: Jazz, R&B. Principal: Mr. Bahr owns WVIS(FM) Fredericksted. Ann. March 23.

FM applications

- **Carpenteria, Calif.**—Pacific West Broadcasters seeks 101.7 mhz., 22 kw, HAAT 920 ft. P.O. address: 2206 Cutler St., Simi Valley, Calif. 93065. Estimated construction cost \$12,408; first-year operating cost \$37,560; revenue \$65,000. Format: variety. Principals: Israel Sinofsky and Peter E. Baird, partners. Mr. Sinofsky owns KINC(AM) Independence, Calif. (51%); and is sole owner of Moorpark, Calif., motion picture theatre. Mr. Baird is principal in Sound Planning Associates, commercial sound contractor, Dearborn Heights, Mich. Ann. March 23.
- **Grass Valley, Calif.**—Mother Lode Broadcasting Co. seeks 92.1 mhz., 2 kw, HAAT 1160 ft. P.O. address: 2040 Maple Glenn Rd., Sacramento, Calif. 95825. Estimated construction cost \$42,457; first-year operating cost \$21,265; revenue \$35,650. Format: MOR. Principal: Jack J. Lawson, who is senior vice president for marketing, Sparta division, Cetec Corp., Sacramento. Ann. March 23.
- **Castle Rock, Colo.**—Maurice J. DaVolt seeks 92.1 mhz., 3 kw, HAAT 299 ft. P.O. address: 2500 S. Valley Hwy., Denver 80222. Estimated construction cost \$34,500; first-year operating cost \$20,700; revenue \$48,000. Format: C&W. Principal: Mr. DaVolt owns real estate firm. He formerly owned (51%) of KSIR(AM) Estes Park, Colo. Ann. April 1.
- **Gladwin, Mich.**—Gladwin Broadcasting Co. seeks 103.1 mhz., 3 kw, HAAT 148 ft. P.O. address: 309 George Vth Ave., Crosswell, Mich. 48624. Estimated construction cost \$23,586; first-year operating cost \$10,000; revenue \$18,000. Format: beautiful music. Principal: George E. Benko, who owns WJEB(AM) Gladwin. Ann. March 23.
- **Abilene, Tex.**—Christian Broadcasting Co. seeks 99.3 mhz., 3 kw, HAAT 300 ft. P.O. address: Box 2424,

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

Abilene 79604. Estimated construction cost \$15,605; first-year operating cost \$38,400; revenue \$38,400. Format: religious. Applicant is non-stock, non-profit religious organization. Larry Jack Hill, president. Ann. April 1.

■ **Andrews, Tex.**—Zia Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 210.8 ft. P.O. address: Box 1907, 2112 Thorton St., Clovis, N.M. 88101. Estimated construction cost \$55,686; first-year operating cost \$28,360; revenue \$36,000. Format: standard pops. Principals: Lonnie and Barbara Allsup, who own, through Allsup's Convenience Stores Inc., KCLV(AM) Clovis and KCAT(AM) Andrews. Ann. April 1.

■ ***Radford, Va.**—Radford College seeks 89.9 mhz, 10 w. P.O. address: Box 5806 Radford 24143. Estimated construction cost \$24,854; first-year operating cost \$14,775. Format: educational. Applicant is public college, William D. Yerrich, director of telecommunications. Ann. April 1.

■ ***Keshena, Wis.**—Menominee Indian Tribe seeks 88.5 mhz; 21.4 kw, HAAT 300 ft. P.O. address: Box 397, Keshena 54135. Estimated construction cost \$91,031; first-year operating cost \$60,000. Format: Indian. Principal: Mark A. Husby, director of tribal business development. Ann. April 1.

Ownership changes

Applications

■ **WPXC(AM)** Prattville, Ala (1410 khz, 5 kw-D)—Seeks transfer of control of Prattville Radio Inc. from Joe F. Hagler and Jim R. Gilliam (60% before; none after) to T.O. McDowell Jr. and Al Finch (40% before; 100% after). Consideration: \$35,000 plus release of debts. Principals: Messrs. Hagler and Gilliam have no other broadcast interests. Mr. McDowell; presently 40% owner of station, is Prattville lawyer. Mr. Finch is Baptist minister. He will own 30% after transfer. Ann. April 1.

■ **KBHK-TV** San Francisco; **WFLD-TV** Chicago; **WKBD-TV** Detroit; **WLVI-TV** Cambridge, Mass., and **WKBS-TV** Burlington, N.J.—Seek assignment of licenses from Kaiser Broadcasting Co. to Field Communications Corp. for \$54,453,438. Publicly traded seller is liquidating its broadcast division. Buyer publishes *Chicago Sun Times* and *Daily News* (BROADCASTING, Jan. 31). Ann. March 21.

■ **WSNG(AM)** Torrington, Conn. (610 khz, 1 kw-D)—Seeks assignment of license from Torrington Broadcasting Co. to Northwest Connecticut Broadcasting Co. for \$500,000. Principal in seller is Edmund W. Waller, who will remain with station as consultant. Buyer is wholly owned subsidiary of Home News Publishing Inc. of New Brunswick, N.J., which publishes *New Brunswick Home News*, five weekly newspapers and owns **WINE-AM-FM** Brookfield, Conn., and **WKPT-AM-FM-TV** Kingsport, Tenn. Ann. March 23.

■ **WJGA-AM-FM** Jackson, Ga. (AM, 1540 khz, 1 kw-D; FM, 92.1 mhz, 3 kw)—Seeks assignment of license from Better Radio Inc. to Tarkenton Broadcasting Co. for \$225,000. Seller is principally owned by B.L. Williamson and Cecil Bray. Mr. Williamson also owns **WLOV-AM-FM** Washington and **WBLW(AM)** Royston, both Georgia. Mr. Bray has no other broadcast interests. Buyer is Dallas M. Tarkenton, who is regional agent for jewelry firm. He has no other broadcast interests. Ann. March 23.

■ **KHLO(AM)** Hilo, Hawaii (850 khz, 1 kw-U)—Seeks assignment of license from Henry Kirk, receiver, to Mid Pacific Broadcasting Co. for \$175,000. Buyer is owned by Michael and Patricia Linch, who have various business and land interests in Nebraska and South Dakota. Ann. April 1.

■ **KROS(AM)-KSAY(FM)** Clinton, Iowa (AM, 1340 khz, 1 kw-D, 250 w-N; FM, 96.1 mhz, 100 kw)—Seeks assignment of license from PSB Radio Group Inc. to Gateway Broadcasting Corp for \$480,000 plus \$125,000 covenant not to compete. Seller is group owner of **KFIZ(AM)** Fon du Lac, Wis.; **WCTW(AM)** WMDH(FM) New Castle, Ind., and **KWEB(AM)-KRCH(FM)** Rochester, Minn. Donald G. Jones, president. Buyer is owned by three former and present **KROS-KSAY** employees and David Dunlay (70%), who has various banking and investment interests. Other buyers (10% each) are: Henry L. Dihlman, general manager, William H. Scott, engineer, and Gerald A. Parker, formerly **KROS** assistant manager and now vice president of Clinton TV Cable Co. Ann. April 1.

■ **KJIN(AM)-KCIL(FM)** Houma, La. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw)—Seeks assignment of license from KCIL Inc. to South La. Broadcasters Inc. for \$450,000 plus \$200,000 covenant not to compete. Seller is owned by the estate of Denver T. Branner (80%), his wife Eugenia (5%) and his three children (5% each). Buyers are Joel T. Branner and Charles K. Winstanley. Mr. Branner is son of late owner and also owns minority interest of **WDLF(AM)** Panama City, Fla. He also has realty interests. Mr. Winstanley is general manager and 39% owner of **WSCM(AM)** Panama City Beach, Fla. He is former general manager of **WDLF**. Ann. March 23.

■ **WZZM-FM** Grand Rapids, Mich. (95.7 mhz, 50 kw)—Seeks assignment of license from 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, who is former CBS announcer with extensive real estate investments in Midwest and Atlanta. Mr. Morse is also president and majority stockholder of **WVIC-AM-FM** East Lansing, Mich. Ann. March 23.

■ **KRAM(AM)** Las Vegas (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from 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 **KPTL-AM-FM** Carson City, Nev. 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. He has no other broadcast holdings. Ann. March 24.

■ **KWOE-AM-FM** Clinton, Okla. (AM: 1320 khz, 1 kw-D; FM: 106.9 mhz, 100 kw)—Seeks assignment of license from Western Okla. Broadcasting Co. to Rodney Worthen, George I. Bridges, Jr. and Bill Shoemate for \$300,000. Sellers are Mr. and Mrs. Lonnie J. Preston, who have no other broadcast holdings. Buyers have no other broadcast ownership interests. Drs. Worthen and Bridges are Lawton, Okla., dentists. Mr. Shoemate is former general manager of **KSWO(AM)** Lawton. Ann. March 23.

■ **KOMS(FM)** Lebanon, Ore. (103.7 mhz, 30 kw)—Seeks assignment of license from C.T. Isley to Stereo Broadcasting Corp. for \$85,000 plus \$10,000 covenant not to compete. Seller: Mr. Isley has no other broadcast interests. Buyer is owned by Richard A. Ingraham (50.78%), Richard A. Wagner, his father Richard Wagner (11.11% each) and five others (none with more than ten percent). Stereo owns **KFYE(FM)** Fresno, Calif. Mr. Ingraham also owns **KRYE** Los Gatos, Calif. (50%) and applicant for new AM at Clovis, Calif. (66.67%). Younger Mr. Wagner owns Concept Productions, programing consultant. His father is retired. Ann. April 1.

■ **WFGN(AM)** Gaffney, S.C. (1570 khz, 250 w-D)—Seeks assignment of license from Cherokee Radio Co. to M-W Broadcasting Co. for \$100,000 plus \$25,000 covenant not to compete. Seller: Principal is A. Ray Godshall, who is retiring. He has no other broadcast interests. Buyers are David Louis Warf (54.5%) and Tommy E. Martin (45.5%). Mr. Warf is station manager of **WEIZ(FM)** Columbus, Ga. Mr. Martin is staff writer for *Spartanburg* (S.C.) *Herald-Journal*. Ann. April 1.

■ **KCAD(AM)** Abilene, Tex. (1560 khz, 500 w-D)—Seeks assignment of license from KCAD Inc. to Abilene Broadcasting Co. for \$235,000. Seller is principally owned by Delwin Morton, (70%) who is also 30% owner of investment company, Interstate Venture Capital Corp., owner of 35% of **KJOE(AM)** Shreveport, La. Buyers are Norman Fischer and Paul Hull (50% each). Mr. Fischer is 30% owner of **KCAD** and is president of Norman Fischer & Associates, Austin, Tex.-based media broker. Mr. Hull is **KCAD** general manager. Ann. March 23.

■ **KWGO-FM** Lubbock, Tex. (99.5 mhz, 44 kw)—Seeks assignment of license from KWGO-FM Radio to Mexican American Services Inc. for \$60,000. Seller is owned by Clyde R. Stephens (51%) and Mexican American. Mr. Stephens is leaving station for health reasons. Buyer has 18 stockholders, Antonio Gonzalez, president and largest stockholder (8%). Ann. April 1.

■ **WGRT-FM** Clarksburg, W. Va. (106.5 mhz, 50 kw)—Seeks assignment of license from Multi Media Associates to Radio One Inc. for \$180,000 plus \$30,000 covenant not to compete. Seller is limited partnership of 11 individuals, none of whom have other broadcast interests. Jame R. Reese Jr., general partner. Buyer is

owned equally by Honus Shain, Warren Riddlebarger and Jack Taylor Cloyd. Mr. Shain is stockholder, and Mr. Riddlebarger is general manager of **WEJZ(AM)** Williamsburg, Ky. Mr. Cloyd is Corbin, Ky., accountant. Ann. April 1.

Actions

■ **KAGB-FM** Inglewood, Calif. (103.9 mhz, 1.65 kw)—Broadcast Bureau granted assignment of license from Gilbert Robinson, receiver, to All Pro Broadcasters Inc. for \$225,500. Seller is receiver in bankruptcy for Clarence Avant, principal in unsuccessful Avant Garde Broadcasting Co., who has no other broadcast interests. Buyer principal is Willie Davis, former player on Green Bay (Wis.) Packers football team. Mr. Davis owns Schlitz beer distributing company in Los Angeles and is chairman of board of Los Angeles Urban League. He has no other broadcast interests (BALH-2390, BASCA 785). Action March 21.

■ **KPOI(AM)-KHSS(FM)** Honolulu—Broadcast Bureau granted transfer of control of licensee corporation from Communico Inc. to Communico Incorporated (BTC-8288). Action March 28.

Facilities changes

TV action

■ **WRAL-TV** Raleigh, N.C.—Broadcast Bureau granted CP to make changes in ant structure (increase height); change ant. height to 2000 ft.; ERP 100 kw; Max. ERP 100 kw (BPCT-4964). Action March 21.

AM application

■ **WOIC** Columbia, S.C.—Seeks CP to increase nighttime power to 5 kw. Ann. March 23.

AM actions

■ **WEYY** Talladega, Ala.—Broadcast Bureau granted CP to increase power to 2.5 kw and change type trans.; remote control permitted (BP-20,175). Action March 17.

■ **KIRL** St. Charles, Mo.—Broadcast Bureau granted CP to add nighttime power with 500 watts; change hours of operation to unlimited and install DA-2 at Aubuchon and Tesson Roads near St. Charles; conditions (BP-20,031). Action March 15.

AM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: **KNCB** Vivian, La. (BP-20,036), March 9; **KAHL** North Platte, Neb. (BP-20,114), March 4.

FM applications

■ ***WBFO** Buffalo, N.Y.—Seeks CP to install new trans.; new ant.; make changes in ant., system (increase height); change TPO; ERP 21.42 kw, and HAAT 239.5 ft. Ann. April 1.

■ **WFAH-FM** Alliance, Ohio—Seeks CP to change trans. location; change studio location; operate trans. by remote control from proposed studio location; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 17.8 kw, and HAAT 500 ft. Ann. April 1.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: **KLAK-FM** Lakewood, Colo. (BPH-7682), March 7; **WFDR-FM** Manchester, Ga. (BPH-10,209), March 10; **WPLM-FM** Plymouth, Mass. (BPH-9647), March 9; ***WIPR-FM** San Juan, P.R. (BPED-2436), March 9.

In contest

Procedural ruling

■ **Lares, P.R., AM proceeding:** Radio Lares and Lares Broadcasters (Docs. 20,968-9)—ALJ Thomas B. Fitzpatrick canceled April 26 hearing and rescheduled for July 5. Action March 25.

Joint agreement

■ **Calhoun, Ga., AM proceeding:** Frances Lanford and Cherokee Broadcasting Co., competing for 900 khz (Docs. 20,928-9)—ALJ Thomas B. Fitzpatrick granted

Professional Cards

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Washington, D. C. 20036
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joint motion and approved agreement; dismissed with prejudice application of Francis Lanford Rhodes, and granted application of Cherokee. Action March 30.

Allocations

Petitions

■ Heidelberg, Miss.—New Laurel Radio Station Inc., WAML(AM) Laurel, Miss., requests assignment of FM ch. 257A (RM-2851). Ann. March 28.

■ Rice Lake, Wis.—Red Cedar Broadcasters Inc., Chippewa Falls, Wis., requests assignment of FM ch. 249A (RM-2850). Ann. March 28.

Actions

■ Cheyenne, Okla.—Broadcast Bureau assigned TV ch. 12 and reserved it for noncommercial educational use. Action was response to petition by Oklahoma Educational Television Authority. Effective May 11. Action March 28.

■ Sulphur Springs, Tex.—Broadcast Bureau granted ch. 240A as community's first FM assignment. Action was response to petition by Galen O. Gilbert. Effective May 11. Action March 28.

Translators

Applications

■ Klawock, Alaska—Klawock School Board seeks ch. 2 with 10 w rebroadcasting KAKM, KENI-TV, KIMO, KTVA all Anchorage. Ann. March 21.

■ Augusta, Ky.—Kentucky State Board of Education seeks ch. 56 with 100 w rebroadcasting WCVN-TV Covington, Ky. Ann. March 23.

■ White Sulphur Springs, Mont.—Tru Vue Television Association seeks ch. 13 with 1 w rebroadcasting KRTV Great Falls, Mont. Ann. March 24.

■ Philadelphia—Spanish International Communications seeks ch. 35 with 1 kw rebroadcasting WXTV Paterson, N.J. Ann. March 21.

■ Crossville, Tenn.—WCPT-TV Inc. seeks ch. 11 with 1 w rebroadcasting WCPT-TV Crossville, Tenn. Ann. March 24.

■ KO8FJ Alton, Utah—Seeks to change frequency from ch. 8, 180-186 mhz, to ch. 11, 198-204 mhz, Ann. March 21.

■ K10FJ Alton, Utah—Seeks to change frequency from ch. 10, 192-198 mhz, to ch. 9, 186-192 mhz, Ann. March 21.

■ Orderville, Glendale, both Utah—Long Valley TV seeks ch. 7 with 1 w rebroadcasting KUED-TV Salt Lake City. Ann. March 23.

■ K12HD Alton, Utah—Seeks to change frequency from ch. 12, 204-210 mhz, to ch. 13, 210-216 mhz, Ann. March 21.

■ Evanston, Upper Bear River Valley, both Wyoming—Upper Bear River TV seeks ch. 6 with 5 w rebroadcasting KUED-TV Salt Lake City. Ann. March 23.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced March 22 (Stations listed are TV signals proposed for carriage):

■ Douglas Television Co. Inc., for Douglas, Cochise, both Arizona (CAC-08228-9): Certificate of Compliance for existing operations.

■ Western Cable Inc., for Cameron, Tex. (CAC-08230): KXTX-TV, WFAA-TV Dallas.

■ Allen's TV Cable Service Inc., for Morgan City, Berwick, St. Mary's Parish, all Louisiana (CAC-08231-3): WGNO-TV New Orleans; WTCG Atlanta.

■ Ark City Cable TV Inc., for Newkirk, Okla. (CAC-08234): WTCG Atlanta.

■ Port Angeles Telecable Inc., for Sequim, Clallam, Sequim (unincorp.), all Washington (CAC-08235-7): CKBU-TV Vancouver BC.

■ Sammons Communications Inc., for Clinton, Okla. (CAC-08238): KTVT Fort Worth, KFDX-TV, KAUZ-TV Wichita Falls, Tex.

■ Consolidated Cable Utilities Inc., for Aurora, Ill. (CAC-08239): WTOO Rockford, Ill.

■ Hamburg TV Cable Inc., for Hamburg, Mohrsville, Shoemakersville, West Hamburg, Windsor, all Pennsylvania (CAC-08240-4): Interim authorization for existing operations.

■ Bethlehem Video Inc., for Bethlehem, N.Y. (CAC-08245): WRGB, WMHT Schenectady, WAST, WTEN Albany, both New York; WPIX, WOR-TV New York, WSBK-TV Boston.

■ Alert Cable TV of North Carolina Inc., for Cary, N.C. (CAC-08246): WRAL-TV Raleigh, NC; WRDU-TV Durham, NC; WTTG Washington; WTVD Durham, NC; WUNC-TV Chapel Hill, NC; WRET-TV Charlotte, NC.

■ Great Plains Communications System Inc., for Smith Center, Kan. (CAC-08247): KCKT Great Bend, Kan.; KSNB-TV Superior, Neb.; KAYS-TV Hays, Kan.; KHGI-TV Kearney, Neb.; KLNE-TV Lexington, Neb.; KHAS-TV Hastings, Neb.; KGIN-TV Grand Island, Neb.

■ Fayette TV Cable Co., for Fairchance, Georges, North Union, South Union, all Pennsylvania (CAC-08248-51): WOR-TV New York; WUAB Lorain, Ohio.

■ Banico Inc., for Bridgeport, Brookside, Pease, Colerain, all Ohio (CAC-08252-5): Certificate of compliance for existing operation.

Certification actions

■ Commission granted application of Franklin Cablevision Inc., for special relief and for certification of its proposed cable television system at Fort Bliss, Tex., in El Paso smaller television market. Action March 29.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Central New York Cable TV, for Utica, New Hartford, Whitestown, Clayville, Schuyler, Clinton, all New York (CAC-04817-21.6); American Cablevision Co., for Escanaba, Mich., (CAC-05901); Central New York Cable TV, for Kirkland, Whitesboro, Marcy, New Hartford, Deerfield, Yorkville, New York Mills, Paris, all New York (CAC-06066-76); Warner Cable of Altoona, for Altoona, Allegheny, Blair, Frankstown, Juniata, Logan, Duncansville, Bellwood, Hollidaysburg, Antis, all Pennsylvania (CAC-06314-23); Continental Cablevision of Merrimack Valley Inc., for Methuen, Mass. (CAC-06409); Mound City Cablevision Inc. for Mound City, Mo., (CAC-07001); Wildermess Cable Co., for Scott Depot, Shawnee Estates, Hometown, Red House, Rock Branch, all West Virginia (CAC-07176-80); Quincy Cablevision Inc., for Keokuk, Iowa (CAC-07236); Crawfordville Community Cable Corp., for Montgomery, Ind. (CAC-07252); Canton Cablevision Inc., for Canton, Miss. (CAC-07290); Clinton Cablevision System Inc., for Clinton, Miss. (CAC-07340); Callais Cablevision Inc., for Cut Off, Larose, Galliano, Golden Meadow, all Louisiana (CAC-07529-32); Tri-State Cable Systems, for Ewing Rose Hill, both Virginia (CAC-07554-5); Montgomery Cable TV Inc., for Montgomery, Ala. (CAC-07567); Valley Microwave Transmission Inc., for Harlingen, Tex. (CAC-07578); Quincy Cablevision Inc., for Quincy, Ill. (CAC-07585); Sammons Communications Inc., for Magnolia, Miss. (CAC-07596); Lynchburg Cablevision Inc., for Lynchburg, Va. (CAC-07630); Multivision Northwest Inc., for Dalton, Ga. (CAC-07633); Hossier Telecable, for Grissom A F B, Ind. (CAC-07671); Telecable Inc. of Huntsville, for Huntsville, Tex. (CAC-07720); Sammons Communications Inc., for Pontiac, Ill. (CAC-07741); Community Communications Co., for Delta Colo. (CAC-07746); Cass Community Antenna Inc., for Sanford, N.C. (CAC-07761); Housatonic Cable Vision Co., for Trumbull, Monroe, Newtown, Brookfield, New Fairfield, Sherman, all Connecticut (CAC-07767-72); Gulf Coast Cable Television, for Bunker Hill Village, Spring Valley, Hillshire Village, all Texas (CAC-07773-5); New View Cable TV Inc., for Grafton, N.D. (CAC-07779); Delta Cablevision Inc., for Dumas, Ark. (CAC-07790); Trio Communications Inc., for Kingstree, S.C. (CAC-07803); Teleservice Corp. of America, for Helena, Ark. (CAC-07804); Okeairco Inc., for Glades, Fla. (CAC-07832); Consolidated Cable TV Inc., for Independence, Ark. (CAC-07840); Micro Cable Communications Corp., for Eagle, Pitkin, Garfield, Basalt all Colorado (CAC-07847-50); North Bergen Cable Television, for North Bergen, N.J. (CAC-07863).

Other action

■ Commission waived its rules to allow Gordon Cablevision Inc. to carry the signal of KOA-TV, Denver on its cable system at Rushville, Neb. Action was response to petition by Gordon for reconsideration of a February 10, 1976, order that Rushville system could not claim grandfathered status for operations unauthorized before March 31, 1972, and that carriage of KOA-TV (NBC), in addition to the local NBC affiliate KDUH-TV, Hay Springs, Neb., would exceed the carriage complement allowed. Action March 10.

Call letters

Applications

Call	Sought by
	New TV
KICH	Channel 16 Inc., Longview, Tex.
	New FM's
*KECG	El Cerrito High School, El Cerrito, Calif.
KPDJ	Pauldon Inc., Eureka, Calif.
*WFTU-FM	Florida Technological University Orlando, Fla.
WGUF-FM	WGUF Inc., Gulfport, Miss.
KINI	Rosebud Educational Society, Crookston, Neb.
*WASB	State University of New York, Albany, N.Y.
*WLMB	Ashabula County Joint Vocational School Board of Education, Jefferson Village township, Ohio
WRIX	FM 103 Inc., Honea Path, S.C.
*KPLN-FM	Plains Independent School District, Plains, Tex.
	Existing AM's
WPJK	WNBE Winter Park, Fla.
WYRR	WVMC Mount Carmel, Ill.
KBUF	KUPK Garden City, Kan.
WJRO	WISZ Glen Burnie, Md.
WIXY	WTYM East Longmeadow, Mass.
WOPM	WKPM Princeton, Minn.
KYNN	KLNG Omaha, Neb.
WCHU	WPJD Soddy-Daisy, Tenn.
	Existing FM's
KTAZ-FM	KTAN-FM Sierra Vista, Ariz.
KBCO	KRNW Boulder, Colo.
KPPL	KLAK-FM Lakewood, Colo.
WYRR-FM	WSAB Mount Carmel, Ill.
KBUF-FM	KUPK-FM Garden City, Kan.
KDVV	KTOP-FM Topeka, Kan.
WOPM-FM	WOPM Princeton, Minn.
WIOC	WORA-FM Mayaguez, PR.
WIOB	WPRP-FM Ponce, PR.
WIOA	WQBS-FM San Juan, PR.

Grants

Call	Assigned to
	New FM's
WXXN	Butler County Broadcasting Co, Greenville, Ala.
KMIX	John M. and Mary C. Hall, Turlock, Calif.
WOZY	Dublin Broadcasting Co., Dublin, Ga.
*KLCD	Minnesota Public Radio Inc., Decorah, Iowa.
KIOL	Iola Broadcasting Inc., Iola, Kan.
KASO-FM	Cook Enterprises Inc., Minden, La.
WNBY-FM	Newberry Broadcasting Co., Newberry, Mich.
KDEM	Luna County Broadcasting Co., Deming, N.M.
KRKT-FM	Linn-Benton Broadcasters, Albany, Ore.
KJAK	Faith Broadcasting Service, Slaton, Tex.
WEMI	Evangel Ministries Inc., Neenah-Menasha, Wis.
	Existing TV
WBAK-TV	WILL-TV Terre Haute, Ind.
	Existing AM
WXLK	WKSJ Pritchard, Ala.
	Existing FM's
WKSJ	WKSJ-FM Mobile, Ala.
WJYW	WAVV Tampa, Fla.
WPHD	WYSL-FM Buffalo, N.Y.
WRTN	WVOX-FM New Rochelle, N.Y.
KCWW	KJDF Beeville, Tex.

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.

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.

We'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 3M potential. Great opportunity for good salesperson. Send all pertinent info with salary requirements to Box D-46, BROADCASTING.

General Manager sales oriented, aggressive and community minded, must be able to take charge. Excellent opportunity to join a young fast growing firm. It's like starting a new station. Small market daytime... only 300 miles from Vegas. Resume to F.L. Laidlaw, KNCK, Langdon, ND 58249. Ph. 701-256-2146.

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

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.

Arizona Growth Market station needs experienced salesperson. Send resume and salary requirements to Box D-50, BROADCASTING.

Texas/Oklahoma—Broadcaster Looking for experienced salesperson who wants to make money! Excellent opportunity for advancement. Draw/Commission/expense account: Equal Opportunity Employer. Box D-77, BROADCASTING.

If you are energetic, enthusiastic, goal oriented and can sell, we have a first rate position available. Call Jack Chapman or Ray Stephens - KGAK, Gallup, NM 505-863-4444.

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.

Top spot local sales department. Excellent opportunity. Lets talk WBNR, Beacon-Newburgh NY 12550. 914-831-1260.

Radio time sales person wanted—established account list. Opportunity to grow. Send resume. Bernie Brobst WOHI-WELA-FM, PO Box 90 East Liverpool OH 43920.

HELP WANTED SALES CONTINUED

Mid-Mich Need immediately. Salesperson/Manager, 15 hours on-air weekly. Base + Commission. Easily make 14G, more if you hustle. Contact Edd Monskie, WRBJ AM-FM, Box 320, St. Johns, MI 48879.

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 \$15,000 (salary plus commission) within one year. Benefits. Send resume to Algonquin Broadcasting, Box 426, West Warwick, RI 02893.

Solid Midwestern Dairy Community. Country AM/Contemporary FM needs experienced pro or self-starter with ambition. Training provided. EOE. Call 414-324-4441. No collect calls.

Small Market Station Prince William County, VA, near Washington could use a combination first class, board man, salesperson. Call 703-640-7161 between 8 + 10 am only.

Lancaster, PA. top billing local AM and regional FM powerhouse needs aggressive Sales Person not afraid of knocking on doors. Ideal for frustrated pro or gutsy beginner. Call 717-392-0678. EOE.

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.

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.

Beautiful area beautiful climate near one of country's favorite cities, seeking experienced announcer. Good voice. Good production person who can take key air shift. Send resume to Box D-63, BROADCASTING.

Good opportunity for enthusiastic night d.j. in one of New Mexico's best radio markets. Knowledge of country music helpful. Contact Stan Holden, KGAK Radio, Gallup, NM 505-863-4444.

AOR Jock wanted at 10,000 watt station. Nights, production, Music Director who can handle one five minute newscast per night. If being pre-empted by sports broadcasts disturbs you, don't bother to apply. Tape, resume and photo to: Bill Miller, KGGF Coffeyville, KS 67337. EOE.

KRFM Phoenix, Arizona's highest rated radio station is looking for a morning man. Experience in beautiful music format preferred. Send aircheck and resume to Eric Johnson, Operations Manager, KRFM, PO Box 10098 Phoenix AZ 85064. Equal Opportunity Employer.

Classical music announcer, public radio. On-air, production and programing responsibilities. Salary 10K+. Send tape and resume to arrive by April 22 to WABE, 740 Bismark Road N.E., Atlanta, GA 30324.

Wanted: Announcer With first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Afternoon Slot contemp/MOR for experienced personality, Tape and resume to WBNR, Box 482, Newburgh, NY 12550.

Bright MOR Announcer with first ticket. Opening immediate. Tape and resume to Mr. Charles Doll, WSER radio, Box 38 Elkton, MD 21921.

HELP WANTED ANNOUNCERS CONTINUED

Come to Cape Cod. Enjoy the Good life in New England's vacationland; 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.

Two top quality adult MOR Country air personalities. Morning drive and P.M. drive. New programming starting June 1, 1977. An equal opportunity employer. Contact Charles Blake, WIKY AM, Evansville, IN. 812-424-8284.

WSTU, Stuart, Florida, is seeking an experienced professional announcer with good production capability and news delivery. Successful MOR located in beautiful South Florida. Send tape and resume to Operations Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

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.

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.

Wanted: Unique entertainer. Adult contemporary superpower has once in a lifetime opening. Must be clever, inventive, humorous and adult in approach. Tapes and resumes to Bob Lowry, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Experienced Disc Jockey for English-speaking radio station in Tehran, Iran. Excellent salary and benefits. Call 202-333-3014 or send resume to National Iran Radio and TV 2600 Virginia Avenue NW Suite 206 Washington, DC 20037.

If you have experience, can handle morning shift and want to step into Program Director shoes at Modern Country KDLT, let's talk. We are Small Market in need of skill. If you have it our P.O. Box is 636, Delta, UT. 84624.

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.

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.

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.

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 Wanty KCGM Scobey MT 59263.

HELP WANTED TECHNICAL CONTINUED

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.

Engineer wanted for West Virginia stereo station. New Equipment. Experienced in Transmitter and Studio maintenance. First Class license required. Board shift, light announcing. Send resume and salary requirements. David Johnson WTOF Radio Canton, OH 44702.

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.

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.

Afternoon Drive Reporter anchor sought by AM/FM update New York applicant should have sports experience plus PBP, minimum 2 years news, 3rd endorsed. Salary benefits best in market. EOE. Send resume care of Box D-62, BROADCASTING.

State Network needs ambitious, hard-hitting reporter. Must have ample reporting experience, quality voice and professional ability to produce tight, actuality-filled newscast. Northeastern US. Send resume to Box D-99, BROADCASTING.

WASK seeks broadcast journalist to join staff of 5. Experienced only need apply. Tapes, resumes to Mike Piggott, Box 880 Lafayette IN 47902.

Box B-81 answers: they went astray! Now send to KHAS Radio, Box 726, Hastings, Nebraska 68901. News editor. Creative. Innovative. Investigative. EOE.

News Director for top rated Mpls. suburban station. No bored work, full time news, Good Salary & car included. KRWC Radio, Buffalo, MN 55313.

Newsperson wanted with solid mature voice who can also moderate a Telephone Talk Show. Some sports may be available. Tapes and resumes to Program Manager, WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Experienced News Man wanted to gather write and air area news. Contact Bob Catlin WDEW Westfield, MA 01085.

Newsperson—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.

Washington All-News needs experienced anchorperson. Send resume and tape. EOE. Box 3678, Washington, DC 20007.

SE 62 Station State Network seeking experienced anchor/reporter. Equal Opportunity Employer. Starting range \$190-\$244/week plus excellent benefits and advancement opportunities. Resume and tape to: Personnel Director P.O. Box 1200, Raleigh, NC 27605.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Modern Country Program director. Must be top jock. Only creative leaders need apply. EOE. Resume to Box C-200, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Director wanted to "fine tune" MOR/Information AM in Louisiana. Good Pay. Good Benefits. EOE. Box D-85, BROADCASTING.

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.

Assistant or Associate Professor to teach television and/or film production, plus basic interpersonal communication classes. Salary range \$15,000 to \$18,000 for 9 month contract, beginning September 1, 1977. Must have Ph.D. completed or in the final phases. Experienced in television and/or film highly desirable. Applicant may be considered to be departmental chairperson. Rush resume before May 15 to: Dr. Thomas Nash, Chairman, Department of Communication, University of New Haven, 300 Oragne Avenue, West Haven, CT 06516. An Equal Opportunity Employer.

Important I contact a writer named Clemens Kirchner, author of vignette series, the "Way It Happened", offered to radio stations. Last known address 41-27 73rd Street, Jackson Heights, New York. Anyone knowing current whereabouts or having information concerning source for such scripts, contact Ed Scott, 3400 South Reed Street, Lakewood, CO 80227. 303-986-4760.

SITUATIONS WANTED MANAGEMENT

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.

25 Years Exp All phases Southeast only. If financial rewards were in order Southwest. First ticket construction exp. as well. Box D-64, BROADCASTING.

General Manager with track record and major market experience. Youthful, energetic, a real doer. Looking for a N.J. radio station that needs a direction and leadership. Currently employed. Box D-82, BROADCASTING.

Dedicated Radio Professional seeks new management challenge. Have come up thru the ranks as Annc., PD, OM, Sales, SM, GM, VP & GM. 19 year veteran, mid thirties, 10 years at present station as VP & GM. Outstanding references. Perfect manager for absentee operation. Know all FCC rules and regulations, all formats, including automation. Community involved, devoted family man, need to put my knowledge and experience to work for someone who appreciates a professional. All replies confidential. Box D-89, BROADCASTING.

Young professional broadcaster—solid major market news and communications/marketing background—seeks challenging management opportunity in small market. Position should demand total involvement and serious commitment. All inquiries answered promptly. Box D-100, BROADCASTING.

Broadcast Generalist: former vice president and director group ownership. Presently, officer and director of Broadcasting division of major international company. Sales, personnel, union negotiations, acquisition, radio and CATV and finance. Box D-101, BROADCASTING.

General Manager: currently sales manager, medium market. Strong sales background. Prefer Minnesota or Wisconsin. Box D-103, 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 NE 89109. 902-734-2758.

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 MANAGEMENT CONTINUED

17 yrs in sales and programming in Rocky Mt medium market. It's time to become GM in group with good benefits. I've done it all, now I want to do it all & once. Won't you give me a chance? 303-574-4294.

Young, willing and able Sales Manager. 27. 5 year Major-medium markets...wants management position in same. I'm good, let me sell you. Collect, nights 717-675-4016.

SITUATIONS WANTED SALES

Mature Account Executive 7 years Broadcast experience including direct & agency level accounts for major market AM & Contempo Stereo-FM. Seeking East coast major market FM. With growth potential. Box C-181, BROADCASTING.

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.

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.

Talented 1st Phone, 12 years experience all for mats, wants permanent position with responsibility commensurate with experience and ability. Major or large market top 40, rock, oldie. Box D-34, BROADCASTING.

Hilarious! Uproarious! Hysterical! And those are just my suit's reviews. Top rated experienced comic personality ready for big market. B-T Box D-65 BROADCASTING.

Competitive markets: Highly reliable, non-screamer, good production. Experienced. Box D-93, BROADCASTING.

Production & news work desired. 25 mos. announcing exp. 1 st. Good interviewer. 207-882-7395, Box D-105 BROADCASTING.

Combination Sports & sales. 11 years experience first phone, married with family. Quality performance. Tapes & reference furnished. Box D-109, BROADCASTING.

Minority, first phone, good voice, A.A. Communications. Seeks job in radio or TV as announcer/news man or engineer. Box D-111, BROADCASTING.

Experienced MOR/contemporary announcer-newsman, 1st Phone, 31. Prefer Florida. Box D-53, BROADCASTING.

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.

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.

Up and coming college grad., 6 years air and production experience, seeks AOR work. 3rd endorsed. Call Mike Beecher, 607-273-4000.

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.

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

hello, I'm 27. Single, 3rd phone, 8 years experience, smooth voice, board, Good news, production. Excellent references. As MD, PD have successfully programmed 3 stations. Desire full-time air shift in small or medium market in Calif. or Southwest. Adult M.O.R. or easy Listening format desired. Mornings or afternoons preferred. Frank Cordell, 26353 Columbia Street, Temet, CA, 92343-Call 714-658-1094.

Mid-Market Experience. 3rd, Top 40, MOR, interest in AOR/rock. PD potential Frank 412-224-4052.

Announcer/DJ. Third endorsed, 24, single, college experience, willing to work and help your station, anywhere but prefer East. Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237 or 412-364-5622.

JJ, 3rd Endorsed; one year experience, but sound like 3 years. 30 yrs. old. Who are you guys waiting for? am ready now. Bill Matter 215-355-4241.

Dedicated, reliable young college graduate. Commercial experience, DJ, production, news. Third endorsed. Looking for placement in small or medium market, MOR or Adult contemporary format. Doug Lipe, 1222 Laramie Manhattan KS 66502 913-537-1354.

Wants Experience: Reliable, hard-working college grad. Full knowledge of sports with 3rd phone. 10 months part-time as announcer. Call Bob Simen 119-683-2874.

Five years experience. Polished, mature, bright, communicative D.J., ready to move. Seeking contemporary, MOR, or AOR station in medium or larger market. Excellent production. Third endorsed. Chuck Tanner, 212-799-9190, 9 a.m.-5 p.m.

Five years experience, announcer 3rd phone. Have done rock, MOR. Strong voice, excellent production, automation. Tapes and resumes. 507-433-8123, evenings.

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.

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.

First Phone Tech James E. Peoples. 40-31C. West Moshulu Pkway Bronx NY 10468. 212-364-2050.

1st Phone, light experience, "trainee" salary O.K., any market. Solid electronics education. Anthony Shaw. 32-25 90 Street Jackson Heights. NY 11369.

Chief Engineer—desperate divorced dj, nostalgia, jazz-rock. Brokenhearted. Help me pick up the pieces. Good: tone, delivery, maintenance. No pollution. 305-721-1539.

SITUATIONS WANTED NEWS

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.

Reporter/Anchorman with UPI Audio, AP Radio and ABC affiliate news experience. Major markets. Hard driving. Box C-182, BROADCASTING.

Sportscaster. Experienced young pro. Reporting, writing, all sports. Have done major college play-by-play. Degree. Will relocate, but prefer Southwest. Box C-198, BROADCASTING.

D.J. 3rd Phone school grad. Good news, commercial, personality looking for start go anywhere. Box D-10, BROADCASTING.

NY Journalist 1 year newswriter major network. Seeking local radio. Bags packed. Box D-27, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

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 years major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box D-57, BROADCASTING.

Completed BA in Political Science. Anxious to return to broadcasting fulltime. Nine years commercial experience: jock, news, continuity, PD, some TV. Seeking news, or talk radio. First phone. Excellent references. Medium or large market. Availability June. Box D-73, BROADCASTING.

Network newscaster; former news director and all-news anchor, seeks return to news management with some air work. Reply Box D-83, BROADCASTING.

Sportscaster, 4 years major college experience, seeks college PBP. Working, top 30 market. Box D-96, BROADCASTING.

Experienced newsmen in east desires growth opportunity in medium-large sunbelt market. Positive attitude. interested in public affairs and talk show. Box D-107, BROADCASTING.

Reporter. Top market producer wishes to return to reporting. Box D-110, BROADCASTING.

Qualified, experienced, industrious degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

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.

Family man ready to move up in sports. 6-1/2 years experience. Have desire-Will travel. 507-765-4575.

Experienced News, PBP, Talk Show, copy writing. Creative, mature. West Coast preferred. Ken Stepien, 213-439-4181.

Experienced Sports Director all play by play, will relocate, call 305-666-3615.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Professionals... female ND of no. 1 team, and, male modern country personality/talk-PA Director. Top ratings 49th ARB/ADI. Want bigger challenge/money. East. Box D-60, BROADCASTING.

Hard-working individual, B.S. Communications seeks entry level position, anywhere. Some major market experience. Creative, dependable, eager for break. Box D-84, BROADCASTING.

Joe Pyne-type (telephone) talk host, currently employed. Box D-98, BROADCASTING.

Not Afraid to Work Hard, 3 1/2 years of experience in major market working up from sweeping floors. Experienced in Traffic, Production, and Engineering. P. Chin, 216-226-8587.

Eight years experience, heavy production. first married, stable. Looking for adult contemporary or contemporary MOR format. Call Pete 503-648-5580.

FCC First, 2 1/2 years college, one year deejay experience in small market radio. Seek position at a contemporary station as on-air production engineer. Prefer Midwest. Complete resume available. Kent Verbeck Box 80373. Lincoln. NE 68508.

Production-writing: Young, creative, dependable, experienced. B.A. R/TV; 3rd endorsed. "Hungry" for right opportunity. Peter Zoto 3120 Kingman No. 1 Des Moines, IA 50311 515-255-5674.

TELEVISION

HELP WANTED MANAGEMENT

Executive Vice President Broadcasting organization seeks individual with outstanding professional and managerial achievements, preferably in some branch of communications, excellent judgment, and a keen appreciation of the opportunities for improvement of the public welfare implicit in the rapid development of communications technology. Leadership qualities, including demonstrated ability to motivate others toward professional excellence, to persuade, and to bring diverse elements together around common goals. Conceptual and analytical abilities that range across the many disciplines of public broadcasting: the arts, technology, management, public policy and the law. A practical sense that permits the use of all of these to solve the problems of people and of organizations. Salary to be determined by the Board of Directors. Equal Opportunity Employer—M/F. Resumes and qualifications to Box D-90, BROADCASTING.

Development Manager. Public TV station needs development manager to plan and execute fund-raising activities. For further information, contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, California 95110, 408-299-3701. Application deadline: April 15, 1977. An Equal Opportunity Employer.

Executive Producer. Public TV station needs Executive Producer for locally produced programs. Experience needed in TV or film program design, writing and/or production. Position will be responsible for station program design, proposal writing, budgeting, production management and program evaluation. For further information, contact: Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, CA 95110, 408-299-3701. Application deadline: April 15, 1977. An Equal Opportunity Employer.

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.

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 TECHNICAL

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.

HELP WANTED TECHNICAL CONTINUED

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.

Camera Maintenance and tape maintenance engineers with a minimum 5 years broadcast experience, and FCC First Class. Salary 18-25K. EOE, M/F. Box C-152, BROADCASTING.

Chief engineer for major group operated network affiliated TV in top 50 market eastern U.S. Supervisory experience and good educational background necessary. Box C-168, 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.

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.

TV Maintenance Engineer: full color production facility in Los Angeles requires person to repair cameras, film chain, VTR's (helical and quad). Must have 3 years experience in repairing color video equipment. An Equal Opportunity Employer. M/F. Send resume and salary requirement to Box D-86, BROADCASTING.

Chief Engineer midwest VHF Group Broadcaster. Equal opportunity employer. Send resume to Box D-108, BROADCASTING.

Maintenance engineer for Texas network affiliated VHF. Experience on TK44B's, Ampex VR1200, 2000, and other broadcast equipment helpful. Contact Robert Hardie, C.E. KAMR-TV, 806-383-3321.

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200, CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Hands On Chief Engineer for Southwest Public UHF. First phone. Good Maintenance background and supervisory experience necessary. Upper teens. Application deadline April 20. Write or call: J. Dryden, KRWG TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. Phone 505-646-2233. An Equal Opportunity/Affirmative Action Employer.

Chief engineer for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Small staff requires personal attention to maintenance. Located in growing university community in beautiful mountainous area. EOE. Send resume and salary requirements to Pete Friden, Station KPAX-TV, P.O. Box 4827, Missoula, MT 59806, or call 406-543-7106.

Studio Engineer with 2 years' experience. First phone required. Experienced in videotape, camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive West Palm Beach 33407, 305-848-7211.

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.

HELP WANTED NEWS

Anchor/Reporter with sports background preferred. Reporter who wants to switch to anchor will be considered. Pacific Northwest, great skiing. Box C-213, BROADCASTING.

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.

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.

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.

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.

News Director—Top dollar for person with solid track record in small market. Box D-69, BROADCASTING.

Anchorperson—6 and 11 p.m. at aggressive Western station. Box D-70, BROADCASTING.

Experienced reporter and anchor/producer for No. 1 medium market newsteam in Midwest. EOE. Resume, salary expectations to Box D-80, BROADCASTING.

Sports reporter for Medium Market in upper Midwest. Emphasis on outdoor sports. Some on-air work. Prefer recent grad or some experience with film. Resume to Box D-92, BROADCASTING.

Late Anchor with occasional reporting duties. Southwest location. Salary up to \$10,000 per yr. Send resume & photo to: Box D-97, BROADCASTING.

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.

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.

Experienced Street Reporter needed for strong news department. Send video tape or cassette and resume to Eric Rabe, news director, WTAJ-TV, 5000 6th Ave. Altoona PA 16602. An Equal Opportunity Employer.

Position for an experienced Weathercaster/Reporter. Send resume and tape to Eric Rabe, News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

Correspondent—Africa. Cameraman looking for reporter to team up with on freelance basis. Cover own expenses. Leaving within 30/45 days. 602-299-3305.

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.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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 year successful producing-writing experience. TV and film Creative. Practical. Capacity for wide range subject and production styles. Salary \$12-\$14,000. EOE Resume with production credits to Box D-25, BROADCASTING.

TV Director Needed: Experienced freelance TV directors to work at NYC video tape production studio specializing in live cable TV productions and industrial/educational tapes. Box D-79, BROADCASTING.

Seeking experienced film production people with ability to work in all phases of production in growing company in Midwest. EOE. Send complete resume to Box D-102, BROADCASTING.

Producer-Director with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and reference to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

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, O. 614-282-0911 Mon. thru Fri 10:00 a.m. - 4:00 p.m. An equal opportunity employer.

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 Sc 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.

General Manager. Practicing broadcaster 30 years—television 22 years. Thoroughly experienced all aspects: acquisitions, ownership, management, sales, programming, production, promotion, etc. Converted 4 long-term losers into winners. Achieved development in sales. Profits and prestige years ahead of most optimistic projections. Accustomed to formidable challenges, full responsibility and phenomenal success. Box D-68, BROADCASTING.

17 yrs in sales and programming in Rocky Mtn. medium market. It's time to become GM in group with good benefits. I've done it all, now I want to do it all at once. Won't you give me a chance? 303-574-4294.

SITUATIONS WANTED SALES

Young woman looking to translate 8 yrs. Sales experience with numerous TV guest appearances to being an 'on air' personality. Expertise: Woman's market. Anxious for opportunity to work hard and be successful. Box D-76, BROADCASTING.

TV-Radio Pro-ratings? What's that? Interested in ownership, management, sales—10 year top billing track record—Ken Hissong, 216-456-1057.

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 ANNOUNCERS CONTINUED

Attention: Top 50 market stations—experienced TV News/Sports Director (Journalism major) seeks News/Sports Reporter position. Major league baseball, Big 10 football affiliations. Documentary credits. Outstanding references, degree, portfolio, film, VTR. Let's communicate (interview). Write Box D-72, BROADCAST-NG.

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 1st Editing. Box B-68, BROADCASTING.

First Phone, B.A. TV/Radio, experience with ENG systems—seeking position as operational engineer. Box C-226, BROADCASTING.

Ex Supv. presently employed, desires position of 1st chief/tx supv. NY/Pa. area or Rocky Mountain states. Presently responsible for UHF & FM transmitters. Please reply to Box D-66, BROADCASTING.

Experienced 1st Phone 2 years commercial station, BA degree, control room/production/operations/engineering—ENG, VTR, audio, lighting, camera. Excellent resume. Relocate anywhere. Box D-74, BROADCASTING.

Technical Director able to setup register, shade broadcast color cameras, setup, operate 2" VTR; various switchers. Great potential. 213-465-7146.

SITUATIONS WANTED NEWS

I want to anchor! Top Ten market talk-show host and anchorman desires solid anchor position. Young. Exciting. Intelligent Box B-29, BROADCASTING.

Washington DC Correspondent available for full or part time assignments. Female, MS Degree, experienced radio & TV reporter. Can contact Jean 202-966-1838 or Box C-232, 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.

Solid Pro Sportscaster in Top 40 market. Strong on air and PB looking for a quality station. Box D-75, BROADCASTING.

Looking for a versatile, experienced Anchor/Reporter who shoots and edits 16mm, has B.A., First, is News Director at Midwest CBS affiliate and does sports and weather too? Write Box D-78, BROADCASTING.

Successful Radio anchor/reporter seeking switch to TV News. May Comm. grad, 4-year background in all markets, with sports emphasis. Some Pub. Aff. for PTV. Relocation & market no problem if right opportunity. VTR, scripts & references say the rest. Box D-91, BROADCASTING.

Sportscaster/Newsman 3 years Radio/TV experience. Seeking full time Radio/TV sports. In depth sports knowledge, aggressive, innovative. Box D-94, BROADCASTING.

News photographer: Aggressive and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

Award Winning Journalist Wants in. Single. 26. Aggressive. Tireless. Versatile. Sports. Features. Relocate anywhere, USA. Carl Cherkin, 2932 Bunker Hill Ct., Cornwells Heights PA 19020. 215-757-4852.

Field reporter—young, energetic, spring radio-tv-film grad looking for small or medium market. Experienced in film, but eager to learn more. Currently interning in med. market with top one-man-band feature reporter. References, VTR's available. Write: Fred Schuh, 681 Frederick, Oshkosh, WI 54901. Will relocate.

SITUATIONS WANTED NEWS CONTINUED

TV News Director small market. 10 years solid professional background all markets. Anchor, reporter producer, assignment editor. 615-833-8587 evenings.

Experienced Reporter/Producer. Pro at writing, packaging ENG/film for news, mini-docs, magazines. Medium market and moving up! 614-262-7705.

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.

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.

I have 3 years experience in switching, lighting, VTR, and camera plus a degree in broadcasting. Will exchange energy and talent for a decent job. Box D-71, 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 Virginia 23834 804-526-7377.

I want experience—Operating technician with First Class license. John C. Little RD 8, Box 148, Washington, PA 15301. 412-228-0903.

WANTED TO BUY EQUIPMENT

Want used 5/1KW transmitter for spare. Steve Schuchman, KRXX, Fort Worth, 817-926-5301.

Camera Pedestals Cranes Sound Boom Call Gil Stevens 305-895-6400.

Gates Executive Console wanted. Will consider any condition or price. WNOE, New Orleans. 504-523-4753.

FOR SALE EQUIPMENT

MARTI M3B STL excellent condition, Phelps-Dodge 2 bay circular FM antenna never used will tune to your frequency. Gates M-6146 stereo generator CCA exciter, SMC R/P cart machine w/aux tones. KIOQ-FM Bishop, CA 714-873-5861.

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 hangars. \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

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.

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.

FOR SALE EQUIPMENT CONTINUED

Gates "President" 8 channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

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.

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.

100 Watt Translators—Three Emcee models UHTU-100D. Excellent condition. All tubes brand new, tuned to your channels. Possible delivery—\$4,500 ea. 408-354-1984.

Gates Automation System, Gates TE-3 exciter and stereo generator, like new, call 404-876-7123.

2 Tower Antenna Monitor, type approved Potomac AM-19(204) also CBS model 444 Audimax III and 400 Volumax. All priced to sell. Waggoner KEYN 316-722-0018.

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, WTOC-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.

RCA TR-60 Quad Hi Band VTR. DOC. editor, refurbished headwheel, excellent condition. First \$29,500.00 gets it! MATEC 205-956-2200.

3" Air Helix Coaxial cable new all copper, 50 ohms—8reels, 400 ft each—can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, Illinois 312-266-2600.

Audio equipt. for sale. Thompson-CSF Volumax 4111. \$1000.00 Two AKG Condenser MIC's. C451E and power supply. \$300.00. Contact S. Keating, 214-369-1171.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171 Grove Place, Madera, Calif. 93637.

Original comedy for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

Free Catalog. Everything for the deejay! Write: Command, Box 26348, San Francisco 94126.

BIONIC BOFFOS bought by biggies! Why? Write for freebie. BIONIC BOFFOS, Box 1123, Twin Falls, ID 83301.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

MISCELLANEOUS CONTINUED

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Cheap Radio Thrills! The world's best—most useful—production album! Last chance to buy at this price: \$12 each, 2/\$20. Add \$2/LP for First Class. Sample St. L.A. Air Force 2445 East Third, Long Beach, CA 90814.

Do You Have a client who needs a jingle? If you've been calling Dallas or Memphis, call us. We create custom jingles in 48 hours. Phila. Music Works Box 947 Bryn Mawr, PA 19010 215-525-9873.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 9, June 20. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

A.T.S. 152 W. 42 St., NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

San Francisco, FCC License, 6 weeks 5/2/77. Results guaranteed, Veterans approved School of Communication Electronics, 150 Powell St. 94102. 415-392-0194.

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv. Hollywood, CA 90028.

Help Wanted News

Assistant News Director WTOP Newsradio 15

The person who fills this critical slot will have previous major market all-news or news block editing experience, including assignment experience. He or she will also understand the problems involved in scheduling a large news staff. All-news anchor and reporting experience preferred. Send tape and resume to Morry Alter, WTOP Newsradio 15, Washington, D.C. 20016.

An Equal Opportunity Employer

Situations Wanted Announcers

ONE OF AMERICA'S HIGHEST RATED MOR DJ COMMUNICATORS:

Chicago
Boston
L.A.

Minimum 40M—Full info kit with tapes Box D-87, BROADCASTING.

Situations Wanted News

GONZO JOURNALIST

What Hunter Thompson does for print, I do for radio. Currently News Editor for one of America's leading all-news radio stations. Looking for opportunity with progressive station or public station, or a station wanting reportage with a flair. I have freaked out! Money is not the key here: opportunity is. While this man is crazy... he has top credentials.

Box D-106, BROADCASTING

Situations Wanted Programing, Production, Others

I'M COMPETITIVE AND VERSATILE

Minority applicant seeks position with strong company and opportunity for advancement. Experienced in advertising, promotion, television production, writing. Businesslike, people-oriented. Samples/tapes/resume on request.

Box D-67, BROADCASTING

Help Wanted Technical Continued

Chief Engineer, TV

Major broadcast group requires heavy experience all phases Broadcast Engineering, Operations Management and Union Contract Administration, for east coast major market. First class license required.

Resumes must include education, experience, past earnings and desired salary.

Box D-88, BROADCASTING

An Equal Opportunity Employer
M/F/H/Vets

14 TV POSITIONS

Permanent technical and production positions. National and International Broadcasters over 23 years.

call Paul L. Stewart

216-867-6200

Help Wanted News

FRANK N. MAGID ASSOCIATES, INC. IS STILL GROWING

and we are looking for extraordinary individuals to grow with us. You must be an extremely creative person with a strong background in television news, public affairs, programming or promotion. You must be able to work with management, and be willing to work hard. If you meet all of these requirements and are also a highly motivated, self-starter send a resume to:

Leigh T. Stowell
Frank N. Magid Associates, Inc.
One Research Center
Marion, Iowa 52302

Covering Notre Dame varsity sports

is only part of the job awaiting the professional sportscaster being sought by WSBT Radio and Television in South Bend, Indiana. Will anchor two sports segments in a one hour TV newscast, plus radio sportscasts and PBP. Minimum five years experience, extensive knowledge of pro, college and high school sports required. Salary open. Equal opportunity employer, M/F. Send video cassette and PBP audio tape plus resume to: Television Program Director, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601.

TELEVISION

Help Wanted Technical

RADIO

Help Wanted Management

FM MANAGER

Southwest market station of group owner needs direction from an aggressive, experienced radio professional. Successful candidate will have the ability and desire to make this FM station a leader in the community. Compensation plan will include a percentage of the profit. Please send resume to Box C-143, BROADCASTING.

CHIEF ENGINEER

Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras. Quad VTR and related electronic equipment. Six years experience with first class FCC license required. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline April 25. Send resume to:

Personnel Services Office
BALL STATE UNIVERSITY
Muncie, Indiana 47306
An Equal Opportunity Employer

Help Wanted News

TELEVISION SPORTSCASTER

Exceptional opportunity for a major league sportscaster with a major league broadcasting operation in a major league city. We want a top-line professional, willing to aggressively pursue total involvement in the dynamic, competitive Top 25 market. Strong reporting and on-camera credentials required. Must have powerful personality and ability to shoulder tough assignments in a news department thoroughly committed to sports.

Send resume and videotape to:

News Director
Box 5012 T.A.
Denver, CO 80217
An Equal Opportunity Employer

Help Wanted Programing, Production, Others

DIRECTOR/PRODUCER FOR TOP STATION IN MAJOR EASTERN MARKET

We are looking for an experienced creative person with working knowledge of tape editing, news directing commercial and promotional production.

Contact: Box D-81, BROADCASTING
an equal opportunity employer m/f

Situations Wanted Management

EDUCATIONAL/PROFESSIONAL ADMINISTRATOR

Communicator desires administrative-faculty or executive position in education, government, industry. 25 years experience in higher education, industry, government, military as administrator, professor, broadcaster, producer, engineer, consultant. Ph.D. M.S. B.S. in administration, communications, telecommunications; technical training in systems and electronics; FCC 1st Class engineer. Exceptional credentials. Box B-112, BROADCASTING.

Situations Wanted Announcers

MC/HOST

currently nationally syndicated, will trade game shows for chance at TV Talk/Interview Show. Two-time National Emmy Award Nominee. Network credits as Personality; Producer; Writer; Announcer. Will move family to pleasant market for opportunity. Resume/Cassettes on request, or will travel for interview. Phone: 213-986-7912.

Situations Wanted News

BROADCAST JOURNALIST

Award-winning writer/editor/producer ready to move after 12 years with present organization. Now number two in a large department, responsible for all news production, including ENG. Seeks challenge in a senior editor/producer position, or as News Director, at a TV or radio station that considers news coverage important. All interesting offers will be considered. Reply:

Box D-23, BROADCASTING

NEWS DIRECTOR/ANCHOR

- Solid news background.
- Outstanding ratings record.
- Currently very busy market.
- Dual capacity, on camera—in news room.
- Maximize your investment with a versatile ND/Anchor who will relocate
- Opportunity is important. Salary is negotiable.

George LeZotte. 518-482-2221

Public Notice

APPLICATIONS BEING RECEIVED BY THE LOCKPORT COMMUNITY CABLE COMMISSION FOR CABLE TELEVISION SERVICE

The Lockport Community Cable Commission, representing both the City and Town of Lockport, a community of 40,000 residents, in the County of Niagara, State of New York, invite applications on its proposal for an initial cable television service franchise.

Copies of the "Request for Proposals" may be obtained by writing the Lockport Community Cable Commission, C/O Lockport Municipal Building, One Locks Plaza, Lockport, New York 14094. A \$10.00 printing and handling fee should be enclosed.

Applications shall be in the format described in the proposals and received by close of business June 17, 1977.

Employment Service

THE BEST JOBS
are often EXCLUSIVELY referred to us!!



Box 1115, Daytona Beach, FL 32019

The new Number "One" Nationwide Radio Jobs Weekly. With a telephone "Hotline" and a GUARANTEE: YOUR MONEY BACK if you can find a better jobsheet. \$10 (12 issues-3 mo.) \$30 (50 issues-12 mos.)

STATIONS!! YOUR ADS ARE FREE!
904-761-6920

Radio Surveys

SPECIAL ... \$395.00*

"500 FONE" OVERNIGHT LEADER

S-A-M-S

BOX 2585—Augusta, Ga.
30903
*Thru April

Miscellaneous

For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery
FLAG HEADQUARTERS
for All Media
Write or call Today
for Catalog Sheet
ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618/273-3376

Instruction



COLUMBIA SCHOOL OF BROADCASTING SPEAKS SPANISH!

You need Latino DJ's. News. Sports. Sales.
Translators?
Call Gary Gunn (213) 469-8321
Free Service
not affiliated with CBS, Inc.

Buy-Sell-Trade



CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET**
AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)

3001 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MEMPHIS • DALLAS • N.Y. • ATLANTA • GREENVILLE • CINCINNATI

For Sale Stations

- AM/FM within 25 miles of Meridian, Miss. \$225,000. Small down payment.
- Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area. Terms.
- AM/FM in central Tenn. \$225,000. Terms.
- Great daytimer within 40 miles of Charlotte, N.C. Good real estate. \$300,000. Terms.
- Black programmed daytimer in small town. Northern North Carolina.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511

24 HOURS

MEDIA BROKERS APPRAISERS

RICHARD A.
Shahen INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
Willem L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

**OVER 8 HOURS OF
SOUND EFFECTS:** fire engines and fire-
works . . . wind and waves . . . birds and
sea lions . . . horses & buggies and racing
autos . . . explosions and avalanches . . .
airports . . . stadiums . . . courts of law
. . . factories . . . orchestras . . . parties
. . . sirens . . . fighting . . . kids at play
**407 CUTS IN ALL --- AND ALL IN A
16-LP RECORD SET FOR ONLY
\$150. COMPLETE!**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects
Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to
BROADCASTING BOOK DIV.)
is enclosed.

For Sale Stations Continued



CHAPMAN ASSOCIATES*

nationwide service

STATIONS

SE	Med	AM/FM	\$300K	\$87K
W	Met	FM	\$950K	\$323K
S	Med	FM	\$250K	\$63K
SW	Med	AM/FM	\$490K	\$142K
Fla	Maj	Proftbl	\$725K	\$211K
NE	Maj	AM/FM	\$1700K	\$493K

CONTACT

Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Paul Crowder	(615) 298-4986
Bill Hammond	(214) 243-6043
Joe Gratz	(813) 877-1800
Art Simmers	(617) 837-6711

To receive offerings of stations within the areas of your interest, write to
Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Ga. 30341

You belong in Broadcasting

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

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.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:

—Help Wanted 70c per word—**\$10.00 weekly minimum.**
(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—**5.00 weekly minimum.**

—All other classifications, 80c per word—**\$10.00 weekly minimum.**

—Add **\$2.00 for Box Number per issue.**

Rates, classified display ads:

—Situations Wanted (Personal ads) \$30.00 per inch.
—All other \$60.00 per inch.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

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, C.O.D., P.D., 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. April 6	Closing Wed. March 30	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 3/4	41	+	3/4	+	1.82	42 3/8	37	17,625	735,843	
CAPITAL CITIES	CCR	N	44 3/4	45 1/4	-	1/2	-	1.10	57	44 3/4	10	7,739	346,320
CRS	CRS	N	59	56 3/4	+	2 1/4	+	3.96	59 1/4	55	10	28,395	1,675,305
COX	COX	N	28 3/4	29 3/4	-	1	-	3.36	33 5/8	28 3/4	9	5,872	168,820
GROSS TELECASTING	GGG	A	15 1/4	15 1/8	+	1/8	+	.82	15 1/2	13 5/8	8	800	12,200
KINGSTIP COMMUN.	KTVV	O	4	4				.00	4 5/8	3 7/8	7	461	1,844
LIN	LINA	O	17 5/8	18 1/4	-	5/8	-	3.42	19 1/8	16 3/4	7	2,615	46,089
MONNEY	MONN	O	2 1/2	2 1/4	+	1/4	+	11.11	2 1/2	1 7/8	4	425	1,062
RAHALL	RAHL	O	14 1/2	14	+	1/2	+	3.57	18 1/2	8 5/8	17	1,281	18,574
SCRIPPS-HOWARD	SCRIP	O	36	33 1/2	+	2 1/2	+	7.46	36	31 1/2	8	2,589	93,204
STARR**	SRG	M	6 3/4	4 3/4	+	2	+	42.10	6 3/4	3 1/2		1,202	8,113
STORER	SRK	N	25 1/4	25 3/4	-	1/2	-	1.94	26 7/8	23 5/8	9	4,876	123,119
TAFT	TFR	N	28 1/4	29 5/8	-	1 3/8	-	4.64	33 7/8	28 1/4	8	4,070	114,977
TOTAL										77,950	3,345,470		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5	5				.00	5 1/8	3 3/4	9	1,265	6,325
AVCO	AV	N	13 3/8	13 3/4	-	3/8	-	2.72	16 5/8	13 3/8	7	23,792	318,218
JOHN ALAIR	AJ	N	14 1/2	15 1/4	-	3/4	-	4.91	15 7/8	11 1/8	6	2,407	34,901
CHRIS-CRAFT	CCN	N	4 7/8	5 1/8	-	1/4	-	4.87	7 3/8	4 7/8	6	4,395	21,425
COMBINED COMM.	CCA	N	21 1/8	21 3/4	-	5/8	-	2.87	23	19	8	6,644	140,354
COWLES	CWL	N	14	13 1/8	+	7/8	+	6.65	14	12 1/2	17	3,969	55,566
DUN & BRADSTREET	DNA	N	28	27 5/8	+	3/8	+	1.35	30 1/2	26 1/4	16	26,544	743,232
FAIRCHILD IND.	FEN	N	3 1/2	9 1/2				.00	11 1/4	9 1/2	9	5,708	54,226
FUDUA	FDA	N	9 1/2	9 3/4	-	1/4	-	2.56	13	9 1/2	6	8,844	84,018
GANNETT CO.	GCI	N	33 3/4	33 5/8	+	1/8	+	.37	40 3/4	33 5/8	15	21,629	729,978
GENERAL TIRE	GY	N	26	26 1/4	-	1/4	-	.95	28 5/8	24 3/4	6	22,242	578,292
GLOBE BROADCASTING	GLBTA	O	3 3/4	3 3/4				.00	4 3/8	2 1/8		2,783	10,436
GRAY COMMUN.	O	10 1/2	11	-	1/2	-	4.54	11	8		5	475	4,987
HARTE-HANKS	HNN	N	26	28 3/8	-	2 3/8	-	8.37	29 3/8	26	11	4,383	113,958
JEFFERSON-PILOT	JP	N	26 5/8	27 1/4	-	5/8	-	2.29	32 3/8	26 5/8	9	24,079	641,103
KAISER INDUSTRIES	KI	A	17	18	-	1	-	5.55	18	14 3/4	9	28,119	478,023
KANSAS STATE NFI.	KSN	O	5 1/2	5 3/4	-	1/4	-	4.34	6	4 3/4	11	1,716	9,438
KNIGHT-RIDDER	KRN	N	31 5/8	32 3/8	-	3/4	-	2.31	38 3/8	31 5/8	11	8,305	267,645
LEE ENTERPRISES	LNT	A	23 1/8	23 3/4	-	5/8	-	2.63	28 1/8	23 1/8	12	5,010	115,856
LITRETY	LC	N	18 1/2	18 1/2				.00	19 3/8	18	6	6,762	125,097
MCGRAW-HILL	MHP	N	17	17 1/4	-	1/4	-	1.44	17 5/8	15 5/8	10	24,626	418,642
MEDIA GENERAL	MEG	A	16 3/4	16 1/2	+	1/4	+	1.51	20	16 1/2	8	7,292	122,141
MEREDITH	MHP	N	17 3/8	17 5/8	-	1/4	-	1.41	20 1/4	17 3/8	4	3,067	53,289
METROMEDIA	MET	N	30	29 1/8	+	7/8	+	3.00	30 5/8	27 1/8	7	6,745	202,350
MULTIMEDIA	MMED	O	21 1/2	21 3/4	-	1/4	-	1.14	23 1/2	21 1/2	9	4,391	94,406
NEW YORK TIMES CO.	NYKA	A	17 1/2	16	+	1 1/2	+	9.37	17 1/2	15 3/4	9	11,206	196,105
OUTLET CO.	DTU	N	22 7/8	21 1/2	+	1 3/8	+	6.39	23	17 3/4	7	1,437	32,871
POST CORP.	PST	O	16 1/2	17	-	1/2	-	2.94	19 1/4	16 1/4	7	878	14,487
REEVES TELECOM**	RRT	A	2 1/2	2 3/4	-	1/4	-	9.09	3	1 3/4		2,380	5,950
ROLLINS	RRL	N	17 1/8	17 1/2	-	3/8	-	2.14	24 1/4	17 1/8	10	13,404	229,543
RUSS CRAFT	RUS	A	11 1/2	11 3/4	-	1/4	-	2.12	11 3/4	9 1/2	8	2,291	26,346
SAN JUAN RACING	SJR	N	7 3/4	7 3/4				.00	9 3/8	7 3/4	5	2,509	19,444
SCHERING-PLOUGH	SGP	N	36 1/4	36 3/4	-	1/2	-	1.36	44 3/4	36 1/4	12	54,047	1,959,203
SONDERLING	SOR	A	9	9 3/4	-	3/4	-	7.69	10 7/8	9	4	1,096	9,864
TECH OPERATIONS**	TO	A	2 5/8	2 3/4	-	1/8	-	4.54	3 3/8	2 5/8		1,344	3,528
TIMES MIRROR CO.	TMC	N	20 3/4	21	-	1/4	-	1.19	23	20 3/4	10	33,911	703,653
WASHINGTON POST CO.	WPC	A	22 3/4	23 1/2	-	3/4	-	3.19	25 1/8	22 3/4	9	9,019	205,182
WOMETCO	WCM	N	11 1/4	10 7/8	+	3/8	+	3.44	12 3/4	10 7/8	7	8,623	97,008
TOTAL											397,337	8,922,090	

Cablecasting

ACTON CORP.	ATN	A	4 1/2	4 1/8	+	3/8	+	9.09	4 3/4	3 1/8	15	2,676	12,042
AEL INDUSTRIES	AELRA	O	3 7/8	4 1/8	-	1/4	-	6.06	4 1/8	2 3/8	18	1,672	6,479
AMFCO**	ACO	O	1 1/4	1 1/2	-	1/4	-	50.00	1 1/2	1 1/4		1,200	300
AMERICAN TV & COMM.	AMTV	O	25	25 1/2	-	1/2	-	1.96	25 1/2	19 3/4	18	3,369	84,225
ATHENA COMM.** *		O	1 1/8	1 1/8				.00	1 1/8	1 1/8		2,125	765
BIJRNIP & SIMS	BSIM	O	3 3/4	3 3/4				.00	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	3/4				.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	4 7/8	5	-	1/8	-	2.50	5	3 5/8	15	4,761	23,209
COX CABLE	CXC	A	21 1/2	22	-	1/2	-	2.27	22 1/4	16 1/2	21	3,563	76,604
ENTRON	ENT	O	1 3/4	1 5/8	+	1/8	+	7.69	2	1 5/8	2	970	1,713
GENERAL INSTRUMENT	GRI	N	19 7/8	20 5/8	-	3/4	-	3.63	21 3/4	18 1/2	22	7,178	142,662
GENEVE CORP.	GENV	O	8	8 1/4	-	1/4	-	3.03	9 1/4	8	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	5 1/8	4 1/2	+	5/8	+	13.88	5 1/8	2 7/8	73	5,281	27,065
TELEPROMPTER**	TP	N	7 7/8	7 5/8	+	1/4	+	3.27	9 3/8	7		16,646	131,087
TIME INC.	TL	N	33	33 3/4	-	3/4	-	2.22	38 1/4	33	10	20,192	666,336
TOCOM	TOCM	O	2 1/2	2 1/2				.00	3	2 1/4	9	617	1,542
UA-COLUMBIA CABLE	UACC	O	18	17 1/2	+	1/2	+	2.85	18	15 1/2	14	1,700	30,600
UNITED CABLE TV**	UCTV	O	3 7/8	4	-	1/8	-	3.12	4 5/8	3 7/8		1,879	7,281
VIACOM	VIA	N	12 1/8	12 5/8	-	1/2	-	3.96	15 5/8	9 1/2	12	3,707	44,947
TOTAL											91,918	1,329,897	

	Stock symbol	Exch.	Closing Wed. April 6	Closing Wed. March 30	Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming													
COLUMBIA PICTURES	CPS	N	9 3/4	9 3/4	-	3/4	-	3.84	11 3/4	7 3/4	4	6,748	63,26
DISNEY	DIS	N	34 3/4	34 7/8	-	1/8	-	.35	47 5/8	34 3/4	15	31,917	1,109,11
FILMWAYS	FWY	A	8 3/4	9 7/8	-	1 1/8	-	11.39	9 7/8	6 7/8	8	2,397	20,97
FOUR STAR			3/4	3/4				.00	1	3/4	8	667	50
GULF + WESTERN	GW	N	13 1/8	14 1/8	-	1	-	7.07	18 3/8	13 1/8	3	48,269	633,53
MCA	MCA	N	36 3/8	37 1/2	-	1 1/8	-	3.00	42 1/2	36 3/8	7	17,974	653,80
MGM	MGM	N	17 7/8	18 3/4	-	7/8	-	4.66	20 1/8	16	8	13,102	234,19
TELETRONICS INTL.		O	5 1/4	5 1/2	-	1/4	-	4.54	6 1/2	5 1/4	8	968	5,08
TRANSAMERICA	TA	N	13 3/4	13 7/8	-	1/8	-	.90	15 1/4	13 3/4	8	65,148	895,78
20TH CENTURY-FOX	TF	N	10 5/8	10 3/8	+	1/4	+	2.40	12 1/4	10	8	7,583	80,56
WARNER	WCI	N	27 3/8	27 1/2	-	1/8	-	.45	29 5/8	26 1/4	7	16,752	458,58
WRATHER	WCO	A	6 3/4	5 5/8	+	1 1/8	+	20.00	6 3/4	4 1/2	17	2,244	15,14
TOTAL										213,769		4,170,95	

Service

ARDO INC.	ARDO	O	27	26 3/4	+	1/4	+	.93	27	22 1/2	8	2,513	67,85
COMSAT	CO	N	33 3/4	35 5/8	-	1 7/8	-	5.26	35 5/8	29 3/8	9	10,000	337,50
DOYLE DANE BERNBACH	DOYL	O	18 5/8	18 3/4	-	1/8	-	.66	19	16 3/4	7	1,820	33,89
FOOTE CONE & BELDING	FCR	N	16	16 1/2	-	1/2	-	3.03	16 5/8	14 3/4	8	2,304	36,86
GREY ADVERTISING	GREY	O	18 1/2	18 1/2				.00	19 3/4	16 1/2	5	729	13,48
INTERPULIC GROUP	IPG	N	33 5/8	32 3/4	+	7/8	+	2.67	34	28 1/2	7	2,387	80,26
MARVIN JOSEPHSON	MRVN	O	10 3/4	12	-	1 1/4	-	10.41	14	10 1/4	5	1,871	20,11
MCI COMMUNICATIONS**	MCIC	O	2 1/4	2 3/8	-	1/8	-	5.26	2 1/2	1 3/4		19,985	44,96
MOVIELAR	MDV	A	1 1/2	1 5/8	-	1/8	-	7.69	2	1 1/4	6	1,409	2,11
MPO VIDEOELECTRONICS	MPO	A	7 1/8	7 3/8	-	1/4	-	3.38	9	4	4	520	3,70
NEEDHAM, HARPER	NDHMA	O	11 5/8	11 1/2	+	1/8	+	1.08	11 5/8	11 1/8	7	823	9,56
A. C. NIELSEN	NIFLR	O	21	21 1/4	-	1/4	-	1.17	22 1/8	20 1/8	13	10,762	226,00
OGILVY & MATHER	OGIL	O	31 1/2	31 3/4	-	1/4	-	.78	33 1/2	31	8	1,805	56,85
J. WALTER THOMPSON	JWT	N	16 1/2	16 7/8	-	3/8	-	2.22	18 1/2	15 1/8	8	2,649	43,70
TOTAL											59,577	976,89	

Electronics/Manufacturing

AMPEX	APX	N	8 1/8	8 1/4	-	1/8	-	1.51	9 3/8	7 3/8	11	10,885	88,440
ARVIN INDUSTRIES	ARV	N	15	16 3/4	-	1 3/4	-	10.44	19 1/4	15	4	5,959	89,385
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CFC	A	2 1/8	2 1/4	-	1/8	-	5.55	2 3/8	1 3/4	11	2,244	4,768
COHU, INC.	COH	A	2 3/4	2 5/8	+	1/8	+	4.76	3 1/8	2 1/8	25	1,617	4,446
CONRAC	CAX	N	24	24 1/2	-	1/2	-	2.04	26 1/2	23 3/4	7	1,428	34,272
EASTMAN KODAK	EASKD	N	68 1/4	68 1/2	-	1/4	-	.36	86 3/4	68 1/4	17	161,356	11,012,547
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 1/4	49 5/8	-	3/8	-	.75	55 7/8	49 1/4	12	184,581	9,090,614
HARRIS CORP.	HRS	N	35 1/4	34 5/8	+	5/8	+	1.80	35 1/4	28	14	12,216	430,614
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	2	1 3/4	+	1/4	+	14.28	2 1/4	7/8		2,701	5,402
MICROWAVE ASSOC. INC	MAI	N	21 1/2	22 1/8	-	5/8	-	2.82	24 1/2	20 1/4	10	1,320	28,380
3M	MMM	N	49 3/8	50 1/8	-	3/4	-	1.49	57	48 1/2	17	115,265	5,691,209
MOTOROLA	MOT	N	45 5/8	45 5/8				.00	56 7/8	43 1/2	15	28,353	1,293,605
N. AMERICAN PHILIPS	NPH	N	31 5/8	33 3/8	-	1 3/4	-	5.24	36	31 5/8	7	12,033	380,543
OAK INDUSTRIES	OAK	N	15 3/4	17 7/8	-	2 1/8	-	11.88	17 7/8	9 5/8	14	1,639	25,814
RCA	RCA	N	28	28 1/4	-	1/4	-	.88	29 3/4	25 3/8	12	74,753	2,093,084
ROCKWELL INTL.	RDK	N	33 3/8	33 1/8	+	1/4	+	.75	34 5/8	30 7/8	9	32,300	1,078,012
RSC INDUSTRIES	RSC	A	1 7/8	1 5/8	+	1/4	+	15.38	2	1 5/8	10	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	16 7/8	17 1/2	-	5/8	-	3.57	21 1/8	16 3/4	11	1,668	28,147
SONY CORP.	SNE	N	9 3/8	9 7/8	-	1/2	-	5.06	10 3/8	8 1/8	20	172,500	1,617,187
TEKTRONIX	TEK	N	59	59 7/8	-	7/8	-	1.46	68 1/2	56 1/2	15	8,671	511,589
TELFMATION	TMT	O	5/8	5/8				.00	3/4	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	16 3/4	16 3/8	+	3/8	+	2.29	19 3/8	14 3/4	12	6,838	114,536
WESTINGHOUSE	WX	N	18 5/8	17 3/4	+	7/8	+	4.92	18 5/8	16 1/4	7	87,492	1,629,538
ZENITH	ZE	N	23 3/8	24 1/2	-	1 1/8	-	4.59	28	23	11	18,818	439,870
TOTAL											954,021	35,734,963	
GRAND TOTAL											1,794,572	54,479,862	

Standard & Poor's Industrial Average

108.7 109.5 -.8

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.

Paramount's Lawrence: nose of a salesman, head of a businessman

Dick Lawrence says, "Selling turns me on." At the prices he can command now from television stations for reruns of *Happy Days*, which won't be available until 1979, he should be turned on.

But not only is Mr. Lawrence, executive vice president for domestic syndication for Paramount Television, turned on, "he's turned the industry upside down," says Robert Glaser, head of RKO's TV division. Art Watson, executive vice president of the NBC-owned TV stations agrees: "Dick Lawrence has revolutionized the syndication business with *Happy Days*."

What Mr. Lawrence did with and for *Happy Days* was simple on its face and astonishing in its results. He evolved the now celebrated strategy of advising all stations in a market via telegram that the show was available for such-and-such a price (\$35,000 per episode for six runs in New York, for example), then sitting back and waiting for competition to set in. Going determinedly through one market at a time, Mr. Lawrence stirred up bidding in 12 of the first 15 markets. In no case did at least one station in a market fail to meet the initial asking price; in Philadelphia, the bidding became so hot that the \$16,000 asking price was finally topped by WTAFTV's winning \$25,529 bid; in San Francisco, the \$14,000 floor hit the ceiling with a \$20,000 successful bid by KBHK-TV.

Mr. Lawrence "created the psychological atmosphere where every station said to itself, 'I gotta have that show'—and then let the buyers establish the price," says Richard Woollen, programming chief for the Metromedia stations, who ought to know. He's paying \$15,101 for each episode of *Happy Days* for Metromedia's WTTG-TV Washington.

"Dick understood the value of *Happy Days*," says RKO's Mr. Glaser. "He factored in the inflation that's expected over the next few years as well as the bigger dollars that are accruing to stations and the fact that there's less and less product available for stripping." He adds: "It was the strategy not only of a good salesman, but of a good businessman."

Salesman-businessman Dick Lawrence is a youthful-looking 51-year-old, trim (he has his own exercise regimen) and well-tanned. He's known as one of the industry's leading clothes horses—if there were an annual 10-best-dressed list for television executives. Dick Lawrence would be at or near the top. "He's personable and sharp, and he ingratiates himself with people," says Pierre Weis of ITC Entertainment,



Richard Lawrence—executive vice president in charge of U.S. syndication, Paramount Television; b. New York, Jan. 27, 1926; US Air Force, 1943-45; sales executive, WVNJ(AM) Newark, N.J. 1947-1950; sales executive, World Broadcasting System, New York, 1950-56; general manager, 1956-58; general sales manager, Economee Television, New York, 1958-65; vice president and sales manager, U.S. syndication, United Artists Television, New York, 1965-70; vice president and sales manager, ITC, New York, 1970-72; executive vice president in charge of syndication, 1972-73; present post, Sept. 1973; widower; children: Mitchell, 22, and Stacey, 18.

ment, who gave Mr. Lawrence his first job in radio syndication 27 years ago.

Mr. Lawrence's first tentative step toward a career was not in sales, however. Fresh from a B-29 gunner's slot in 1945, he took up acting in off-Broadway productions, but soon found he "had champagne tastes and was making only beer money."

With the help of a disk jockey friend, he began to supplement his income by purchasing two-hour chunks of time on a local radio station, programming it and selling commercial messages to neighborhood merchants. Hints of things to come: This sideline became so lucrative that "the actors I was friendly with couldn't believe it when one day I drove up in a brand-new Cadillac," he says.

He quickly abandoned acting when a full-time sales job opened up in 1947 at WVNJ(AM) Newark, N.J. Two years later he was the station sales manager.

In 1950, Mr. Weis, then general manager of the Ziv-owned World Broadcasting System, was looking for experienced salesmen to sell the company's radio transcriptions. "They were reluctant to hire me because I was only 24 years old," Mr. Lawrence says, "but they were

surprised at all my experience."

"Dick lied about his age," says Pierre Weis, breaking into a laugh. "But before long I'd fired everybody on that staff except Dick—he was a winner right off the bat, a born salesman."

"The World Broadcasting job was great because I'd begun to develop a taste for traveling," Mr. Lawrence says. During his eight years at World, "I ended up making sales trips to every state in the union," he says. He's convinced that this "feeling for the grass roots" is the element most responsible for the success he's achieved.

As a sizable proportion of the radio companies he dealt with in the 1950's expanded into TV-station ownership, Mr. Lawrence was promoted within the Ziv organization from radio to television, taking over as general sales manager for Economee Television in 1958.

During Mr. Lawrence's seven-year stint at Economee, United Artists bought out Ziv, and in 1965 he was made vice president and sales manager for syndication of United Artists Television. The next five years of his career were frustrating because United Artists' most desirable syndication properties were its feature films, which were assigned to a different department of the company. His department focused on TV series, and the only series UA was involved in during that period were a science-fiction hour, *The Outer Limits*, and *Gilligan's Island*. Mr. Lawrence finally quit in 1970 because, as he puts it, "How many times can you walk into a station with nothing but reruns of *Gilligan's Island* to sell?"

He spent the first three years of this decade as a vice president for ITC. His major coup in that period, as he remembers it, was selling a doomed series, *UFO*, to the CBS-owned stations in 1971 for slotting as a 60-minute prime-access program.

It was in the summer of 1973 that Paramount was looking around for an executive to establish a syndication presence for the company in New York. When Dick Lawrence was approached he jumped at the offer. "It was a plum job—*Mission Impossible* and Lucille Ball's show had just come off the network, and there were all those great feature films," he says.

He's put four hit off-network-rerun series into the market in the last three years: *Love American Style*, *The Brady Bunch*, *The Odd Couple* and *Happy Days*. In addition, he's racked up solid sales for the two packages of Paramount theatrical features he's put together in that time.

The secret of his success? Hal Hough, a vice president at CBS-TV who's done a lot of business with Dick Lawrence over the years, sums it up simply: "He's a real pro."

Stretched schedule

To those still numb from the recent convention of the National Association of Broadcasters in Washington it takes heroic effort to think about the next one in Las Vegas, especially if, as tentatively decreed by the NAB board of directors, it is to last twice as long as this year's.

It was while the directors were holding their winter meeting in Hawaii last January that they hit upon the idea of stretching the 1978 convention to a Monday-Friday or perhaps Sunday-Friday schedule, as compared with the Sunday-afternoon-to-Wednesday-noon span this year. Only a cynic would note that the idea achieved currency after an elaborate reception at which the Las Vegas convention bureau manager was host.

Apart from whatever interest the proprietors of Las Vegas hotels and casinos may take in the extended use of their facilities, there are things to be said on behalf of some enlargement of the NAB schedule.

Equipment exhibitors at this year's show complained of little traffic on the closing day (although business on other days was brisk). Presumably they would vote for a schedule providing more time for delegates to browse through the hardware.

There are radio-only and television-only members of the NAB who think their interests would be served by a separation of the schedule into the configuration that is now attracting the most attention: the first two days for television, the third for both, and the fourth and fifth for radio. It is theorized that delegates without dual interests could attend the two days of their own service's program plus the one day for both and go home.

That plan gives little consideration to the numerous people, including exhibitors and broadcasters with interests in both radio and television, who would be obliged to stay in Las Vegas from start to end, and indeed before and after.

Perhaps a day could be added to relieve some of the congestion caused by overlapping or coincidental business sessions and workshops two weeks ago in Washington. But does anybody really want to spend a week in Las Vegas?

The only cure

The Supreme Court last week mercifully put to rest the last appeal from the FCC decision that led to the 1976 debates between Gerald Ford and Jimmy Carter. If it had chosen to hear the case, it would only have prolonged yet another exercise for lawyers as encouraged by Section 315, the political broadcasting law.

In 1959 Congress amended Section 315 to exempt news broadcasts and coverage of "bona fide news events" from the equal time provision that had previously applied to all broadcast appearances of political candidates. In 1962 the FCC, defying every journalistic standard, ruled that a debate between Richard Nixon and Edmund Brown, candidates for governor of California, was not a news event qualifying for exemption. Two years later the commission reached the same irrational conclusion about presidential news conferences.

In September 1975 an FCC with mostly different membership recognized the absurdity of the 1962 and 1964 decisions and acknowledged that debates between candidates and news conferences called by Presidents were indeed news events and entitled to Section 315 exemption. (With bureaucratic unwillingness to let go entirely, however, the commission prescribed that debates, to be exempt, must be arranged by third parties and in no way under broadcaster control.)

A year later, when the League of Women Voters arranged de-

bates between the principal contenders for the Presidency, minor candidates began swarming to the FCC and courts with all of the protests their lawyers could invent. It was a legal remnant of the period, an appeal by Eugene McCarthy, that the Supreme Court last week refused to hear.

This sort of nonsense is destined to go on as long as Section 315 in any form remains in the Communications Act. There are some members of the Congress, notably Senator William Proxmire (D-Wis.) and Representative Lionel Van Deerlin (D-Calif.) who advocate repeal of Section 315, but a majority sees the section for what it is, a restraint upon broadcasting that in general gives incumbents an advantage over outside challengers for political office.

It was a political accident that led to the liberalization of the law in 1959. The FCC, in a literal interpretation of Section 315 in its original form, ruled that an appearance by the mayor of Chicago on a television news program entitled an obscure opponent to equal time. The opponent was Lar Daly, a local oddity who persistently campaigned for public office in an Uncle Sam suit. Fearing all politicians would begin to look funny if the Lar Dalys were encouraged to get on the air, Congress amended the statute.

Broadcasters can't count on another accident to attain the repeal of 315. They must provide maximum support for the Proxmires and Van Deerlins.

Enough to matter

Broadcasters may draw some comfort from the finding by the Roper Organization, in its latest public-opinion survey for the Television Information Office, that in assessing causes of violence, the public does not look upon television as the chief villain its critics say it is. Lack of in-home discipline was blamed for childhood aggression by eight out of 10 respondents (79%), or twice the number who blamed TV violence (39%). Unhappy home life and too much free time were also rated bigger menaces than television (BROADCASTING, April 4).

It would be a mistake, however, for broadcasters to think that television violence is not a public issue. Whether by personal observation or by the persuasion of the antitelevision propaganda that pervades other media these days, nearly four out of 10 adults have come to regard television as a cause of juvenile aggression.

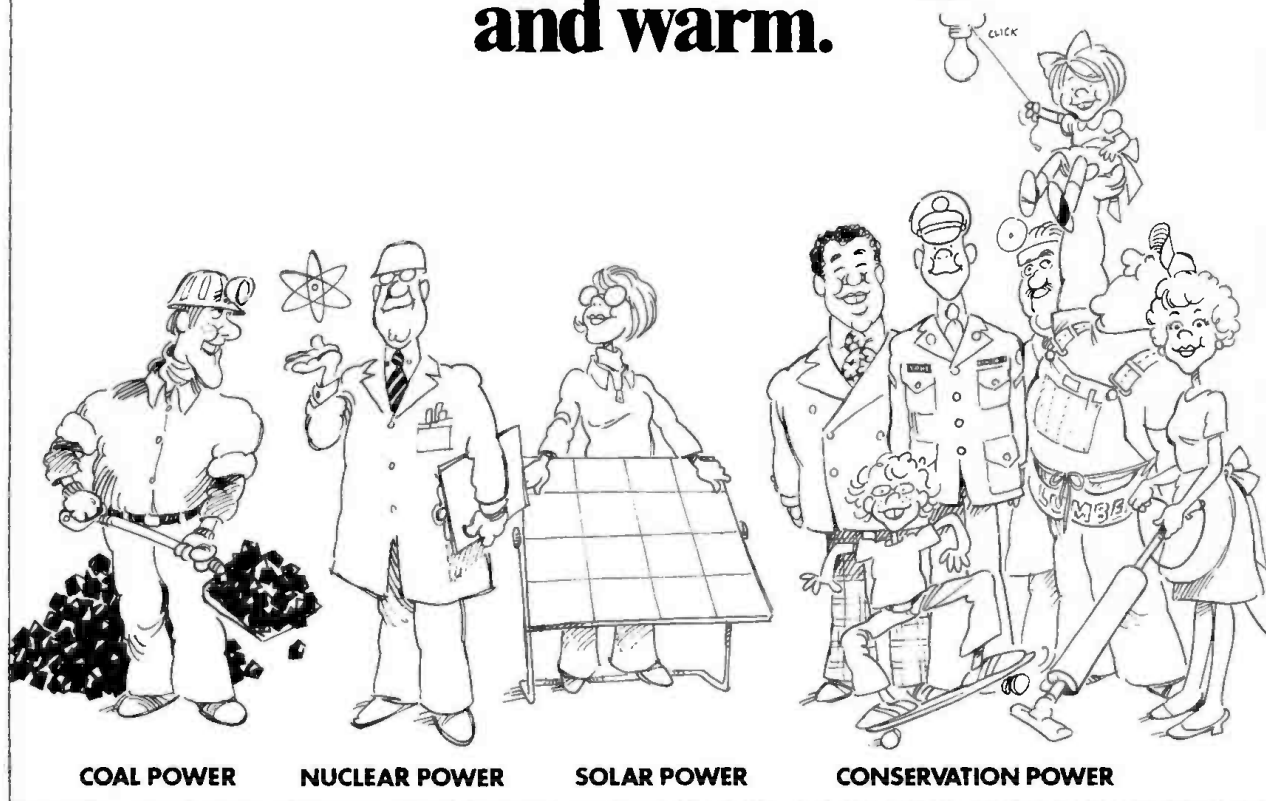
The figure may be stated in another way that may have more significance to broadcasters: A 39 share of audience is not to be casually dismissed.



Drawn for BROADCASTING by Jack Schmidt

"When you go from Fahrenheit to Celsius, is it plus 32 times five-ninths or minus 32 times nine-fifths or...?"

**The more we can put
all this power to work,
the easier it will be
to keep us running
and warm.**



COAL POWER

NUCLEAR POWER

SOLAR POWER

CONSERVATION POWER

It'll be awhile before a lot of Americans thaw out and forget the Winter of '77.

One thing it made clear was that our country has a real energy problem. Natural gas, the fuel that heats more than half of America's homes, is in short supply, and meeting demand is difficult.

And, we've got problems with our domestic oil supply. We now have to import over 40% of our oil needs. In three years, this figure is expected to reach 50%.

What's going to ease the situation? A combination of things.

We've got to find and develop more domestic oil and gas. That's top priority. But, we've also got to get busy expanding and developing other sources of energy.

America has more coal than any other country in the free world. It's a logical candidate to help ease the burden carried by oil and gas. Nuclear energy can be a big help, too. And solar power can make a contribution.

And while we're developing all of these, we can't overlook another source of energy that's readily available to us—our conservation efforts. The National Petroleum Council has estimated that American families could save 14% of the energy used in their homes. Over the course of a year, that would save as much oil as our country imports in one month.

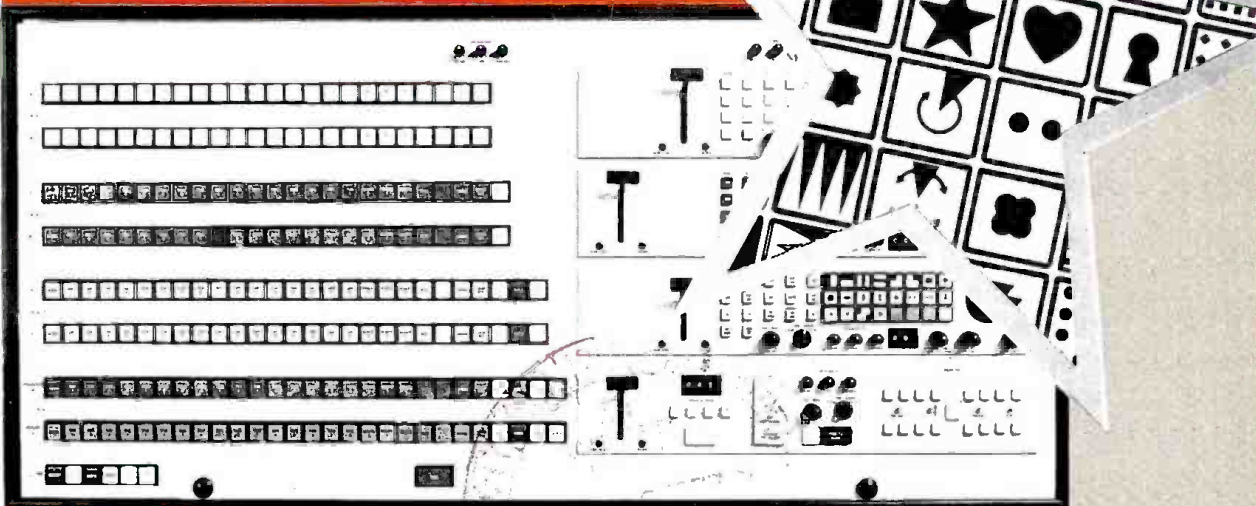
And that's a lot of energy for a strong America.



Energy for a strong America

SQUEEZOOM

*new high technology
entry in switching
from VITAL*



VIX-114

- 12, 16, 20, or 24 inputs. 4 bus, 6 bus, 8 bus or more bus systems.
- All digital waveform and quad split generators.
- Digital key edging, border, shadow and outline available on all ME's.
- Vari-key. Soft, hard, shadow, or see-thru key.
- Digital quad split. Wipe or dissolve in each quadrant.
- Electronic vignette. Adjustable soft pattern edges.
- Superb linear chroma keyer. RGB or encoded.
- Automatic transition control on each ME.
- Ready to interface for computer aided operation.
- Many more state of the art and operational features described fully in series 114 brochure.

Do not fear to discover a superior product in the VIX-114 series switchers. Ask to see the demo tape for a sample of what we can do for users of switching equipment. You'll like it.

SQUEEZOOM® VMU-1

- Synchronizes up to 4 non-synchronous NTSC color video signals simultaneously to studio sync.
- Continuously corrects variations in subcarrier phase from remotes or doppler effects from satellite transmissions.
- Full frame real time compression and zooming of pictures to any size.
- Joystick positioners place up to 4 compressed pictures anywhere on the screen.
- Microprocessor control for wider mode of operation.
- Real time freeze frame.
- Horizontal and vertical compression yield multiple effects.
- Zero delay in switcher.
- Eliminates tedious use of chroma keys in most cases.

PSAS*

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